



# NOMINATIONS

# 10<sup>TH</sup> ANNUAL POP AI AWARDS

## Automotive and Leisure

- TomTom Runner 2 and Spark by HRG UK for TomTom
- G3 Permanent Bay by Pivotal Retail Marketing for Farécla Products

## Sports, Toys and Fashion

- Hasbro EMEA POE Program by Display Plan for Hasbro
- Foot Locker 'Sneaker Curation' by Missouri Creative for Footlocker Europe
- Tesco Toy Town by SMP Group/BBH for Tesco

## Grocery, Convenience & G.M. – Permanent Display

- Greenies Rotating Display by arken P-O-P for Crown Pet Foods
- Kinder Egg FSDU by Creative Instore Solutions (Europe) for Ferrero UK and Ireland
- Marmite Gravity Feed by InContrast for Unilever

## Grocery, Convenience & G.M. – Temporary Display

- Bodyform Pink Ticket On-pack by Blue Chip Marketing for SCA Hygiene Products
- Morrisons Back to Back Penguin by DS Smith Packaging for RMF on behalf of United Biscuits
- Comfort Intense Launch Hero by InContrast for Unilever
- Pot Noodle Snack Stack by InContrast for Unilever

## Alcoholic and Soft Drinks

- Costa Express Cups at Till by Displaymode for Costa Express
- Stella Artois Wimbledon 2016 by Elvis for AB InBev
- Display Buddy by The Maxim Design Group for BP Oil Retail Operations

## Confectionery – Temporary Display

- Lindt Christmas Sleigh by DS Smith Packaging for Lindt & Sprungli
- Kinder Halloween 360 WOW Display by InContrast for Ferrero
- Walkers Tear & Share Flat-Pack by Smurfit Kappa Inspirepac for Walkers Snacks

## Home & Garden

- Outdoor POS for Wyevalde by Four Graphics for Wyevalde Garden Centres
- Bosch Homebase Garment Care Bay by HRG for BSH Home Appliances
- Karcher Mixed Range Display by Octopos for Karcher

## Consumer Electronics

- Intel 2-in-1 Risers by arken P-O-P for Intel
- Next Generation Hive PoS by DirectionGroup for British Gas
- Motorola Wall Bay and Table by M4 Design Company for Motorola Mobility

## Cosmetics, Beauty, Hair & Fragrance – Permanent

- Freedom Cosmetic POD in Superdrug by arken P-O-P for Medichem
- Max Factor MUA gondola by Diam International for Procter & Gamble
- Lynx Trilogy Tester Tray by InContrast for Unilever

## Cosmetics, Beauty, Hair & Fragrance – Temporary

- Rimmel only 1 lipstick GE by Impact Creative Partnership for Coty
- NIVEA Men Bliip – Superdrug by Stormdfx for Beiersdorf
- NIVEA Sun Campervan by Superior Creative Services for Beiersdorf

## Pharmacy

- Listerine 21 Day Challenge by Creo for Johnson & Johnson
- Q10 Pearls Mother's Day Arch by InContrast for Beiersdorf
- Berocca On The Go by Stormdfx for Bayer

## Retail Services & Stationery

- Thunderbirds Are Go Magazine Rocket by InContrast for DC Thomson & Co
- Game of Thrones Dragon Head by Once Upon a Time for Warner Bros.
- WH Smith Art Surround Unit by SMP Group for WH Smith

## Short Run – Permanent

- Sony Golden Space by Alrec for Sony Europe
- Oral-B Power Fixture ASDA by Communisis, in conjunction with Impact retail, for Procter & Gamble
- Hasbro Nerf Blaster Zone by Display Plan for Hasbro

## Short Run, FMCG – Temporary

- Musgrave C&C Hamper Display by P+D for Musgrave Cash and Carry
- Ribenary WOW Dumpbin by Smurfit Kappa Display Ireland for Lucozade Ribena Suntory Ireland
- KP Red Phone Box by Superior Creative Services for KP Snacks

## Short Run, non-FMCG – Temporary

- Hair and Beauty Experiential Unit by Impact Creative Partnership for Unilever
- The Entertainer 2015 Christmas Window by Simpson Group for The Entertainer
- OVO Mid Mall retail concept by The One Off for OVO Energy

## Flagship & Store

- Mamas & Papas by Dalziel & Pow for Mamas & Papas
- Wyevalde Garden Centre Cardiff by Four Graphics for Wyevalde Garden Centres
- Joseph-Plastic Restraint by Harlequin Design for Harlequin Design

## Shop in Shop

- SKY – The Engage by Alrec for SKY
- Volvo Pop Up Stores by TRO for Volvo Car UK
- EE Interactive Brand Experience by Vividbrand for EE

## Campaign

- Lego Dimensions – Launch Campaign by Once Upon a Time for Warner Bros.
- SKY Q Experiential Campaign by onedotzero for SKY

## Installation

- Camelot National Lottery Rollout by Momentum Instore for Camelot
- SKY Q Experiential Campaign by onedotzero for SKY
- EE Interactive Brand Experience by Vividbrand for EE

## Innovation

- SKY Q Experiential Campaign by onedotzero for SKY
- Benefit Cosmetics Twitter Vending Machine by SMP Group/Breed/CreateLondon for Benefit Cosmetics
- EE Interactive Brand Experience by Vividbrand for EE

## Sustainability

- Freedom Cosmetics POD in Superdrug by arken P-O-P for Medichem
- Walkers Slim Line Unit by Display Plan for PepsiCo
- Health & Beauty ASDA Event Tray by Stormdfx for Unilever

## SPONSORS

