



## ENTRY GUIDE

Celebrating creativity,  
innovation and  
excellence

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# Welcome

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

<b>1 April 2022</b>	Entry deadline ( <i>early bird fees apply</i> )
<b>14 April 2022</b>	Final deadline
<b>June 2022</b>	Judging
<b>June 2022</b>	Nominations announced
<b>October 2022</b>	POPAI Awards 2022 Gala Dinner



Save more if you enter before the **1 April 2022**

## Entry Fees

### POPAI Members

Single entries: **£355** before 1 April 2022 / **£405** from 2 April 2022

5+ entries: **£320** before 1 April 2022 / **£370** from 2 April 2022

### Non-Members

Single entries: **£425** before 1 April 2022 / **£475** from 2 April 2022

5+ entries: **£385** before 1 April 2022 / **£445** from 2 April 2022

### Special categories

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 2021 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



# Details on entering

## How to enter

- Log in or register at [popai.co.uk](http://popai.co.uk) and select 'Enter now' from the Awards page
- Fill out your entry title (max 5 words) and select the appropriate category
- Complete all entry questions with as much relevant information as possible
- Upload your images (max 5) to highlight key elements of your entry and supporting information (e.g. video, proof of shipment)
- Submit your entry along with full payment

### Tip

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

## What can be entered?

- ✓ Entries live **from 1<sup>st</sup> March 2019 to 28<sup>th</sup> February 2022** are eligible to enter
- ✓ Displays, campaigns and projects that 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



## Categories (minimum run 50+)

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

### Tip



Remember that your entry will not be judged by anyone currently working in that sector. Please describe any nuances/specifics to your entry to assist the judge.

### 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 & Wellbeing

**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, out-of-home and other retail outlets where no physical product is sold. Also, signage display from any retail sector.





# Categories (no minimum run)

## Tip

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

## 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)

## Short Run (max. run 49)

### 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 (max. run 49)

### 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.

## Digital Solutions

**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.

## Insights\*

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

## Experiential

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

## Shopper Marketing Campaigns

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

## 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.

## Store Design

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

## 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.

## Installation Project Management\*

**What can I enter?** Installation/ implementation and post-placement activities, with entries covering the project management involved in the process of installation along with compliance, maintenance, merchandising and staff training projects.

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

[Click here for entry questions >>>>>](#)



# Sustainability & Innovation

## Sustainability\*

Recognising the differences in design and manufacture disciplines, we have now split this category into **temporary display** and **permanent display**.

### Permanent Display

**What can I enter?** Permanent display produced with a strong focus on meeting sustainability requirements as an integral part of the overall design, production and implementation process.

### Temporary Display

**What can I enter?** Temporary display produced with a strong focus on meeting sustainability requirements as an integral part of the overall design, production and implementation process.

#### Tip

Keep explanatory text short, clear and relevant

Sustainability is no longer an add-on category, but you are **able to enter your unit into a main category as well as sustainability**.

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

## 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.

[Click here for entry questions >>>>>](#)

## Supporting information



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



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



**Videos** – optional 1 minute video (*.mp4 only & maximum 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	✓							✓	✓	✓						✓	✓
Digital Solutions	✓	✓		✓	✓	✓	✓										
Installation Project Management	✓						✓	✓	✓	✓	✓						
Sustainability		✓	✓									✓	✓	✓	✓		



# Terms & 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 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.
9. 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.
10. If POPAI establishes that an entrant has broken the awards rules, the offending entry may be disqualified from the Awards.
11. POPAI will not provide feedback on an individual entry's performance in the Awards.
12. POPAI reserves the right to validate any of the entry content.
13. 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
14. 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](http://popai.co.uk/awards)**



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