

Thank you for submitting an entry for the 2023 Creative Choice Awards. Please fill out the form below and submit completed forms as well as any additional supporting files to ngacreativechoice@nationalgrocers.org by December 9, 2022. Submissions should include the store name and campaign/event title in the email subject line. Please contact 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.

MARKETING

- Connections Through Omnichannel
- Traditional Media - TV Radio and Print
- Community Engagement
- Grand Opening or Remodel

MERCHANDISING

- Local, Specialty, or Emerging Products
- Seasonal Event or Campaign
- Center Store/Frozen/GM/HBC
- Fresh Departments

SPECIAL RECOGNITION



Kellogg's ESG Excellence Awards

The heart of a good business strategy focuses on wellbeing, people, community, sustainability and beyond. Over the past few years retailers have made great strides in integrating and maintaining these elements that are categorized under the Environment, Social and Governance (ESG) approach. Is this methodology one that you've been incorporating? How have you enhanced your relationships with employees, suppliers, customers and communities? Integrated diversity, equity and inclusion efforts into your store? In what ways have you implemented changes to safeguard the environment?



Unilever's People Positive Award

It goes without saying that retailers are on the front lines of their communities and in this prominent role, it's essential to place an emphasis on diversity and inclusivity. Cultivating not only a diverse workforce, but society takes work, and we know you've been diligently implementing new efforts to reflect these values. Tell us what steps you've taken to break down barriers and create a more inclusive environment. How have you celebrated your staff while inviting new perspectives? How have you elevated and developed underrepresented individuals? Tell us what diversity and inclusion efforts you have integrated.

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:



2023 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 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: _____

Form is completed! Submit to ngacreativechoice@nationalgrocers.org.