

POP AI
UK & IRELAND
AWARDS.15



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AWARDS BOOK 2015

Recognising creativity, innovation
and excellence in-store



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Foreword



Our industry awards shine a light on a side of marketing that often surrenders the spotlight of attention to above-the-line advertising.

However, the argument of what should come first when marketers sit down to start planning their next campaign is increasingly swaying

towards 'retail first' thinking and the importance of being able to connect with the shopper.

The POPAI Awards Gala Dinner is designed to give proper credit to the outstanding work in this specialist area, once again honouring creativity, innovation and excellence in-store over the past twelve months in the UK and Ireland. I would like to extend a sincere thank you to all Gold and Silver sponsors. Without their vital support, the continued success of the awards would simply not be possible. I also want to take this opportunity to thank the fantastic panel of judges for their time, opinions and dedication to the judging process.

The fact that this year's awards received 219 entries from 73 different companies, and saw over 450 colleagues gathered for the Gala Dinner is testimony to the importance that companies within the industry now place on winning an award, and to an industry-wide commitment to strive for both creative and professional excellence.

Every winner this year exemplifies the industry's unswerving belief in the power of inventive, clear communication and the commercial value of getting it right in-store, for brands and retailers.

The 2015 entries have demonstrated a growing sophistication across traditional print and technology-driven platforms. This reflects not only the reality that competition to 'win out' in-store has never been greater, but also the fact that marketers' array of choice of in-store mechanics to create impact and engagement in the retail space is unprecedented and, in all likelihood, will continue to grow.

Commercially, the last twelve months have been much more positive, both for the P-O-P industry and UK and Irish retail as a whole. Creatively, it has been outstanding.

Congratulations to everyone.

Martin Kingdon

Director General – POPAI UK & Ireland

To view all of this year's winners, visit www.popai.co.uk/awards

Foreword	03
Judges	04
Student Design Award	05
Automotive & Leisure	07
Sports, Toys & Fashion	09
Food & Drink – Permanent Display	11
Food & Drink – Temporary Display	13
G.M & Non-food – Permanent Display	15
G.M & Non-food – Temporary Display	17
Confectionery – Temporary Display	19
Home & Garden	21
Consumer Electronics	23
Cosmetics, Beauty, Hair & Fragrance – Permanent Display	25
Cosmetics, Beauty, Hair & Fragrance – Temporary Display	27
Pharmacy	29
Retail Services & Stationery	31
HoReCa	33
Short Run – Permanent Display	35
Short Run – Temporary Display	37
Flagship & Store	39
Shop in Shop	41
Campaign	43
Installation	45
Innovation	47
Sustainability	49
Display of the Year - Temporary Display	51
Display of the Year - Permanent Display	53



Judges



Mike Bradshaw
*Director of In-store Marketing
and Merchandising*
Boots



Paul Phillips
*Retail Solutions Development
Manager*
Camelot UK Lotteries Ltd



Simon Appleby
Manager, Retail Experience
Ford of Europe



Jamie Buxton
*Senior Marketing Communications
& Design Manager*
HSBC Bank Plc



Neil Starkey
POS Design Manager EMEA
Kellogg Company



Adam Mehegan
Business Development Director
Monster Energy Company



Simon Bentley
*Head of Store Design and
Merchandising*
O2 Telephonica UK



Lara Barron
Head of Instore
P & G Prestige UK



PEPSICO
Alison Waite
Merchandising Controller
PepsiCo International UK & Ireland



Red Bull
Sophie Bowden
Shopper Development Manager
Red Bull



Schwartz
Martel Lawson
Category Display Manager
Schwartz



TESCO
James Swain
Shopper Marketing Manager
Tesco Plc



TJX EUROPE
Colin Butler
Manager of European Print Production
**TJX Europe -
TKMaxx and Homesense**



Unilever
Nick Widdowson
*Merchandising and Creative
Controller*
Unilever UK Limited



vodafone
Chris Gilroy
*Principal Manager - Store Concept
Evolution*
Vodafone Group Services Ltd



WHSmith
Phil Ridge
Group Design Environment Director
WHSmith PLC



Wickes
Kelly Latham-Gough
*Senior Marketing Manager
Store Format*
Wickes

Student Design Award

Category Sponsor: HSBC



Winner



Kate Fenton
University of Derby
Play-Doh Sweet
Shoppe Bakery

Runner Up



Daniel Hollyoake
University of Derby
Morrisons LED Energy
Saving Bulbs FSDU/
Packaging

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YOU NEED SOME
POWERFUL ALLIES



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Solutions Diverse Ltd is a family run business that was established and has successfully traded for over 20 years now. We are experienced retail design and display sector specialists and more recently, design and manufacture of mobile tech security devices supporting some of the best known brands in the business.

Our aim is to help transform and raise the profile of YOUR brand, we become one of the vital links in communicating your brand identity, image and personality through creative design, value engineered manufacturing, through to professional, fast and safe installation across the UK, Europe and beyond.

Our team is vastly experienced and consider the client to be at the heart of everything we do. This philosophy has enabled Solutions Diverse Ltd to retain a loyal customer base and forge new partnerships as a result of our reputation and “getting it right first time” attitude.



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Automotive & Leisure

Category Sponsor: Solutions Diverse

SOLUTIONS ■
DIVERSE ■

Gold



Ben & Jerry's Greekin' Good/Unilever UK

Entrant: InContrast

Judges' comments:

"Layering up several key items to give a great 3D effect, this display is a great design concept. Giving high impact against a low usage of space, it delivers excellent theatre with fabulous use of brand and iconography to bring this display to life."

Silver



TomTom Rider/TomTom BU Consumer

Entrant: HRG UK Limited

Judges' comments:

"The display hits the brief excellently, applying a real understanding of the intended target retail environments to inform key design elements. Clean, clear and simple, it's clever design is ideally sized to fit a number of different in-store locations."



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Essentra is a leading international supplier of specialist plastic, fibre, foam and packaging products. Our international network extends to 33 countries and includes 42 principal manufacturing facilities, 64 sales and distribution operations and 5 research & development centres.

With over 65 years expertise, Essentra Components and Speciality Tapes work hard behind the scenes of P-O-P displays. We hold a vast range in stock to ensure that we can help you meet the tight deadlines required in the industry. Our manufacturing facilities in the UK also allow us to provide custom solutions for small runs or large scale projects. Coupled with our free samples and quick quote turnaround we offer a complete service.

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Sports, Toys & Fashion

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Gold



Taylor Made Shop In Shop/Taylor Made Adidas Golf Ltd

Entrant: HRG UK Limited

Judges' comments:

"Delivering terrific retail standout, the display demands the customers' attention. Fitting neatly into retail wall displays, it demonstrates a great use of light and digital integration to present a compelling category presence for the brand in-store."

Silver



Game Retail Headphone Display/ Game Retail

Entrant: arken
P-O-P Ltd

Judges' comments:

"Using the power of demonstration to simplify technology for shoppers, the bold display delivers good high level navigation and a strong overall design theme. Offering clear branding and use of digital integration, the impact on category growth speaks volumes for its success in-store."

Bronze



Garmin Free Standing Unit/ Garmin (Europe) Ltd

Entrant: ISI Global
(In-Store Initiatives)

Judges' comments:

"For a permanent in-store display, this is a great solution. Visually eye-catching, the unit showcases a purposeful use of both print and digital media. The range is well stocked and easily accessible. Accelerated rollout of the solution confirms the client's view that this was a job well done."



HL Display is the UK's leading designer, manufacturer and supplier of bespoke point of purchase displays and in-store merchandising solutions for brands and retailers. With more than 60 years' experience, the company has unrivalled knowledge and expertise of displaying products in-store to leverage an increase in sales uplift and creating eye catching environments that deliver a better shopper experience and brand awareness.

The company is renowned for its innovation, quality and service led approach and this is supported by our extensive manufacturing facility where we build everything in-house. This combined with its comprehensive range of standard products and ability to offer totally bespoke solutions, has secured HL Display a portfolio of international clients including retailers such as Tesco, Waitrose, ASDA, Lidl, Co-Op, Boots, Holland & Barrett, Dixons Carphone, M&S and brand; LG, L'Oreal, P&G, Nestle, Mars, Nikon, Epson, Warm Up.

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- Innovation
- Confidence
- Differentiation
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For further information visit our website www.hl-display.co.uk or email enquiries-uk@hl-display.com



Food & Drink - Permanent Display

Category Sponsor: HL Display



Gold



Holland and Barrett Tea Bar/NBTY (Holland and Barrett)

Entrant: SP Group

Judges' comments:

"A great interpretation of the brief on every level. Delivering a premium look that is both engaging and intriguing it is flawlessly crafted. The level of branding is perfectly weighted, whilst the balance of space between product and display is achieved exceptionally well. Educational and a compelling sales aid, the result is simply brilliant."

Silver



Robinsons Squash'd Pushfeed Display/Britvic Ireland

Entrant: Shop Equipment Ltd

Judges' comments:

"A well considered design that delivered on a number of varied objectives. Retail space is utilised well, with a good use of branding to educate shoppers and drive home key messages. Overall, a high performing display concept, with impressive levels of stockholding, that opened up success in several nontraditional areas - and that is no mean feat."

Bronze



Johnnie Walker - Bushmills Display/Diageo Polska

Entrant: Willson & Brown

Judges' comments:

"A breath of fresh air in amongst all the traditional one dimensional units, this 360-degree concept represents the brand, perfectly. With strong branding, luxurious leather and fading light, that gives a somewhat atmospheric feel to the in-store space, it is a great interpretation of the brief, with a drop of class added in for good measure."

Bronze



Corona Unit/AB InBev UK Ltd

Entrant: SMP Group

Judges' comments:

"A fantastic example of how to push the brief and really bring a theme to life in-store. Although the display utilises a lot of retail space, every element makes an impact. Reaffirming the brand values, perfectly, the display delivers an activation that is interesting, pleasing to the eye, and really does make shoppers feel like they are ready for summer."

Following the success of last year's POPAI awards, we are proud to be gold sponsors for another year and look forward to seeing everyone dressed to impress this evening.

At Momentum Instore, our mission is to deliver on our clients' in-store brand experiences. This ethos and our 'right first time' approach has enabled us to position ourselves not just as market leaders, but also the force behind some of the most demanding instore campaigns across the country.

Our services include:

- POP Installation
- Store Surveys
- Cosmetic Merchandising
- Store Development
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With Momentum Instore, your brand is in safe hands.

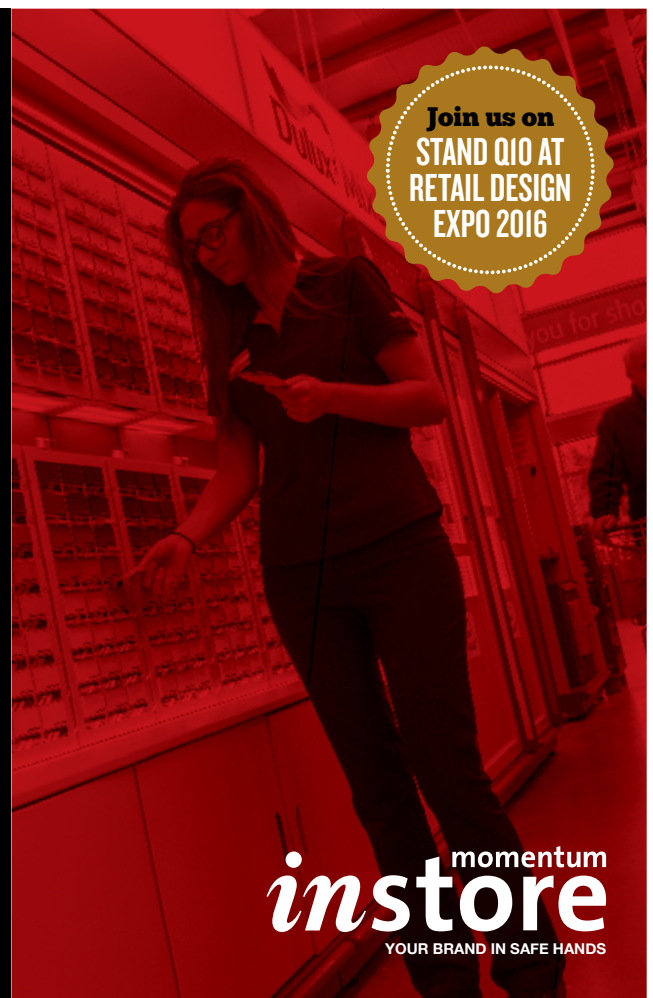
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MOMENTUM INSTORE LIVE TO DELIVER ON OUR CLIENT'S INSTORE BRAND EXPERIENCES. WE'VE WORKED HARD TO BE ABLE TO KEEP THAT PROMISE, WORKING HAND IN HAND WITH SOME OF THE NATION'S LARGEST RETAILERS AND BRANDS TO DELIVER SEAMLESS INSTORE MARKETING CAMPAIGNS FOR THE LAST 35 YEARS.

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If you would like to know more please contact Tim Ellis on:
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Food & Drink - Temporary Display

Category Sponsor: Momentum Instore



Gold



Premier Foods BBQ FSDU/Premier Foods

Entrant: DS Smith Packaging Display

Judges' comments:

"Making shoppers notice small products in-store is far from easy, but this well considered and creative display delivered both impact and ROI on a big scale. Opening up a number of possible store locations, the units clever design features great attention to detail and eye-catching touches. Put simply everything is just right - a truly deserving Gold winner."

Silver



Danone Evian Wimbledon Campaign Display/Danone Waters UK & Ireland

Entrant: HRG UK Limited

Judges' comments:

"A great piece of P-O-P design that's simple yet visually extremely strong and well branded. Bringing the brand's associations with a major sporting event to life in a clear and engaging way, the display also benefits from good materials choices that make it both attractive to shoppers and practical for stores. Overall a unit that will stand the test of time, and weight."

Bronze

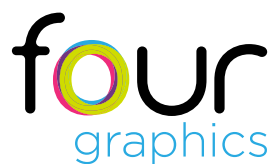


Volvic Juiced Super Mega FSDU/Danone Waters UK & Ireland

Entrant: HRG UK Limited

Judges' comments:

"A great idea that brings a level of freshness and interest to the retail space. Clearly hitting the brief and commercial objectives, the display creates a real WOW in-store - essential when launching a new brand variant and attempting to raise awareness amongst shoppers. The addition of a pull out sampling 'segment' was a great addition to an already strong concept."



Four Graphics are experts in creative and innovative print solutions. Our Central London facility houses our cutting edge print studio and our design team all under one roof, providing integrated project management, combined with the highest quality finish every time.

Over the last 12 years we have worked extensively with key clients across retail, brand, energy, entertainment and transport giving us the ability to create and produce amazing work for amazing clients. Our print and design scope of services and formats span a wide range from outdoor large single roll outs and installations, retail and point of sale projects and events, museums and galleries with everything else in between. We don't want to limit ourselves by category, only with what is possible through imagination, innovation and team work.

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RETAIL EXHIBITIONS OUTDOOR SIGNAGE OUTDOOR MEDIA BRAND

G.M & Non-food - Permanent Display

Category Sponsor: Four Graphics



Gold



POD system scratchcard retail dispenser/Premier Lotteries Ireland

Entrant: Fastrak Retail (UK) Ltd

Judges' comments:

"A smart modular display unit which offers good functionality and maximum flexibility. As well as being fast to install, importantly, it also allows retailers to use the display in the most space efficient way possible. Delivering a point of difference from other smaller units, sales uplift of 50% demonstrates the true impact of its introduction to market."

Silver



Royal Canin Cat Food Stand/Crown Pet Foods Ltd

Entrant: arken P-O-P Ltd

Judges' comments:

"The display delivered against brief to unlock an eye-catching unit that not only helps to improve shopper education but also delivers a real point of difference and impact in the store environment. Delivering well against practical in-store challenges, its small footprint and ease of re-location offer maximum flexibility - vital for independent retail partners."

Bronze



Tesco Home Book Circular POS/Tesco

Entrant: Augustus Martin Limited

Judges' comments:

"An eye-catching 360-degree design that created real standout in-store. The size and shape of the display maximised the disrupted nature of the design, whilst clever use of lifestyle images helped increase dwell time and interaction. Although designed as more of an awareness campaign than a direct sales driver, its impact in-store and positive retailer feedback make it a display that's hard to ignore."

FastrakTM RETAIL

Fastrak Retail are industry experts in retail Point of Sale Solutions. We bring brands to life within the retail environment, delivering projects on time, on budget and manufactured to the highest standards.

Our teams have in depth knowledge of every aspect of POS design and manufacturing processes, which include prototyping, toolmaking, plastic injection moulding, print and metal fabrication. Our 'most appropriate' manufacturing philosophy means that we always tailor a solution in line with our customer's needs whether the objectives are commercial, process or lead-time driven we will design the perfect manufacturing solution. So, whatever the challenge or brief, we're ready to provide truly dynamic solutions.

With locations in the UK, Asia, Australasia and the USA, we are ideally positioned to support all types of businesses, from global brands to local companies. Furthermore our design experts use their knowledge, imagination and creativity to deliver the best possible design solution. Then our engineers and production team will bring your design to life - all in house.

Our core personnel have been in the business for over 25 years so we know exactly what our clients need. We have the very best people, the brightest ideas, all the machinery and equipment required to produce Superior POS / POP and so much more.



Display of
the year



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FastrakTM RETAIL



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G.M & Non-food - Temporary Display

Category Sponsor: Fastrak Retail



Gold



Purina Win a Van/Promotion Line

Entrant: InContrast

Judges' comments:

"Reinforcing the importance of having a clear understanding of your shopper and their motivations, this well-designed display delivers a masterful lesson in how to do just that really well. As well as delivering a clear message and strong branding, its clever construction, ease of assembly and impressive sales uplift figures make this display truly award-winning."

Silver



ASDA Back to School Bus/ASDA

Entrant: DS Smith Packaging Display

Judges' comments:

"The choice of a school bus and disruptive scale of this unit marked this creative display out as a standout entry. Putting a key trading period front and centre in the mind of shoppers, it demonstrates a really clever use of space to disrupt the 'auto pilot' shopper and remind them that it's Back to School time."



HMY is a leading group in Brand & Retail Consulting, Design & Architectural Services, Project & Site Management, Manufacturing & Shopfitting.

HMY is headquartered in France, based locally in Newcastle, and has already celebrated more than 50 years of successful history in design & manufacturing equipment for commercial spaces. HMY has ventures in over 60 countries and offers its global reach to a wide variety of clients: Health & Beauty, malls, airports, department stores, travel retail, hyper & super markets, specialty stores, fairs, events as well as prestigious brands names.

HMY UK is one of the few companies capable of implementing briefs: from the definition of the business model and retail concept to manufacturing and turnkey executions.

The range of materials we are able to bring together into the final product covers any requirement in the retail and POP fixture market.

Our dedicated materials innovation teams are on a constant lookout for the latest materials and technologies that will provide value to our customer.

Our global in-house capabilities supported by our vast approved supply chain provide our customers with the best possible lead times at the most competitive prices.

A close-up photograph of a woman's face in profile, looking upwards. Her lips are painted a vibrant red and are holding several bright red cherries. Her hand, also with red nail polish, is visible near the cherries. The background is dark, making the reds stand out.

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Confectionery - Temporary Display

Category Sponsor: HMY Radford



Gold



Lindt Christmas Advent Calendar/Lindt & Sprungli

Entrant: Once Upon a Time

Judges' comments:

"A creative execution for a premium brand at a key time of the year. Its success in bringing new users to the category was impressive, successfully engaging shoppers who would otherwise have avoided the aisle. The display delivers great brand standout in-store, with a clear and impactful seasonal design with sales results that underline its effectiveness."

Silver



Walkers Lunch Corrugated Chiller Basket/ PepsiCo UK

Entrant: Inspirepac Limited

Judges' comments:

"A fine example of how to secure a prime location and extra visibility in such a high impulse retail space. Well-executed and hugely cost efficient, the display's smart design considered strength, flexibility and sustainability, whilst ensuring it worked well with retailers' existing infrastructure in-store. It's great uplift and low unit cost made it a clear winner."

Bronze



Walkers Do Us A Flavour/PepsiCo UK

Entrant: Inspirepac Limited

Judges' comments:

"A good activation of a campaign in-store, the display delivered a clear and consistent message, with a strong call to action for shoppers. Easy to construct, durable and recyclable, the unit lends itself well to a number of locations and store formats, making a good use of space and achieving a significant improvement on previous stockholding levels."



Cepac Instore | Retail Display and Merchandising solutions - from Concept to Compliance

Cepac Instore is the specialist retail display, merchandising and communications team within Cepac; the UK's leading independent corrugated product provider. Our solutions help to grow leading brands and establish new ones.

In line with the Cepac belief statement, *'Together we achieve more'*, we partner with clients to ensure that their brands attract, engage and convince consumers during their visits to stores. At the same time, we work closely with advanced material and technology providers to achieve our clients' commercial and environmental objectives.

We provide a comprehensive service featuring expertise and resources designed to fast-track clients' retail marketing concepts through development, manufacturing and distribution in order to optimise compliance rates.

For more information, please visit www.cepacandme.com/instore.

May we take this opportunity to wish good luck to all entrants to the 2015 POPAI awards.

**Retail Display and Merchandising Solutions
- from Concept to Compliance**

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Home & Garden

Category Sponsor: Cepac Instore



Silver



Bosch Product Launch Standee/Wickes Building Supplies Limited

Entrant: Kolorcraft Limited

Judges' comments:

"A strong design in terms of balance and overall shape, there is no question that this display delivers real standout and WOW in-store. Delivering a good representation of the product, materials choice and ease of assembly both impress. Clearly designed to sit well in a 360-degree location, there is little doubt that the finished display would encourage store teams to place it in high footfall locations - driving visibility as a result."

Bronze



Wilko Paint Category Refresh/Wilko

Entrant: Lick Creative

Judges' comments:

"Although functional, the display has clearly been well thought through, and no doubt required a huge amount of store specific planning and flexibility. Clearly an obvious improvement from the retailers previous category solution, its modular approach makes it perfectly suited to maximising store penetration - enhancing category navigation and shopability for its own-label range within tried and tested parameters."



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Our global in-house capabilities supported by our vast approved supply chain provide our customers with the best possible lead times at the most competitive prices.

Consumer Electronics

Category Sponsor: HMY Radford



Gold



Launching Hive into retail/Hive British Gas, Connected Homes

Entrant: DirectionGroup Limited

Judges' comments:

"This certainly ticks the box for consistency with the John Lewis brand whilst creating a strong presence for the Hive brand. A great name and mark, supported by a contemporary and distinctive display that communicates the proposition with strength, confidence and simplicity."

Silver



APPLE Mobile Tech Security Solution/EE

Entrant: Solutions Diverse

Judges' comments:

"A good piece of fixture design that is 100% fit for purpose and allows shoppers to try before they buy, without negatively impacting on the shopping experience. Robust enough to prevent theft and display 'live' product, the design represents the Apple brand and EE store environment very well."

Silver



Intel Real Sense Displays/Intel Corporation (UK)

Entrant: arken P-O-P Ltd

Judges' comments:

"Light and bright, this unit certainly stands out from afar. The overall visual impact is strong, clean and approachable, creating a commanding island end feature in-store."

For over 35 years Momentum Instore have worked with a selection of major players in the retail arena, such as Boots and Argos. Our unrivalled expertise in Installation, Merchandising, Store Surveys and Field Marketing means that we can ensure our clients will get the very best return from their in-store marketing activity.

Following our rebrand at the beginning of the year, Momentum Instore aim to take on more challenging projects, demonstrating our skills and remaining ahead of the curve when it comes to delivering on our client's campaigns.

Our mission is to deliver on our clients' in-store brand experiences and through a combination of our expert knowledge, state of the art technology and award winning solutions we have become the leading retail implementation agency in the UK.

Our services include:

- POP Installation
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If you need to get to know your retail estate a little better, or if your in-store campaign might benefit from a complete service, get in touch today. With Momentum Instore, your brand is in safe hands.

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Cosmetics, Beauty, Hair & Fragrance - Permanent Display

Category Sponsor: Momentum Instore

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Gold



I Heart Cosmetic Inners/Medicchem

Entrant: arken P-O-P Ltd

Judges' comments:

"Representing a great in-store introduction for a previously online exclusive brand, the fixture delivers a real presence that successfully interrupts the shopper journey. Creating interest and intrigue, the unit has an 'electric' feel and does a great job of creating standout and disruption in what is a busy and visually crowded category."

Silver



Superdrug New Style Cosmetics Carcass/A S

Watson T/A Superdrug Stores

Entrant: arken P-O-P Ltd

Judges' comments:

"Overall an impressive step-change for the retailer - adding credibility to the category and a fresh injection and inspiration. A very clever and brave design solution - coming away from traditional material choices. Featuring good fixture heights and well balanced product densities that works well, the unit delivers on what was a complicated brief, drawing shoppers in and away from the more traditional wall gondolas."

Bronze



Nivea Sun Care Display/

Beiersdorf UK Ltd

Entrant: Willson & Brown

Judges' comments:

"Practical, stylish and on-brand, this display delivered great in-store presence in a category that is a wash with brightly coloured messages and packaging. As well as playing on the strength of the shape of Nivea's recognisable 'blue bottle', the design makes good use of flexible space and allows the display to be the shopped and replenished from all sides."

arken

creators of award winning p-o-p

Founded in 1948, arken design and manufacture point of purchase displays as well as off-the-shelf and bespoke poster display products. Since the launch of the original P-O-P awards in 1997, arken have won over 40 awards for their outstanding displays.

arken are creative led manufacturers, producing bespoke retail displays for a wide range of sectors including cosmetics, consumer electronics and tobacco. They understand what drives product sales and provides ROI, creating displays that encourage interaction and therefore enhance the shopper experience at the point of purchase.

arken's poster display products include off-the-shelf items such as poster frames, light boxes, poster-hanging systems, pavement signs, forecourt signs and literature dispensers. Products can also be customised to any colour or size requirements. They are also specialists in creating completely bespoke poster displays solutions for either internal or external use.

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Cosmetics, Beauty, Hair & Fragrance - Temporary Display

Category Sponsor: arken P-O-P Ltd

arken
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Gold



Max Factor Skin Luminizer FSU/Max Factor
Entrant: InContrast

Judges' comments:

"Clearly refusing to accept second best, it is obvious that a lot of thought went into creating this display. The inclusion of a factice works really well and visually looks great. The unit also makes good use of materials to achieve the light reflecting properties of the product, whilst adhering to the retailers' strict policy on materials use. Overall, a great use of retail space within a small footprint off-shelf."

Silver



Benefit Cosmetics - They're Real/Benefit Cosmetics

Entrant: SP Group

Judges' comments:

"A good use of retail space with excellent sightlines, for maximum shopability. Branding is very clear with a good overall design that is impressively slim and structurally clearly fit for purpose, whilst delivering a premium look and feel that you would associate with a beauty brand such as Benefit."

Bronze



Eucerin Sun FSDU/Beiersdorf UK

Entrant: Pivotal Retail Marketing Limited

Judges' comments:

"A clever design evolution of an everyday FSDU that makes use of additional shelf pictures to aid shopper navigation by easily identifying key skin types. Branding is strong and clear, whilst the unit also manages to successfully support impressive levels of stockholding for a display with such a small overall footprint."



ESSENTRA

Essentra is a leading international supplier of specialist plastic, fibre, foam and packaging products. Our international network extends to 33 countries and includes 42 principal manufacturing facilities, 64 sales and distribution operations and 5 research & development centres.

With over 65 years expertise, Essentra Components and Speciality Tapes work hard behind the scenes of P-O-P displays. We hold a vast range in stock to ensure that we can help you meet the tight deadlines required in the industry. Our manufacturing facilities in the UK also allow us to provide custom solutions for small runs or large scale projects. Coupled with our free samples and quick quote turnaround we offer a complete service.

Our unique range of Speciality Tapes can help turn your creative designs into functional displays. Whether you need something from our extensive stock, a bespoke solution, or simply a free sample – the Essentra range is the clear choice for your P-O-P needs.

Pharmacy

Category Sponsor: Essentra



Gold



Queen Bee Lip Tins/Unilever UK

Entrant: InContrast

Judges' comments:

"A fresh and interesting design concept that creates a strong visual presence for the brand and a real sense of in-store theatre. The display clearly hit its objectives, with good thought given to how both the product packaging and 'honey' theme could be encapsulated in a relatively small retail space whilst proving truly unmissable in-store."

Silver



Philips Lumea Beauty Display/Philips Electronic UK Ltd

Entrant: HRG UK Limited

Judges' comments:

"A well designed and carefully considered display concept that looks great and allows a good platform to meet key communication objectives. Overall, the unit delivers strong impact in-store and promotes awareness and education amongst shoppers through an eye-catching design solution"

Bronze



Nexium Boots Mid Gondola Display/Pfizer Ltd

Entrant: StormDFX Ltd

Judges' comments:

"A solid piece of P-O-P design that delivers clear differentiation in the pharmacy aisle. Creating a disruptive presence on-shelf, the real strengths of this display lie in the effective delivery of key messages and its ability to aid shopper navigation of the range, supporting more informed purchase decision making."



Cepac Instore | Retail Display and Merchandising solutions - from Concept to Compliance

Cepac Instore is the specialist retail display, merchandising and communications team within Cepac; the UK's leading independent corrugated product provider. We bring together leading brands, advanced technologies and smart materials to create and deliver high-performance, high-definition solutions that outperform industry standards in every measurable way. We help to grow leading brands and to establish new ones.

The Cepac Instore proposition combines twin peaks of excellence – insightful creative and low-cost manufacturing and deployment.

Creative: As approved suppliers to major UK retail groups, we provide ways to leverage consumer behaviours, motivations and societal trends and to convert passive browsers into active shoppers when in store. In testing times, when shoppers have to make difficult decisions to optimise their household budgets, the need for brands to attract, engage and convince at this critical point in the path-to-purchase is more important than ever.

Our comprehensive 'Concept to Compliance' service either begins with an existing concept or with a brief which outlines the client's objectives for the promotional opportunity in question. When provided with existing concepts, we use our knowledge of UK retailers' guidelines to ensure the campaign components are fully compliant, deliverable and practical. When we develop a concept from scratch, we are able to address the structural and practical requirements in unison with the primary objective to attract, engage and convince shoppers when in store; which invariably ensures a more streamlined and cost-effective project; and which in turn provides a real boost to compliance rates and resultant ROI.

Manufacturing and deployment: Cepac's core competence is in the print and production of high-performance paper and fibreboard products. With four well-invested production facilities in the UK's industrial heartland, the company is the biggest independent producer of corrugated display and packaging materials. Ongoing investment into a spectrum of emerging print technologies enables our clients to benefit from the right process for every specific campaign or campaign component. With over five hundred thousand square feet of dedicated manufacturing, assembly and packing space, our clients also benefit from the most efficient and cost-effective production facilities in our sector. In addition, Cepac is the leading purchaser of raw materials in our industry, providing our clients with access to the most advanced material technologies from across the world.

And finally, we operate an extensive fleet of 40-foot trucks and other vehicles capable of delivering to Europe's biggest distribution hubs, or to the homes of merchandising professionals. We also partner with reputable courier services, and provide real-time trackable direct-to-store deliveries paired with all of the logistical services which surround this.

For more information, please visit www.cepacandme.com/instore.

May we take this opportunity to wish good luck to all entrants to the 2015 POPAI awards.

Retail Services & Stationery

Category Sponsor: Cepac Instore



Silver



Derwent Graphik Counter Top Display / The Cumberland Pencil Company

Entrant: ISI Global (In-Store Initiatives)

Judges' comments:

"Simple and lightweight, this display succeeds in making the product the real hero. A solid design solution that makes good use of space and helps to promote range availability and maintain merchandising standards for an easy to navigate and consistent shopping experience."



HL Display is the UK's leading designer, manufacturer and supplier of bespoke point of purchase displays and in-store merchandising solutions for brands and retailers. With more than 60 years' experience, the company has unrivalled knowledge and expertise of displaying products in-store to leverage an increase in sales uplift and creating eye catching environments that deliver a better shopper experience and brand awareness.

The company is renowned for its innovation, quality and service led approach and this is supported by our extensive manufacturing facility where we build everything in-house. This combined with its comprehensive range of standard products and ability to offer totally bespoke solutions, has secured HL Display a portfolio of international clients including retailers such as Tesco, Waitrose, ASDA, Lidl, Co-Op, Boots, Holland & Barrett, Dixons Carphone, M&S and brand; LG, L'Oreal, P&G, Nestle, Mars, Nikon, Epson, Warm Up.

Essential optimisation of your selling space

- Optimisation
- Innovation
- Confidence
- Differentiation
- Pragmatism

For further information visit our website www.hl-display.co.uk or email enquiries-uk@hl-display.com



Gold



Transforming Guest Engagement at Merlin/Merlin Entertainments Group PLC

Entrant: Banner Managed Communication

Judges' comments:

"A truly impressive answer to a retail communications brief that delivered on its objectives, and more. Overall, a simple unit design with great content and interactivity that has clearly been designed with users' needs in mind. Outstanding performance makes this unit a deserving winner."

arken

creators of award winning p-o-p

Founded in 1948, arken design and manufacture point of purchase displays as well as off-the-shelf and bespoke poster display products. Since the launch of the original P-O-P awards in 1997, arken have won over 40 awards for their outstanding displays.

arken are creative led manufacturers, producing bespoke retail displays for a wide range of sectors including cosmetics, consumer electronics and tobacco. They understand what drives product sales and provides ROI, creating displays that encourage interaction and therefore enhance the shopper experience at the point of purchase.

arken's poster display products include off-the-shelf items such as poster frames, light boxes, poster-hanging systems, pavement signs, forecourt signs and literature dispensers. Products can also be customised to any colour or size requirements. They are also specialists in creating completely bespoke poster displays solutions for either internal or external use.

Short Run - Permanent Display

Category Sponsor: arken P-O-P Ltd

arken
creators of award winning p-o-p

Gold



Nixon 'Watch Wave' Feature Table/Nixon

Entrant: Checkland Kindleysides

Judges' comments:

"Original, compelling and effective, the installation creates an in-store feature that sees retail display, bordering on becoming a piece of art. Linking in with the brand's surfing heritage beautifully, the combination of hardware and visual imagery is used to great effect. A truly stunning store display."

Silver



Boots 4m Island Cosmetic Site/L'Oreal UK Limited

Entrant: Diam UK Limited

Judges' comments:

"This display succeeds in feeling new, in an area where it's hard to be new. A dominant visual presence in-store, without feeling overpowering, its bright, clean design looks appealing and clearly matches the aspirational nature of the brand, with good product spacing and colour use throughout."

Bronze



Hive Active Heating: Retail launch/ British Gas, Connected Homes

Entrant: DirectionGroup Limited

Judges' comments:

"A sensible application of technology, strong branding and good use of navigation aids to bring the products' features and benefits to life in a practical and meaningful way. A great example of what can be achieved when technology is integrated into P-O-P with the shopper in mind."

SOLUTIONS ■ DIVERSE ■

Solutions Diverse Ltd is a family run business that was established and has successfully traded for over 20 years now. We are experienced retail design and display sector specialists and more recently, design and manufacture of mobile tech security devices supporting some of the best known brands in the business.

Our aim is to help transform and raise the profile of YOUR brand, we become one of the vital links in communicating your brand identity, image and personality through creative design, value engineered manufacturing, through to professional, fast and safe installation across the UK, Europe and beyond.

Our team is vastly experienced and consider the client to be at the heart of everything we do. This philosophy has enabled Solutions Diverse Ltd. to retain a loyal customer base and forge new partnerships as a result of our reputation and “getting it right first time” attitude.

This year we are again proud sponsors of the POPAI awards with nominations for awards in Consumer Electronics and Installation categories which we hope to win in recognition of the hard work and spirit of our team and clients.

Short Run - Temporary Display

Category Sponsor: Solutions Diverse



Gold



FruitShoot & MiWadi School Bus/Britvic Ireland

Entrant: Oliver Marketing

Judges' comments:

"A truly standout piece of P-O-P. From any angle it has real retail impact. Eye-catching, interactive and product friendly - accessible from both sides - the display was fit to be the centre of attention in the prime location given to it in-store. Strong ROI and a highly competitive unit cost further add to its impressive credentials."

Silver



Pepsi Max Football World Cup/Britvic Ireland

Entrant: Brand Image

Judges' comments:

"This display certainly hit its primary brief, creating maximum disruption with shoppers in-store with this impressive piece of retail theatre. The scale and impact of the display - complete with astroturf pitch in the centre of the display - made it popular with shoppers and store teams alike."

Bronze



Wolf of Wall Street/Universal

Entrant: Creo

Judges' comments:

"A visually impactful temporary P-O-P display that proved a real hit with shoppers. The imaginative use of an inbuilt fan helped to bring a sense of fun and novelty to the retail space, whilst cleverly designed to be re-purposed for use in a future campaign."

Bronze

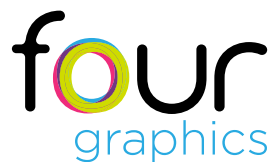


NatWest Waving Hands/NatWest

Entrant: Vista

Judges' comments:

"Proof that digital screens are not the default option for drawing shoppers' attention through window displays. An eye-catching piece of retail display that marries traditional display materials and subtle use of LED lighting to create huge visual impact and a playful, fun aesthetic."



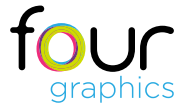
Four Graphics are experts in creative and innovative print solutions. Our Central London facility houses our cutting edge print studio and our design team all under one roof, providing integrated project management, combined with the highest quality finish every time.

Over the last 12 years we have worked extensively with key clients across retail, brand, energy, entertainment and transport giving us the ability to create and produce amazing work for amazing clients. Our print and design scope of services and formats span a wide range from outdoor large single roll outs and installations, retail and point of sale projects and events, museums and galleries with everything else in between. We don't want to limit ourselves by category, only with what is possible through imagination, innovation and team work.

We're approachable and experts in our field and we love a challenge to provide and deliver a solution for.

Flagship & Store

Category Sponsor: Four Graphics



Gold



Rockar, Bluewater Shopping Centre, UK/Rockar

Entrant: Dalziel and Pow

Judges' comments:

"A great design concept that's truly rooted in the insight of how shoppers shop, creating a genuine break through in order to better engage customers. Genuinely a game-changer for its sector, it successfully bridges the physical and online world to deliver a new and fun way to purchase a car. Great work."

Silver



Hunter Flagship Store/Hunter

Entrant: Checkland Kindleysides

Judges' comments:

"A thoroughly modern and well executed store design where urban and rural fusion results in an exciting contrast. A great execution of the central theme throughout the store to create an on-brand experience where traditional retail techniques dominate and give the store a real personality."

Bronze



Samsung Experience Store Dundrum/ Samsung Electronics UK & Ireland

Entrant: Cheil Europe Limited

Judges' comments:

"Clean, well-executed and with good use of branding, the design delivers a look that's both durable and fresh. Branded displays deliver real standout, set up to hero key product lines whilst integrating effortlessly with the overall store concept to create a premium and 'future' feel to the retail space."



arken

creators of award winning p-o-p

Shop In Shop

Category Sponsor: arken P-O-P Ltd

arken
creators of award winning p-o-p

Gold



SHORE Projects Pop-Up Experience/ SHORE Projects

Entrant: SMP Group

Judges' comments:

"Innovative, contemporary and intriguing, this pop-up encourages interest and browsing. It's not pretending to be a store. All aspects build on the brand values and product, brilliantly. From its open-top design to the lovely nod to beach-hut culture that's reinforced by the bleached and weather wood effect, it's really well thought through and very welcoming."

Silver



VIRGIN Holidays Concession/Virgin Holidays

Entrant: OfficeTwelve Ltd

Judges' comments:

"There's a big 'wow' here. It's a bright, playful lively space that reflects the Virgin brand perfectly, with a great use of space that makes you realise that this is no ordinary holiday operator. In-store the environment delivers a big dose of brand attitude that's totally befitting for the product and services of Travel and creates a real 'feel good' factor when shopping for a holiday."

Bronze



Oakley UK Prizm Goggles Launch/ Oakley UK

Entrant: Juice
Creative Design Ltd

Judges' comments:

"A really well thought out display with some features that are surprising and reinforce the brand brilliantly. Dynamic and impactful from a distance, it presents a good selection of products in a unique and interesting way, with a clever choice of materials that reinforce the brand's 'cool' and 'urban' personality."



Cepac Instore

Campaign

Category Sponsor: Cepac Instore



Gold



**Tesco Valentine's
Experiential Activation/
Tesco Ltd**

Entrant: Arnold KLP

Judges' comments:

"Signifying a real step change in retail activations, this campaign proved a clear winner. A hugely challenging and technologically complex project, it extended its reach far beyond the four walls of a store - generating unprecedented levels of shopper and social media engagement that helped to influence perceptions and deliver very real 'value' for the retailer."

Silver



**Samsung Innovation @ Harrods/Samsung
Electronics UK & Ireland**

Entrant: Cheil Europe Limited

Judges' comments:

"Blending form and function, the campaign created an inspiring and unmissable brand experience. All in all, a stunning retail takeover that attracted thousands of people and left them with a deeper understanding of the brand's commitment to cutting-edge design and innovation. Disruptive and engaging, on a spectacular level."

Bronze



**Post Office Travel
Money Campaign/
Post Office Ltd**

Entrant: HH Global

Judges' comments:

"An innovative, well-considered and enlightened campaign that proves this is far from an outdated retail space. Impressive for its multi-touch point strategy, strong visual standout and genuine scalability, it has definitely raised the bar - creating an integrated and engaging brand experience and an effective template for future campaigns."



Fastrak Retail are industry experts in retail Point of Sale Solutions. We bring brands to life within the retail environment, delivering projects on time, on budget and manufactured to the highest standards.

Our teams have in depth knowledge of every aspect of POS design and manufacturing processes, which include prototyping, toolmaking, plastic injection moulding, print and metal fabrication. Our 'most appropriate' manufacturing philosophy means that we always tailor a solution in line with our customer's needs whether the objectives are commercial, process or lead-time driven we will design the perfect manufacturing solution. So, whatever the challenge or brief, we're ready to provide truly dynamic solutions.

With locations in the UK, Asia, Australasia and the USA, we are ideally positioned to support all types of businesses, from global brands to local companies. Furthermore our design experts use their knowledge, imagination and creativity to deliver the best possible design solution. Then our engineers and production team will bring your design to life - all in house.

Our core personnel have been in the business for over 25 years so we know exactly what our clients need. We have the very best people, the brightest ideas, all the machinery and equipment required to produce Superior POS / POP and so much more.

Installation

Category Sponsor: Fastrak Retail



Gold



Boots Instore Christmas/Boots

Entrant: CJ Retail Solutions

Judges' comments:

"A great example of Gold standard in-store installation. Delivering an installation project across such a breadth of stores to the same high standards is a real achievement. To do so with an incredible four day turnaround, operating a challenging and complex project environment, is truly remarkable."

Silver



AkzoNobel Dulux Mix Lab/AkzoNobel

Entrant: Momentum Instore

Judges' comments:

"An impressive undertaking that involved the installation of a huge amount of P-O-P components and delivered a visible difference in-store. The volume and level of delivery shows a good control of resources and robust planning to fulfil what was clearly a challenging in-store project."

Bronze



Visual Merchandising Update 2014/O2 Telefonica

Entrant: Solutions Diverse

Judges' comments:

"A well-managed project from start to finish, set against the backdrop of very short lead times, a hard deadline and demanding brand standards. Delivering such a level of implementation success with only four weeks' planning really is no mean feat."



ESSENTRA

Innovation

Category Sponsor: Essentra



Gold



Zippy/Zippy

Entrant: Dalziel and Pow

Judges' comments:

"A genuinely brilliant piece of innovation in the in-store space, this concept really brings the store to life in a highly engaging way - delivering fun and captivating display interaction to adults and children alike."

Silver



JTI World Duty Free Display/JTI T/A Gallaher Ltd

Entrant: arken P-O-P Ltd

Judges' comments:

"Another great example of how innovation is being used to bring something new and different to retail space - creating immediate impact and literally helping to elevate the brand ahead of its competitors in-store."

Bronze



Braun Series 9 Deluxe Glorifier/

Braun GBU P&G Int. Operations S.A

Entrant: Display Plan Limited

Judges' comments:

"Potentially the first of many of such examples that we will begin to see appear in-store over the coming years, this is 3D printing technology used to great effect - reducing the cost of tooling and creating a truly striking piece of retail display."

SOLUTIONS ■
DIVERSE ■

Sustainability

Category Sponsor: Solutions Diverse



Gold



Superdrug New Style Cosmetics Carcass/A S Watson
T/A Superdrug Stores
Entrant: arken P-O-P Ltd

Judges' comments:

"Sustainability considerations clearly played a major role in decisions throughout the full process - from design to materials, print, sourcing and recycling. The end result is a well designed, carefully sourced and environmentally credible solution that still delivers a flexible, impactful display will make a real difference to the bottom line as well as to the planet."

Silver



Nivea Men ILP For Sainsbury's/Beiersdorf UK Ltd
Entrant: StormDFX Ltd

Judges' comments:

"Sustainability was considered from day one of the project. Using 100% recycled materials, the unit makes considered use of alternative rather than traditional material choices - demonstrating a creative thought process that is centred around sustainable design and a desire to create a final solution that was precisely fit for purpose - no more, no less."

Bronze



Cuprinol Shades Cardboard End Unit/ Akzo Nobel
Entrant: Cirka Creative Ltd

Judges' comments:

"A great example of why it's always important to challenge traditional thinking, this display utilised high quality print processes and cardboard to deliver a real life wood effect instead of following the client request for the use of real wood. The result significantly reduced costs and minimised the overall environmental impact to great effect."



Display of the Year - Temporary Display

Category Sponsor: HL Display



Gold



Queen Bee Lip Tins/Unilever UK

Entrant: InContrast

Judges' comments:

"A fresh and interesting design concept that creates a strong visual presence for the brand and a real sense of in-store theatre. The display clearly hit its objectives, with good thought given to how both the product packaging and 'honey' theme could be encapsulated in a relatively small retail space whilst proving truly unmissable in-store."

Silver



**Premier Foods BBQ FSDU/
Premier Foods**

Entrant: DS Smith
Packaging Display

Judges' comments:

"Making shoppers notice small products in-store is far from easy, but this well considered and creative display delivered both impact and ROI on a big scale. Opening up a number of possible store locations, the units clever design features great attention to detail and eye-catching touches."

Bronze



Lindt Christmas Advent Calendar/Lindt & Sprungli

Entrant: Once Upon a Time

Judges' comments:

"A creative execution for a premium brand at a key time of the year. Its success in bringing new users to the category was impressive, successfully engaging shoppers who would otherwise have avoided the aisle. The display delivers great brand standout in-store, with a clear and impactful seasonal design with sales results that underline its effectiveness."

instore momentum
YOUR BRAND IN SAFE HANDS

Display of the Year - Permanent Display

Category Sponsor: Momentum Instore



Gold



Holland and Barrett Tea Bar/NBTY (Holland and Barrett)

Entrant: SP Group

Judges' comments:

"A great interpretation of the brief on every level. Delivering a premium look that is both engaging and intriguing it is flawlessly crafted. The level of branding is perfectly weighted, whilst the balance of space between product and display is achieved exceptionally well. Educational and a compelling sales aid, the result is simply brilliant."

Silver



Launching Hive into retail/Hive British Gas, Connected Homes

Entrant: DirectionGroup Limited

Judges' comments:

"This certainly ticks the box for consistency with the John Lewis brand whilst creating a strong presence for the Hive brand. A great name and mark, supported by a contemporary and distinctive display that communicates the proposition with strength, confidence and simplicity."

Bronze



I Heart Cosmetic Inners/Medichem

Entrant: arken P-O-P Ltd

Judges' comments:

"Representing a great in-store introduction for a previously online exclusive brand, the fixture delivers a real presence that successfully interrupts the shopper journey. Creating interest and intrigue, the unit has an 'electric' feel and does a great job of creating standout and disruption in what is a busy and visually crowded category."

Notes



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