



## IDF CELEBRATES INNOVATIVE IDEAS AT ITS WORLD DAIRY SUMMIT 2008

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Mexico, 13 November 2008 – The International Dairy Federation announced the winners of the 2008 IDF Marketing Awards at the Gala Dinner of the IDF World Dairy Summit in Mexico on 13 November 2008.

The 2008 IDF Marketing Awards call for entries covered four categories: Nutri-Marketing, Innovation, Communication and Environment. And the winners were...

### Nutri-marketing

Mother Dairy

“Nutri-fit” Campaign

India

### Innovation

Dairy Farmers

“Thick and Creamy Yogurt” campaign

Australia

### Marketing Communication

Arla

“Lactofree” campaign

UK

‘This is a fantastic opportunity for us to celebrate the innovative work and talented people from within the dairy industry. Everyone involved in these Awards has been most pleased with the level of the entries, making the judging very difficult. We are looking forward to seeing this high standard continue next year with the same enthusiasm towards innovation and creative performance in dairying.’ commented Christian Robert, IDF Director General.

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### Note to editors:

- A total of 24 entries from 10 dairy companies were received.
- Only one entry was received in the category of Environment and judges did not consider it to be of high enough standard to make an Award.
- Judges were:
  - Professor David Carson (Professor of Marketing at the University of Ulster, President of the Academy of Marketing and Joint Editor of the European Journal of Marketing)
  - Phelim O’Leary (Director of a Dublin based market research company)
  - Lauri Young (marketing consultant, previously the Global Head of Marketing with PriceWaterhouseCoopers).
- The International Dairy Federation is the pre-eminent source of scientific and technical expertise for all stakeholders in the dairy chain.
- IDF is represented in 56 countries and membership is growing: IDF accounts for approximately **86%** of the world’s milk production at present.