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# FMCG CONSUMER AWARDS.

A SENSORY SYMPHONY.

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## Introduction & Background

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# FMCG Consumer Awards: A Sensory Symphony

Concept Paper.

**Vision:** To celebrate the FMCG brands that truly captivate the senses and forge deep emotional connections with consumers.

**Mission:** To create a unique awards program that goes beyond traditional metrics, focusing on the sensory experience and emotional resonance of **FMCG products**.

## Guiding Principles:

- **Sensory-Centric:** Every aspect of the awards program, from judging criteria to the ceremony itself, will be designed to evoke and celebrate the five senses.
- **Consumer-Driven:** The ultimate judges will be the consumers, voting for their favourite brands based on their personal sensory experiences.
- **Holistic Approach:** We will recognize excellence across all categories of FMCG products, from food and beverages to personal care and household items.
- **Innovation & Sustainability:** We will celebrate brands that push boundaries in sensory experiences while prioritising sustainability and ethical practices.

## Award Categories:

- **Taste: [ Food & Beverage ]**
  - **Most Delicious:** Recognizing the most flavorful and satisfying product in its category.
  - **Most Innovative Taste:** Rewarding brands that break the mould and create unique flavour profiles.
  - **Best Comfort Food:** Celebrating the products that bring warmth and nostalgia.

- **Smell: [ Personal care & Hygiene ]**

- Most Evocative Scent: Honouring the products with the most memorable and impactful aromas.
- Most Refreshing Scent: Recognizing products that invigorate and uplift the senses.
- Best Sustainable Fragrance: Highlighting brands using natural and eco-friendly scents.

- **Touch: [ Household cleaning & care ]**

- Most Sensuous Texture: Rewarding products with a luxurious and delightful feel.
- Most Innovative Texture: Celebrating brands that push the boundaries of tactile experiences.
- Best Comforting Touch: Recognizing products that provide a sense of ease and relaxation.

- **Sight:**

- Most Visually Appealing Packaging: Honouring brands with packaging that is both beautiful and functional.
- Most Creative Use of Colour: Recognizing brands that use colour effectively to evoke emotions and tell a story.

- Best Sustainable Packaging: Highlighting brands using eco-friendly and visually appealing packaging.
- This will cover all the above three categories.

### **Judging Criteria:**

- The consumer is King! Consumers will vote for the brands they truly connect with through a public voting platform. Consumer nominations and voting will play a significant role.

### **Award Ceremony:**

- The ceremony will be a multi-sensory extravaganza, designed to immerse guests in a world of taste, smell, touch, and sight.
- Interactive exhibits, live performances, and curated food and drink experiences will bring the award categories to life.
- The ceremony will be broadcast live and streamed online, allowing consumers to be a part of the celebration.

### **Additional Details:**

- Nomination Period: February 1st, 2024 - February 29th, 2024
- Consumer Voting Period: March 1st, 2024 - March 25th, 2024
- Award Ceremony: March 29th, 2024
- Venue: Trademark Hotel, Village Market -Nairobi.
- Marketing & Promotion: A comprehensive marketing campaign will be launched to generate excitement and awareness for the awards program across various channels.
- Partnerships: We will partner with key industry players, media outlets, and influencers to amplify the reach and impact of the awards.

## Going Beyond the Average:

- Sensory Branding Toolkit: We will provide participants with a toolkit to help them leverage the power of sensory branding in their marketing and communication efforts.
- Consumer Insights Report: We will share insights from the voting process, providing valuable data on consumer preferences and trends in the FMCG industry.
- Sustainability Focus: We will highlight and celebrate brands that are making strides in sustainability, encouraging ethical practices throughout the industry.

The **FMCG Consumer Awards** offer a unique and exciting platform to celebrate the brands that truly connect with consumers on a sensory and emotional level. By focusing on the human experience, we can create a program that is not only prestigious but also relevant and impactful for both brands and consumers.

We believe that the FMCG Consumer Awards have the potential to be a game-changer in the industry, and we invite you to join us in making it a reality.