

World Egg Day Promotion Ideas

How can your egg organisation, egg producers, and allied industry members take advantage of World Egg Day? The promotional possibilities are as endless as your imagination. Consider some of the following:

GENERAL

- Develop brightly coloured World Egg Day stickers to use on all your mail during September and October. (IEC Chairman Willi Kallhammer has produced stickers, and they are available to IEC member countries.)
- Make World Egg Day (and the weeks leading up to it) a real local event by giving employees promotional items such as pens, memo pads, magnets, or key tags. Develop World Egg Day promotional items in sufficient quantity to supply them not only to family members but also to regular community contacts such as bank tellers, dry cleaners, doctors, retail clerks, waitresses, etc.
- Offer a local radio station a World Egg Day promotion. Provide a complimentary brunch or hotel weekend package for the Mom (and her family) whose children write the best letter explaining why their Mom deserves “Special Mom” recognition. For runners-up, provide gift packages of recipes, eggs, and a skillet.
- Establish a friendly contact with the press by setting up an interview. Take the food editor to lunch and arrive bearing a gift of double-yolked eggs. For the story, stick to what you know best but make it fun. Start with egg trivia, - - such as the biggest egg ever laid either at your farm or in your country, the odds of finding double-yolked eggs, feed as it relates to yolk colour, etc. Include some storage, handling or cooking tips. Remember, there is a great deal of information on the Internet, including your web site address. Leave copies of your promotional publications with the editor when you go. When the story runs, send an omelette pan, apron, or both as a thank you.
- Coordinate with a local restaurant to deliver egg salad sandwiches or other portable egg dishes along with World Egg Day information to TV or Radio personalities on World Egg Day.
- Conduct an egg recipe contest. Challenge participants to submit enticing egg recipes for various parts of the day (breakfast, lunch, dinner or snack). Select a panel of judges with food backgrounds such as chef, dietitian, educator or journalist. Award winners a complimentary meal at a popular restaurant.
- Hold an egg decorating contest. Coordinate with a library or place of worship to display the decorated eggs. Winners can be decided by visitors who cast a ballot for their favourite decorated egg. Provide winners a gift certificate to a art supply store.

RETAIL

- Provide quantities of consumer recipe leaflets to retail accounts for bag stuffing or distribution through consumer information counters or booths.
- Offer a cash prize and promotional t-shirts for the dairy case manager at a retail account with the best egg case display and/or the best World Egg Week sales volume.
- Set up a consumer promotion by offering the store a big basket filled with publications and premium items. Have eligible egg-buying customers fill out a name/address slip for the drawing at the customer service counter. Provide individual gifts (an omelette pan, Egg Day T-shirt, apron, or tote bag) for runners-up.

- Encourage retail accounts to feature World Egg Day logo in their regular advertising.
- Suggest that eggs be displayed in refrigerated cases throughout the store to cross merchandise with other items.
- Arrange with retail accounts to imprint the World Egg Day logo on grocery bags needed for the weeks leading up to the promotion.

FOODSERVICE

- Send a release and information on World Egg Day to restaurants and other feeding facilities such as schools or employee cafeterias.
- Provide restaurants with copies of foodservice recipes. Include the recipes along with World Egg Day premium items such as memo pads, magnets, and pens into literature bags and provide to foodservice distributors for use during sales calls.
- Provide an adult prize of a big basket full of publications and premium items to restaurant and cafeteria accounts. Have adults who order an egg dish eligible to enter the contest by guessing the number of eggs in a large glass punchbowl. Entrance to a kids' contest could be by inventing and drawing an egg character. Provide a gift certificate for a bookstore or a school supply store as the prize.

COMMUNITY GROUPS

- Designate a well-spoken employee as community ambassador. Let your local schools know your ambassador is available to discuss your speciality with students (modern egg production, processing, packaging, equipment mechanics, etc.). Provide classroom quantities of children's recipes and promotional items to the classrooms.
- While in the school, have your ambassador visit the foodservice department to drop off foodservice recipes and encourage the development of a display in the cafeteria.
- Provide free eggs and recipes for teachers to use in their classes to encourage a lesson on eggs.
- Conduct an Egg Day poster contest for schools in your area. Perhaps you could run a competition among several local schools. Ask art teachers to judge. Provide a cash prize to the winning class or school for educational material or equipment.
- Sponsor a school club or team and provide the group with Egg Day T-shirts. Got a big game coming up? Provide a big banner - - YOUR COMPANY Salutes the TEAM NAME. As attendees enter, between innings, or at halftime, distribute Egg Day visor caps, pens, magnets, key tags, and/or leaflets.
- Have your ambassador visit senior centres to discuss the benefits of eggs, including the importance of lutein and zeaxanthin (carotenoids found in egg yolks) and their role in preventing macular degeneration, a serious age-related eye disease.
- Check with the management of a nearby shopping mall, science museum or zoo to see if they're in the market for attendance promotion ideas. If so, offer to provide your ambassador equipped with an incubator, hatch-ready eggs, and egg information.

Download our World Egg Day Press Pack for further information and tools