



Insights

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

1. Describe the challenge or opportunity requiring shopper insight. (Max 150 words)
2. Describe why the insight methodology was used. (Max 150 words)
Helpful Hints: Why was this the most appropriate way to do it? What about value-for-money?
3. What impact did the insight results have on the end project/ campaign/ work? (Max 150 words)

Client Quote (Max 50 words)

Individually list up to 10 marketing objectives (50 words each max). You will be required to give evidence of objectives met on the next page.

Client Quote (50 words max) Optional.

For each objective added on the previous page, explain how you achieved/hit the objective. (100 words max PER OBJECTIVE)

Your entry must be supported with **at least 3 images and a maximum of 5 in total**. At least one of these must be of the entry in the retail environment of at least 300dpi at A4 size. When uploaded these will display below and you can replace these if necessary.

Image guidance:

- Only use .jpg or .png files. Max file size 10mb.

- Use high resolution images where possible
- Visuals or technical drawings must only be used if they provide detail not clear from the photograph
- Collages of images are not accepted (except in Shopper Marketing Campaigns, these will not be used as your main image for any marketing of your entry with POPAI)
- Consider using a before and after image for entries where it may add value to the entry

(Optional) Include a video to demonstrate the practical use of your entry in its retail context, demonstrate a particular feature or bring the entry to life for the judges.

Upload your video in MP4 format, a maximum of 1 video of 1 minute in duration and no more than 15MB.

Upload your PDF as proof of shipment/delivery. This may be a statement letter from a brand/retailer, shipment receipt or delivery note.

Any entries which have logos, marks, names, or other identifying features of the entrant in any of the photos or videos submitted, will not have that element submitted to the judges and may be disqualified altogether.

If you want to stop a piece of text appearing on the POPAI website, use this convention:

The secret to our success is [START-HERE] we source our materials from a supplier in Iceland [STOP-HERE] and we don't want customers to know this...

This will then on the PUBLIC PDF appear and POPAI website as: **The secret to our success is ** REDACTED TEXT ** and we don't want customers to know this...**