

This year, the FDFA Gold Standards Committee is happy to announce a newly created award:

“Best Marketing/Promotion of a “Canadiana” Product(s)”

This award will recognize the land border duty free shop, who best markets and/or promotes a “Canadiana” product(s). Although not a regulatory requirement, current CBSA policy requires that duty free shop operators source twenty (20) per cent of their goods from Canadian manufacturers and distributors, excluding perfume and tobacco. While this policy may not exist in the future, one of the pillars of our land border industry is to fulfill a unique tourism role as the last stop in Canada for departing travelers. In order to continue meeting this historic industry standard, the FDFA would like to encourage our stores in their ongoing pursuit to promote and market our national Canadian identity and image.

What is a “Canadiana” product? By definition, it is *“an object relating to Canadian history and culture”*. Some of the Canadian merchandise that land border shops offer include arts and crafts, giftware, clothing, food (i.e. salmon), wine, souvenirs and other products (excluding tobacco and perfume).

If your store has done an outstanding job this year of marketing/promoting a “Canadiana” product or product(s) in a unique manner that has resulted in positive feedback and/or increased sales, we would like to hear your story.

Your submission can include a marketing and promotion of one “Canadiana” type product, or it could be a series of promotions on a variety of “Canadiana” products that was done throughout the year. The judging panel asks that you identify in your submission the following responses (this is a general parameter):

- Name the Canadian product or products that your store promoted
- How did your store promote the product(s)? did you allocate more floor space? Did you create a special display case for the product(s)? Did you promote the product(s) specifically in an advertisement? Where applicable, please provide photos of your promotion. Did your campaign or promotion target a specific demographic or customer? (i.e. international tourists, U.S. tourists?)
- Did you see an increase in sales or receive positive customer feedback on your marketing campaign or promotion? What was the end result?
- Briefly describe why your store feels that the campaign you have undertaken has benefited the image of your business and/or Canada?

Extra consideration will be given for more specific detail, however no financial information will be required but may be supplied!

The award will be judged and reviewed separately by individuals comprised of 2009 Suppliers Committee, Randy Williams of the Tourism Industry Association of Canada and the FDFA Head Office. We are proud to announce that TIAC has agreed to sponsor this respective award, due to the nature of its tourism content. The reviews and judging will be compared and tabulated by the FDFA Head Office in confidence. The winning recipient will be awarded to the store that has come up with the most unique and successful submission as determined by the individuals above.

The submissions should be sent in no later than October 9th, 2009 – which will allow the marking to take place before the FDFA Semi-Annual Meeting in November – Ottawa, ON.

The success will not be geared on percentage increases in business but how the campaign is presented in the submission.

This award is open to each and every store and will not be based on how much money is spent on advertising.

Please complete the information below and include it with your submission:

Store Name: _____

Telephone Number: _____

Contact Person: _____