

Thank you for submitting an entry for the 2022 Creative Choice Awards. Please fill out the form below and submit completed forms as well as any additional supporting files to [ngacreativechoice@nationalgrocers.org](mailto:ngacreativechoice@nationalgrocers.org) by Friday, December 3, 2021. Submissions should include the store name and campaign/event title in the email subject line. Please contact [ngacreativechoice@nationalgrocers.org](mailto:ngacreativechoice@nationalgrocers.org) with any questions or concerns. Please select the category/categories you would like this entry to be judged for.\* For more information on category criteria please visit [ngacreativechoice.com](http://ngacreativechoice.com).

## MARKETING

- Connections Through Social Media
- Connections Through Digital Marketing or Mobile
- Traditional Media - TV, Radio and Print
- Grand Opening or Remodel

## MERCHANDISING

- Local, Specialty, or Emerging Products
- Community Engagement
- Center Store/Frozen/GM/HBC
- Fresh Departments

## SPECIAL RECOGNITION



### Kellogg's Supermarket Superheroes Award

Day in and day out, it's our supermarket superheroes that continuously step up to serve their communities across the nation. Deemed as essential workers during the COVID-19 pandemic, independent grocers are the ones who put food on the table for millions of Americans. As the nation struggled to free itself from the pandemic and labor shortages put increased pressure on store teams, grocers continued to rely on their associates to go the extra mile to deliver on shopper expectations. In what ways have you celebrated all of the accomplishments of your supermarket superheroes? How have you honored your hard-working and dedicated team? Tell us how you have spotlighted your staff efforts.



### Unilever's Exceeding Excellence Award

After a surge of foot traffic and an increase in new customers, in part due to the COVID-19 pandemic, independents have not only had to keep up with this new momentum but work to ensure customers keep coming back. For the new shoppers you have acquired over the past year, what have you done to keep them coming back? Did you create a new loyalty platform or leverage targeted offers to bring them back to store? Have you integrated curbside or online ordering? Created new shopper loyalty programs? Share your results and newly established best practices that enabled your success and increased shopper loyalty.

## ENTRY INFORMATION

Title of Entry: \_\_\_\_\_

Independent Retail Store or Independent Retail Store Group Name: \_\_\_\_\_

Total Number of Stores in Company: \_\_\_\_\_

Number of Stores Campaign/Event was Executed In: \_\_\_\_\_

Campaign/Event Start Date: \_\_\_\_\_ Campaign/Event End Date: \_\_\_\_\_

**Campaign/Event Description:**

**Please Describe the Steps Taken to Develop and Execute this Campaign/Event:**

**Why Did You Choose this Campaign/Event:**

**Describe How You Saw Success with this Campaign/Event:**



# 2022 AWARD SUBMISSION

## Supporting Links:

If you would like to submit supporting files, please email .doc, .docx, .pdf, .ppt, .pptx, .jpg, or .png to [ngacreativechoice@nationalgrocers.org](mailto:ngacreativechoice@nationalgrocers.org) with the completed entry form. Other file types will not be accepted.

## CONTACT INFORMATION:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

## INDEPENDENT RETAILER CONTACT INFORMATION (if different from above)

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

In consideration of the potential publicity, award, recognition and exposure this submission (the "Entry") may receive, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the undersigned grants to The National Grocers Association ("NGA") the non-exclusive right to use, display, reference, publish and exhibit the above-referenced Entry, in whole or in part, in connection with the Creative Choice Awards program and for purposes related to the awards program and/or other NGA activities, including, without limitation, the right to include excerpts of the entry as part of and/or in connection with the Creative Choice Awards. Without limiting the generality of the foregoing, the undersigned acknowledges that the foregoing rights include the right for NGA to maintain and archive the entry, and to make the entry available for public and private viewing. The undersigned expressly acknowledges that NGA will proceed in reliance upon this waiver and release; however, under no circumstances shall NGA be obligated in any way to use the Entry, or any portion thereof, or to exploit any of the rights granted hereunder. The undersigned represents and warrants that it has the full right and authority to grant the rights granted to NGA hereunder, and that no other consents or authorizations are necessary or required. The undersigned further acknowledges and agrees that it will not assert or maintain any claim, action, suit or demand of any kind or nature whatsoever arising out of or related to this waiver and release, and will indemnify NGA against any and all claims, actions, losses, damages, judgments and liabilities resulting from any breach or alleged breach of its representations herein.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_