



## News release

### Exciting year in-store as new chair takes reigns at POPAI

Allied Bakeries' Brid Bickerton in the mix at P-O-P trade association

**Monday, 26 March 2007** – POPAI UK & Ireland (Point of Purchase Advertising International) today officially announced the appointment of Brid Bickerton, Head of Category Management at Allied Bakeries, to the chair of the P-O-P and retail communications trade association.

Originally from Dublin and a postgraduate from the National University of Ireland, Brid has a strong background in retail marketing, having worked with big brands IDV (now Diageo), Allied Domecq and Britvic in business development, trade & channel marketing and category management roles.

Brid's current role with Allied Bakeries has marked a move away from the drinks sector and into food as Head of Category Management working with leading brands Kingsmill, Sunblest, Allinson and Burgen.

Speaking at the recent POPAI AGM Brid said: "I am keen to see POPAI expand its work in the industry. This year will see POPAI working with more organisations to develop and promote retail marketing so it takes more prominence in the overall marketing mix, especially as more and more budget is directed in-store, away from above-the-line marketing. It's for this reason that I think membership of POPAI is imperative for both my brand peers and anybody involved in P-O-P, from design and production, through to fulfilment".

Brid will also be responsible for overseeing POPAI's groundbreaking work in the field of measurement in P-O-P; "I'm really lucky to be in the post at this time as POPAI will be providing the industry with a framework for measuring P-O-P effectiveness to the same level as is applied to above-the-line, and I'll get to lead this initiative forward as we see it move into other channels and plan beyond the trial phase".

Commenting on her workload as chair of POPAI, Brid added: "I've really got my work cut out this year with POPAI. As if all this isn't enough for us, we are holding the inaugural POPAI Awards.07, as well as undertaking some major planning work to address environmental issues involved in the procurement, production, fulfilment, compliance and recycling of P-O-P and you can expect some key announcements from us later in the year".

**– ENDS – 26 March 2007**

**For more information, please contact:**

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**Notes to Editors:**

- POPAI is an international trade association for companies involved in P-O-P & retail communications, representing an industry worth over £1bn per annum
- POPAI is dedicated to serving over 1800 members internationally, by promoting, protecting and advancing the broader interests of P-O-P through research, education, trade forums, networking and legislative efforts. POPAI UK & Ireland currently has over 200 members.
- The inaugural POPAI UK & Ireland Awards.07 will recognise excellence in creative design and manufacture of P-O-P within traditional and digital markets, as voted for by an independent panel of judges from Brands & Retailers. The POPAI Awards 2007 dinner will take place at the Marriott Hotel, Grosvenor Square, London on Tuesday October 23rd 2007