

## News release



### POP AIdigital announces new Head

Remote Media's Jason Cremins appointed to key role, as trade association looks to future

**Day, XX Month 2007** – POPAI UK & Ireland (Point of Purchase Advertising International) today officially announced the appointment of Jason Cremins as the new Head of POP AIdigital.

The chief executive of Remote Media, Jason will replace David Williams of The IQ Group who is stepping down from the position which he has held since POP AIdigital first launched in 2002.

Speaking at the recent POP AIdigital Digital Networking Evening, Jason said: "I'm delighted to have been appointed to this position and am looking forward to leading the organisation as it embarks on a new path of engagement, measurement and analysis. The biggest challenge facing Digital Media within the retail sector is its adoption alongside traditional forms of POP and building a compelling business case and ROI."

"As part of my role, I will be working to refocus the objectives and to develop greater dialogue with retailers, designers and traditional POP companies. One of our main aims will be to strengthen POP AIdigital's position as a source for authoritative guidance and valuable information about how to embrace the power of digital media within the retail environment. It is clear that everyone requires the same information including details on what digital media options are available, as well as what works and what doesn't in terms of size of screens and both passive and interactive applications. In addition to the technology, we need to promote greater understanding about how different applications can be correctly matched to business objectives - from brand awareness and product promotion, to compliance, customer entertainment and the cherished prize, income generation."

Martin Kingdon, Director General of POPAI UK & Ireland said: "I am delighted that we have secured someone of Jason's experience and presence to take on the role of taking POP AIdigital forward. I would also like to recognise and thank David Williams for the time and effort he has devoted to POP AIdigital and for the strong position that he leaves the organisation in, as we embark on the next chapter of its development."

Commenting on his responsibilities as Head of POP AIdigital, Jason added: "We will be working closely with members on several initiatives over the coming 12 months including the production of a series of POP AIdigital publications covering subjects such as market segment analysis, application of digital signage in retail, and effectiveness and impact. We are also currently in the final stages of redeveloping the POP AIdigital website, which we hope will be ready for the end of August." The new website will include many new features including a global digital showcase.

The independent voice of the digital communications industry, POP AIdigital has become a pioneering forum, representing the interests of this growing media across a wide variety of sectors. Its broad remit reflects the diverse nature of today's digital market – POP AIdigital members have projects running in sectors that range from retail and leisure to financial services, education, the public sector and out-of-home.

– ENDS – XX Month 2007

**For more information, please contact:**

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Jason Cremins, Head of POP AIdigital – contact through the POPAI Office on 01455 554 848

**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