Celebrating creativity, innovation and excellence in-store

POPAI
UK & IRELAND
AWARDS.20

ENTRY Guide

Contents:

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The POPAI Awards celebrate creativity, innovation and excellence in-store and throughout the shopper experience. They are the ultimate showcase for those dedicated to achieving excellence in shopper engagement – a hallmark that provides the benchmark for success and the catalyst for continuous improvement.

This guide contains everything you need to know about entering the POPAI Awards: entry criteria, categories, key dates, details of the judging process and more.

Key dates

6 March 2020	Entry deadline *(early bird fees apply)*
20 March 2020	Final deadline
April 2020	Judging
30 April 2020	Nominations announced at Retail Design Expo 2020
6 October 2020	POPAI Awards 2020 Gala Dinner

Save more if you enter before the **6th March 2020**

Entry Fees

POPAI Members
Single entries: **£335** before 6 March 2020 / **£385** from 6 March 2020
5+ entries: **£300** before 6 March 2020 / **£350** from 6 March 2020

Non-Members
Single entries: **£405** before 6 March 2020 / **£455** from 6 March 2020
5+ entries: **£365** before 6 March 2020 / **£425** from 6 March 2020

Special categories
Sustainability: **£175**
Innovation: **£175**

All prices above are exclusive of VAT

Why enter?

Winning an Award is highly prized by industry clients and suppliers alike and sends the message that your business is dedicated to creativity, innovation and excellence in shopper engagement.

With a broad range of categories, the awards cover all aspects of the industry. Your submission will be judged by an independent panel of esteemed retail and brand professionals.

You will:

- Gain unparalleled recognition for your project on a national and potentially international platform
- Associate with the Award's core values: creativity, innovation and excellence
- Celebrate your team's achievements
- Raise the profile of your business amongst leading retail brands

Click here to view the **POPAI Awards 2019 Winners**

What do you win?

All nominated entries will receive a POPAI Award. The level of Award given is determined by how the entry meets the Judging Criteria as set out in this guide. There is no requirement for each Award category to receive a Gold, Silver and/or Bronze Award.

BRONZE - Represents a fine example of how to enhance the total shopper experience

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

GOLD - The ultimate accolade, 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 one permanent and one temporary entry from all of the year's Gold Award winners from the eligible categories

How to enter

What can be entered?

✓ Entries in-store **from 1ˢᵗ March 2017 to 28ᵗʰ February 2020** are eligible to enter

✓ Displays, campaigns and projects that were live in the past 3 years and haven't previously been entered into the POPAI Awards

✓ Work produced as a response to a genuine brief from a client and not altered for the purpose of the award entry

✓ Work placed in ANY market around the world *(as long as the entry was designed/manufactured by a company based in the UK or Ireland)*

Who can enter?

✓ POPAI members and non-members

✓ Creative agencies, P-O-P manufacturers, shopper technology specialists, brands and retailers from across the UK & Ireland

✓ Suppliers involved in the technical construction of an entry or just the design *(with appropriate permissions)*

✓ Suppliers from outside the UK & Ireland providing the entry was placed in the UK or Ireland

You won't be able to enter

✗ Work previously entered into the POPAI Awards

✗ Prototypes that have not been commercially released

✗ Concept designs or works created only for the purpose of entering the awards

✗ Work already entered in a different category *(apart from Sustainability, which can be entered in multiple categories)*

✗ Mention of the entrant name or logos in the imagery or entry is forbidden and will be removed by POPAI prior to judging

What you need to enter

1. Client approval

2. Three or more photos of your work, including one taken in-store

3. Answers to the entry questions

4. Production date / run quantity / unit price / proof of shipment

5. Payment

How to enter

1. **Log in or register at popai.co.uk and select 'Enter now' from the Awards page**

2. **Fill out your entry title** *(max 5 words)* **and select the appropriate category**

3. **Complete all entry questions with as much relevant information as possible**

4. **Upload your images** *(max 5)* **to highlight key elements of your entry and supporting information** *(e.g. video, proof of shipment)*

5. **Submit your entry along with full payment**

Tip

You can save your entry online and return at a later date to complete and submit

General categories (minimum run 50+)

Entertainment & Leisure

What can I enter? Toy products, games *(including video games)*, stationery, books, magazines, collectables, DVDs, cinema and theatre, casinos and other leisure activities.

Sports & Fashion Visual Merchandising

What can I enter? Sports equipment, bicycles, clothing and accessories, footwear and jewellery.

Grocery & General Merchandise
Permanent Display

What can I enter? Items sold in multiple grocery, convenience stores and forecourts, as well as general merchandise products.

Grocery & General Merchandise
Temporary Display

What can I enter? Items sold in multiple grocery, convenience stores and forecourts, as well as general merchandise products.

Confectionery

What can I enter? Confectionery products.

Home & Garden

What can I enter? Home décor stores, garden centres, DIY stores, automotive aftermarket and car care products.

Consumer Electronics

What can I enter? Personal and domestic electrical products, including telecoms.

Cosmetics & Beauty
Permanent Display

What can I enter? Make-up, hair care, perfume, aftershave and related products.

Cosmetics & Beauty
Temporary Display

What can I enter? Make-up, hair care, perfume, aftershave and related products.

Pharmacy

What can I enter? Medicines and first aid, health and wellbeing, skincare, foot care, and dental care.

Retail Services & Signage

What can I enter? Financial services, travel agents, betting shops and other retail outlets where no physical product is sold. Also, signage display from any retail sector.

Gold winners from these categories will be eligible for the Display of the Year Award, chosen by judges and announced at the Awards dinner.

QUESTIONS

1. **Itemise what is included in this entry** *(50 words max)*
2. **Describe how you creatively provided the solution?** *(100 words max)*
3. **What added value did you bring to the work?** *(100 words max)*
4. **Why is this entry awards worthy?** *(100 words max)*
5. **What is the entry's targeted retail environment?** *(50 words max)*
6. **What were the objectives behind the materials used and the manufacturing process?** *(100 words max)*
- **Production Date:**
- **Production Quantity** *(minimum 50 for general categories, no minimum for specialist, 49 words max for short run)*
- **Unit price to client** *(confidential, judges only)*
- **Individually list up to 10 objectives** *(50 words max)*
- **Explain how you achieved/hit your objectives** *(100 words max per objective)*
- **Client Quote** *(50 words max)*

Supporting information

Images – minimum of 3 and maximum of 5 *(.jpgs only)* at least one showing the work in-store and NO collages *(max. file size 10MB each)*

Proof of shipment – Delivery note or order from *(.pdf)*

Videos – optional 1 minute video *(.mp4 only & max. file size 15MB each)*

Tip

Performance data isn't just about sales – it can be shopper and store manager feedback or details about stock replenishment

Specialist categories (no minimum run)

Innovation - add-on category

Any entry* to the POPAI Awards can also be entered in the Innovation category by answering one extra question.

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. The judges will see the main entry and your answer to the question below.

QUESTION

What are the main features of the entry which you believe make it innovative?

Entries to the Insights or Project Management & Installation categories are not eligible for the Innovation category.

Short Run
Permanent Display

What can I enter? Displays whose planned rollout was a run of less than 50 units. Permanent display relating to any retail sector. Must not be a trial or a component part of a larger display project.

Short Run
Temporary Display

What can I enter? Displays whose planned rollout was a run of less than 50 units. Temporary display relating to any retail sector. Must not be a trial or a component part of a larger display project.

Wholesale

What can I enter? Temporary or permanent displays which have been placed in to wholesale retail environments.

Merchandising

What can I enter? Retail display solutions which offer a technical and/or storage mechanic for the product which may or may not be visible to the shopper.

Window display

What can I enter? Any display designed to be placed into store windows.

QUESTIONS

1. **Itemise what is included in this entry** *(50 words max)*

2. **Describe how you creatively provided the solution** *(100 words max)*

3. **What added value did you bring to the work?** *(100 words max)*

4. **Why is this entry awards worthy?** *(100 words max)*

5. **What is the entry's targeted retail environment?** *(100 words max)*

6. **What were the objectives behind the materials used and the manufacturing process?** *(100 words max)*

- **Production Date:**

- **Production Quantity** *(minimum 50 for general categories, no minimum for specialist, 49 words max for short run)*

- **Unit price to client** *(confidential, judges only)*

- **Individually list up to 10 objectives** *(50 words max)*

- **Explain how you achieved/hit your objectives** *(100 words max per objective)*

- **Client Quote** *(50 words max)*

Supporting information

Images – minimum of 3 and maximum of 5 *(.jpgs only)* at least one showing the work in-store and NO collages *(max. file size 10MB each)*
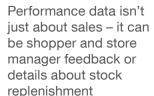
Proof of shipment – Delivery note or order from *(.pdf)*

Videos – optional 1 minute video *(.mp4 only & max. file size 15MB each)*

Tip

Make sure your supporting images demonstrate high retail standards such as merchandising and store placement

Specialist categories (no minimum run)

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.

QUESTIONS

1. **What were the practices employed in the design stage of the project that reduced the environmental impact of the display?** *(50 words max)*
2. **What materials were used and how the production process help reduce the environmental impact?** *(50 words max)*
3. **How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?** *(50 words max)*
4. **How has the supply chain included in the process driven environmental efficiencies?** *(50 words max)*
5. **Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.** *(50 words max)*
- **Client Quote** *(50 words max)*

Shopper Technology

What can I enter? Projects which include the most applicable uses of shopper-facing digital technology, either as part of a retail display or as a standalone application.

QUESTIONS

1. **Itemise what is included in this entry** *(50 words max)*
2. **Describe how you creatively provided the solution** *(100 words max)*
3. **What added value did you bring to the work?** *(100 words max)*
4. **Why is this entry awards worthy?** *(100 words max)*
5. **What is the entry's targeted retail environment?** *(50 words max)*
6. **What technology was emplyed and why was it chosen?** *(100 words max)*
- **Production date:**
- **Production Quantity** *(minimum 50 for general categories, no minimum for specialist)*
- **Unit price to client** *(confidential, judges only)*
- **Individually list up to 10 objectives** *(50 words max)*
- **Explain how you achieved/hit your objectives** *(100 words max per objective)*
- **Client Quote** *(50 words max)*

Store Design

What can I enter? Whole-store spaces. May include updates, store refreshes and rebrands.

Concept Store

What can I enter? Store design which pushes retail boundaries, trialling future retail trends and technologies.

Shop-in-Shop & Pop-Up

What can I enter? Display concepts forming a branded retail area as part of a larger store or mall. Also, temporary retail spaces.

QUESTIONS

1. **Why is this entry awards worthy?** *(100 words max)*
2. **Describe how you creatively provided the solution?** *(100 words max)*
3. **What added value did you bring to the work?** *(100 words max)*
- **Number of stores:**
- **Store cost** *(confidential, for judges only)*
- **Individually list up to 10 objectives** *(50 words max)*
- **Explain how you achieved/hit your objectives** *(100 words max per objective)*
- **Client Quote** *(50 words max)*

Tip
Include an image that shows the work before and after the insights

Specialist categories (no minimum run)

Insights

What can I enter? Shopper research/ insights projects that have been used to influence display solutions.

QUESTIONS

1. **Describe the challenge or opportunity requiring shopper insight.** *(150 words max)*

2. **Describe why the insight methodology was used.** *(150 words max)*

3. **What impact did the insight results have on the end project/ campaign/ work?** *(150 words max)*

- **Number of stores:**

- **Store cost** *(confidential, for judges only)*

- **Individually list up to 10 objectives** *(50 words max)*

- **Explain how you achieved/hit your objectives** *(100 words max per objective)*

- **Client Quote** *(50 words max)*

Experiential

What can I enter? Physical activations and events providing an immersive shopper experience.

QUESTIONS

1. **Itemise what is included in this entry** *(50 words max)*

2. **Describe how you creatively provided the solution?** *(100 words max)*

3. **What added value did you bring to the work?** *(100 words max)*

4. **Why is this entry awards worthy?** *(100 words max)*

5. **What is the entry's targeted retail environment?** *(50 words max)*

6. **What were the objectives behind the materials used and the manufacturing process?** *(100 words max)*

- **Production date:**

- **Production quantity** *(minimum 50 for general categories, no minimum for specialist)*

- **Unit price to client** *(confidential, judges only)*

- **Individually list up to 10 objectives** *(50 words max)*

- **Explain how you achieved/hit your objectives** *(100 words max per objective)*

- **Client Quote** *(50 words max)*

Shopper Marketing Campaigns

What can I enter? Single activation or a multiple-touchpoint campaign. May include an in-store element.

QUESTIONS

1. **Itemise what is included in this entry?** *(50 word max)*

2. **Describe how you creatively provided the solution?** *(100 words max)*

3. **What added value did you bring to the work?** *(100 words max)*

4. **Why is this entry awards worthy?** *(100 words max)*

5. **What is the entry's targeted retail environment?** *(50 words max)*

6. **What were the channels and mechanics used and why?** *(100 words max)*

- **Campaign live date:**

- **Total campaign cost** *(confidential, for judges only)*

- **Individually list up to 10 objectives** *(50 words max)*

- **Explain how you achieved/hit your objectives** *(100 words max per objective)*

- **Client Quote** *(50 words max)*

Tip
Keep explanatory text short, clear and relevant

Specialist categories (no minimum run)

Project Management & Installation

What can I enter? Installation/implementation and post-placement activities, with entries covering the project management of display being rolled out into store, along with compliance, maintenance, merchandising and staff training projects.

QUESTIONS

1. Summarise the 3 key elements of the project that you believe are the most important. This is your chance to succinctly highlight the most noteworthy elements of the project – to help the judges focus on them throughout the remaining questions *(150 words max)*

2. What were the project objectives and how did you interpret these? Were you supplied with a clear brief? What level of interpretation was involved? What elements of your tender or proposal do you think stood out? *(200 words max)*

3. Describe the planning process, highlighting challenges and how they were addressed. Did the plan have to be altered during the project? *(200 words max)*

4. List the project complexities, giving a brief description of each. For example, complexities of scale, technical constraints, shopper technology integral to the display, international factors, diversity of retail estate *(200 words max)*

5. Describe the single most complex element of the project *(100 words max)*

6. What specialist resources were involved in the project? How were these evaluated and monitored? What technical skills were required to complete the project? Detail any training involved. Were there any infrastructure issues? How was the project supported? *(200 words max)*

7. What factors arose during the lifecycle of the project that may have affected the timescales and how were they overcome? What were the critical timings involved and how challenging were they? How did they impact on the project? What systems and processes were put in place to deliver within the timescales and how were they managed? *(200 words max)*

8. Taking into account the project objectives from question 2, what measures were put in place to monitor the performance of the project and what were the results? Describe how both client-led and internal measures enabled effective performance management *(200 words max)*

9. What specific challenges, issues and considerations did you deal with during the project, that the judges should pay particular attention to? *(200 words max)*

- Client Quote *(50 words max)*

Tip

Bring your work to life by including a short video in your entry for the judge *(max. 1 minute long)* **(.mp4 only & max. file size 15MB each)**

Judging process

Your work is judged and nominated for an award according to POPAI's set criteria by a panel of esteemed retail and brand professionals.
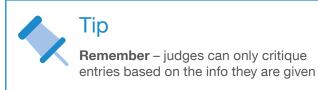
Each judge is allocated one or more categories. After a preliminary round of judging online, the panel gathers in London for a final day, with full and fair discussion of initial nomination recommendations before a final selection is made. In the first round, entries are scored based on how well they perform against the set judging criteria.

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 including how well the entry:

- meets the brief and satisfies both brand objectives and shopper needs
- overcomes practical in-store challenges and demonstrates original thinking
- performs in terms of retail impact - was it well executed and relevant to its context?
- communicates brand and promotional messages
- performs against key performance measures

Tip

Remember – judges can only critique entries based on the info they are given

Using the whole entry case study, along with photos and video, the judges look for evidence to score your entry out of 10 for each of the applicable criteria in your category from the below:

Criteria	Interpretation of Brief & Marketing Objectives	Design	Materials	Touchpoints	Use of Retail Space	Branding	Performance	Planning	Complexity	Resource Management	Timescale	Production	Supply Chain	Installation	End of Life	Project Impact	Methodology
General Categories / Short Run / Wholesale / Merchandising / Window Display	✓	✓	✓		✓	✓	✓										
Store Design / Concept Store / Shop-in-Shop & Pop-up	✓	✓	✓		✓	✓	✓										
Shopper Marketing Campaigns / Experiential	✓	✓		✓	✓	✓	✓										
Insights	✓							✓	✓	✓						✓	✓
Shopper Technology	✓	✓		✓	✓	✓	✓										
Project Management & Installation	✓							✓	✓	✓	✓	✓					
Sustainability		✓	✓										✓	✓	✓	✓	

Terms and conditions of entry

1. Full payment (cheque, credit card (2.5% admin fee), BACS transfer) must be received and cleared before the entry deadline.

2. No entry fees will be refunded under any circumstances.

3. The entrant must, and confirms and warrants that it does, own all the rights and/or have all the permissions needed to enter the entry in the competition on these terms. If POPAI asks it to do so, the entrant must promptly provide whatever proof of those rights and permissions POPAI reasonably requires. The entrant agrees to indemnify POPAI against the consequences of the entrant being in breach of this clause 3.

4. The entrant irrevocably grants POPAI the right: (i) To make and reproduce images and details of the entry, and any images, text and information provided by the entrant, in any form and in any medium (including on POPAI's website and its printed and electronic publications); and (ii) To distribute all the aforesaid, and to display and communicate all the aforesaid to the public, anywhere in the world.

5. If the entrant provides the relevant information with the entry, POPAI will ensure that any images of the entry it reproduces will be accompanied by appropriate details of any rights related to the entry.

6. POPAI may move an entry into a different category without prior notice or consultation if it considers the alternative category is more appropriate. No entry fees will be refunded if it does.

7. POPAI reserves the right to combine, divide and change categories, and to create new categories, without prior notice or consultation.

8. POPAI will not provide feedback on an entry's performance in the competition.

9. POPAI may disqualify the entry if: (i) The entrant has broken any rule set out in the entry form or has breached any of these terms; or (ii) A third party challenges or disputes the entrant's right to enter the entry in the competition and does not withdraw that challenge or dispute when invited to do so. No entry fees will be refunded if POPAI disqualifies the entry.

10. All entries are made available to members on the POPAI website after nominations have been announced. If any entry has sensitive information within the case study, please mark this with ** before and after ** the text you wish to omit from the public domain. This does not include the cost of a project which is already for judges eyes only and will not be shown on POPAI website.

11. If POPAI establishes that an entrant has broken the awards rules, the offending entry may be disqualified from the Awards.

12. POPAI will not provide feedback on an individual entry's performance in the Awards.

13. POPAI reserves the right to validate any of the entry content.

14. Client permission must have been received for an entry to compete in the POPAI Awards and that the entrant holds copyright for the entry, or have written permission from the copyright holder and in this case that the copyright holder does not require recognition

15. By entering the POPAI Awards entrants confirm that they will abide by the rules, and that they accept the terms and conditions of entry.

Make sure your work receives the **recognition** that could be in-store.

ENTER NOW >> Visit popai.co.uk/awards

POPAI UK & Ireland, 7a Lakeside Court, Maple Drive, Tungsten Park, Hinckley, Leicestershire LE10 3BH.

info@popai.co.uk

Follow us @twitter.com/popaiuki

www.popai.co.uk