



2024 BEST INTERNATIONAL OR GB PRODUCT LAUNCH AWARD

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Entry Form Guidance and Questions

Category Criteria

The business must be selling product to multi-site customers outside of Northern Ireland.
The product(s) being sold must have been developed and / or manufactured in Northern Ireland.
The business must have a minimum of SALSA accreditation.
The product launch should have been initiated after 1st January 2022.

Judging Process

- Following initial screening by the Judging Panel, shortlisted entries will then go forward to the final stage of judging which takes place on Friday 16th February 2024.
- Judges will accept only one entry per company in this category.

NB: This category does not require samples for final stage judging.

The deadline for completed applications is **Thursday 8th February 2024**.

Questions

Question 1. Describe the product range which was being launched, including category positioning, USP's and target consumer. (Note if launch was in GB or international, and if international launch please state country/region). (10 Marks)

Question 2. Detail any category, consumer and market research which was completed as part of the launch planning and outline how this was used to inform your product launch decision-making. If the launch involved a new product what NPD research was completed? (10 Marks)

Question 3. Please outline the Product launch, the sales channels and marketing activities used and how it was managed to a successful implementation. (10 Marks)

Question 4. Detail the sales achieved to date in the target market since the launch of the product. What projections are there for wider sales development and where is the product currently listed and placed? (10 Marks)

If you have any questions, please email nifda@morrowcommunications.com