

2010



GOLDEN PENGUIN AWARDS

MARCH NATIONAL FROZEN FOOD MONTH

*Setting the Standard for Excellence
in Frozen Food Promotion*

QUALIFICATIONS

ELIGIBILITY

All entrants must be current members of the National Frozen & Refrigerated Foods Association except where noted. All programs must have been conducted within your March 2010 planning and promotion period.

ENTRY DEADLINE

Entries must be received at NFRA no later than **Tuesday, May 11, 2010**. Send entries to:
Golden Penguin Awards Competition
c/o National Frozen & Refrigerated Foods Association
4755 Linglestown Rd., Suite 300
Harrisburg, PA 17112
717-657-8601

JUDGING

Entries will be judged by qualified marketing professionals from accredited colleges and universities. Judges look for outstanding work in each category, but are not obligated to declare a winner in every category.

QUESTIONS

Please do not hesitate to contact NFRA regarding any questions on the preparation or submission of entries. You may call 717-657-8601 or e-mail info@NFRAweb.org.

OWNERSHIP

All entries become the property of NFRA and may be reproduced, quoted from and used by NFRA for promotional purposes. Do not send irreplaceable materials.

WINNING ENTRIES

Winning entries will not be returned before November 2010. Anyone wishing to have their entry returned will be invoiced \$25 postage and handling.

REPEAT WINNERS

Any company/organization that wins a Golden Penguin for three consecutive years in the same category will be given special recognition and required to retire from the competition for one year before entering again in the same category.

PUTTING TOGETHER YOUR ENTRY

1 ENTRY FORM

Submit one entry form for each entry. If you are entering more than one category, please submit a separate entry form and portfolio.

2 PORTFOLIO

Each presentation must be submitted in an art portfolio or three ring binder. No entry may exceed 28" x 21" or weigh more than 25 lbs. Entries organized with headings or tabs identifying each element in your promotion are helpful for the judges.

3 SUMMARY OF YOUR PROMOTION

A type-written summary of your program must be submitted with all entries and should not exceed 2 pages in length. Your summary should include:

- o Goals & Objectives of your program
- o Marketing Techniques you used
- o Results & Success of meeting your goals

4 SAMPLES

Include examples to illustrate how you met the criteria. Support your summary by *showing* your displays, ads, in-store activities, etc. Please do not submit DVDs or Videos.

The judges will be deciding based upon the given criteria. Your creativity should be evident in the actual promotion. Your entry should be organized—embellishments are not necessary.



GENERAL JUDGING CRITERIA

The following criteria will be used when entries are judged for the Golden Penguin Awards. While certain guidelines may not apply to every category, this is an outline to follow in developing your promotion plans and entry.

- 1 Full 30-day program
- 2 Prominent display of the **Frozen Foods – Fresh Ideas. Great Taste.** and **March Frozen Food Month** logos in advertising and displays. NFRA has POS materials available to help you meet this criteria.
- 3 Promote use of the www.EasyHomeMeals.com consumer website throughout your promotion
- 4 Educate consumers and employees on the positive effects that frozen foods have on our daily lives
- 5 Retail support and participation through creative in-store displays, demos, advertising, etc.
- 6 Promotion in newspaper, radio or in-store



Tip!

Some organizations conduct their own internal display contest to encourage participation.

Tip!

Events in-store are popular. Create interest through guest appearances, contests, or giveaways.



Tip!

Educate consumers by offering information in-store or on your website, hosting a kids' coloring contest, or teaming up with a charity event.

ENTRY DEADLINE:
TUESDAY, MAY 11, 2010



CATEGORIES

LOGISTICS PROVIDER

MANUFACTURER

Branded
Private Brand

RETAIL SALES AGENT

MILITARY SALES AGENT

WHOLESALE

Corporate
Co-Op: *the retail member stores own the Wholesaler*

RETAIL CORPORATE CHAIN OR DIVISION

Less than 10 Stores
10-50 Stores
Over 50 Stores

INDIVIDUAL RETAIL SUPERMARKET*

Best Endcap Display
Best Department Display
Overall Store Promotion

MILITARY COMMISSARY*

Do not have to be members of NFRA to enter

Best Endcap Display
Best Department Display
Overall Store Promotion

LOCAL FROZEN FOOD ASSOCIATION

1-50 Members
Over 50 Members

SCHOOL FOODSERVICE OPERATION

Do not have to be members of NFRA to enter

1-10 Schools in District
11-49 Schools in District
50+ Schools in District

**Winning entries will receive one award for the store and one award for the assisting company if applicable. The assisting company must be a member of NFRA.*



2010 GOLDEN PENGUIN AWARDS COMPETITION

Please read the complete set of official rules before completing this entry form. Complete one form for each entry. Rules may be obtained by contacting NFRA at 717-657-8601 or visiting our Website at www.NFRAweb.org.

COMPETITION CATEGORIES

Check only one category. Duplicate form for each subsequent entry/portfolio.

Logistics Provider

Manufacturer (check one sub-category)

- Branded
- Private Brand

Retail Sales Agent

Military Sales Agent

Wholesaler (check one sub-category)

- Corporate
- Co-Op

Local Frozen Food Association (check one sub-category)

- 1-50 Members
- Over 50 Members

Retail Corporate Chain or Division (check one sub-category)

- Less than 10 Stores
- 10-50 Stores
- Over 50 Stores

Military Commissary* (check one sub-category)

- Best Endcap Display
- Best Department Display
- Overall Store Promotion

Individual Retail Supermarket (check one sub-category)

- Best Endcap Display
- Best Department Display
- Overall Store Promotion

School Foodservice Operation* (check one sub-category)

- 1-10 Schools in District
- 11-49 Schools in District
- 50+ Schools in District

**Do not have to be members of NFRA to enter*

GENERAL ENTRY INFORMATION

This section must be completed for each entry submitted; please type or print neatly. Please attach your narration to this entry form.

Name of entering company/store/school _____

Contact name at company/store/school _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Name and company of person submitting entry if different than above _____

Entries in the Individual Retail Supermarket categories and Military Commissary categories should complete the information below if there is an assisting company. The assisting company must be a member of NFRA.

Name and company _____

Complete address _____

Phone _____ Fax _____ E-mail _____

All entries submitted become the property of NFRA and may be reproduced, quoted from and otherwise used for promotional purposes. Do not send irreplaceable materials. No entries will be returned before 11/10.

Check here to have entry returned. (\$25 postage and handling. Make check payable to NFRA)

Send completed entry to: Golden Penguin Competition: c/o NFRA, 4755 Linglestown Rd., Suite 300, Harrisburg, PA 17112

Questions? Call NFRA at 717-657-8601