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Celebrating creativity, innovation and excellence in store



AWARDS
Book



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Foreword

Our 14th Awards are clearly somewhat different to our usual celebrations. Without descending too far into cliché, we are living through history. Unfortunately, the story of Covid-19 is not over. The impact on us, our families, society and our industry has yet to fully play out.

It's not an overstatement to say the challenges we've faced have been immense. And there have been some real and, in some cases, devastating impacts on our members and the industry. The role of retail is coming into question like never before and the threat of online currently seems insurmountable.

But retail is absolutely fighting back. And we, as shoppers, all have a role to play in what our futures look like. We can support our local businesses, visit and spend in the high street and make considered choices regarding our online purchases. It's about taking quick and decisive action now as individuals, to collectively help revive retail.



Thankfully, the POPAI Awards have managed to avoid the worst impacts of the current crisis, and entries are only slightly down on last year. As ever, we are hugely impressed with the incredibly high standards. Winning an Award of any kind is something to take great pride in, as they reflect your dedication to excellence.

Our judges are incredibly vigilant in their task, giving each and every entry their full consideration before making their decisions. I'd like to thank them for their hard work and commitment.

As ever, I'd also like to thank our sponsors. We're a not-for-profit organisation, and their support allows us to run these Awards to very high standards.

And of course, thank you so much for all your Award entries, and congratulations to our winners. I wish you all health and prosperity in the coming year.

Martin Kingdon

Chairman, POPAI UK & Ireland

The Judges

Our judging panel consists of retail and brand marketers from the world of in-store. We are extremely grateful for the time and insight they have put into analysing the entries in the POPAI Awards 2020 and selecting the cream of the crop in the industry.



Ainsley Sykes
Design Services
Dixons Carphone



Amelia MacDonald
Head of Retail
Experience
Colart



Andy Bodley
IMS Print &
Operations Manager
Boots



Chris Gilroy
Head of
Marketing
B&Q



Gary Stevens
Physical Retail
Manager
Sonos



Hannah Drew
Brand Director Instore
and Media
P&G



Karen Kemp
Shopper Marketing
Executive
Unilever



Katy Carver
Head of Shopper
Marketing (Food to Go)
Greencore



Kenny Chisholm
Senior Customer
Marketing Manager
CooperVision



Louise Gratton
Merchandising &
POS Manager
Häfele



Neil Starkey
European POS
Design Manager
Kellogg's



Paul Phillips
Channel Marketing
Manager
Camelot



Sam Vickers
Shopper Marketing
Controller
Beiersdorf



Scott Renton
Head of Store
Development
schuh



Steve Gell
Format Development
& Equipment Manager
Co-op

Details correct at time of judging

The 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 round of initial judging, the panel gathers online 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 process.

Judging criteria

Judges are asked to consider several important factors when deciding on whether an entry is worthy of nomination, including:

- How well does the entry meet the brief and satisfy both brand objectives and shopper needs?
- How well did the entry overcome practical in-store challenges and demonstrate original thinking?
- How well did the entry perform in terms of retail impact, and was it well executed and relevant to its context?
- How well were brand and promotional messages communicated?
- Did it perform well against key performance measures?

Each criterion in the table below is measured on a 0 -10 rating system.

Very poor (0) ← → Excellent (10) 😞 😠 😐 😊 😄

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
Shopper Marketing Campaigns / Experiential	✓	✓		✓	✓	✓	✓										
Insights	✓							✓	✓	✓						✓	✓
Shopper Technology	✓	✓		✓	✓	✓	✓										
Project Management & Installation	✓						✓	✓	✓	✓	✓						
Sustainability		✓	✓									✓	✓	✓	✓		
All Other Categories	✓	✓	✓		✓	✓	✓										

Categories

2020 Gold Winners

Student Design Award	Gurjit Choda
Consumer Electronics	HL Display (UK)
Pharmacy & Wellbeing	Pivotal Retail Marketing
Project Management & Installation	100 Percent Group
Grocery & General Merchandise - Temporary Display	Communis in conjunction with StormDFX
Merchandising	Quantum 4
Retail Services & Signage	arken POP International
Entertainment & Leisure	DS Smith Retail Marketing
Cosmetics & Beauty - Temporary Display	InContrast
Cosmetics & Beauty - Permanent Display	DIAM
Window Display	Clements
Home & Garden	Blackdog
Short Run - Permanent Display	Principles
Insights	dunnhumby Media
Store Design	Briggs Hillier
Wholesale	InContrast
Shopper Marketing Campaigns	Britvic Soft Drinks
Short Run - Temporary Display	Cepac Group
Grocery & General Merchandise - Permanent Display	Eden
Confectionery	Hilltop Display Services
Shop-in-Shop & Pop-Up	Ball & Socket
Concept Store	SMP Group
Shopper Technology	Universal Pictures Home Entertainment
Experiential	Clements
Innovation	SKU-Driver
Sustainability	Haygarth
Display of the Year - Temporary Display	Communis in conjunction with StormDFX
Display of the Year - Permanent Display	HL Display (UK)

The Student Design Award has once again produced some outstanding entries. With more universities than ever taking part, the Award is going from strength to strength.

GOLD AWARD



Gurjit Choda
Simple Support
Ravensbourne University

What our judges say:
A well thought-through and very 'on brand' customer experience. The customer has been considered at every opportunity, including the use of QR for an even more personalised experience.

SILVER AWARD



Irina Tsokova
Don't trip over – a pop-up space for Nike Air Huarache
De Montfort University

What our judges say:
A really cool idea that certainly applies to the chosen brand to deliver the customer an interactive experience in store.

BRONZE AWARD



Anvam Nagpal
Adidas Parley
Ravensbourne University

What our judges say:
A well-considered design with great product messaging and a large, open display with plenty of space to browse the product.



How to enter for the Student Design Award 2021

You'll be amazed what you'll learn by entering the POPAI Student Design Award competition. Discover what life is like creating in-store display concepts for a leading global business, explore your own strengths, and begin your journey to gaining experience for the future.

We are looking for amazing design concepts submitted alongside a short case study in one of six categories. The briefs are all the same: ***Design a WOW piece of retail display, explaining what it is and why it's WOW!***

All entries must be submitted digitally via our entry site.

Previous Award winners have gone on to work for major players in our industry, as well as some of the biggest brands on the high street.

Learn more online at:
www.popaistudent.design

POPAI members, we need your help!

The role of the Student Design Award is to raise awareness of our industry amongst young, creative talent and to nurture them as they choose their design career path. POPAI recognises that bringing fresh young talent into our industry is key to its continued development.

The Student Design Award plays a key role in achieving these objectives but the ongoing success of the Awards depends on the involvement of our creative members.

If you would like to get involved by linking up with a local university or college and mentoring students through the entry process, please get in touch with the POPAI office. There is no minimum (or maximum!) time requirement but the more members that get involved, the greater the success of the Awards in achieving our goals.

International Winners (entries from the US)

Overall, we had SDA 53 entries with 16 being international entries from the USA.



GOLD AWARD

Henry Wenhan

Pringles Point of Purchase

California State University Long Beach

What our judges say:

What a great stand-out display. This is very on brand and won't be missed in the retail environment.



SILVER AWARD

Venus Chan

Sugarfina POP Display

California State University Long Beach

What our judges say:

A visually stunning promotional display that is well suited to the Sugarfina brand.

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GOLD AWARD



HL Display (UK)

Denon Soundbar Wall

MyPlayer

What our judges say:

This display offers a great customer experience that you cannot get online. A great activation overall that is versatile in design, uses space well and delivers a strong brand presence.



SILVER AWARD

Horizon Retail Marketing Solutions

Travel Retail Headphone Bay

Sennheiser

What our judges say:

This is a fantastic activation that offers great user experience by putting the message in the right place. Tech has been cleverly fitted into a small space and is used to maximise shopper engagement.



BRONZE AWARD

arken POP International

Intel All-in-One Riser

Intel

What our judges say:

An eye-catching activation that delivers the message well and draws shopper attention. Also impressed by the choice of materials and ability to change graphics.



100% connects brands with shoppers through experiences at retail, by providing award-winning solutions to Implement and Optimise marketing campaigns in stores across the world.

We provide a comprehensive range of services to manage the activation of your retail marketing campaign, from initial installation, new product updates, maintenance, to end of life, as well as sourcing and project management of campaign materials.

We specialise in seamless delivery of in-store campaigns across the globe. We give you a single point of contact to implement your retail experiences with consistency to over 65 countries, across Europe, Middle East, India, Africa, USA & Canada and beyond.

We've completed projects for brands like Adidas, Beats by Dre, North Face and Sonos. We've worked on high-profile product launches and ground-breaking in-store experiences. We bring ideas to life for some of the world's biggest retail brands.

We are committed to reducing the impact retail marketing makes on the environment and the planet as a whole. Our vision is to become the most sustainable retail installations expert and promote change across the industry through collaboration and partnerships.

Whether you've got big ideas for a new product launch or need to execute a retail campaign in short timescale, we can make it happen in-store.

LAUNCHING A NEW PRODUCT?

WE MAKE IT HAPPEN IN-STORE



INSTALLATION



MAINTENANCE



SURVEYS
& AUDITS



UPDATES



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**GOLD AWARD****Pivotal Retail Marketing**

Vitality CBD Tasting Station

Vitality CBD

What our judges say:

For this generally unknown product area, this is an informative display that educates really well. Its bright and eye-catching design fits the subject well and keeps the display interesting.

SILVER AWARD**Displayplan**

Oral-B POC Centre

Procter & Gamble France SAS

**What our judges say:**

This display is a fantastic delivery of the brand, and its versatile design creates an admirable shop-in-shop environment that is suitable for different store formats.

BRONZE AWARD**InContrast**

Solait FSDU

Superdrug

**What our judges say:**

This impressive display uses interesting print techniques to make it actually look like a bottle. Its strong branding makes it stand out and definitely makes shoppers want to stop and look.



We're ISI Global...

A forward-thinking **Retail Design Agency** specialising in **Retail Design, POP Display** and **Digital integration**.

We bring brands to life in store and connect with shoppers across physical & digital touch-points.

During our 15 years we have continually evolved our business model in line with retail trends on the International stage. Today ISI Global are an end-to-end agency creating and delivering well executed solutions in-store across our 3 pillars of expertise:

POP Display/ Retail Design / Digital, serving our clients to achieve improved conversions, ROI and visibility.

We aim to provide one touch point for integrated retail solutions around the world. We design, develop and deploy engaging retail environments and POP Display for leading brands globally.

Our services include:

- Creative Design
- Technical Design
- Digital integration
- Global Production
- Global Deployment & Maintenance Programs

Your brand story. Our creative vision.



Your Brand Story. Our Creative Vision.

A forward-thinking retail design agency.

We design, develop and deploy Retail, POP & Digital in-store solutions globally.



Tell us your story today.

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GOLD AWARD



100 Percent Group

Amazon - Q4 European
Display Installation

Amazon EU

What our judges say:

An impressive rollout by a knowledgeable and skilled team. The fantastic level of compliance achieved across stores was particularly impressive.



SILVER AWARD

DIAM

Fenty Beauty Boots Installation
Kendo Brands

What our judges say:

This entry presents impressive project management with careful, meticulous planning, good communication and a great approach to health and safety, leading to a well delivered installation for Fenty into Boots stores.



BRONZE AWARD

DIAM

Sainsbury's Installation
Sainsbury's

What our judges say:

The judges commended how careful planning and quality project management led to delivering a successful and attractive installation into Sainsbury's stores.



arken is a creator of award-winning retail display

We are the trusted manufacturer of bespoke point-of-purchase display solutions for both brands and retailers across the world.

We provide in store retail display, signage and poster display for a wide range of retail sectors including cosmetics, consumer electronics, sport and fitness, transport and food and beverage.

With over 70 years' experience in supporting the growth of the brands we work with, the customer and their brand is at the centre of everything we do – which is why brands and retailers trust us.

As brand partners we create display that enhances and upholds the brand experience at the point-of-purchase and delivers an immediate and visible return on investment. The collaboration of our talented design and production teams result in the highest standard of manufacturing to deliver the very best for our clients.

Our global insights, trend research and market analysis ensures we have a comprehensive understanding of what drives both shopper engagement and product sales, informing and enabling our award-winning innovative design. We pride ourselves in the collaborative approach and working relationships we have with our clients, and we are proud to represent the brands we work with.

The most awarded P-O-P company ever.

Understanding Brands, Retailers & Shoppers with in-house innovative design, prototype and cost-effective production from our UK factories

arken

creators of award winning p-o-p

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horizon
see the difference

GOLD AWARD



Communis in conjunction
with **StormDFX**

Jack Daniel's 2019
Christmas Campaign

Bacardi Brown Forman Brands

What our judges say:

An impressive, stand-out campaign that gives a recognisable brand a clever festive twist. Highly commendable use of materials made it 100% recyclable after use.



SILVER AWARD (JOINT)

Cepac Group

Beefeater Gin Scented Pink FSDU

Pernod Ricard

What our judges say:

An impressive and innovative idea. The combination of clever design and use of scent delivered a great stand-out campaign for this category.



SILVER AWARD (JOINT)

InContrast

Nutella Christmas Tree FSDU

Ferrero UK

What our judges say:

A great looking FSDU with impressive stock holding and branding, making it an attractive yet functional display.



BRONZE AWARD (JOINT)

Cepac Group

PepsiCo Walkers MAX FSDU

PepsiCo UK

What our judges say:

Wow! Impressed by how this pop-up display can be implemented quickly with such impressive stock holding.



BRONZE AWARD (JOINT)

Paragon Customer Communications

Rice Fusion Bowl

Kellogg Company

What our judges say:

A cracking, stand-out point of sale display which is easy to shop. Good choice of materials.



Bringing online **in-store.**

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retail marketing solutions | horizon-rms.com

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GOLD AWARD

Quantum 4
JUUL Vape Wall
JUUL

What our judges say:

Impressed by the clean and clear branding of this stand-out display and how the design uses lighting well. The activation met the objectives of the brief, especially in being versatile for different retail locations.

**SILVER AWARD****Colart**

LB Four Theme
Anniversary FSDU
Colart

What our judges say:

A really interesting interchangeable display, requiring a lot of thought when planning, and achieving versatility for seasonal alterations.

**BRONZE AWARD****Kolorcraft**

Decorating Range Review
Wickes

What our judges say:

An admirable execution which is an evolution for the category and a revolution for the retailer. The creative brings paint alive and is an effective delivery of brands, serving an overall fantastic customer experience.



Combining innovation and style, with leading technical know how to offer a complete end-to-end client experience.

Attention to detail is our passion delivering unique, sustainable merchandising solutions for brands and retailers is a given.

Boasting an impressive 60,000 sq ft UK manufacturing facility, we are proud to showcase an 'all on site' approach to our work, ensuring speed to market and competitive costs are a given.

With many years of manufacturing knowledge and skills within our business, we are the trusted go-to brand for all your marketing and merchandising solutions.

We manufacture and design with a conscience to help you achieve the ultimate brand statement with planet friendly results.

We are proud of our responsible approach to business practices and manufacture offering earth conscious options.

We are the ambassadors, brand protectors and extended workforce you have always wanted.

**Creative | Design development | Prototype |
UK manufacture | Installation**

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enquiries@mintltd.co.uk



@madebymintPOS



mint ltd



mintltd.co.uk

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GOLD AWARD



arken POP International
Cross Track Media Wall
Global

What our judges say:
Impressed by the intense surveying and planning that this entry required and overall by the savings supplied to the client as a result.

SILVER AWARD

HH Global
Iceland - Disney Frozen 2 POS
Iceland Foods



What our judges say:
A really interesting interchangeable display, requiring a lot of thought when planning, and achieving versatility for seasonal alterations.

BRONZE AWARD

Augustus Martin
Tesco Christmas Decorations
Tesco



What our judges say:
An exciting in-store activation, showing innovation in design and customer interaction. A great campaign with an impressive in-store performance.



3A Composites Display Europe, an international division of the 3A Composites Group and part of Schweiter Technologies AG, is active internationally. We are the leading manufacturer of sheet materials for the field of visual communication, along with the Polycasa Group and Perspex International Ltd.

Thanks to a diversified range of products that include DIBOND® aluminium composite sheets, FOREX® and FOAMALITE® rigid foam plastic sheets, KAPA®, FOAM-X®, SMART-X® and GATORFOAM® lightweight foamboards, DISPA® paper boards, LUMEX® and HIPEX® PET sheets as well as PERSPEX®, CRYLUX™, CRYLON® and AKRYLON® acrylic glass sheets and IMPEX® polycarbonate sheets we can offer our customers a unique and perfectly coordinated range of products – and everything is from a single source.

The main areas of application for our products include: digital and screen printing, exhibition booth construction and shop fitting, interior and shop design, photomounting as well as signage, POS / POP displays and furniture construction.

Thanks to a worldwide network of producers and dealers, our branded products are available at short notice in more than 80 countries. This network is based on our partnership with leading distributors in the paper, plastics and metal sectors, who offer not only competent advice, but also services catering to the individual requirements of our customers.

We attach particular importance to sustainable manufacturing processes and environmentally friendly materials. Our goal is to ensure the prompt supply of innovative, top-quality products which are tailored to our customers' needs.

Your vision. Our brands. Endless possibilities.



YOUR VISION. OUR BRANDS. ENDLESS POSSIBILITIES.

Communicating brand value and the associated lifestyle over an extended period of time and all around the world is what makes unique retail worlds.

3A Composites develops, manufactures and markets high-quality material for these retail worlds: a broad variety from aluminium composite panels, rigid plastic sheet material, paper

boards through to transparent and translucent panels used for shop and interior design, furniture construction, product shelves and price signage, directional information or changing room number tags.

Giving you scope to implement your creative ideas!

DIBOND® HYLITE® FOREX® SMART-X® KAPA® DISPA® LUMEX® FOAMALITE® FOAM-X®

CRYLUX™ CRYLON® AKRYLON® HIPEX® IMPEX®

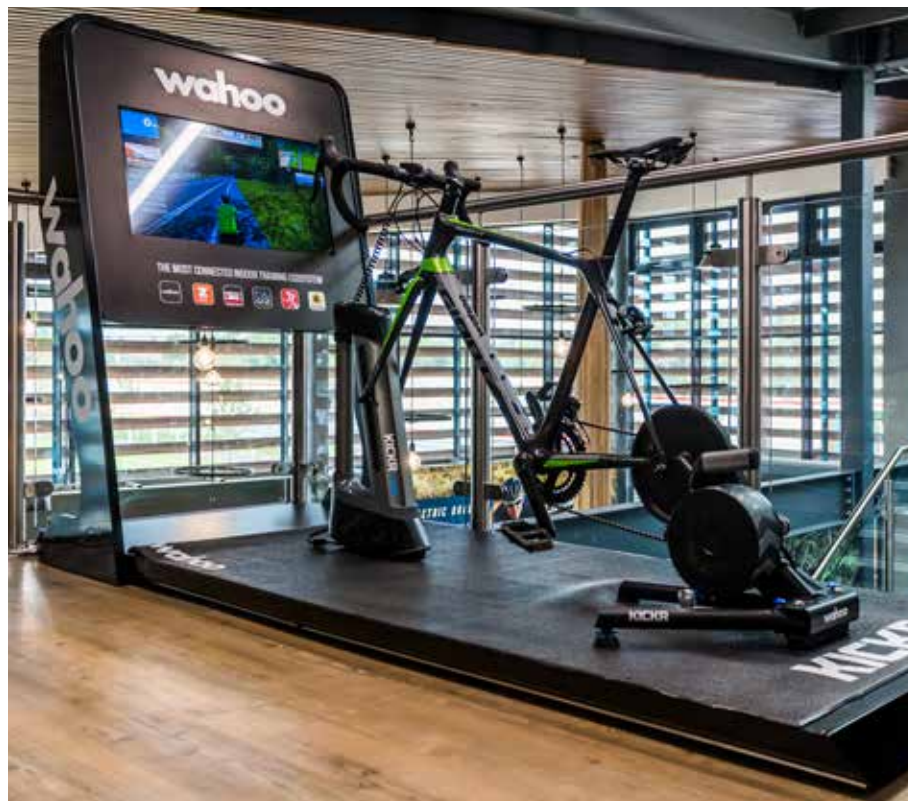


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Category Sponsor:



SILVER AWARD



ISI Global (In-Store Initiatives)

Wahoo KICKR Station

Wahoo

What our judges say:

An intriguing display with branding and use of digital delivering a great user experience.



BRONZE AWARD

ISI Global (In-Store Initiatives)

Baby Jogger - SIS

Baby Jogger

What our judges say:

A well-designed activation using a good choice of materials and highlighting the brand well.



Cepac Ltd, is **the UK's leading independent corrugated packaging producer**. We provide the state-of-the-art alternative to conventional corrugated packaging offering cost-effective options to make products stand out.

Founded in 1999, Cepac pioneers innovative, performance packaging and print solutions across our four UK plants, working in close partnership with our customers, suppliers and stakeholders.

We have achieved our leading position through our ethos of working together. Harnessing the latest technologies and the most advanced materials while attaining the best environmental credentials, we achieve more for our customers, always delivering products that exceed expectations.

The dedicated Cepac Display team works from a purpose-built facility designed to fast-track production from initial concept to completion in the fastest possible time. This experienced team of specialists in shopper marketing, retail spaces and retail communication provides the expertise you need to ensure your POS meets the diverse demands of retailers.

From iconic in-store theatre to free standing display units, pallet displays of all sizes, shelf and counter displays – we've got years of experience designing, producing and deploying all types of POS across every retail environment.

We'll work closely with you every step of the way, from concept and design through to manufacture and fulfilment. Because we understand every stage of the process, we minimise waste, errors and outlay resulting in a highly-efficient and cost-effective outcome. With cutting-edge digital technologies and logistics helping speed up time to market, on-site fulfilment and co-packing, there's no better partner for your retail communications and POS & Display needs.

To find out more visit www.cepac.co.uk

The UK's leading independent
corrugated packaging
and point of sale
company



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- Point of Sale and Display Solutions
- Innovative Concept & Structural Design
- Artwork Creation
- In-house Digital Printing & Manufacture
- Delivery, Distribution & Compliance



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GOLD AWARD

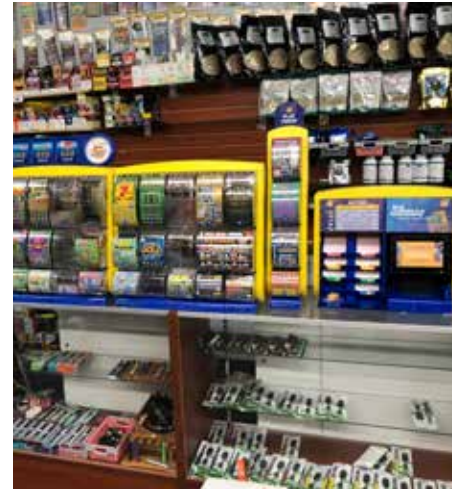


DS Smith Retail Marketing
Mamma Mia DVD Launch
Universal Pictures Home Entertainment

What our judges say:
Wow! A great multi-sensory activation with 3D graphics and sound. A real head turner in store, creating a fun and immersive experience for shoppers.

SILVER AWARD

Fastrak Retail (UK)
Illinois Lottery PPOS
Camelot Illinois



What our judges say:
An impressively wide kit of parts for different retail formats, combined with clear and consistent messaging as well as cost savings.

BRONZE AWARD

Communis
EA Sports - FIFA 20
EA



What our judges say:
A stand-out display, offering great brand presence in store and versatility for different store activations. Great use of recycled materials in the display.

EXCLUSIVE TO POPAI MEMBERS

SHOPPER Snapshot

Quick, accessible insight report providing key information about shopping habits and what shoppers see in store.



All this for **less than £10** per shopper!



Tap into POPAI & Roamler's nationwide network of almost 3,000 shoppers



Ask questions of 100 shoppers!



Shoppers are ordinary members of the public that are registered, qualified users of Roamler's proprietary crowd-sourcing mobile app and are familiar with such tasks



Set your own questions about them and their journey in store



Understand what they see along the store journey, what impacts on them and why



Access hundreds of photos taken by shoppers in store, bespoke for your project



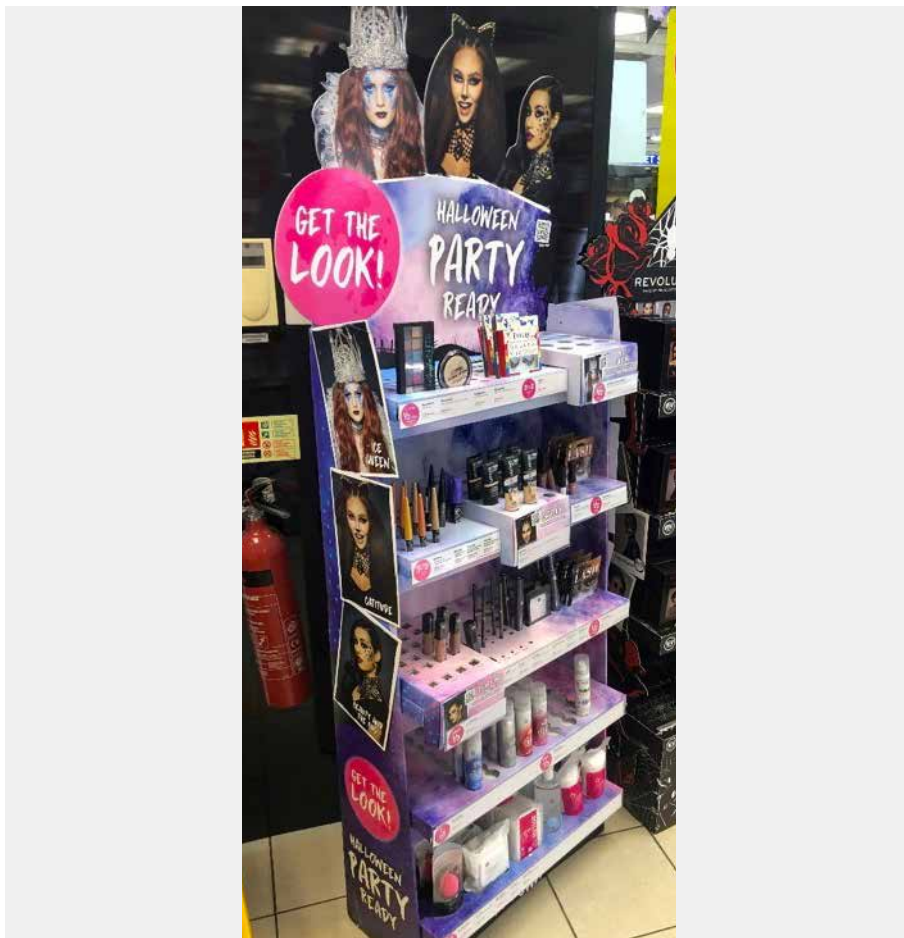
Find out about their personal shopping habits; understand them in more detail



Receive an outline report from POPAI to understand the headline result

Contact the POPAI Office on 01455 613 651 for more information

GOLD AWARD



InContrast

Superdrug Get the Look FSDU

Superdrug

What our judges say:

A good design and execution that targets the desired market well and encourages multiple purchase. Especially noteworthy are the QR codes on the display that link to the relevant products online.

SILVER AWARD

Communis

P&G Olay Retinol Display

Procter & Gamble



What our judges say:

A complex but easily shoppable display with clear educational messaging for the shopper.

BRONZE AWARD

arken POP International

Holler and Glow Launch FSDU

Holler and Glow



What our judges say:

A standout display with lots of features in the design to keep it interesting. This shoppable unit presents good value for money and hits the target market well.

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DISPLAYS WITH A **SUSTAINABLE** EDGE FROM A **LEADING** DESIGN
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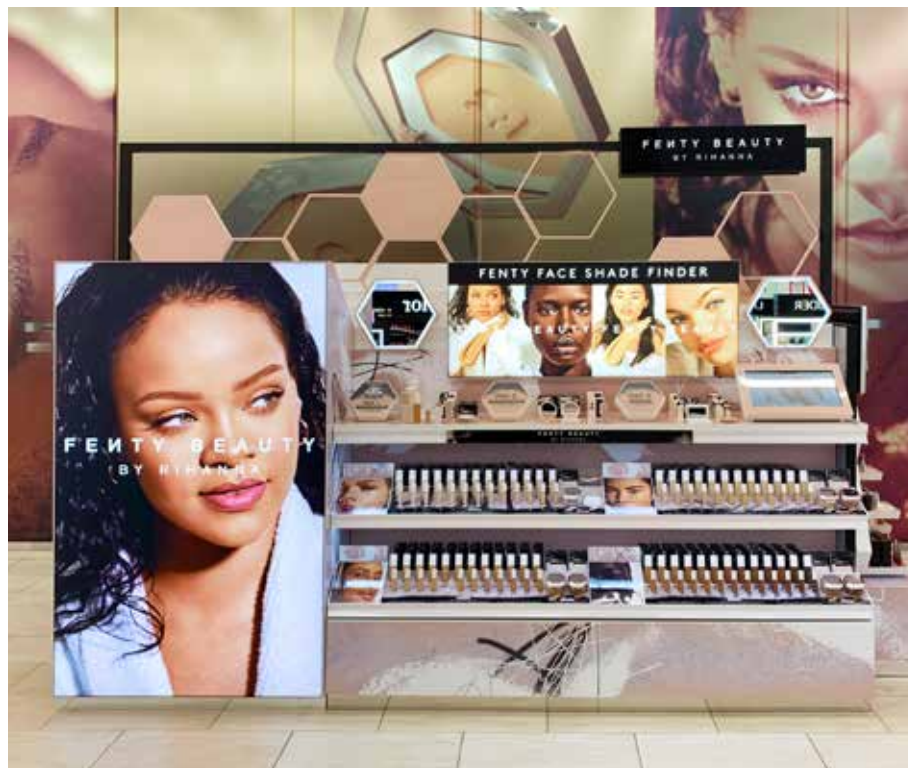
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enquiries@mintltd.co.uk



Category Sponsor:



GOLD AWARD



DIAM

Fenty Beauty Boots Installation

Kendo brands

What our judges say:

This is a premium looking display that definitely has the wow factor. The choices of colours are excellent and the way it has been merchandised looks great!



SILVER AWARD

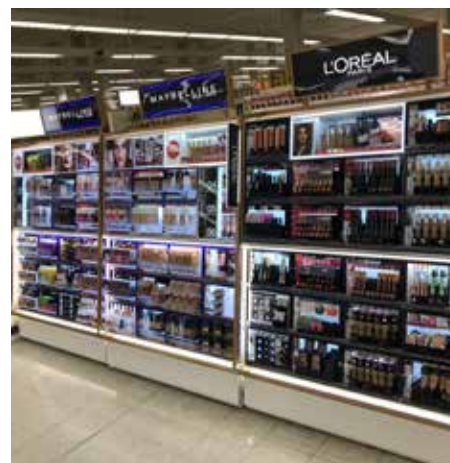
arken POP International

Flower Beauty Island

Maesa

What our judges say:

An attractive and very functional display that uses the available space well to maximise merchandising.



BRONZE AWARD

DIAM

Sainsbury's Tile System

Sainsbury's

What our judges say:

A well presented display for the retail environment, creating a uniform presence for multiple brands. Great job!

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At 100% we are committed to reducing the impact retail marketing products make on our planet. We believe that sustainable P-O-P should have the end-of-life mapped out from the start of its lifecycle.

We offer a range of solutions to handle retail displays which have served their purpose, from disassembly & removal to refurbishment, repurposing, recycling and target zero waste to landfill.

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GOLD AWARD



Clements

Sipsmith's Christmas Window -
Selfridges

Sipsmith London

What our judges say:

An absolutely stunning and very impactful display which could not be missed. Lovely activation, fitting well with the retailer and delivering the brand perfectly.

SILVER AWARD

Communis

EE Pride Window Vinyls

EE



What our judges say:

This is an impactful and colourful activation which met all the objectives set out in the brief.

BRONZE AWARD

arken POP International

Hello Happy Foundation
Window Display

Benefit Cosmetics



What our judges say:

This activation encompasses excellent design and use of space to create fantastic window theatre.

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GOLD AWARD



Blackdog

Dreams – Revived Mattress Range Creative

Dreams

What our judges say:

A great campaign that met the needs of the brief well, offering fantastic education and engagement for shoppers, and using clear and concise brand and product messaging.

SILVER AWARD

Principles Agency

Ronseal 12L One Coat Fence Life
Sherwin-Williams



What our judges say:

A purchase-driving display which is functional and inspiring, including clever use of recyclable materials.

BRONZE AWARD (JOINT)

Display UK

Evergreen Shed
Evergreen Garden Care



What our judges say:

A great display that immediately draws shopper attention. It has a clever, versatile design and can be adapted for different stores.

BRONZE AWARD (JOINT)

Kolorcraft

May Bank Holiday Paint Standee
Wickes



What our judges say:

Superb use of 3D elements and colour to create this eye-catching campaign. Good use of existing in-store furniture, giving a display you just could not miss on entering the store.

SEARCH ENGINES



BOXFILE

This search engine contains over 500 case study presentations, insight reports, global retail trends and magazine back issues.



BENCHMARK

This powerful best-in-class search engine contains 2,500+ POPAI Award entries across all retail categories and formats since 2007.



POPWATCH

With 13,000+ in-store photos covering 100s of brands and retailers since 2012, this search engine is an essential tool for scanning the in-store environment.



Category Sponsor:



GOLD AWARD



Principles Agency

Ronseal Ultimate Decking Stain Aisle

Sherwin-Williams

What our judges say:

This is a clever solution for an aisle end in the retail environment. The print quality is excellent and overall the design creates an extremely eye-catching execution. Well done.



SILVER AWARD

Solutions Diverse

BT In Store Bookcase

EE

What our judges say:

This was a well produced and well installed campaign. The design considers the customer experience by providing dedicated sales space and uses both printed graphics and digital elements which work well together.



BRONZE AWARD

arken POP International

Multi-Purpose Product Showcase

Benefit Cosmetics

What our judges say:

Great design and construction, resulting in high-impact retail theatre. The high-quality print and use of strong brand imagery make it attractive and instantly recognisable.



Retail Design

We are creative experts with in-house design and development teams that understand the challenges of retail spaces.

EMEA POP

We have the skills to design, develop, manufacture and deploy permanent and temporary Point of Purchase globally.

Digital

We are digital professionals, with knowledge and expertise to create an emotive connection between consumers and your brand.

GOLD AWARD



dunnhumby Media

Emotional drivers in POS

Tesco

What our judges say:

A great use of insight for Tesco in order to enhance the store experience for its customers. A great investment for the retailer which delivered very impressive results.

SILVER AWARD

Spark Emotions (SMP Group)

Foot Locker Nike NSX Wall

Foot Locker



What our judges say:

This an interesting piece of insight and admired how it incorporated body language in order to really understand customers. A great approach to the brief, meeting all the objectives set and delivering valuable insight for Foot Locker.

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GOLD AWARD



Briggs Hillier

Revolutionising the Pet Care Experience

Pets at Home

What our judges say:

This design has a very well thought through layout that leads to creating an engaging customer experience in store. Exactly what retail needs right now.

SILVER AWARD

FITCH Design Consultants

Vype Inspiration Store

BAT



What our judges say:

An edgy design that met the brief well. The great use of colour and good product displays make an impressive customer experience.

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GOLD AWARD



InContrast

Tic Tac Wholesale Wow

Ferrero UK & Ireland

What our judges say:

With its impressive design, this shoppable display has real impact, and it delivered good value for money for the end client.

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GOLD AWARD



Britvic Soft Drinks
Pepsi Max Taste Challenge
Britvic Soft Drinks

What our judges say:
Very impressed by this well executed, versatile campaign and how it engaged with shoppers from the outset. It was a really clever campaign that offered great customer experience, taking the shopper on a journey throughout the store to drive purchase.

SILVER AWARD

Haygarth
All Access with Jack
Jack Daniel's



What our judges say:
This activation caused great disruption in store using a consistent design and message. It was well executed at every touch point of the customer journey.

BRONZE AWARD (JOINT)

arken POP International
Revolution Halloween Takeover
Revolution Beauty London



What our judges say:
A clever, well-thought-out campaign that connected across both digital and printed POS, engaging with shoppers at multiple touch points.

BRONZE AWARD (JOINT)

DS Smith Retail Marketing and United
Healthier Habits at Asda
John West Foods



What our judges say:
A great brand collaboration that was executed well to achieve good results. Great customer experience delivered by being able to try the product in store before purchase.

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GOLD AWARD



Cepac Group
Hallmark Cards M&S Postbox
Hallmark

What our judges say:
This brilliant display is a stand-out entry in this category and its design is fantastic. Carefully considered use of environmentally friendly materials was evident at every point of planning the campaign.

SILVER AWARD

McGowans Print
Coca Cola Christmas Truck
Coca-Cola HBC Ireland



What our judges say:
A fabulous display that looks like a permanent solution. Highly engaging, with useful links to digital platforms in the campaign.

BRONZE AWARD

Birds Eye
Shop in Full Colour
Birds Eye



What our judges say:
A colourful, stand-out campaign, making the shopper feel excited and enthused to go down the aisle.

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We are digital professionals, with knowledge and expertise to create an emotive connection between consumers and your brand.

GOLD AWARD



Eden

Duracell M&S FSDU

Duracell UK

What our judges say:

An impactful display with a premium look and feel that has been well designed to make best use of the footprint and merchandising space available.



SILVER AWARD

Displayplan

Walkers Co-op in-fixture

Walkers/PepsiCo

What our judges say:

This entry met the brief well and while it stands out in store, it remains functional and flexible, and it offers great merchandising capacity.



BRONZE AWARD

Quantum 4

JUUL FSDU

JUUL

What our judges say:

A well made, premium looking display, and its branding and good stock holding definitely give it the wow factor.



Horizon are a **retail design and brand communications agency based** near Cambridge in the UK.

For over 10 years Horizon has been designing and producing exciting and innovative retail displays for brands and retailers.

We work in partnership with our clients, providing concepts grounded in research and insight.

Leading brands and retailers trust us to bring their campaigns to life in-store because ultimately, we help them sell more.

Horizon have a truly international reach. We have built up a strong understanding of the different shopper types, local cultures and retail nuances throughout multiple markets.

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GOLD AWARD



Hilltop Display Services

Push Pop Magnetic Tree

Bazooka Candy Brands International

What our judges say:

A fantastic, innovative design! This is a stunning display that steals space within a retailer in a clever, versatile way. Definitely has the x-factor in the category.

SILVER AWARD

Superior Creative Services

Cadbury's Treasures Pirate Ship

Total Marketing Support/ Mondelez



What our judges say:

A unique and creative design which was well executed in store, making it stand out against others in the category.

BRONZE AWARD

CP Arts

Kinder Christmas Island

Ferrero UK



What our judges say:

This display offers shoppers a 360 degree shopping experience and, impressively, it is 100% recyclable or compostable – a great focus on sustainability.



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GOLD AWARD



Ball & Socket

Caramico Authentic Italian Pizza

Musgrave Retail Partners Ireland

What our judges say:

A very clever brief, delivered beautifully, with the focus on quality and authenticity of the brand. It was cleverly executed to deliver a little bit of Italy in an Irish supermarket.

SILVER AWARD

L'Oréal UK

Viktor&Rolf Selfridges Trafford Site

L'Oréal UK



What our judges say:

A strong entry, with the use of light and clear branding, creating an eye-catching design and engaging theatre. The innovative 'choose your prize' vending machine enabled customer interaction with the brand.

BRONZE AWARD

L'Oréal UK

The Lancôme Christmas Eiffel Tower

L'Oréal UK



What our judges say:

Displays good use of materials appropriate both for the fragrance category and the retailer. The design is disrupting and engaging, as well as using space well, generating double-digit sales uplift.

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Category Sponsor:



GOLD AWARD



SMP Group

Waitrose Unpacked

Waitrose

What our judges say:

Absolutely love this activation! It is a great way to encourage shoppers to change their behaviour. Its great branding, clear messaging and chaotic format makes it very visual and keeps it interesting.



SILVER AWARD

Barrows

Holland & Barrett Clean & Conscious Beauty

Holland & Barrett

What our judges say:

A visually stunning display, with a premium feel and true-to-brand execution. The good use of high level draws shopper attention.



3A Composites Display Europe, an international division of the 3A Composites Group and part of Schweiter Technologies AG, is active internationally. We are the leading manufacturer of sheet materials for the field of visual communication, along with the Polycasa Group and Perspex International Ltd.

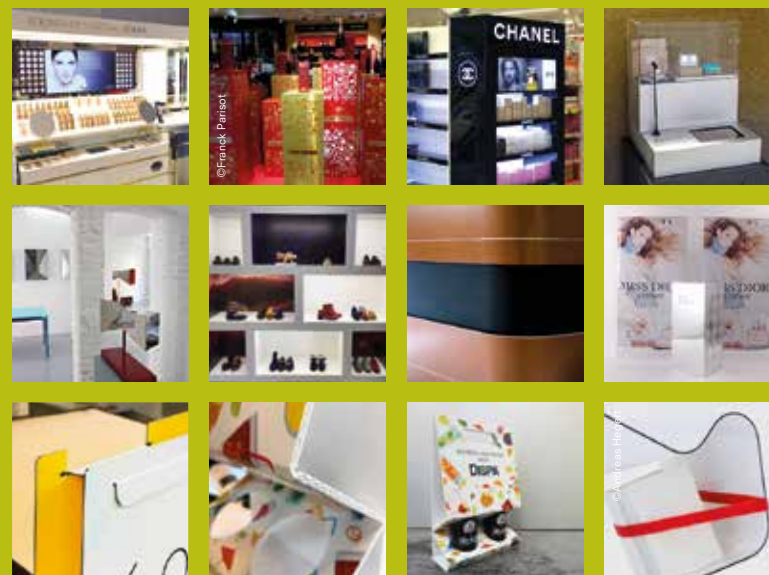
Thanks to a diversified range of products that include DIBOND® aluminium composite sheets, FOREX® and FOAMALITE® rigid foam plastic sheets, KAPA®, FOAM-X®, SMART-X® and GATORFOAM® lightweight foamboards, DISPA® paper boards, LUMEX® and HIPEX® PET sheets as well as PERSPEX®, CRYLUX™, CRYLON® and AKRYLON® acrylic glass sheets and IMPEX® polycarbonate sheets we can offer our customers a unique and perfectly coordinated range of products – and everything is from a single source.

The main areas of application for our products include: digital and screen printing, exhibition booth construction and shop fitting, interior and shop design, photomounting as well as signage, POS / POP displays and furniture construction.

Thanks to a worldwide network of producers and dealers, our branded products are available at short notice in more than 80 countries. This network is based on our partnership with leading distributors in the paper, plastics and metal sectors, who offer not only competent advice, but also services catering to the individual requirements of our customers.

We attach particular importance to sustainable manufacturing processes and environmentally friendly materials. Our goal is to ensure the prompt supply of innovative, top-quality products which are tailored to our customers' needs.

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Communicating brand value and the associated lifestyle over an extended period of time and all around the world is what makes unique retail worlds.

3A Composites develops, manufactures and markets high-quality material for these retail worlds: a broad variety from aluminium composite panels, rigid plastic sheet material, paper

boards through to transparent and translucent panels used for shop and interior design, furniture construction, product shelves and price signage, directional information or changing room number tags.

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Category Sponsor:

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creators of award winning p-o-p

GOLD AWARD



Universal Pictures Home Entertainment
Universal HMV Hologram Installation
hmv

What our judges say:
This great use of tech is exciting and highly engaging for shoppers. It really welcomed new crowds of customers in store.



SILVER AWARD

ISI Global (In-Store Initiatives)
HP - Print Digital POS
HP International

What our judges say:
This demonstrates a clever use of space by utilising its own product space to create an effective retail display and also delivering excellent value for money.



BRONZE AWARD

Pixel Inspiration
Carrefour Voyages
Carrefour Voyages

What our judges say:
This entry delivered to the brief excellently. A really nice, forward-thinking execution with exciting use of technology and smart learning, enhancing the customer experience in store.



arken is a creator of award-winning retail display

We are the trusted manufacturer of bespoke point-of-purchase display solutions for both brands and retailers across the world.

We provide in store retail display, signage and poster display for a wide range of retail sectors including cosmetics, consumer electronics, sport and fitness, transport and food and beverage.

With over 70 years' experience in supporting the growth of the brands we work with, the customer and their brand is at the centre of everything we do – which is why brands and retailers trust us.

As brand partners we create display that enhances and upholds the brand experience at the point-of-purchase and delivers an immediate and visible return on investment. The collaboration of our talented design and production teams result in the highest standard of manufacturing to deliver the very best for our clients.

Our global insights, trend research and market analysis ensures we have a comprehensive understanding of what drives both shopper engagement and product sales, informing and enabling our award-winning innovative design. We pride ourselves in the collaborative approach and working relationships we have with our clients, and we are proud to represent the brands we work with.

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GOLD AWARD



Clements

Heinz Beanz Museum

Kraft Heinz Company

What our judges say:

A truly brilliant execution! This campaign was well thought out in experience and communication, delivering an immersive experience while always remaining true to brand.



SILVER AWARD (JOINT)

Horizon Retail Marketing Solutions

Steering Rig Display

Dixons Carphone

What our judges say:

This was well-thought out campaign, with strong branding and the use of sound making an experiential campaign that worked well. The display maximises space and uses premium materials creating a slick, attractive activation.



SILVER AWARD (JOINT)

N2O

Superdrug Presents

Superdrug

What our judges say:

A completely immersive and great experience, made relevant for a wide shopper audience. Love the eco-stance of this campaign and the really attractive design.



BRONZE AWARD

Backlash Creative

Barbie's 60th Birthday Celebration

Mattel UK

What our judges say:

This is a well-designed and engaging experiential campaign that was well branded and well executed in order to create a high-impact activation and appeal to the target audience.



Together we achieve more

Cepac Ltd, is **the UK's leading independent corrugated packaging producer**. We provide the state-of-the-art alternative to conventional corrugated packaging offering cost-effective options to make products stand out.

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Category Sponsor:



GOLD AWARD



SKU-Driver

KP Nuts Card Display Unit

KP Snacks

What our judges say:

This campaign was carefully considered from a sustainability perspective, and the use of tech decreased overall wastage and made it more sustainable.



SILVER AWARD

Augustus Martin

Tesco Christmas Decorations

Tesco

What our judges say:

Really impressed with this execution on an absolutely phenomenal scale. Good consideration of sustainability by using solar to power the mechanics of the POS. This entry cleverly reinvents the wheel.



BRONZE AWARD (JOINT)

Horizon Retail Marketing Solutions

Travel Retail Headphone Bay

Sennheiser

What our judges say:

A good use of tech, providing an engaging experience for the customer. Also impressed by the materials used to create a premium look and feel.



BRONZE AWARD (JOINT)

Universal Pictures Home Entertainment

Universal HMV Hologram Installation

hmv

What our judges say:

An innovative and engaging activation by this retailer, achieving good results by driving shoppers in store.

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Category Sponsor:

**GOLD AWARD****Haygarth**

Kiehl's - Under the Sustainabilisea

L'Oréal Luxe

What our judges say:

A truly excellent example of how every aspect of a campaign can be considered from a sustainability perspective. This entry stands out in the category with 100% sustainability achieved. Well done.

**SILVER AWARD (JOINT)****SKU-Driver**

KP Nuts Card Display Unit

KP Snacks

What our judges say:

This entry brilliantly demonstrates how changes and improvements made in design, development and production make the display more sustainable.

**SILVER AWARD (JOINT)****Willson & Brown**

Maybelline Superdrug Sustainability Update

L'Oréal

What our judges say:

Plastic is used in an educated way in order to be more sustainability conscious. The results delivered by this campaign were impressive, and the production methods and product itself all work together towards the same goal.

**BRONZE AWARD****Valley Group**

Upcycled Window Banners

Levi Strauss & Co Europe SCA

What our judges say:

An innovative concept, and the good choice of materials led to impressive energy savings.

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GOLD AWARD



Communis in conjunction with
StormDFX

Jack Daniel's 2019 Christmas Campaign

Bacardi Brown Forman Brands

What our judges say:

An impressive, stand-out campaign that gives a recognisable brand a clever festive twist. Highly commendable use of materials made it 100% recyclable after use.

SILVER AWARD



DS Smith Retail Marketing

Mamma Mia DVD Launch

Universal Pictures Home Entertainment

What our judges say:

Wow! A great multi-sensory activation with 3D graphics and sound. A real head turner in store, creating a fun and immersive experience for shoppers.



BRONZE AWARD



Blackdog

Dreams – Revived Mattress Range Creative

Dreams

What our judges say:

A great campaign that met the needs of the brief well, offering fantastic education and engagement for shoppers, and using clear and concise brand and product messaging.



Category Sponsor:

mint

GOLD AWARD



HL Display (UK)

Denon Soundbar Wall

MyPlayer

What our judges say:

This display offers a great customer experience that you cannot get online. A great activation overall that is versatile in design, uses space well and delivers a strong brand presence.

SILVER AWARD



arken POP International
Cross Track Media Wall
Global

What our judges say:

Impressed by the intense surveying and planning that this entry required and overall by the savings supplied to the client as a result.



BRONZE AWARD



Hilltop Display Services
Push Pop Magnetic Tree
Bazooka Candy Brands International

What our judges say:

A fantastic, innovative design! This is a stunning display that steals space within a retailer in a clever, versatile way. Definitely has the x-factor in the category.





POP AI UK & Ireland

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