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|  Good Farm Animal Awards | **Modulo di iscrizione****Premio Migliore Comunicazione 2018 per aziende produttrici e della ristorazione** Ogni due anni, Il Premio Migliore Comunicazione offre un riconoscimento alle aziende leader del settore produttivo e della ristorazione che si sono distinte per l’impegno nel comunicare il benessere animale ai consumatori e promuovere prodotti da sistemi di allevamento maggiormente rispettosi. |

**Prima di compilare il modulo è necessario discutere la propria candidatura con uno dei nostri responsabili del Settore Alimentare.
Il termine per la presentazione del presente modulo è il 23 Marzo 2018.**

**DATI**

Azienda/Marchio: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Settore: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Paesi cui si applica questo Premio: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­­

Persona di riferimento: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ruolo: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Indirizzo: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Telefono: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

**IDONEITÀ E CRITERI GENERALI**

Il Premio Migliore Comunicazione per le aziende del settore produttivo e della ristorazione è assegnato a un’azienda sulla base delle informazioni fornite a proposito delle proprie iniziative di marketing, tra le quali comunicazioni pubblicitarie e nei punti vendita, numero di consumatori raggiunti, tematica di benessere animale affrontata e dettaglio delle informazioni fornite ai consumatori.

**SI PREGA DI COMPILARE LE SEGUENTI SEZIONI**

Insieme al presente modulo, si prega di allegare alla mail anche ulteriori documentazioni a supporto, materiali di marketing e immagini.

**A) INTRODUZIONE**

**Si prega di fornire una breve introduzione sull’azienda:**

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**Si prega di fornire una breve descrizione dell’approccio generale dell’azienda alla comunicazione sul benessere degli animali d’allevamento:**

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**B) INIZIATIVE DI MARKETING DA CONSIDERARE PER QUESTO PREMIO**

**Quale delle vostre iniziative di marketing/comunicazione vorreste fosse presa in considerazione per l’assegnazione del Premio?**

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**Qual era l’obiettivo di questa iniziativa di marketing?**

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**Quali sono gli elementi chiave della vostra attività di comunicazione e in che modo possono essere considerati innovativi o distintivi?**

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**Qual è stata la durata del progetto di comunicazione?**

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**Si prega di spuntare/evidenziare gli elementi rilevanti nella vostra attività di comunicazione:**

|  |  |  |
| --- | --- | --- |
| □ Confezioni | □ Negozi/Punti vendita, come comunicazioni sugli scaffali | □ Poster online/nei punti vendita, opuscoli, volantini, ricevute/scontrini, banner, roll up |
| □ Promozioni online/nei punti vendita, come offerte promozionali, posizionamento sugli scaffali, assaggi/degustazioni  | □ Riviste online/nei punti vendita | □ Email dirette ai consumatori |
| □ Giornali e riviste cartacei (articoli, pubblicità, ecc.)  | □ Digital e Social Media  | □ Televisione, Radio |
| □ Sito internet rivolto ai consumatori | □ Comunicazioni al personale | □ Altro:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Si prega di fornire immagini/documentazioni a supporto degli elementi chiave dell’attività di comunicazione elencati sopra:**

*Se possibile, fornire un esempio per ciascuno degli elementi indicati (ad esempio immagini delle pubblicità, materiali distribuiti nei punti vendita, packaging, comunicati stampa e copertura media, ecc.). È possibile sia allegare le informazioni alla mail con cui si invia il modulo, sia inserire qui sotto i link alle pagine web di rilievo:*

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**Qual è stato l’impatto dell’attività di comunicazione?**

*Se possibile, includere una stima dei consumatori raggiunti.*

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**La vostra attività di comunicazione ha creato qualche cambiamento nelle abitudini di acquisto dei consumatori?**

*Ad esempio, aumento delle vendite di un particolare prodotto.*

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**La vostra azienda ha avuto dei vantaggi aggiuntivi come risultato della vostra attività di comunicazione?**

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**INFORMAZIONI AGGIUNTIVE**

**Si prega di aggiungere eventuali ulteriori informazioni che desiderate condividere con noi,**

**soprattutto in merito alle ragioni per cui desiderate candidarvi a questo Premio.**

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**SI PREGA DI INVIARE IL PRESENTE MODULO A**

Elisa Bianco

Responsabile del Settore Alimentare per l’Italia, Compassion in World Farming

Email: elisa.bianco@ciwf.org

Tel: +39 346 6985430