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| C:\Users\lucille.bellegarde\Documents\Logos Trophées 2018\95913_FR Trophée du Marketing 2018.jpg | **Formulaire de candidature**  **Trophée du Marketing 2018**  Tous les deux ans, le Trophée du Marketing récompense un transformateur ou une entreprise de la restauration hors-domicile pour ses actions de communication relatives au bien-être animal auprès de leurs clients et de promotion des produits issus de systèmes d’élevage plus respectueux du bien-être animal.  **Date limite de candidature : 23 mars 2018** |

**Les candidatures seront acceptées après discussion préalable avec l’un de nos responsables agroalimentaires. Nous vous conseillons d’échanger avec notre équipe et de soumettre votre candidature le plus tôt possible, avant même de la faire signer par votre Direction, afin que nous puissions identifier avec vous d’éventuelles modifications à y apporter.**

**COORDONNÉES** :

Entreprise/Marque : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Secteur d’activité : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Pays auxquels s’appliquera le Trophée : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Qualité : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Adresse : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Téléphone : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

**CRITÈRES D’ÉLIGIBILITÉ**

Le Trophée du Marketing récompense une entreprise pour ses activités de communication et marketing telles que des publicités et de la communication en point de vente, le nombre de personnes potentiellement touchées, la thématique de bien-être animal traitée et le type d’informations données au grand public.

**MERCI DE COMPLÉTER LES SECTIONS SUIVANTES**

Merci de fournir toute documentation, éléments de marketing et photos accompagnant ce formulaire par mail.

**A) INTRODUCTION**

**Présentez brièvement votre entreprise**

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**Résumez brièvement l’approche générale de l’entreprise en termes de marketing pour le bien-être des animaux d’élevage :**

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**B) INITIATIVE MARKETING CONSIDEREE POUR CE TROPHEE**

**Décrivez l’initiative marketing que vous souhaitez voir prise en compte pour ce Trophée :**

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**Quel était le but de cette activité marketing ?**

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**Expliquez les éléments clés de votre activité marketing et en quoi ils sont distinctifs ou innovants :**

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**Quel était le calendrier de ce projet marketing ?**

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**Cochez/entourez les éléments en rapport avec l’activité marketing :**

|  |  |  |
| --- | --- | --- |
| □ Sur l’emballage | □ Point de vente, ex : démonstration en magasin | □ Posters, flyers, reçus de caisse, bannières en magasin/en ligne |
| □ Promotions en magasin/en ligne, ex : prix promotionel, positionnement, dégustation | □ Magasine disponible en magasin/en ligne | □ Courriers au client, emailing |
| □ Media papier, ex : articles, publicités | □ Média en ligne et réseaux sociaux | □ Télévision, Radio |
| □ Site grand public | □ Communication interne | □ Autre :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Merci de fournir la documentation/photos montrant les éléments clés de l’activité marketing :**

*Si possible, fournir des exemples des différents éléments listés ci-dessus (photos des publicités, des emballages ou des activités de démonstration en magasin, communiqués de press et couverture media, etc). Joindre ces éléments au mail lors de l’envoi de ce formulaire ou copier ici les liens webs appropriés :*

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**Quel a été l’impact de l’activité marketing ?**

*Incluant l’estimation du nombre de consommateurs atteints, si disponible*

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**Est-ce que l’activité marketing a été à l’origine de changements de comportements chez le consommateur ?**

*Par exemple, augmentation des ventes d’un produit donné.*

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**Y-a-t-il eu des avantages supplémentaires pour l’entreprise à la suite de cette activité de marketing ?**

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**INFORMATIONS SUPPLEMENTAIRES**

**Veuillez ajouter toute information que vous aimeriez nous faire partager, notamment les raisons qui vous ont poussé à postuler pour un Trophée.**

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**date et Signature d’un membre de la direction**

**Signature**

**NOM : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ QUALITÉ : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**MERCI DE RETOURNER VOTRE FORMULAIRE DE CANDIDATURE PAR MAIL A :**

**[agroalimentaire@ciwf.fr](mailto:agroalimentaire@ciwf.fr)**

ou

**CIWF France**

**13 rue de Paradis**

**75010 Paris**

**France**

Pour toute question et pour vous aider dans la préparation de votre candidature, contactez notre équipe agroalimentaire : [agroalimentaire@ciwf.fr](mailto:agroalimentaire@ciwf.fr) / 01 79 97 70 52