

# Agri Marketing

1422 Elbridge Payne Road, #250, Chesterfield, MO 63017  
Ph: 636/728-1428, ext. 2001 • Fax: 636/777-4178  
www.AgriMarketing.com

## 2009 Product of the Year Entry Form

**Note: Entry is to be submitted in a low resolution pdf format.**

**To review past honorees, go to [www.AgriMarketing.com](http://www.AgriMarketing.com), from upper left hand corner, access "Archived Issues" link and view the past November issues.**

Product or Service Name: \_\_\_\_\_

Provider's (Manufacturer) Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

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

Organization: \_\_\_\_\_

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

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

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

E-mail: \_\_\_\_\_

Date of product introduction (commercialization) or re-introduction: \_\_\_\_\_

Type of product/product category/product use: \_\_\_\_\_

Geographical distribution: Regional  National  International

**Judging Criteria** — please provide the following information on separate pages. Points indicate weighting of criteria for judging.

### 1. Market Environment (20 points)

- Description of the product/service and estimated total U.S. market size (\$) for this category: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Est. U.S. market share (%): \_\_\_\_\_

- Change in market share this marketing year: \_\_\_\_\_

- Change in market share since commercial launch: \_\_\_\_\_

- Major competitors (please list at least three):

	Company	Product/Brand	Est. Mkt. Share
1.	_____	_____	_____ %
2.	_____	_____	_____ %
3.	_____	_____	_____ %

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2. Industry Recognition (10 points)

- List awards and honors received (research, marketing/communications, trials, etc.)

3. Benefit and value added to the marketplace (35 points)

- How has the product or service benefited the marketplace and/or the user of the product?
- How has it made the user more efficient (increased yields, saved time, lowered costs, etc.)?
- How has it improved user's income and bottom line?
- Other benefits and value for the marketplace?

4. Strategic marketing/sales approach (25 points)

- Analysis and understanding of market needs and evaluation of marketing/sales efforts.
- Innovative marketing/sales approaches to achieve goals and objectives.
- Accomplishments, changes and responses to competitive challenges and market reactions.
- Integrated sales and marketing activities in achieving goals and objectives.

5. Summary: Why should this product or brand be given this honor? (10 points)

- Provide rationale in executive summary form as to why product should be chosen for this award. Add in any other details or reasons not included in the above sections.

Deadline for completed entries is **Tuesday, September 1, 2009**.

E-mail entry to: [LynnH@AgriMarketing.com](mailto:LynnH@AgriMarketing.com)

***Thank you!***