

And the winners are... excellence in display recognised at POPAI Awards 2015

Press release

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The UK and Ireland P-O-P industry gathered in London last night (03 September) for the eagerly anticipated 9th annual POPAI Awards, on what turned out to be a record breaking night.

Records were set at the POPAI Awards Gala Dinner held at London's prestigious Lancaster London Hotel. A record number of entries were submitted, 219 in all from 73 different companies, representing 25 different categories. The evening, hosted by TV presenter and broadcaster Richard Bacon, attracted more than 450 guests.

The 2015 POPAI Awards marked the celebration of the 'Best of the Best' in retail display creativity, manufacturing and in-store implementation, as independently judged by a distinguished panel of in-store marketing professionals from leading retailers and brands.

The industry calendar peaks with the Annual awards, which represent the pinnacle of the year for the winners who received recognition for their outstanding contribution to the P-O-P industry.

Organised by POPAI UK & Ireland, a total of 68 Gold, Silver and Bronze Awards were presented to winners, recognising different elements within the P-O-P sector, such as: Best Display of the Year (2 categories); Best Cosmetics; Beauty Hair and Fragrance (2 categories); Best General Merchandise & Non-food Display (2 categories); Best Short Run Display (2 categories); Best Food & Drink display (2 categories), as well as individual categories including Automotive & Leisure; Consumer Electronics; Innovation; Sustainability; Campaign; Shop in Shop; Installation; and a final special recognition for the next generation of creative talent in the industry, with the Student Design Award.

The panel of judges had a difficult task of shortlisting the finalists with everyone considered a winner. The Gold in the **Display of the Year - Temporary** category was won by InContrast for its Queen Bee Lip Tins display, created for Unilever UK. SP Group were also celebrating as they walked away with Gold for **Display of the Year – Permanent** for its Holland and Barrett Tea Bar display, created for NBTY/Holland and Barrett.

Martin Kingdon, Director General of POPAI UK & Ireland said: *"Seeing so many positive success stories from our industry is heartening, and exemplifies the industry's unswerving belief in the power of inventive, clear communication and the commercial value of getting it right in-store. It is also showcases a growing sophistication in approaches to retail display across traditional print and technology- driven platforms."*

List of Gold Winners:

- **Automotive & Leisure:** Ben & Jerry's Greekin' Good by InContrast, Client – Unilever
- **Sports, Toys & Fashion:** Taylor Made Shop in Shop by HRG UK, Client – Taylor Made Adidas Golf Ltd
- **Food & Drink – Permanent:** Holland and Barrett Tea Bar by SP Group, Client – NBTY / Holland and Barrett

- **Food & Drink – Temporary:** Premier Foods BBQ FSDU by DS Smith Packaging Display, Client – Premier Foods
- **G.M & Non-Food – Permanent:** POD system scratchcard retail dispenser by Fastrak Retail (UK) Ltd, Client – Premier Lotteries Ireland
- **G.M & Non-Food – Temporary:** Purina Win a Van by InContrast, Client - Promotion Line
- **Confectionery – Temporary:** Lindt Christmas Advent Calendar by Once Upon a Time, Client – Lindt & Sprungli
- **Consumer Electronics:** Launching Hive into Retail by DirectionGroup Limited, Client – Hive British Gas, Connected Homes
- **Cosmetics, Beauty, Hair & Fragrance – Permanent Display:** I Heart Cosmetic Inners by arken P-O-P Ltd, Client – Medichem
- **Cosmetics, Beauty, Hair & Fragrance – Temporary Display:** Max Factor Skin Luminizer FSU by InContrast, Client – Max Factor
- **Pharmacy:** Queen Bee Lip Tins by InContrast, Client – Unilever UK
- **HoReCa:** Transforming Guest Engagement at Merlin by Banner Managed Communication, Client – Merlin Entertainments Group PLC
- **Short Run – Permanent Display:** Nixon ‘Watch Wave’ Feature Table by Checkland Kindleysides, Client – Nixon
- **Short Run – Temporary Display:** FruitShoot & MiWadi School Bus by Oliver Marketing, Client – Britvic Ireland
- **Flagship & Store:** Rockar, Bluewater Shopping Centre, UK by Dalziel and Pow, Client – Rockar
- **Shop in Shop:** SHORE Projects Pop-up Experience by SMP Group, Client – SHORE Projects
- **Campaign:** Tesco Valentine’s Experiential Activation by Arnold KLP, Client – Tesco Ltd
- **Installation:** Boots Instore Christmas by CJ Retail Solutions, Client – Boots
- **Innovation:** Zippy by Dalziel and Pow, Client – Zippy
- **Sustainability:** Superdrug New Style Cosmetics Carcass by arken P-O-P Ltd, Client – A S Watson (trading as Superdrug Stores)
- **Display of the Year – Temporary:** Queen Bee Lip Tins by InContrast, Client – Unilever UK
- **Display of the Year – Permanent:** Holland and Barrett Tea Bar by SP Group, Client – NBTY / Holland and Barrett

A full list of all Gold, Silver and Bronze winners, as well as case studies for all 219 awards entries, can be found at www.popai.co.uk/awards