

# The CPG Award for Innovation & Creativity

This award is being conducted and presented by the GMA's Associate Member Council to recognize the innovation that occurs everyday at the GMA's member companies. This award allows for the broad submission of innovative ideas, with emphasis being placed on leading the industry forward into the 21<sup>st</sup> century. The project will be judged by AMC members on creativity, willingness to take risks, achieving measurable results and establishing valuable learnings for the entire industry.

Sample "Innovative" focus areas could be projects in the areas of (but are not limited to):

- Use of Technology
- Manufacturing Excellence
- Productivity Improvements
- Marketing/Sales Promotion

Advertising creativity is excluded from this award.

## Application Sections:

1. General Information
2. Innovative Project
  - a. Overview of Innovative project
  - b. Driving Rationale for the Initiative
  - c. Quantifiable & Qualitative Benefits
  - d. Lessons Learned
3. Disclosure Document

## Application Information:

- The Innovative project section should be no longer than SIX (6) pages total, using 11-point type, single-spaced with 1-inch page margins.
- Please follow the order of the sections listed above. Each response should be clear and concise.
- General Information and attachments are supplemental to your application and will help illustrate your contributions to the success of your company or location.
- No videos or sales material, please.

## Evaluation Process

**Step 1:** GMA Member to complete Sections #1 and #2

**Step 2:** GMA Member to complete Disclosure Document

**Step 3:** Evaluation Process/Key Dates

**Application Deadline:** June 11, 2010  
*To AMC Awards Subcommittee*

**AMC Awards Subcommittee to Determine Finalists:** June 2010  
*Follow-up with Finalists to acquire additional information, if needed*

**Final Award Presentation:** Aug. 30, 2010  
*Announced at the GMA Executive Conference*

**Finalist Case Studies Published:** October–November 2010

## Manufacturer Members

**GMA will honor two manufacturer members with CPG Awards. Applications will be split into two divisions, with one award given in each:**

**Division A:** manufacturers with total sales below \$1 billion.

**Division B:** manufacturers with total sales of \$1 billion and higher.

## Contact:

Jill Johnson, *Director, Industry Affairs and Associate Membership* at 202-295-3961 or [jjohnson@gmaonline.org](mailto:jjohnson@gmaonline.org)





## SECTION 1: General Information

Company Name: \_\_\_\_\_

Team/Project Name: \_\_\_\_\_

Contact Person/Submission Manager: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City /State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

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

### Products/Services:

Please provide a one- or two-sentence description of your company's business and products.

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Total number of corporate employees (worldwide): \_\_\_\_\_

Total corporate sales (for most recent fiscal year): \_\_\_\_\_

Company will compete in:

- Division A (total sales below \$1 billion)
- Division B (total sales of \$1 billion and higher)

## SECTION 2: Innovation Project

The outline below provides the structure and potential questions to address in each section. Feel free to provide appropriate additions to each section that best explain your project. However, organize the information by the major sections (A–D).

### **A. Overview of Innovative Project** (approx. 1–2 pages)

- Description of project
- What approach was followed?
- How was the team formed?
- What groups were needed to make this project a success?
- Did any external parties (to your company) participate in the change process?
- Suggested attachment: team structure and roles

### **B. Driving Rationale for the Initiative** (approx. 1–2 pages)

- What business needs were addressed?
- What was the goal of the project? Success Criteria?
- How would you know if the project was a success (before starting)?
- Summarize the objectives of your team's activities.
- What factors motivated the team to pursue this project?
- Did you look to any peer companies or Industry best Practices for guidance?

### **C. Quantifiable & Qualitative Benefits** (approx. 1–2 pages)

- What were the measured results, in relation to the stated goal
- Where was the impact? (internal, customer, supplier, consumer, 3rd party)
- How was the impact measured?
- Did you benchmark your improvements?
- How did the project perform? Did it meet the success criteria?
- What measures/metrics were used to illustrate the impact of the change?
- What was the overall result of the change, project or process?

### **D. Lessons Learned** (approx. 1–2 pages)

- What should the GMA learn from your experiences?
- Has the project spread to different areas of your organization?
- Is the change complete? Or is the project/process ongoing?
- What effect did the change have on the company/group?
- How did the project affect the competitiveness of the organization?



## SECTION 3: Evaluation Process

### Disclosure Document

I, the undersigned, a representative of ("Company"), on behalf of Company, for due consideration, irrevocably grant to the GMA and its Associate Membership the right to use and/or publish any of the information provided herein, including any information provided orally to the GMA and its Associate Membership in connection with this application/questionnaire (collectively the "information"), at any time and in any manner as the GMA and its Associate Membership so chooses, I certify on behalf of Company that the information provided herein is, to the best of my knowledge, complete and accurate, and contains no material omissions of any kind.

I specifically waive any right of inspection or approval, and hereby release and agree to hold harmless the GMA and its Associate Membership, its successors, assigns, personnel and agents from and against any claims, demands, loss, damage or expense relating to the use of this information.

Signature of Company Officer  
or Submission Manager: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

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