



The POPAI Awards are sponsored by:

Gold



Silver



Welcome



The world of retail marketing is evolving. Shoppers no longer see the path to purchase

as being constrained by the four walls of a store. Instead they move seamlessly between channels, whilst demanding that retail environments deliver a more engaging, informative and inspiring experience – that adds real value to their shopping journey. I think it is very important that as retail marketing professionals we have an industry Awards that recognises the influential role of in-store in the modern path to purchase. An annual awards celebration that puts the creativity and innovative thinking of industry specialists in the spotlight because they have done something special that is not only relevant to their skills and helps clients to grow but puts the shopper at the heart of everything – producing new ideas that challenge what has gone before to deliver impactful retail solutions that overcome barriers to purchase and lead to improved commercial performance. The POPAI Awards 2015 exist to recognise and reward excellence, best practice and innovation across the UK and Ireland. It is the showcase of the industry's achievements, by businesses of all sizes and ages, and provides the benchmark, inspiration and example for others... it is a hallmark of excellence.

Martin Kingdon
Director General
POPAI UK & Ireland

217

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Why enter?

The POPAI Awards are entered and attended by the best the retail marketing industry has to offer. Set to reward, showcase and further excellence in all areas of in-store communication, winning a POPAI Award is prized by industry clients and suppliers alike.

Whether you work in Temporary Display, Permanent Display, Retail Design, Shopper Technology or Implementation there's an awards category for your entry.

Your work is judged and awarded according to POPAI UK & Ireland's set criteria by a panel of esteemed retail and brand professionals, exposing your expertise, creativity and talent to the top people in each field.

And it's not just tough and impartial judging standards that set the POPAI Awards apart from other awards that have gone before. Your entry fee helps support our commitment to continuously improving industry best practice, education and the development of future generations of talent within the world of retail marketing.

Your guide to the awards

Here's what you need to know to get your entry ready – what can be entered, key dates, judging criteria, new categories for 2015 and more.

Who can enter?

Creative agencies, P-O-P manufacturers, retail design experts, shopper technology specialists, and even brands and retailers themselves, from across the UK and Ireland (the POPAI Awards received 217 entries from companies last year). You don't need to be a member of POPAI UK & Ireland.

What can I enter?

To be eligible, work must:

- » Have been placed in-store between 01 March 2014 and 01 April 2015 either in the UK or abroad.
- » Produced in response to a genuine brief from a client
- » Be submitted as it was originally released into store, with no alterations for the purpose of award entry
- » Be created by an agency, manufacturer or other business based in the UK or Ireland for either local or overseas retail markets, or by an international company for use within a retail environment within the UK or Ireland.
- » Approved and paid for by the client
- » Not have been entered in previous years
- » Retailers and brands can enter work that was produced in-house
- » Be accompanied by documentary evidence to demonstrate the work was produced and shipped within the guidelines for entry

We do not accept:

- » Concept designs or works created only for the purpose of entering the awards
- » Work entered by another party into the same category
- » Work entered into the POPAI Awards in a previous year
- » Prototypes that have not been commercially released



What do you win?

All nominated entries will receive a POPAI Award.

Bronze Award

Represents a fine example of how to enhance the total shopper experience, worthy of a place in the POPAI Awards.

Silver Award

Standout work, well executed with an original and inspiring idea at its heart.

Gold Award

The ultimate accolade, a Gold POPAI Award is reserved for only the most outstanding work that achieves true excellence in terms of idea, context, implementation and retail performance.

Display of the Year

Presented to two standout entries from all of the year's Gold Award winners from the main categories.

At POPAI, we're always looking for ways to improve the awards process. Each year we gather feedback from our members, entrants and our board and discuss what we can improve upon. So, following much deliberation, from the 2015 POPAI Awards onwards, there will now only be one Gold awarded to a winner in each category, except in instances where judges cannot separate between a temporary and permanent display competing against each other in the same category for the top award. Judges still have the freedom to award multiple silver or bronze awards in categories.

Winning a POPAI Award is a fantastic accomplishment, and even to be nominated is a serious accolade. However, we felt that multiple category Gold, Silver and Bronze winners were proving problematic and in many ways compromised the value of winning an award. We'd like to make it very clear that our Awards criteria remain the same and, if anything, the standard is even higher; in order to win a Gold you must provide a Gold standard entry with high quality supporting information and as always, all judges decisions will be truly unbiased, and final.





When will I know if my work is nominated?

Judging takes place in **June 2015**, and we will announce the shortlisted entries during a NEW Awards nomination event, which will take place on **1st July 2015**, hosted by business journalist and TV presenter Declan Curry at a prestigious rooftop garden drinks reception in central London. All nominated entries will also be confirmed at www.popai.co.uk/awards.



Be part of the industry's big night at a NEW venue

Celebrate the POPAI Awards, the Gold standard in retail marketing excellence, as the industry comes together to celebrate the finest achievements on what promises to be an inspirational and truly entertaining evening. Entrants nominated for an award will be invited to book places for themselves and their guests at the prestigious awards dinner, to be held in the glamorous setting of the Lancaster London Hotel on **3rd September 2015**.



Key dates

- | | |
|-------------------------|---------------------------------------|
| 5th February | – Entries open |
| 1st May/15th May | – Deadline/Extended deadline to enter |
| 23rd June | – Judging |
| 1st July | – Nominations announced |
| 3rd September | – Awards dinner |



Categories

Recognising the continued growth in digital solutions and shopper technology integration within all aspects of point-of-purchase display, we once again welcome entries that incorporate such elements within both temporary and permanent display solutions.

If you are unsure which related category or categories your work should be entered into, please contact the POPAI office to discuss.

Automotive & Leisure

What can I enter? Retail display within the following categories: automotive showrooms, automotive aftermarket and car care products, cinema and theatre, betting shops, bingo halls, casinos, tourist and information centres, marine, and other leisure activities.

Sports, Toys & Fashion

What can I enter? Retail display within the following categories: sports equipment, bicycles, toy products, games (including video games), game cards and collectables, clothing and accessories, footwear and related products, jewellery

Grocery, Convenience & General Merchandise - Permanent Display

What can I enter? Retail display within the following categories: Items sold in multiple grocery, convenience stores and forecourts, as well as general merchandise products, and other confectionery items.

Grocery, Convenience & General Merchandise – Temporary Display

What can I enter? Temporary display solutions to promote products in multiple grocery, convenience stores & forecourts, as well as general merchandise products, other than confectionery items.

Confectionery – Permanent Display

What can I enter? The design and manufacture of retail display to promote confectionery related products.

Confectionery – Temporary Display

What can I enter? The design and manufacture of retail display to promote confectionery related products.

Home & Garden

What can I enter? Displays created to promote items sold in homeware departments, garden centres, DIY or home improvement stores.

Consumer Electronics

What can I enter? Retail display to promote the following product categories: electronic tablets and e-books, home & personal AV, gaming systems, computers, large and small appliances, satellite navigation devices and cameras.



Cosmetics, Beauty, Hair & Fragrance - Permanent Display

What can I enter? Retail display to promote the following product categories: make-up, hair care, perfume and aftershave, and personal hygiene.

Cosmetics, Beauty, Hair & Fragrance - Temporary Display

What can I enter? Retail display to promote the following product categories: make-up, hair care, perfume and aftershave, and personal hygiene.

Pharmacy

What can I enter? Retail display to promote the following product categories: medicines and first aid, health and wellbeing, skincare, foot care, and dental care.

NEW for 2015

Retail Services & Stationery

What can I enter? Permanent or temporary retail display within the following retail environments or product categories: financial services, travel agents, stationery and office equipment, books, DVDs, magazines and greetings cards, and travel retail (airports and train stations)

HoReCa

What can I enter? Displays created to promote items sold within hotels, restaurants, cafes and clubs.

Short Run, Permanent Display

What can I enter? A special category to reflect displays whose planned rollout was a run of less than 50 units. Permanent display relating to any retail sector. May or may not include elements of shopper technology. Must not be a trial or a component part of a larger display project.

Short Run, Temporary Display

What can I enter? A special category to reflect displays whose planned rollout was a run of less than 50 units. Temporary display relating to any retail sector. May or may not include elements of shopper technology. Must not be a trial or a component part of a larger display project.

Flagship & Store

What can I enter? Work creating flagship and single store environments. Entries can relate to any retail sector but must provide clear evidence that it was not simply a trial store.

Shop in Shop

What can I enter? Display concept within a branded retail area as part of a larger store. Entries can relate to any retail sector. May or may not include elements of shopper technology.

Campaign

What can I enter? Integrated campaigns that include a core shopper element. Entrants must have been directly responsible for a campaign that includes the use of multiple touchpoints, either all within the store, or partly in-store e.g. online, mobile and social media, sampling and experiential, ambient media, out of home, and other shopper marketing channels. Entries can relate to any retail sector.

Installation

What can I enter? Temporary or permanent installation that may or may not have included interactive elements. Could be standalone or part of a wider retail activation programme. Entries can relate to any retail sector.

Innovation

What can I enter? Work that pushes the boundaries of what can be done with retail display and shopper engagement, using creative thinking, materials and/or technology in a novel way. Entries can relate to any retail sector. Your entry must already be entered into a main category.

Sustainability

What can I enter? Work produced with a strong focus on meeting sustainability requirements as an integral part of the overall design, production and implementation process. Entries can relate to any retail sector. Your entry must also be entered into a main category.

Display of the Year - Temporary

What is it? Headline Award prize for the most outstanding temporary point-of-purchase advertising entry of the year, chosen by the judges from a shortlist of all Gold winning temporary display entries.

Display of the Year - Permanent

What is it? Headline Award prize for the most outstanding permanent point-of-purchase advertising entry of the year, chosen by the judges from a shortlist of all Gold winning permanent display entries.



How to enter

Before entering

- » Review the entry rules in detail
- » Check the categories and prices
- » Shortlist your planned entries
- » Assess the strength of your entry against the judging criteria
- » Obtain relevant client approvals for entry
- » Collate your supporting information including image files, video and proof of shipment (as appropriate)
- » See the file specification we accept and more information on submitting your work.

Begin the entry process

- » Go to www.popai.co.uk/awards/register.
- » Log in to begin your entry.

Seven steps to creating an entry

- » Click on create a new entry. Work uploaded can be saved for later.
- » Fill out your entry title.
- » Choose the related category.
- » Complete all entry sections required with as much relevant information as possible about your work.
- » Upload your supporting visual evidence. Entries should be supported by high resolution, quality photographs (300dpi, with minimum of 3 and maximum of 5 per entry), providing sufficient visual detail to highlight key elements of your work.
- » Ensure all required supporting information including proof of shipment, unit cost and date of project delivery is complete.
- » Submit full payment for relevant number of entries.
- » You can save and return to complete your entry at any time.

Deadline/Extended deadline to enter **1st May/15th May**

Cost of entry

Single entry fees

POPAI Members: £295 +VAT per entry.
Post-deadline: £345 +VAT per entry.

Non-POPAI Members: £375 +VAT per entry.
Post-deadline: £425 +VAT per entry.

Sustainability Award

All entrants: £75 +VAT per entry.
Post-deadline: £95 +VAT per entry.

Innovation Award

All entrants: £175 +VAT per entry.
Post-deadline: £195 +VAT per entry.

Multiple entry fees

(Not applicable for Innovation or Sustainability Award)

POPAI Members

5 - 9 entries: £270 +VAT per entry.
Post-deadline: £320 +VAT per entry.

10 or more entries: £250 +VAT per entry.
Post-deadline: £300 +VAT per entry.

Non-POPAI Members

5 - 9 entries: £335
Post-deadline: £395

10 or more entries: £285
Post-deadline: £365

All quoted prices are net. The current prevailing rate of UK VAT will be added where applicable.





How your work is judged

Since POPAI began organising the industry awards in 2007, we have continuously maintained a high standard of being rigorous, tough, but fair.

Your work is judged and nominated for an award according to POPAI's set criteria by a panel of esteemed retail and brand professionals.

Each judge is allocated one or more categories, although not a category which they currently work within. After a preliminary round of judging online, the panel of judges gather in London for a day of final judging, where there is the opportunity for full and frank discussion of initial nomination recommendations before a final selection is made. In the first round, entries are scored based on how well they perform against the set judging criteria. For example, if entrants are unable to submit supporting evidence of return on investment, sales uplift, or positive client testimonials as a result of their work, then that entry will not be eligible to receive a Gold standard score.

The identities of individual entrants remain undisclosed to judges throughout the duration of the process.

Judging criteria

Judges are asked to consider several important factors when deciding on whether an entry is worthy of nomination. In order of importance:

- » Did the entry meet client objectives?
- » Were the needs of the shopper clearly defined and met?
- » Was it well considered, original and relevant to its context?
- » Did it perform well in terms of retail impact, functionality and flexibility?
- » Was it exceptionally well executed?
- » Did it perform well against key performance measures?

Impressing the judges

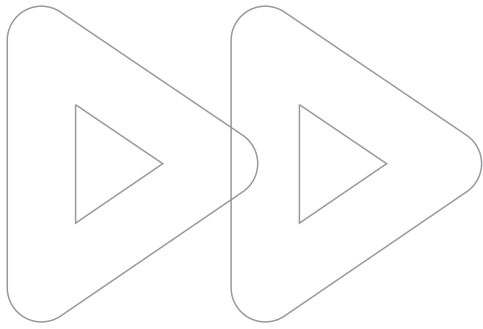
Have a look at our short entry guide below to increase your chances of winning.

Top Tips

- » Take time to consider and compile a concise case study that explains the important aspects of your work e.g. how it met objectives, creative thought process, key challenges, design and construction considerations, retail performance improvements achieved (sales uplift, greater brand awareness, removal of barriers to purchase, more informed shopper decision making etc.)
- » Keep explanatory text short, clear and relevant
- » Do **NOT** use any references to the entrant company within your entry submission
- » Do **NOT** submit computer rendered images of your work – show finished work
- » Show your work in situ within the retail environment and in its intended context
- » Entries should be supported by high resolution, quality photographs (300dpi, with minimum of 3 and maximum of 5 per entry), providing sufficient visual detail to highlight key elements of your work
- » Include video files to demonstrate practical use for your entry in its retail context. Videos must be no more than 30 seconds in duration and 5MB in size (maximum of two videos per entry).
- » Ensure your work is presented in the best light, with photographs that demonstrate high retail standards e.g. stock loading, merchandising and appropriate in-store placement
- » Remember – judges can only critique entries based on the information they are given. They are not allowed to draw on personal experiences of anything which they may have seen in the market, or additional information from any other source(s) outside of the Awards process.

Past judges





Past winners

Here is a small selection of headline winners from 2014:

View past winning work at www.popai.co.uk



Display of the Year Temporary – Asda/The Delta Group/Gratterpalm



Innovation Award – TUI Travel PLC/20/20



Campaign Award – Ordnance Survey/HRG



Installation – Ford Motor Company/APS Group



Short Run – British Gas/Green Room Retail Design



Display of the Year Permanent – Camelot Group/Fastrak Retail



Sustainability Award – Mondelez International/STI Line



Flagship and Store Award – Dalziel & Pow/Home Retail Group – Argos



Shop in Shop – William Grant & Sons/HRG



Short Run (Temporary – Non-Food) – RBS NatWest/Logistik



Short Run (Temporary – Food & Drink) – Green Isle Foods/Irish International BBDO

Terms and conditions of entry

- » Full payment (Cheque, credit card, BACS transfer) must be received before the entry deadline.
- » POPAI UK & Ireland reserves the right to make use of award entry content and related images, whilst at all times acknowledging individual copyrights related to award entries.
- » We reserve the right to amalgamate, split and alter categories, as well as create new categories, without prior notice or consultation with award entrants.
- » Entries may be moved into an alternative category, if deemed more appropriate, without prior notice and no refunds shall be given.
- » Once an entry is submitted, paid for and approved by POPAI, no refund of entry fees shall be given under any circumstances.
- » If POPAI establishes that an entrant has broken the awards rules, the offending entry will be immediately be disqualified from the Awards.
- » Entrants must declare that client permission has been received for the entry to compete in the POPAI awards and that they hold copyright for the entry, or have written permission from the copyright holder to enter the awards, and in this case that the copyright holder does not require recognition.

Deadline/Extended Deadline for entries:
1st May/15th May 2015

Make sure your work deserves the recognition that's in-store.

ENTER NOW >>

Visit popai.co.uk/awards



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