

FDFA Gold Standards Program 2019

Best Marketing / Merchandising Award

The Best Marketing / Merchandising Award will be presented to the land border duty free store that has devised and implemented the year's most outstanding marketing or merchandising initiative.

Nominations may be submitted by land border duty free operator members.

Voted by the FDFA Judging Committee: Duty Free Media and Award Sponsors

The judging criteria are:

1. Efficiency & viability of the initiative (25%)
2. Innovativeness / uniqueness (25%)
3. Demonstrates, attracts or enhances awareness (25%)
4. Impact on sales or customer experience (25%)

Submissions should include a description of the program, photos, store name and contact information.

The submissions should be sent to the FDFA office no later than **September 20, 2019**