



Brand Activation Champion

Award Application Form

The Brand Activation Champion Award is an initiative which rewards and celebrates a new member each month for their advocacy and commitment to promoting the Guaranteed Irish symbol in association with their business.

In association with The Irish Times, the incredible prize package boasts a value of over €15,000, and is packed with PR, and marketing opportunities, alongside a regional radio ad.

Embrace the Brand Activation Champion Award to showcase your company's impact on jobs, community, and provenance. Leverage this chance to boost your visibility and celebrate your success as a valued Guaranteed Irish community member.

To submit your application please email your completed form to marketing@guaranteedirish.ie

Please complete the following form:

Company Name:

Contact Name:

Email:

Phone Number:

Please tell us why you deserve to be recognised as a Brand Activation Champion for your brand activation efforts.

750 words max

Please include evidence of your brand activation efforts including examples such as imagery, audio, and video, or anything that showcases your successful application of the Guaranteed Irish Symbol. Submit this evidence via a link to Dropbox, OneDrive, Google Drive, etc. (Ensure that these materials are accessible to be viewed by anyone and that the link won't expire, as your application will be considered and eligible for 6 months after submission.)

Evidence may include the following:

- Product packaging
- Point of sale (POS) or front-of-house
- Marketing and sales materials
- Promotional material
- Email signatures
- Social media platforms- LinkedIn, Twitter, Facebook, Instagram, Tik Tok
- Company website
- Influencer mentions
- PR and tender docs/Adhoc
- TV/Radio/Cinema advertising
- OOH advertising
- Reference in Podcasts
- In-house communications/CSR/internal advocacy engagement or activation
- Other