



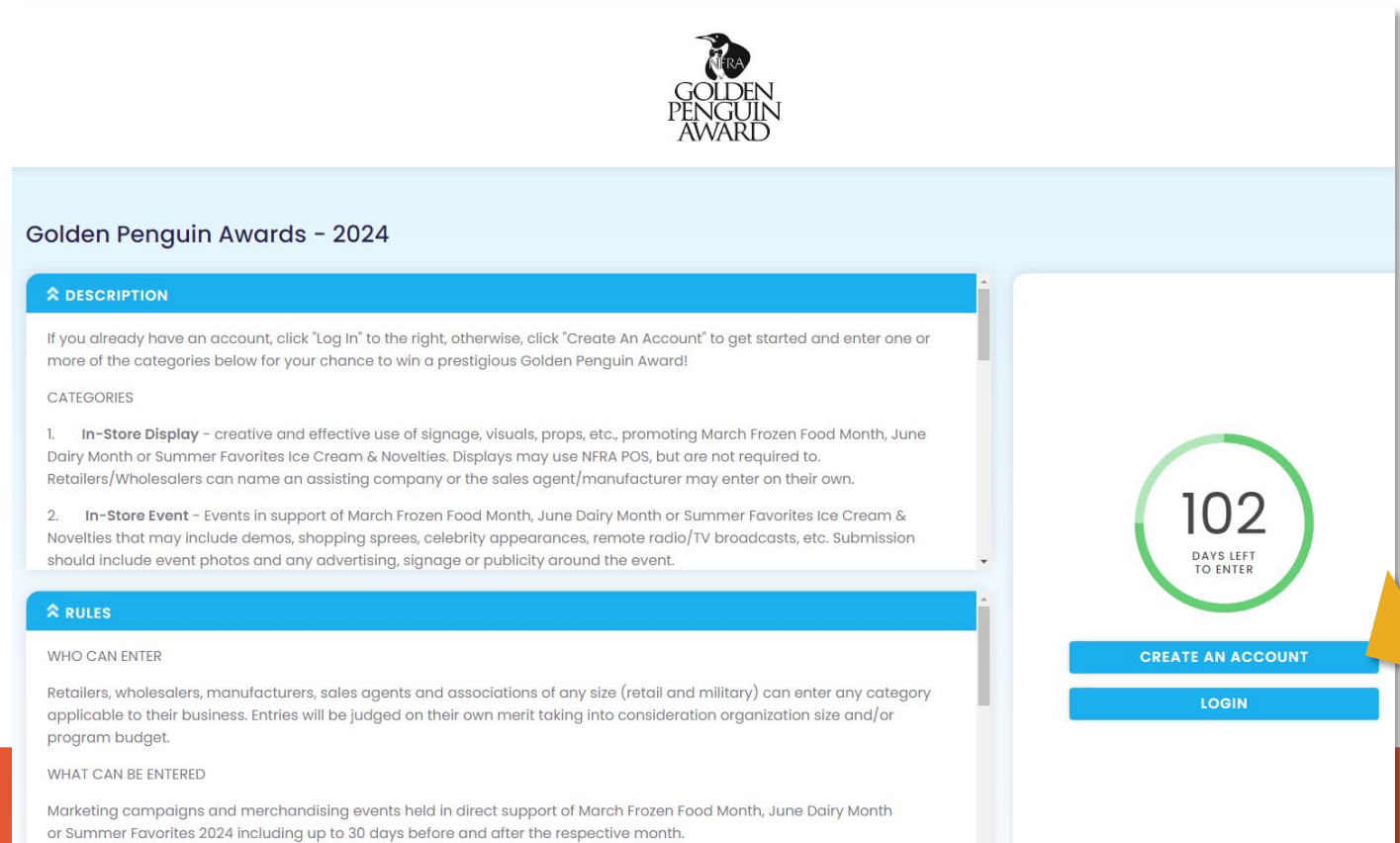
EASY ENTRY GUIDE

How to submit your entry online



Logging In

- Navigate to <https://my.reviewr.com/site/2024GoldenPenguinAwards>
- Click Create An Account



The screenshot displays the 'Golden Penguin Awards - 2024' website. At the top center is the logo for the 'GOLDEN PENGUIN AWARD', which features a penguin silhouette and the acronym 'NFRA'. Below the logo, the title 'Golden Penguin Awards - 2024' is centered. The main content area is divided into two columns. The left column contains two sections: 'DESCRIPTION' and 'RULES'. The 'DESCRIPTION' section includes instructions for existing users to 'Log In' or new users to 'Create An Account', followed by a list of categories: 'In-Store Display' and 'In-Store Event'. The 'RULES' section is titled 'WHO CAN ENTER' and specifies that retailers, wholesalers, manufacturers, sales agents, and associations of any size can enter. The right column features a large green circular timer showing '102 DAYS LEFT TO ENTER'. Below the timer are two blue buttons: 'CREATE AN ACCOUNT' and 'LOGIN'. A large yellow arrow points from the right edge of the image towards the 'CREATE AN ACCOUNT' button.

Golden Penguin Award

Golden Penguin Awards - 2024

DESCRIPTION

If you already have an account, click "Log In" to the right, otherwise, click "Create An Account" to get started and enter one or more of the categories below for your chance to win a prestigious Golden Penguin Award!

CATEGORIES

1. **In-Store Display** - creative and effective use of signage, visuals, props, etc., promoting March Frozen Food Month, June Dairy Month or Summer Favorites Ice Cream & Novelties. Displays may use NFRA POS, but are not required to. Retailers/Wholesalers can name an assisting company or the sales agent/manufacture may enter on their own.
2. **In-Store Event** - Events in support of March Frozen Food Month, June Dairy Month or Summer Favorites Ice Cream & Novelties that may include demos, shopping sprees, celebrity appearances, remote radio/TV broadcasts, etc. Submission should include event photos and any advertising, signage or publicity around the event.

RULES

WHO CAN ENTER

Retailers, wholesalers, manufacturers, sales agents and associations of any size (retail and military) can enter any category applicable to their business. Entries will be judged on their own merit taking into consideration organization size and/or program budget.

WHAT CAN BE ENTERED

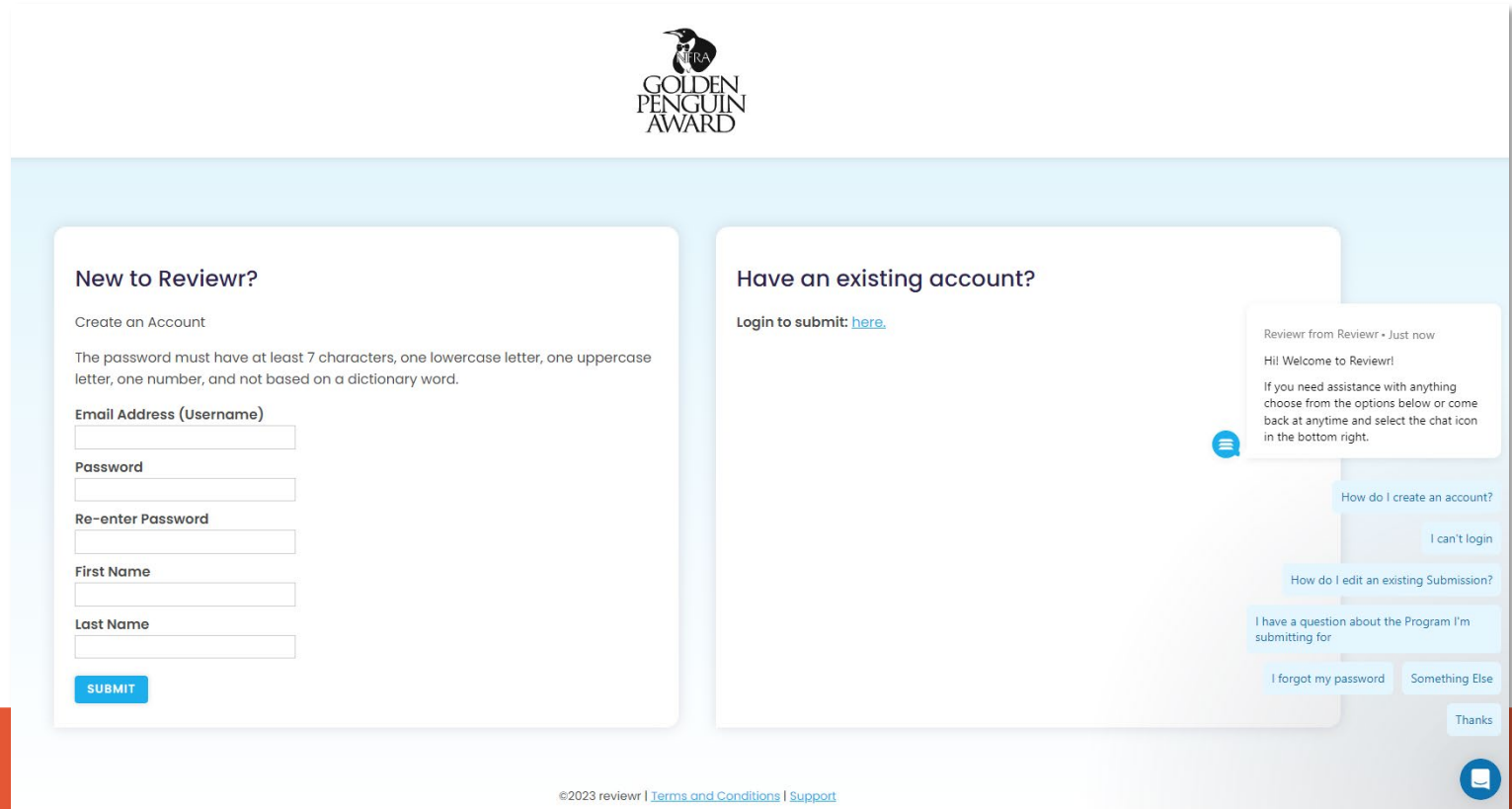
Marketing campaigns and merchandising events held in direct support of March Frozen Food Month, June Dairy Month or Summer Favorites 2024 including up to 30 days before and after the respective month.

102
DAYS LEFT TO ENTER

[CREATE AN ACCOUNT](#)

[LOGIN](#)

- Create an Account using your email address as the Username
- Set a Password following the required criteria
- Click the Blue Submit button when complete
- A chat bot will pop up in the bottom right and is available for assistance throughout the process



The screenshot displays the 'Golden Penguin Award' website's account management interface. At the top center is the logo, which features a penguin and the text 'GOLDEN PENGUIN AWARD'. Below the logo, the page is divided into two main sections: 'New to Review?' and 'Have an existing account?'. The 'New to Review?' section includes a 'Create an Account' heading, a password requirement note (at least 7 characters, one lowercase letter, one uppercase letter, one number, and not a dictionary word), and input fields for 'Email Address (Username)', 'Password', 'Re-enter Password', 'First Name', and 'Last Name'. A blue 'SUBMIT' button is at the bottom of this section. The 'Have an existing account?' section has a 'Login to submit: [here](#).' link. On the right side, a chatbot window is open, displaying a welcome message and a list of common questions: 'How do I create an account?', 'I can't login', 'How do I edit an existing Submission?', 'I have a question about the Program I'm submitting for', 'I forgot my password', and 'Something Else'. A 'Thanks' button and a chat icon are at the bottom of the chatbot. The footer contains the copyright notice '©2023 reviewr' and links to 'Terms and Conditions' and 'Support'.

Golden Penguin Award

New to Review?

Create an Account

The password must have at least 7 characters, one lowercase letter, one uppercase letter, one number, and not based on a dictionary word.

Email Address (Username)

Password

Re-enter Password

First Name

Last Name

SUBMIT

Have an existing account?

Login to submit: [here](#).

Reviewr from Reviewr • Just now

Hi! Welcome to Reviewr!

If you need assistance with anything choose from the options below or come back at anytime and select the chat icon in the bottom right.

How do I create an account?

I can't login

How do I edit an existing Submission?

I have a question about the Program I'm submitting for

I forgot my password

Something Else

Thanks

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If given the option, choose the 2024 event.



EVENTS I'M COMPETING IN

EVENT NAME

SEARCH

NAME
Golden Penguin Awards - 2022
Golden Penguin Awards - 2023
Golden Penguin Awards - 2024
Program Brief



Details Personal Attachments Evaluations

SAVE & LOGOUT

Which Promotion are you entering? *

☒ March Frozen Food Month

☐ June Dairy Month

☐ June/July Ice Cream & Novelties Month

CATEGORY

Select the Category from the dropdown menu: *

Please Select ▼

First Name *

Sarah

Last Name *

Thompson

Company *

Email *

scracraft@gmail.com

Phone Number *

☒ US/Canada ☐ Outside US

US: 402-555-1212

Address Line 1 *

5525 Partridge Ct

Address Line 2

Suite 300

Entry Form - General

- First, select the Promotion
- Next, select the Category from the Dropdown menu. When one is selected, a description of the Category will populate:

Select the Category from the dropdown menu: *

Community Involvement ▼

Community Involvement - in-store or out-of-store event supporting a community/public service or charitable cause (food drive, fundraising, volunteer service, etc.). Submission should include photos and supporting media and clearly demonstrate a tie-in with the promotion.

- Complete the information as requested.
- An * means that field is required.

Entry Form - Attachments

At the bottom of the Entry Form, click the Blue “Upload Attachment” button

Attachments.

Please upload your PDF's, PowerPoints, images, etc. here.

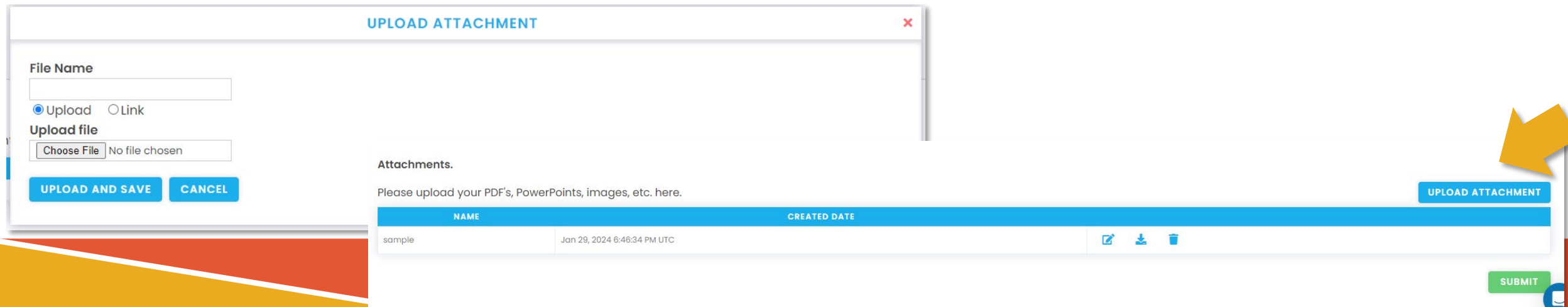
[UPLOAD ATTACHMENT](#)

NAME	CREATED DATE
No Data	

[SUBMIT](#)

Entry Form - Attachments

- A box will pop up where you can Upload or Link an attachment.
- There must be a File Name.
- Once File Name is complete and the file has been uploaded, click the Blue “Upload and Save” button.
- Once successfully saved, you will see the file in the list under Attachments.



The image shows a user interface for uploading attachments. On the left, a modal titled "UPLOAD ATTACHMENT" is open. It contains a "File Name" input field, radio buttons for "Upload" (selected) and "Link", and an "Upload file" section with a "Choose File" button and the text "No file chosen". At the bottom of the modal are "UPLOAD AND SAVE" and "CANCEL" buttons. On the right, the "Attachments" section is visible, showing a table with columns "NAME" and "CREATED DATE". A sample entry is shown with the name "sample" and the date "Jan 29, 2024 6:46:34 PM UTC". To the right of the table are icons for edit, download, and delete. A yellow arrow points to the "UPLOAD ATTACHMENT" button in the top right corner of the main interface. At the bottom right, there is a green "SUBMIT" button.

UPLOAD ATTACHMENT

File Name

☒ Upload ☐ Link




Upload file

No file chosen

UPLOAD AND SAVE **CANCEL**

Attachments.

Please upload your PDF's, PowerPoints, images, etc. here.

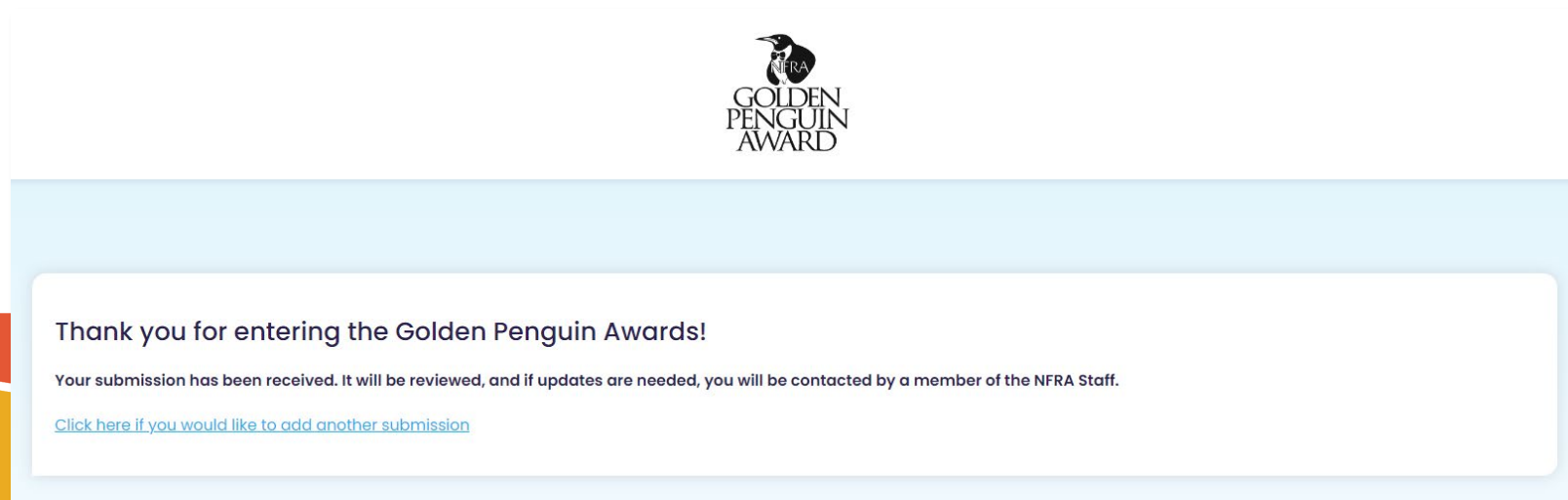
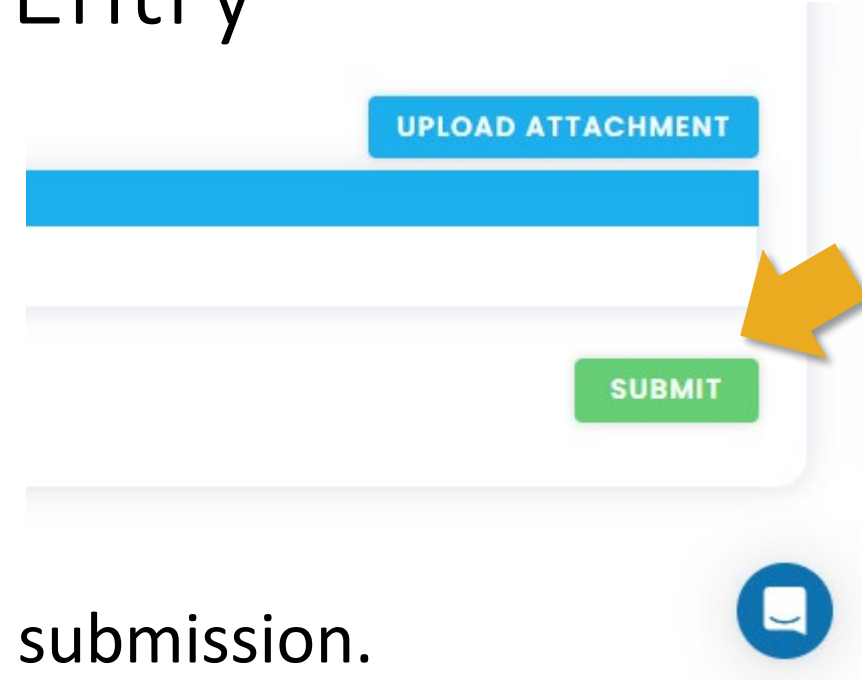
NAME	CREATED DATE	
sample	Jan 29, 2024 6:46:34 PM UTC	  

UPLOAD ATTACHMENT

SUBMIT

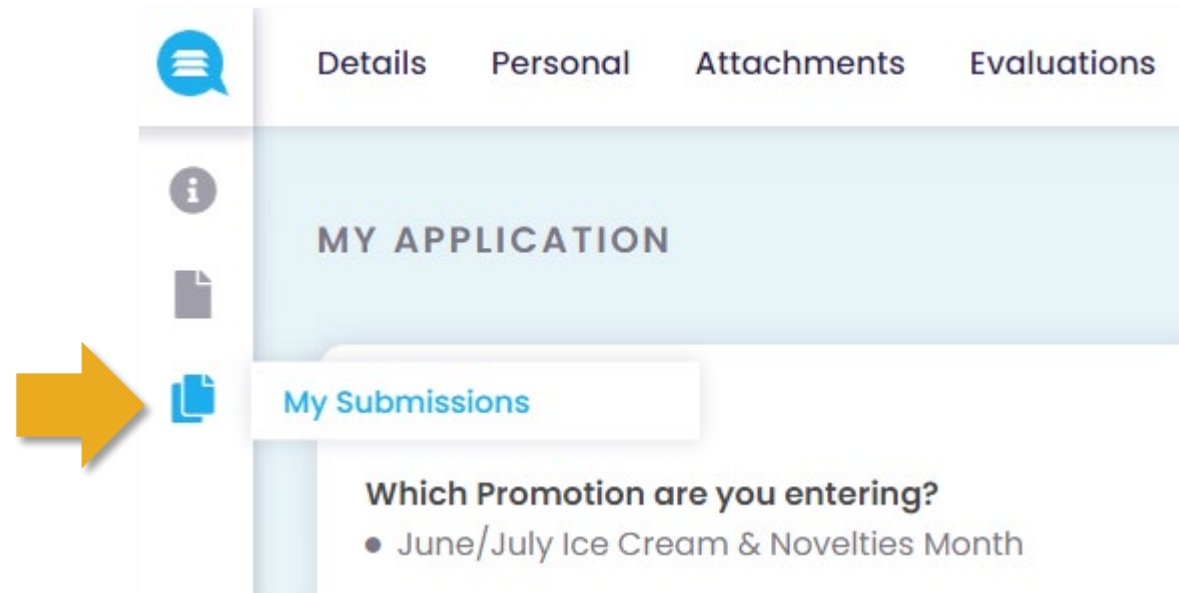
Submitting a Complete Entry

- Click the Green Submit button in the bottom right hand corner to submit a finished entry.
- When successfully submitted, you will see the page below with “Thank you for entering...”
- You can then click the link to enter an additional submission.



Multiple Submissions

To get back to your full list of open submissions, click the icon below and “My Submissions”



What are the judges looking for?

- Were the program's **sales goals** clearly stated? (The ability to quantify with a measurable number such as *expected dollar amount, unit sales* or *percentage of sales increase* will score higher with the judges.)
- Were **elements** and **implementation** of the program clearly described?
- Were program **sales results** clearly stated? (Again, the ability to quantify with a measurable number will score higher with the judges.)
- How well do program examples reflect the **goals, description** and a **good use of budget**?
- How well does the program **tie into the promotion**, including use of the promotion logo?
- Does the program show a **creative approach**?
- Are the sales results achieved reasonable based on the information and examples provided?

Next Steps

- Once you have submitted an entry, it will be reviewed by NFRA staff. If adjustments are needed, we will reach out.
- Entries will be judged by a panel of industry professionals over the course of two weeks, shortly after the close of the entry period.
- March Frozen Food Month winners will be announced in early June.
- June Dairy Month and Summer Favorites winners will be announced in early September.

One award will be presented per entry. If your entry wins and you would like to purchase an additional award for an assisting company, please contact NFRA.

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Next Steps

- Gold Winners will receive a phone call from NFRA notifying you of your winning entry/entries.
- Gold awards can be collected at the Golden Penguin Awards Luncheon on Tuesday, October 9, 2024 in National Harbor, Maryland. To make alternate arrangements, please contact NFRA directly.
- **Only** those Gold Winners who have a representative at the Tuesday lunch will be shipped to the event. NFRA will not ship your award back for you. Onsite shipping can be arranged directly with FedEx at the hotel.
- Silver Winners also receive a phone call from NFRA notifying you that you won Silver. Silver awards will be mailed directly to you.
- Gold and Silver Winner Lists will be posted on nfraweb.org and on-site during the Convention.
- Top Marketers will be announced at the Golden Penguin Awards Luncheon on Tuesday, October 9, 2024 in National Harbor, Maryland.

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