

**Introducing... just some of our
projects!**

Discover Ireland Special Offers

The 2010 Seasonal Brochure Editions
(28 to 32 pagers printing over 800,000 per edition)

A sharper edge...



The 2011 Editions



Spring 2011



Summer 2011

Project

Client	Fáilte Ireland
Challenge	Develop and implement a special offers programme for Fáilte Ireland (Ireland's National Tourism Development Authority) to stimulate holiday breaks business.
Outcome	Developed concepts & project-managed the initiative. Gathered and scripted special offers and all content for 4 seasonal editions per annum during 2009, 2010 & 2011. Each edition printing between 800,000 and 1.2 million copies.
Notes	Project successfully delivered. Increased trade support edition to edition, reflecting business secured. Worked with 3 rd party graphic designers.

More on project,
next page →



Accolades
MARKETING

Discover Ireland Special Offers

Project

Some of the Innovations introduced in Discover Ireland Publications

A sharper edge...



DISCOVER IRELAND CHEQUE Fáilte Ireland

ACCOMMODATION

PAY: My Accommodation €

Win an Ireland Holiday: Write your name, home town/city, phone number and the name of your holiday accommodation and you could win a Luxury Break.

Name _____ Town/city _____ Phone _____

Holiday accommodation name: _____

Signed _____

To be valid, this cheque must be signed, details completed, and given to your accommodation on arrival. Terms and conditions on reverse, please read carefully.

↑ Discover Ireland Cheques:
Consumer writes a cheque for a discount off their break (conferred by offer provider).

Spa Discount Voucher:
to encourage use of Spa during stay →

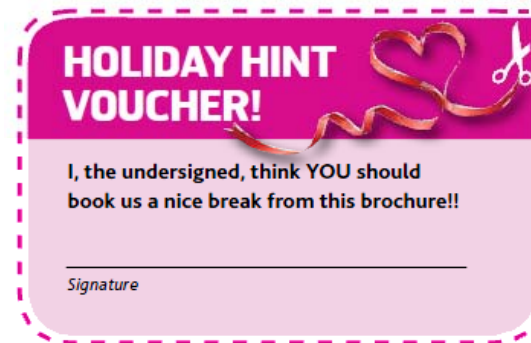


"Six in the City" Vouchers to
6 Top Attractions in 6 Cities ↓



Sample filler

Holiday Hint
Voucher: Simple,
but effective!



↑ "Simplicity Offers Template"
PLUS 'free treats' initiative

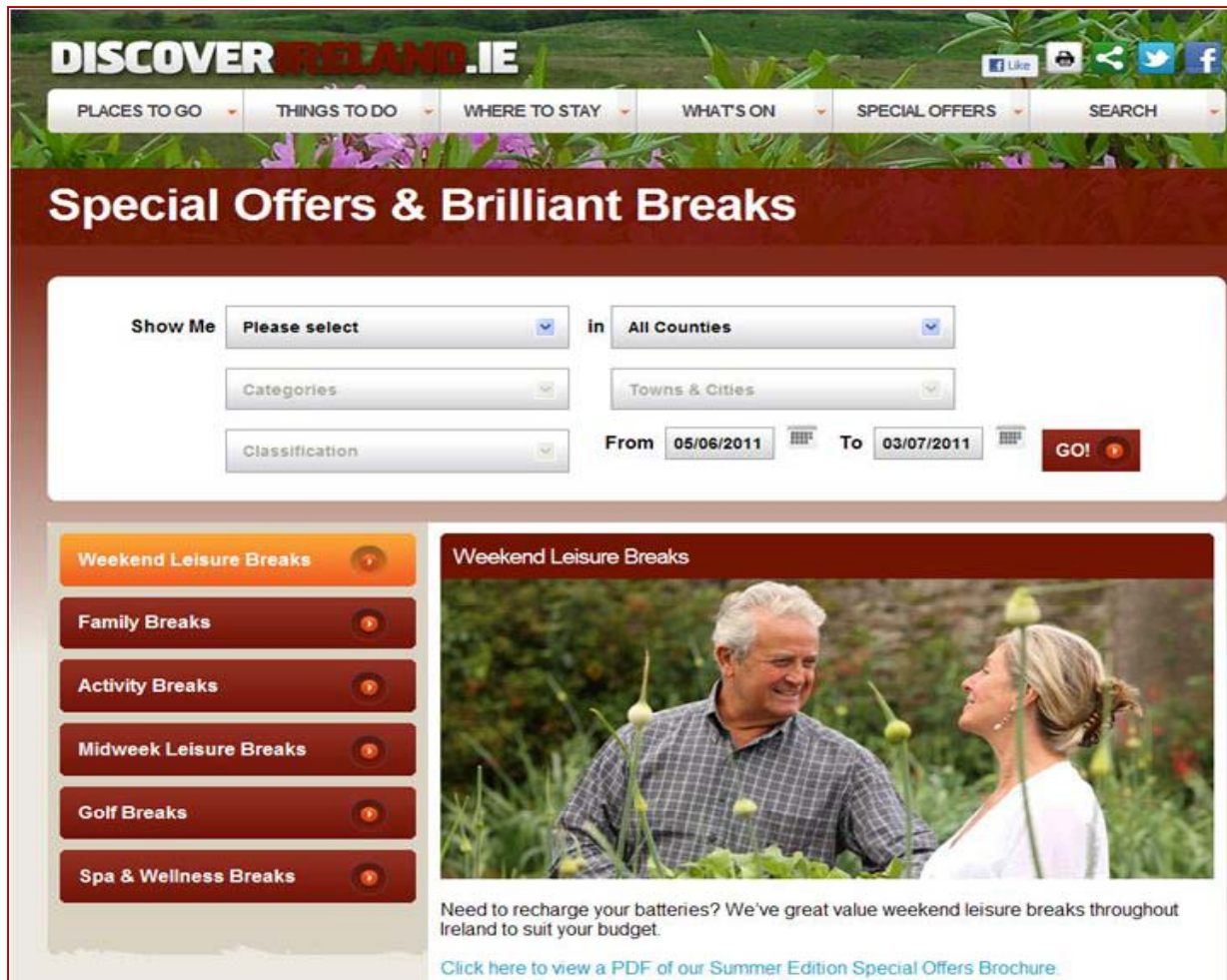


Accolades
MARKETING

Discover Ireland Special Offers

Project

A sharper edge...



The screenshot shows the 'Discover Ireland' website with a navigation bar including 'PLACES TO GO', 'THINGS TO DO', 'WHERE TO STAY', 'WHAT'S ON', 'SPECIAL OFFERS', and 'SEARCH'. Below the navigation bar is a section titled 'Special Offers & Brilliant Breaks'. This section contains a search filter area with dropdown menus for 'Show Me' (set to 'Please select'), 'in' (set to 'All Counties'), 'Categories', 'Towns & Cities', and 'Classification'. It also includes date pickers for 'From' (05/06/2011) and 'To' (03/07/2011), and a 'GO!' button. Below the search filters is a sidebar with a list of break categories: 'Weekend Leisure Breaks', 'Family Breaks', 'Activity Breaks', 'Midweek Leisure Breaks', 'Golf Breaks', and 'Spa & Wellness Breaks'. The main content area features a large image of a man and a woman in a garden, with the heading 'Weekend Leisure Breaks'. Below the image is a text block that reads: 'Need to recharge your batteries? We've great value weekend leisure breaks throughout Ireland to suit your budget.' and a link: 'Click here to view a PDF of our Summer Edition Special Offers Brochure.'

Client	Fáilte Ireland
Challenge	To provide Fáilte Ireland (Ireland's National Tourism Development Authority) with special offers for their Discover Ireland website during 2010 and 2011.
Outcome	Gathered, scripted and validated thousands of offers – supporting the content management of the Discover Ireland special offers website in conjunction with the Fáilte Ireland team.



Accolades
MARKETING

Milk Market Limerick

Project



Promotional Brochure

Brand identity



Website

Poster



Event Promotion

Client	Limerick Market Trustees
Challenge	In 2009 the Milk Market Limerick (established in 1852) underwent major development works, transforming the famous market into an all-weather, all-week market and event space. The challenge was to rebrand and to promote it.
Outcome	Accolades Marketing project-managed the developed the new brand, the new promotional collateral, website, advertising campaigns and marketing strategy.
Notes	Worked with the Milk Market Team and 3 rd party designers.

More on project,
next page →



Accolades
MARKETING

Milk Market Limerick

Project

Text Marketing & Promotion



MILKMARKET LIMERICK

Text us for Special Offers

Join Today! Join our Milk Market 'Mobile' Club to get our exclusive special offers from time to time.

To join, text the word: **MARKET**
To: **087-178 1632**

If you text today you could also **WIN** a Luxury Milk Market Hamper!

Standard text message charges apply. Opt-out at any time at <http://out.uconnect.ie>. We never share your information.

Emarketing campaign



eBulletin

The Milk Market Limerick stars on "Nationwide" on RTE 1 TONIGHT at 7pm. Don't miss it!

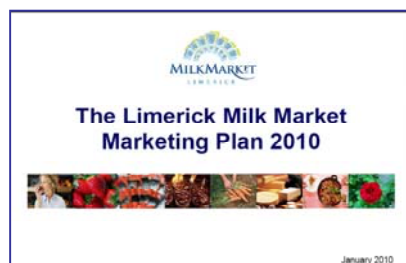
If you are a fan of the Milk Market Limerick, and all things positive, make sure and watch "Nationwide" on RTE 1 television TONIGHT, Wednesday, July 25, at 7pm.

The programme, produced by Limerick based Joan O'Sullivan and presented by Michael Ryan, will focus exclusively on the Milk Market, following the recent completion of its 42m upgrade programme.

Expect it to capture the colour, uniqueness and vibrancy of the famous market and to reflect well on the City. The programme will include interviews with some of the traders who have been there for generations, as well as with some of the new traders and event organisers who are adding a great new dimension to the market.

David O'Mahony, Chairman of the Limerick Market Trustees, will explain the thinking behind transforming the historical Limerick landmark into an all-weather venue while local historian Caelán O'Carroll will provide some interesting insights into the Milk Market from times past.

Don't miss it for record 17 and do tell others to tune in!



MILKMARKET LIMERICK

The Limerick Milk Market Marketing Plan 2010

January 2010

Marketing plans



eBulletin

The great Culture Night 'Sing Out' is on this FRIDAY, September 24 (5pm to 7pm) at the all-weather Milk Market Limerick.

Join us for the fun of it!

Friday Night, September 24, is **Culture Night**. It's a National event with lots happening throughout Ireland.

In Limerick you can celebrate it by joining us at the Milk Market for a great 'Sing Out', led by the Association of Irish Chorus. It will be a fun evening where shoppers, stall holders, passers-by and **YOU** will be encouraged to join in Limerick's Culture Night Choir, led by musical director Liz Powell, to 'Raise the Roof'.

No previous experience is necessary. It's all just a bit of fun! There will be two sessions on Friday. One at 5pm and one at 6pm.

You will learn to sing some fun music, some vocal and physical warm-ups and some vocal techniques, all celebrating Culture Night in Limerick.

So... come along and have a go!

ASSOCIATION OF IRISH CHOIRS
CUMANN NA GAOINTA NA GAOIL



Mad Hatter
at the all-weather MILKMARKET LIMERICK

Easter Sunday, March 28 11.00 to 14.00

WIZARD SHOWS
You all know the wizard who comes to the market every year. This year he's back with a new show. He'll be performing magic tricks, juggling, and more. Don't miss it!

Flawless Dance Team
Join us for a night of fun and dancing. We'll be performing a variety of dances, from traditional Irish to modern. Don't miss it!

Crazy Characters
Meet the Milk Market's most famous characters. They'll be performing a variety of acts, from magic to music. Don't miss it!

Music & Games with Fun Do
Join us for a night of fun and music. We'll be performing a variety of songs, from traditional Irish to modern. Don't miss it!

Puppet Show
Join us for a night of fun and puppetry. We'll be performing a variety of puppet shows, from traditional Irish to modern. Don't miss it!

Unicyclist
Join us for a night of fun and unicycling. We'll be performing a variety of unicycle acts, from traditional Irish to modern. Don't miss it!

Family Lunch & March Madness
Join us for a night of fun and family. We'll be performing a variety of family acts, from traditional Irish to modern. Don't miss it!

Stalls & Shops
Join us for a night of fun and shopping. We'll be performing a variety of shopping acts, from traditional Irish to modern. Don't miss it!

Special Promotions



eBulletin

Don't Forget, On EASTER SUNDAY you are INVITED to the "Mad Hatter Tea Party" at the Milk Market, Limerick. It's a Brilliant FREE Family Day Out.

There's Great Food and FREE Family Fun and Entertainment. FREE Easter Egg Hunt too. And remember, the Milk Market is all-weather.

That's this Easter Sunday (11am to 4pm)

Some ASKS of you and a chance to win a chocolate holiday:

- COME ALONG** with friends or family and enjoy a brilliant free day out. Crop in for a mid-morning coffee, a hot Easter chocolate, or call in for a lunch or treat when the "Mad Hatter Tea Party" will be in full flow!
- TELL A FRIEND!** Help us spread the word - because we would really like lots of people to enjoy a special Easter Tea Party, treats and cake, and more. Share, please, or email this children to their flag it or put it on Facebook. Thank you!
- WIN A CHOCOLATE HOLIDAY!** As a bit of fun, if you or any of the kids wear a Mad Hat, you could win a "Chocolate Holiday in Limerick", staying for two nights at the wonderful Randles Hotel. The road trip can be brought forward or made from ANYTIME. We don't care. However, the the road trip, it just needs to be MARCH!

Here's what to expect (see rules on times below):

FREE the Mad Hatter Tea Party
Easter Sunday at the all-weather MILKMARKET LIMERICK

WIN a chance to win a chocolate holiday!

Easter Egg Hunt
Join us for a night of fun and egg hunting. We'll be performing a variety of egg hunting acts, from traditional Irish to modern. Don't miss it!

Wear a mad Hat and Win a Chocolate Holiday in Kerry
Join us for a night of fun and chocolate. We'll be performing a variety of chocolate acts, from traditional Irish to modern. Don't miss it!

Easter Eggs & Chocolate
Join us for a night of fun and chocolate. We'll be performing a variety of chocolate acts, from traditional Irish to modern. Don't miss it!

Stalls & Shops
Join us for a night of fun and shopping. We'll be performing a variety of shopping acts, from traditional Irish to modern. Don't miss it!

Mad Hatter Face Painters
Join us for a night of fun and face painting. We'll be performing a variety of face painting acts, from traditional Irish to modern. Don't miss it!

Crazy Characters
Join us for a night of fun and characters. We'll be performing a variety of character acts, from traditional Irish to modern. Don't miss it!

Music, Fun & Games with the 'Knave of Hearts' DJ
Join us for a night of fun and music. We'll be performing a variety of music acts, from traditional Irish to modern. Don't miss it!

More Supper!
Join us for a night of fun and supper. We'll be performing a variety of supper acts, from traditional Irish to modern. Don't miss it!

Visit www.MilkMarketLimerick.ie for more details.



Accolades
MARKETING

Own Data-Collection System

Project



Sample data website



Auto response form



Auto response invoice



Summary customisable report systems

Features of InformFlow

- | |
|---|
| ✓ online data-gathering website, adaptable for any data-gathering project. |
| ✓ online forms to capture any information to any controlled template. |
| ✓ An auto-response email to the information provider to allow self-correction and sign-off. |
| ✓ Auto-notification email to project owner (if required). |
| ✓ Data submitted uploaded directly to secure databases with backups and extraction tools. |
| ✓ Auto-invoicing with configurable and managed payment option to suit client requirements (credit card, bank transfer or cheque). |
| ✓ Provision of information in any format (including proofing, editing, validation, as clients require). |
| ✓ Live reports system that allows you simply generate and view reports to customisable formats. |

Client	Accolades Marketing
Challenge	Develop an online system to gather, manage and edit volume information for directories, publications and eMedia (including auto-invoicing and payment tools)
Outcome	Developed 'InformFlow' as a tool which Accolades can now apply to any project.



InformFlow has been used to gather and manage thousands of special offers for Discover Ireland !



Accolades
MARKETING

Holiday Prize Bank

Project

A sharper edge...



Client	Fáilte Ireland
Challenge	Fáilte Ireland use “free holidays” as a means of encouraging the media to positively profile holidaying in Ireland. The challenge to Accolades Marketing was to help to set up a system to allow the trade provide the prizes free and for Fáilte Ireland to easily manage them.
Outcome	Accolades developed the Discover Ireland Holiday Prize Bank which facilitates the trading providing the prizes – and allows Fáilte Ireland easily manage and track them though an in-built reports system.



Accolades
MARKETING

Loyaltybuild

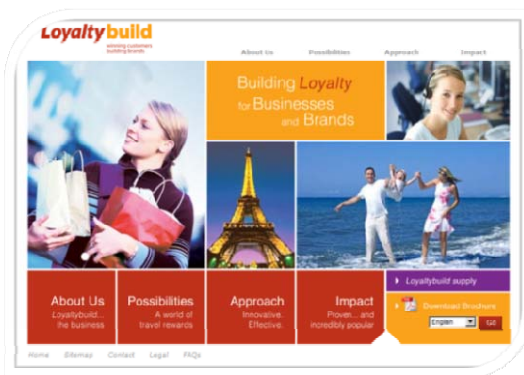
Project



Brand identity

Loyaltybuild
winning customers
building brands

A sharper edge...



Website



Display system



Brochure

Client	Loyaltybuild
Challenge	Shannon Showcase was the name of an extremely successful loyalty marketing company, based in Ennis, Ireland. The challenge was to develop a new name that worked better, internationally, in the loyalty space and to then rebrand the company.
Outcome	Worked through a process to identify and test the new name 'Loyaltybuild' and introduce the brand, including all new collateral and a website. The brand was successfully launched, gaining stronger market recognition, and was acquired by Affinion International with the new brand retained.
Notes	Worked with the Loyaltybuild Team on the project

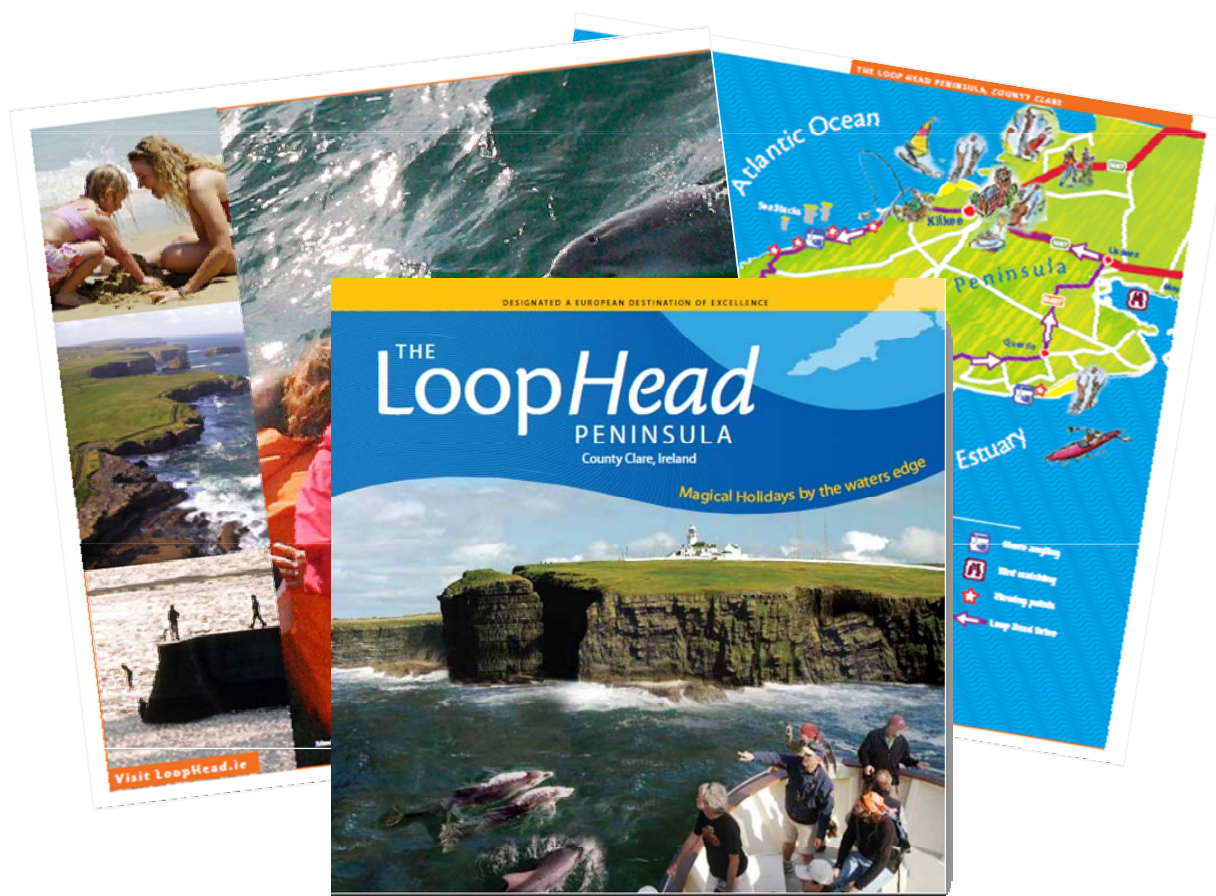


Accolades
MARKETING

Loop Head Peninsula

A European Destination of Excellence 2010

A sharper edge...



Project

Client	Fáilte Ireland / loop Head Peninsula
Challenge	In 2010, the Loop Head Peninsula was designated a European Destination of Excellence under the aquatic theme. The challenge to Accolades was to produce its official promotional guide to a quality that reflected the quality of the destination.
Outcome	Accolades worked with Fáilte Ireland and the Loop Head Peninsula committee to produce the official promotional brochure that represented it at the European awards and thereafter.



Accolades
MARKETING

IrelandXO

Project

A Pilot Initiative for Ireland



A sharper edge...

Client	Fáilte Ireland / IrelandXO
Challenge	<p>IrelandXO is a voluntary organisation, supported by the Irish Government. Its 'Ireland Reaching Out' programme is an economic, social and cultural development initiative that encourages Irish parish-based communities to identify who left the parish, tracing them and their descendants worldwide and inviting them to reconnect with their homeland. Accolades was invited to help produce the promotional brochure to highlight their first "Week of Welcomes" homecoming event in South East Galway (taking place June 2011).</p>
Outcome	<p>Delivered with organisers.</p>



Accolades
MARKETING

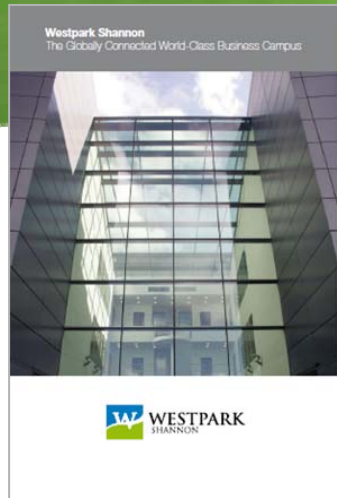
Westpark Shannon

Project

Display system



A sharper edge...



Presentation folder



Profile inserts



Presentations

Client	Fáilte Ireland
Challenge	Westpark Shannon is a high-quality, exciting, innovative business campus with blue-chip clients such as Gecas and Enterprise Ireland. The challenge was to carry forward and reflect their brand and positioning on new promotional collateral, display systems and corporate presentations.
Outcome	All delivered.
Notes	Worked with the Westpark Team and 3 rd party graphic designers.



Accolades
MARKETING

Atlantic Way

Project

A sharper edge...



Website



Brochure



Strategy & Strategy Document 2020



Broad membership base

Client	Atlantic Way
Challenge	<p>The Atlantic Way involves key influencers and organisations along Ireland's western corridor, across all sectors — indigenous and multi-national businesses, education, chambers of commerce, community organisations, local government and development agencies.</p> <p>Accolades was tasked to work with them on shaping their 'Vision 2020 - Priorities for Progress' plans, and to develop their branding, plan document, promotional collateral and website.</p>
Outcome	All delivered working with the team and our 3 rd party designers and developers.

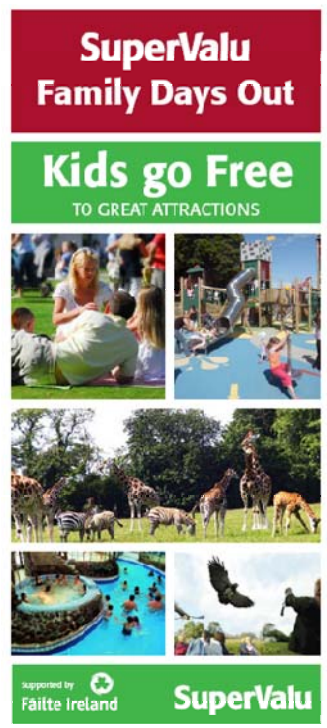


Accolades
MARKETING

SuperValu Family Days Out

Project

A sharper edge...



2009 programme & brochure



Online publication



2010 programme & brochure

Client	Loyaltybuild / SuperValu
Challenge	Work with Loyaltybuild & SuperValu on the SuperValu 'Family Days Out' promotion, shaping the concept, recruiting all participating attractions (offers) and working on production of the guide and the promotional messaging.
Outcome	One million brochures produced and distributed through 194 SuperValu outlets. Over 80 attractions participated. Over 4,000 vouchers redeemed at just ONE attraction. All delivered working with the Loyaltybuild /SuperValu team and our 3 rd party designers and developers.

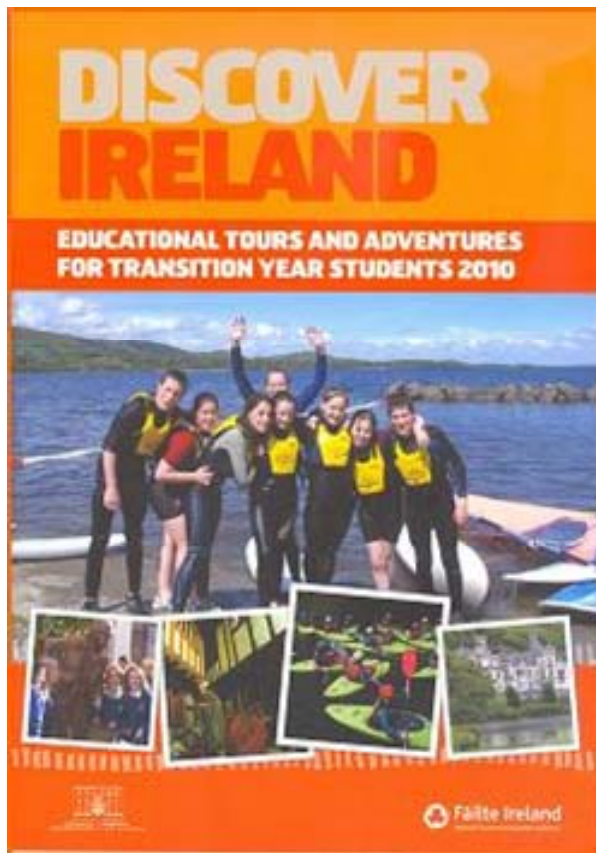


Accolades
MARKETING

Educational Tours & Adventures

Project

A sharper edge...



2010 brochure



Client	Fáilte Ireland / Department of Education
Challenge	Research educational tours and adventure possibilities for transition year students in Ireland (a national guide) for distribution by the Irish Government's Department of Education.
Outcome	Shaped the concept and researched tour possibilities with tour operators, learning establishments, visitor attractions and adventure and activity providers. Scripted and produced the guide, including the advisory guidelines for schools and over 100 individual 'opportunity' profiles.

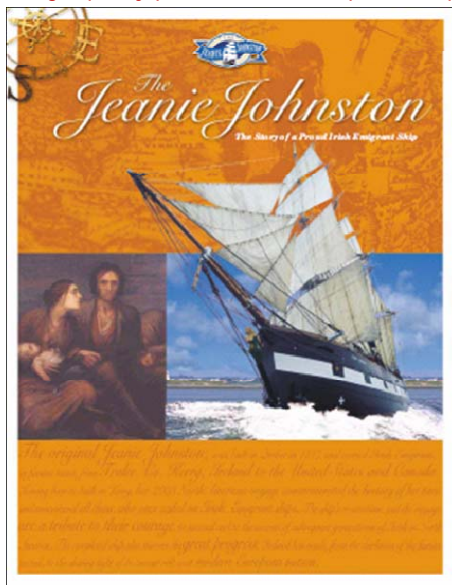


Accolades
MARKETING

The Jeanie Johnston

Project

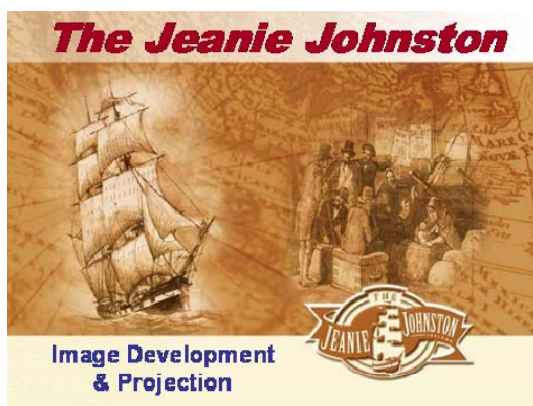
High quality publication (concept to completion)



Project identity & voyage identity



Website & webmaster



Presentations

Client

Shannon Development /
Kerry Group / Kerry Co.
Council

Challenge

The Jeanie Johnston Irish Emigrant Ship Project was taken over by Kerry Group, Kerry County Council and Shannon Development. The challenge to Shannon Development's Tourism Marketing Team (headed by John Leonard) was to ensure that when it set sail to North America, retracing its historic emigrant ship journeys, it should tell its incredible story extremely well and reflect well on Ireland.

Outcome

A new visual identity was developed; a communications plan; superb high-quality publications produced; photo shoots & website. Organised press lunch at the prestigious New York Yacht Club to announce "Jeanies" port schedule. The Voyage was incredibly successful with positive stories emanating from every port she visited.



Accolades
MARKETING

A sharper edge...

Value Audits & Price Pulses

Project

Sample Value Audit, Pulse and Tracking Analysis Reports 2008 to 2011

A sharper edge...



Client	Loyaltybuild / Affinion International
Challenge	Loyaltybuild is an extremely successful international loyalty marketing company, part of the Affinion International Group. It uses superb-value leisure breaks as the rewards for customers who are loyal to their clients brands. Over 400,000 customers book a leisure break with them per annum. The challenge to Accolades is to price-check the value of their breaks within the markets they are either operating or seeking to enter.
Outcome	Accolades continually undertake (2008 to 2011) major market audits, price-checking thousands of hotels, and tracking price shifts in key markets for Loyaltybuild including Ireland, UK, Sweden, Norway, Belgium, Netherlands, Germany, France, Italy and the West Coast of the United States.



Accolades
MARKETING

Database for Trad Music

Project

Data collection website

A sharper edge...

Traditional Irish Music, Song, Dance, Events & Venue Database 2011

Performances, Shows, Events, Trad Pub Sessions, Venues & 'Learn to' courses




[Home Page](#)
[About Database](#)
[Register Event](#)
[Register Venue](#)
[Register Trad Pubs](#)
[Help](#)

Submit information on YOUR Traditional Music, Song or Dance Event or Venue via this Website

During 2011 Fáilte Ireland will actively be promoting Traditional Irish Music, Song, Dance & Storytelling - Performances, Shows, Events, Venues, 'Learn to' courses, and Traditional Irish Music Pub Sessions. If you would like to provide us with your information, via the **CORRECT FORM on this website**, we will promote all the appropriate information received on our Discover Ireland website, and in other ways, throughout the year.

We have extended the deadline, but will submit info. of a first to return basis. See 'help' for our contact details.



Notice Board

Deadline for Submission of info. extended to May 27, 2011.

Click on Appropriate Button below

Traditional Irish Music Pubs Programme 2011

Click & register if you are interested in participating in our Traditional Irish Music Pubs Programme 2011.

Trad. Music & Dance Events 'Learn to' Courses 2011

Click & submit info. if you are staging a Traditional Music, Song, Dance event, or a 'Learn to' music or dance course.

Trad. Performance Venues (non-pub) 2011

Click & submit info. if you operate a venue (e.g. a theatre/concert hall) featuring Traditional Music/Dance.

Client	Fáilte Ireland
Challenge	Identify and gather information on Traditional Irish Music Pubs prepared to join a special promotional programme; plus information on general trad music events and venues.
Outcome	Recruited hundreds of pubs and gathered comprehensive information on trad Irish events and venues. Edited for Fáilte Ireland's national database.

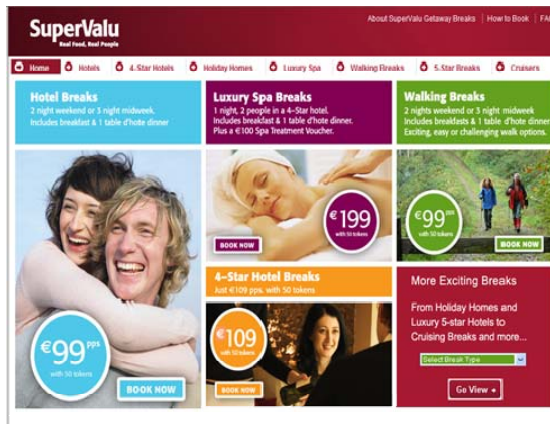


Accolades
MARKETING

Special Offer Booking Sites

Project

Sample websites



SuperValu



Axa Leisure Breaks



Coop Sweden



Coop Norway

Client	Loyaltybuild
Challenge	Loyaltybuild is a major international loyalty marketing company, using 'leisure breaks' as a reward. Over 400,000 breaks are booked per annum. In all its markets the majority of leisure-break bookings were through its partner-branded Leisure Break websites, backed by <i>Loyaltybuild</i> technology. The challenge to Accolades (2006 to 2008) was to ensure all partner booking site was intuitive and simple to navigate and to book through.
Outcome	Developed the creative briefs and concepts behind the new sites to steer designers and web developers. Improved the content (scripting and templating offers) and imagery. Shaped many of the new features of the websites as they evolved into greatly improved sites with improved presentation and navigation, giving the consumer greater confidence in selecting and booking.

A sharper edge...

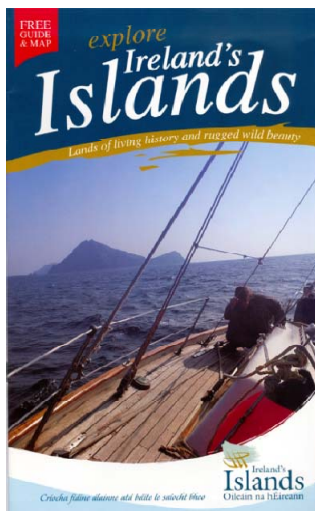


Accolades
MARKETING

Ireland's Island

Project

Promotional Brochure



Website



Brand identity



Poster series



Marketing Ireland's Islands



Marketing approach

Client	Fáilte Ireland
Challenge	Develop, from concept to launch, an 'Ireland's Islands' programme which would help to raise the profile of the islands and encourage visits.
Outcome	Delivered the project from the primary research of islands through to marketing strategy, branding and delivery of promotional collateral - including visitors guide & website.
Notes	The Islands represented a new 'product group' for Fáilte Ireland. The project team included Fáilte Ireland, Údarás na Gaeltachta and Comhdháil Oileáin na hÉireann. Worked with 3 rd party graphic designers.



Accolades
MARKETING

A sharper edge...


National Events Database

Project

A sharper edge...

CALENDAR OF FESTIVALS & EVENTS DATABASE 2011
DEADLINE: 21.00hrs, Friday, September 3, 2010






REGISTER
 YOUR EVENTS & SAVE OR
 SUBMIT FORMS

ONLINE PARTICIPATION FORM

If you would like your Festival/Event to be considered for inclusion in the Ireland Festival and Events Calendar Database 2011, please complete the online participation form and submit it before the **DEADLINE of 21.00hrs, Friday, September 3, 2010.**

We recommend you read the simple **guide to completing the form**. This will help ensure you have all the information you will need to hand. **Click here** 


REVISIT
 LOGIN TO REVIEW,
 EDIT & SUBMIT FORM

Once registered, you can revisit at any time BEFORE the deadline to review, edit and submit your form, or add a new event.


For enquiries or assistance contact:

Email: John@Accolades.ie
Tel: 065 689 3843 - between 08.30hrs and 18.00hrs Monday to Friday

ABOUT THE CALENDAR OF FESTIVALS & EVENTS 2011

Data Collection Website

PHOTOS FOR CALENDAR OF FESTIVALS & EVENTS DATABASE 2011
DEADLINE: 21.00hrs, Friday, September 3, 2010



For enquiries or assistance contact:

Email: John@Accolades.ie
Tel: 065 689 3843 - between 08.30hrs and 18.00hrs Monday to Friday

ABOUT THE CALENDAR OF FESTIVALS & EVENTS 2011

Image Collection Database

DISCOVER IRELAND

CALENDAR OF FESTIVALS & EVENTS 2011



The Fun Starts Here

Date featured in 2011 National Festival & Events & Outdoor & Adventure Guides.

DISCOVER IRELAND

OUTDOOR AND ADVENTURE EVENTS CALENDAR 2011



The Fun Starts Here

Client	Fáilte Ireland
Challenge	Every year hundreds of Festivals and Events are organised all over Ireland, attracting millions of visits. Fáilte Ireland promote these events. The events are organised by professional organisations, voluntary groups, communities and individuals. Some are recurring. Some are not. The challenge to Accolades during 2009 - 2011 was to gather comprehensive information on these events (and images) and edit and provide the information in a 'fit for purpose' format to be drawn upon for inclusion in national publications, websites and media.
Outcome	Developed the data and image collection websites that included registration, auto response system and self-correction components; edited and verified data and provided to Fáilte Ireland (2009 / 2010 / 2011).

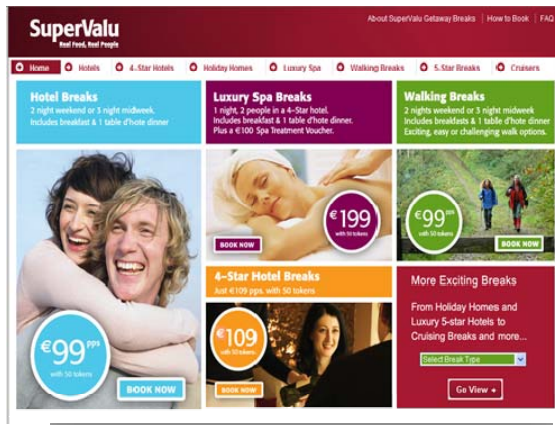


Accolades
MARKETING

Product Concepts

Project

A sharper edge...



Diverse range of product



Holiday Home Breaks



Spa Breaks



Golf Breaks

Client	Loyaltybuild
Challenge	<p>The Loyaltybuild SuperValu Getaway Breaks Programme is incredibly successful. Between 1999 and 2011 over one million Getaway Breaks were taken in Ireland and just over 2.5 million SuperValu shoppers and their families and friends have enjoyed these breaks.</p> <p>The challenge for Loyaltybuild was to continue to evolve their offering to the consumer and Accolades were asked to support.</p>
Outcome	<p>Accolades Marketing worked with Loyaltybuild, helping to identify and to package products to appeal to SuperValu shoppers and win new business for Loyaltybuild. Packages included luxury, spa, golf and holiday home breaks (some of which had a 'twist' to them to ensure shopper value and stimulate business) and a "Brilliant Days Out" visitor attraction initiative.</p>



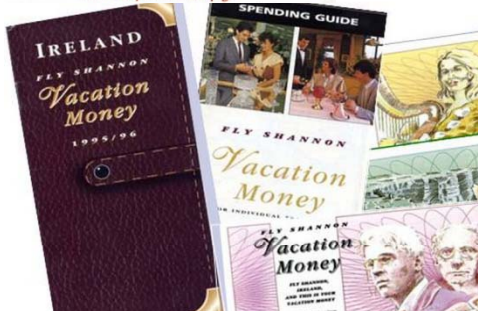
Accolades
MARKETING

Promotional Concepts

A sharper edge...



Match 3 and win a special prize.
Match 3 Choose an envelope to reveal a special prize valued at between €50 and €3,000.
Match 3 Win a nice surprise.
You win the prize you reveal, if you also correctly answer the question on back page.



Even before you start your holiday, you are a winner.

By choosing this holiday, you've chosen some of the most beautiful parts of Ireland to enjoy. But we've something extra for you - the chance to win a gift courtesy of the Shannon Region and Ireland West.

The gift may be small or extra special. All will be revealed instantly when you scratch the panels on the special "Treasure Trove Ireland" and "Call the Boss" games and correctly answer the question on the back page.

Your luck is in. You're enjoying Ireland!

How to win

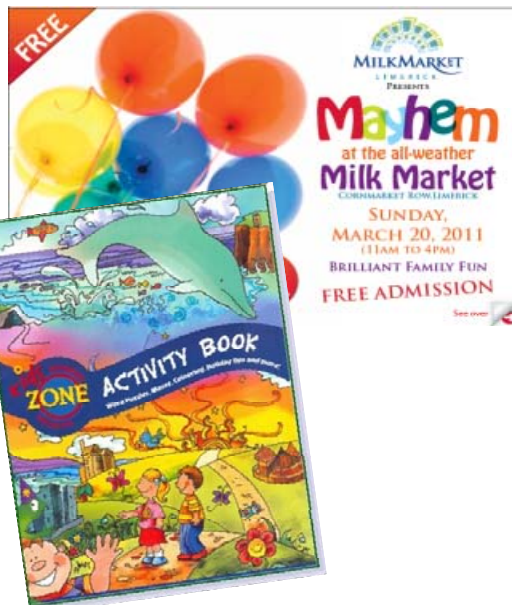
There are two scratch card games to play, "Treasure Trove Ireland" and "Call the Boss". Both give you the chance to win superb prizes provided you also correctly answer the question on the back page.

Treasure Trove Ireland - In this game you are almost guaranteed to win a prize. Simply MATCH 3 symbols and you can win that prize.

Call the Boss - In this game match any 3 symbols and you can win that prize. And, if you MATCH 3 Call the Boss symbols you can win a particularly nice gift. The manager (the boss) will bring you out a number of envelopes. You choose. Within those envelopes are details of special gifts that are unknown to the manager but always valued at more than €50. You might win a craft gift or a candlelit dinner with wine or you might be extremely lucky and win a "millionaires holiday" in the Shannon Region and Ireland West.

...Privilege vouchers Entitling you to discount top visitor attractions entertainments

...Dinner by candle light



Projects

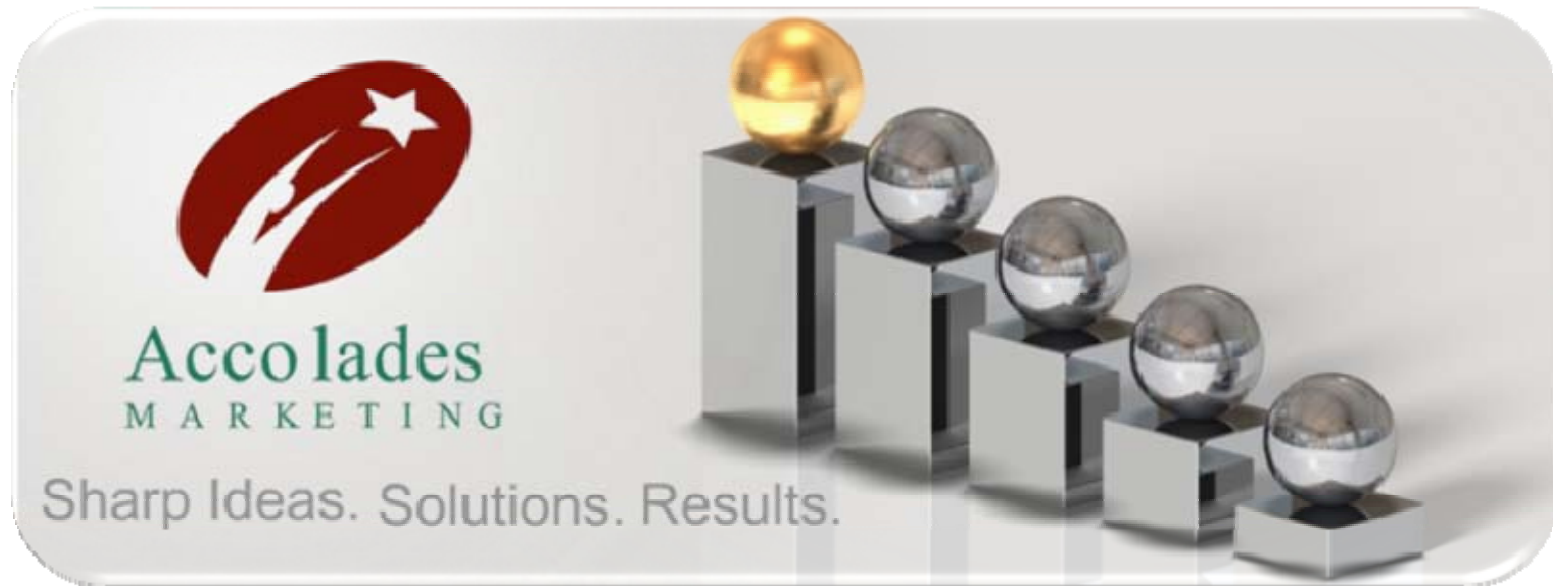
Other Projects

Accolades Marketing /John Leonard has been responsible for the creation/implementation of a wide range of promotional initiatives, either in response to challenges or to capitalise on opportunities including:

- Fly Shannon Vacation Money (to stimulate business through Shannon International Airport).
- Lucky Breaks – to encourage and enhance the stay of visitors to a tourism region.
- Kidzone - to encourage more family visits to a Region and enhance their stays.
- 'Thanks a Million' - a major rewards event for tour operators whose clients spent more than a €1 million in Ireland.
- 'Mayhem at the Milk Market', a 'proving event' to attract families to a Sunday Market.



Accolades
MARKETING



What can we do for you?

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