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BAKERS DELIGHT FINALIST AT WORLD RETAIL AWARDS

Bakers Delight has been recognised in the Oracle World Retail Awards 2010, taking out finalist honours for in-store merchandising designed and executed by sales acceleration agency, MediaTag.

Voted one of the leading global retailers in the 'retail advertising' category, the bakery franchise engaged MediaTag in early 2009 to look at innovative creative point of sale merchandising solutions to maximise campaign execution in-store and achieve maximum product exposure.

Chris Caldwell, General Manager of Marketing & Operational Support at Bakers Delight acknowledged his initial scepticism about the proposed creative execution and its application in a bakery environment.

"MediaTag delivered a solution that solved an ongoing challenge that we had been working on for 18 months. The solution - counter decals that provided a realistic look and feel to imagery such as a 3D-like oven, drawing attention to product in the counter."

MediaTag's innovative design technology counter decal execution was trialed in select Bakers Delight bakeries for a five week period in 2009. The campaign was designed to direct traffic to the new scone variants conveying the message that if the baked goods were any fresher, they would still be in the oven.

The trial was so successful that the decal concept was rolled out across 630 bakeries across Australia during their Pizza campaign August/September 2009.

Grant Samuel, Joint Managing Director at MediaTag said: "The brief was to help position the Bakers Delight brand as 'fresh when you want it'. We believed the simplest and most powerful way to communicate this visually was at counter level, offering the perfect canvas for our creative team to effectively execute this message to consumers."

Dean Weinman, fellow Joint Managing Director added: "This achievement has surpassed our wildest expectations and we credit Bakers Delight for embracing this innovative in-store marketing approach."

With a record number of entries in this year's World Retail Awards, the industry judges have completed short listing and commenced the second stage of judging assessing six finalist entries in the Retail Advertising category. Winners announced at a Gala Dinner and Awards Ceremony on 22 April in Berlin, Germany.

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Ref: www.worldretailawards.com

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About Bakers Delight:

Bakers Delight, Australia's most successful bakery franchise, was established in 1980 as a single bakery on Glenferrie Road in Hawthorn, Melbourne. An Australian owned company, Bakers Delight boasts over 700 bakeries employing more than 15,000 people, serving 2.5 million regular customers per week throughout Australia, New Zealand, and Canada.

Bakers Delight has been a major corporate partner of Breast Cancer Network Australia for ten years, raising almost \$3.7 million within this time. Through its bakery network, the company donates approximately \$143 million in bread to charities each year. In 2009, Bakers Delight was recognised for its commitment to community, health and environmental practices taking out the Franchise Council of Australia 'Franchisor Social Responsibility Award.'