



POINT•OF•PURCHASE ADVERTISING INTERNATIONAL

UK & IRELAND

# An Overview

# POPAI

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## What is POPAI?



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# What is POPAI?

## Point of Purchase Advertising International

The only global, not for profit, trade association exclusively dedicated to the retail marketing industry.

20 national offices covering 45 countries.

1700 members worldwide.

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## Point of Purchase Advertising International

Unique global network:

Market intelligence

Events

Contacts

Education

Awards

Member of the Advertising Association.

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## Our Objectives



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# Our Objectives

**To promote** the importance of P-O-P advertising in the total marketing mix.

**To improve** levels of education in the industry.

**To develop** and encourage high standards of practice.

**To represent** industry views.

**To promote** a better understanding of the medium.

**To provide** an opportunity to exchange ideas and experiences.

**To conduct** research for more effective strategy.



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# POP AI

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## What we do

## Events



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# What we do - Events

**Five** POPAI meetings per year, with case studies from leading brands & retailers as well as updates on key POPAI activities.

## **FREE TO MEMBERS!**

**Plus 60 speakers across 20 other events, including:**

Retail Marketing & In-store Communications Conference.

Digital Media in Retail Conference.

Technical Innovations Conference.

Shopper Marketing & Insights Seminars.

Green Project Seminars.

P-O-P Breakfast Briefings

DMiR Evenings.



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## What we do



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# What we do - The POPAI Awards

## Recognising excellence in P-O-P

c.150 entries across 21 categories.

Gold, Silver & Bronze awards.

Entries displayed at In Store Show & online at

[www.popai.co.uk](http://www.popai.co.uk)

Gala dinner announcing winners.

Online entry system.

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# POP AI

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What we do



# Market Intelligence

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# What we do - Market Intelligence

**The largest online archive** of retail marketing research studies, industry presentations and guides in the world with over 400 pieces dedicated to the UK & Ireland markets alone.

**FREE TO MEMBERS!**



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# What we do - Market Intelligence

## Measured Medium Studies

Looking at the effect of P-O-P on sales uplifts, shopper behaviour and perceptions across a broad range of retail categories.

## POPAI Guide 2 Series

Covering a wide range of topics from intellectual property, compliance, shopper behaviour, plastic substrates & printing.



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# POP AI

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What we do



# Trade Shows



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# What we do - Trade Shows



## EuroShop

The Global Retail Trade Fair  
Düsseldorf, Germany  
26.2.-2.3.2011

Official Supporter

**screen**expo | *europa*



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What we do



Educate & Inform



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# What we do - Educate & Inform

## The Certificate in P-O-P

The only qualification for retail marketing & in store communication professionals.

## E-learning course

Broad grounding in industry, covering:

The Retail Environment

Shopper Behaviour

Temporary, Semi, Permanent & Digital P-O-P

Hot Topics in P-O-P

[www.popai.co.uk/ecourse](http://www.popai.co.uk/ecourse)

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# What we do - Educate & Inform

## Standards of Practice

The definitive industry Standards of Practice manual.

## Student Design Awards

[www.popaistudent.co.uk](http://www.popaistudent.co.uk)

## Legal Helpline

Free Legal Helpline for members.

[www.popai@vwl.co.uk](mailto:www.popai@vwl.co.uk)

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What we do



Retailers & Brands



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# What we do - Retailers & Brands

## The Retail & Brand Forum

A unique platform for retailers & brands to:

Share best practice.

Work through obstacles to achieving P-O-P excellence.

Discuss implications of the latest POPAI research.

Identify retail futures impacting on brands.

Act as a 'voice' to shape the future of the industry.

Identify commercial benefits of P-O-P.

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## What we do

# POPAI green project

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# What we do - POPAI Green Project



Reducing the environmental impact of P-O-P across the entire industry.

Collaborative project with members over two years.

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# What we do - POPAI Green Project

Self-set KPI's across five areas:

Design

Materials & Processes

Plant & Premises

Supply Chain

Installation & Fulfilment

Leading to industry benchmarks &  
accreditation

[www.popai.co.uk/greenproject](http://www.popai.co.uk/greenproject)

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## What we do

Promoting Digital Media in Retail

# DMiR

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# What we do - Digital Media in Retail

Enormously important, growing part of the In-store industry.

We work to:

Educate end users and non-users (retailers, brands & agencies).

Provide DMiR practitioners with independent, credible, validated information.

Provide a platform for the industry to promote itself



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# What we do - Digital Media in Retail

Events, guides, research and networking centred around:

***Delivery*** of DMiR:

Innovation; Media Content; Installation; Content Management; Maintenance.

***Impact*** of DMiR:

Compliance; ROI; Measurements & Metrics; Environmental Issues; The Shopper & The Retail Space.

[www.popaidigital.com](http://www.popaidigital.com)



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What we do

Technical Group

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## What we do - Technical Group

Broad range of technical expertise covering all materials used in the P-O-P manufacturing process.

Formulates POPAI's strategy for P-O-P & the environment.

### **Organises:**

Technical Innovations Conference, at 3M Innovations Centre.

Design & Development Seminar.

Print Seminar.

Green Projects events.

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# POP AI

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How we do it

The People



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# How we do it - The People

## **Small, dedicated team of full time staff**

People like you, who shape the industry by getting involved with POPAI's working groups.

Working Groups

Digital

Education

Ireland

Professional Standards of Practice

Retail & Brand Forum

Research

Technical



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# POP AI

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How we do it

The Websites



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# How we do it - The Websites

**POP AI**  
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Join POP AI | Market Intelligence | POP AI Awards | Events | The Green Project | Member's Directory

Search  Find ards.09 - OPEN for entries - DEADLINE 15th May • Allied Bakeries at Spring POP AI Meeting - 2

Education  
POP AIdigital  
Compliance  
POP AI in Ireland  
Professional Standards  
Retailers and Brands  
Technical Matters  
Research  
Around The World  
Press Room  
Contact POP AI  
Member Log In

**POP AI AWARDS.09**  
START YOUR ENTRY BY CLICKING HERE  
Entries Close May 15th

Gallery of Previous Entries

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office Twelve | QUINN plastics | swanline

**POP AI AWARDS.09**  
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**POP AI News** RSS feed

**Tesco Joins POP AI**  
POP AI are pleased to announce that major retailer, Tesco has joined the association. George Goodman, Senior Marketing Manager - POS for Tesco, said: "At Tesco we are always looking for wa...

**POP AI Awards.09 - OPEN for entries - DEADLINE 15th May**  
The POP AI Awards.09 is NOW OPEN for entries. With 20 overall categories including the new Environmental Award, the POP AI Awards exist to showcase the talent, creativity and strength of the P-O-P industry.

**Allied Bakeries at Spring POP AI Meeting**  
Thursday 23rd April 2009 Booths Hall, Knutsford, Cheshire, WA16 8QZ. The second of our regular POP AI Meetings in 2009 will feature updates on the valuable work that POP AI is carrying out on behalf of th...

**2009 Calendar of POP AI Events**  
The 2009 calendar of POP AI events is available to download - click HERE...

**Compliance Benchmarking Scheme Launched**  
The Compliance Benchmarking Scheme is an ongoing initiative to help retailers, brands and their suppliers achieve better compliance levels by providing benchmark data by store group and category. For ...

**POP AI Environmental Guide & The Green Project**  
The purpose behind the 'Guide to Environmental Best Practice' is two-fold: 1. To provide basic guidance to brand and retail members about what areas they should be looking at with their supp...

**What are the POP AI Awards?**  
The POP AI Awards recognise excellence in the P-O-P market, a market worth in excess of £1bn per annum in the UK and Ireland. The Awards are designed to maximise the opportunities for entry, to show the strength of the industry and provide maximum value to all those involved.

**Here are this year's categories:**

- Travel, Automotive, Leisure and Entertainment

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## What You'll Gain



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# What You'll Gain

1. Improve your marketing strategy through global research.
2. Keep abreast of industry trends.
3. Raise professional & corporate standards.
4. Increase your knowledge of P-O-P.
5. Visibility on [www.popai.co.uk](http://www.popai.co.uk) and corporate brochure.
6. Join other P-O-P professionals.
7. Meet regularly for networking.
8. Preferential rates for the industry trade events.
9. Be part of a global network.
10. Add to your company's credibility.



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# Who You'll Join



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## How to Join

**To take advantage of all these benefits, join POPAI today for only £1,550 p.a**

Call Phil Day, Business Manager on +44 (0)1455 554 708

Join online at [www.popai.co.uk/members/join.aspx](http://www.popai.co.uk/members/join.aspx)

Download an application at [www.popai.co.uk](http://www.popai.co.uk) and fax it to the office on +44(0)1455 554 421 or return it by post.



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