

POPAI AWARDS BOOK 2008

THE AWARDS FOR THE P-O-P INDUSTRY



Promoting Retail Marketing



P-O-P eCourse



POINT•OF•PURCHASE ADVERTISING INTERNATIONAL

UK & IRELAND

What is the P-O-P eCourse?

Part of our ongoing commitment to developing the retail marketing industry is to engage a wider audience with new tools and channels to educate industry professionals.

This process led POPAI to develop an internet based, interactive, audio-visual e-learning course.

What does it cover?

It is an entry-level instrument which will provide a basic understanding of the world of retail marketing across 6 x 45 minute modules covering 7 key issues.

Who is it for?

The target audience for the eCourse is anybody involved in the day-to-day world of retail marketing, e.g. brand, marketing, design, account management, sales & finance staff that need an overview of the industry.

The course also serves as a great refresher for all those already established in the industry who would benefit from a broader knowledge.

PRICES

POPAI MEMBERS £115.00 each (+ VAT @ £135.13 each) *

NON-MEMBERS £175.00 each (+ VAT @ £205.63 each) *

*15% DISCOUNT AVAILABLE FOR 5 OR MORE PLACE BOOKINGS, CONTACT THE POPAI OFFICE.

FOR MORE INFORMATION VISIT:

www.popai.co.uk/ecourse



1. The Retail Environment

- A potted history of retail
- Attributes of the various retail channels
- Obstacles faced by retailers in these channels
- Innovation in retail



2. Shopper Behaviour & The Role of P-O-P

- Types of shopper behaviour
- Perception, recognition & recall
- The purchasing decision process & influences
- The application of theory in the retail environment



3-5. The Different Forms of P-O-P: Temporary, Semi-Permanent & Permanent

- Materials & manufacturing processes
- Practical examples
- Obstacles to effective implementation
- Advantages & disadvantages



6. Digital Media in Retail

- The technology behind the screen
- Content
- Business models & rationale
- Audio in retail



7. Hot Topics in P-O-P

- Compliance
- P-O-P & the environment
- Measurement

Promoting Retail Marketing



The POPAI Awards Book 2008

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Introduction to The POPAI Awards Book 2008

Welcome to the POPAI Awards 2008 Book of Winners.

This is the second year that POPAI has run its own Awards and we have again seen a high number of entries and a very high standard of displays overall. POPAI would like to thank all the judges, particularly Simon Rowe, as Chair, for the efforts that they put into the judging process. Judging was carried out against photographs of displays and detailed case studies as opposed to the system in previous years of judging physical displays. The high level of entry has justified this decision which was based on the desire to give more companies the opportunity of taking part. POPAI has also re-introduced the Bronze awards to provide full recognition of a quality standard of work which, whilst not of Gold or Silver quality, merits being placed above other entries in the category.

POPAI has recognised the growing impact of digital media in retail through the introduction in 2007 of two categories for the digital sector. It is likely that there will be further developments in the categories available in 2009 to reflect the continually developing marketplace.

Finally POPAI would like to thank all the sponsors of the POPAI Awards 2008. Without their vital contribution it would not be possible to run the competition.

Congratulations to all the winners. We look forward to an even higher level of entry in 2009.

All the winners may be seen on-line at www.popai.co.uk/awards

CORPORATE SPONSOR

POPAI UK & Ireland would like to thank the Corporate Sponsor for the competition



CORPORATE SPONSOR

momentum

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JUDGES

POPAI UK & Ireland would like to thank the judges for their invaluable contribution to the competition

Simon Rowe, Retail Development Controller - Twentieth Century Fox Home Entertainment



Nick Widdowson, Merchandising Manager - Unilever UK Ltd



Hilary Leam, Category Manager - Haircare - Boots



Liz Bean, Merchandising and Events Manager - Hasbro



Robert Johnson, Retail Development Manager - Dyson



Jake Kirkham, Retail Marketing Manager - HBOS



Jonathan Fulwell, Purchasing Manager POS & Design - L'Oreal



Doug Glenwright, Marketing Manager Customer Experience - TUI Travel Plc



David Hall, UK Merchandising Manager - Gallaher Limited (JTI)



Joanna Austin, Shopper Marketing Manager - Colgate Palmolive (UK) Ltd



Denise Doyle, Trade Marketing Manager - Meteor



John Leventhall, Space Planning Manager - Woolworths



SPONSORS

POPAI UK & Ireland would like to thank the sponsors for the competition



The POPAIdigital Guide to Digital Media in Retail



A practical, grounded, commercially relevant guide to digital media in retail supported by commentary and case studies from leading practitioners.

A guide as relevant to those in the sector as it is to those outside looking in.

An 'intellectual entrance-point' that breaks down barriers, simplifies and makes sense of the emerging sector that is digital retail media.

POPAIdigital is looking to a wide range of specialists and practitioners to comment and provide information to assist in the development of this seminal work and through your help, make this the best example of its kind.

Other POPAI Guides Available:

- G2 CORRUGATED BOARD & CONVERSION
- G2 DISABILITY DISCRIMINATION LEGISLATION
- G2 INTELLECTUAL PROPERTY
- G2 PLASTIC SHEET PRODUCTS
- G2 PRINTING
- G2 COMPLIANCE
- G2 SHOPPER BEHAVIOUR
- G2 STANDARD TERMS & CONDITIONS
- G2 PLASTIC PROCESS & SUBSTRATES
- G2 DIGITAL MEDIA IN RETAIL

POPAI Guides are free to members and can be downloaded from POPAI's market intelligence library online at www.popai.co.uk/market-intelligence

POPAIdigital.com
promoting digital media in retail

TOPPING THE P-O-P CHARTS

Imagesound are proud to be part of the 2008 POPAI Awards and would like to congratulate all the nominees for their recognition of promoting excellence in the P-O-P market.



- Imagesound are committed to providing the most effective music profiling, audio and on-screen media solutions to connect your brand with your customers. As providers of tonight's music, we hope you enjoy the whole P-O-P experience.

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YOUR IMAGE, OUR BUSINESS

POP AI


POINT•OF•PURCHASE ADVERTISING INTERNATIONAL

U K & I R E L A N D

10 good reasons to join

- Improve your marketing strategy through research
- Keep abreast of industry trends
- Raise professional & corporate standards
- Increase your knowledge of P-O-P
- Raise standards of practice
- Join other P-O-P professionals
- Meet regularly for networking
- Participate in the industry's premier trade events at preferential rates
- Be part of a global network
- Add to Your Company's Credibility

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- 5 members meetings a year featuring external speakers
- Discount on space for the In-Store Design & Marketing Show
- Discount on entries for the POPAI Awards
- Discount on POPAI training, conferences and seminars
- Discount on the Certificate in P-O-P Course
- Access to library of research & speaker presentations
- Networking
- European & global contacts
- Global website members area, creative gallery & reference section
- Members newsletter
- Free legal helpline
- Free employment legislation updates
- Free company profile on POPAI UK & Ireland website
- POPAI expertise

JOIN THESE AND OVER 200 OTHERS!

Promoting Retail Marketing



POPAI greenproject

The Green Project is a collaborative 2-year scheme in which members take measureable steps to improve their environmental performance and work toward a green kitemark. The success of the project is dependant on the efforts of project members working alongside POPAI.

We are pleased to announce the following companies are committed to reducing the impact they cause on the environment:



arken



AugustusMartin



blue water
jenks field marketing solution



DisplayPlan LPDG

dyson



DUFAYLITE

dynamax
connect with your audience



momentum



PEPSICO



remotemedia

Robert Horne Group



retec interface



Join the Green Project today and demonstrate your commitment to the environment at

www.popai.co.uk/greenproject



www.popai.co.uk/greenproject

POPAI UK & Ireland Highfields Farm, Huncote Road, Stoney Stanton, Leicestershire, LE9 4DJ T: +44 (0)1455 554 848 Email: info@popai.co.uk

Travel, Automotive, Leisure & Entertainment

Head Judge For The Category

Hilary Leam, Category Manager - Haircare - Boots

Category Sponsor

Amari Plastics Plc

AMARI PLASTICS Plc, the UK's exclusive distributor of **PLEXIGLAS®** acrylic sheet and THE major supplier of plastics and associated products to the POP/POS industry for more than 30 years, is proud to sponsor the awards for both "Cosmetics (Permanent)" and "Travel, Automotive, Leisure & Entertainments" at this year's POPAI Awards.

As the UK's largest national plastics distributor with 30 stocking locations, Amari is ideally placed to supply the widest range of branded products and services. Our advisory service will help specifiers and designers identify the most suitable product to meet their customers' criteria; recyclable, long lasting, free standing, exterior, interior, etc.

A selection of our products includes; **PLEXIGLAS GS®** and **PLEXIGLAS XT®** cast and extruded acrylic, **MAKROLON®** and **MARLON** polycarbonate; **EX-Cel PVC**; **VIVAK®** and **AXPET®** polyester; **Reynobond®** aluminium composite panel; LED and high voltage lighting systems; Alcan's Forex, Kapa-board, and Foam-X; MACtac marking films, and a comprehensive range of digital print substrates and consumables.

For further information contact your local branch, visit www.amariplastics.com or call our head office on Tel: 01932 835000, Fax: 01932 835001, Email ho@amariplastics.com

As subtle as you like... Whatever the message, make it Amari Plastics.

Proud to sponsor the
Cosmetics (Permanent)
and Travel, Automotive, Leisure
& Entertainments Awards



As the UK's largest supplier of semi-finished industrial and engineering plastics, Amari Plastics can provide the materials you need to make any statement, for POP, signage, building and fabrication.

Our advisory service will help specifiers and designers identify the most suitable product to meet their customers' criteria; recyclable, long lasting, free standing etc. With over 30 local and specialist distribution centres throughout the UK, you'll have rapid access to the widest range of quality branded products, like Alcan Forex, Alcan Kapa board, PLEXIGLAS®, Makrolon, MACtac, Reynobond and Amari Foam.

From LED and neon to laminates and mounting films, for signage, POP and corporate imaging, whatever the message, make it Amari Plastics.



Amari
PLASTICS PLC

Leading supplier of plastics for the sign, POP and corporate imaging industry
www.amariplastics.com

Park Royal, Nottingham, Southampton, Bristol, Glasgow, Gateshead, Leeds, Manchester, West Midlands, Cardiff, Plymouth, Basildon, Bedford, Norwich.



GOLD

AUTOMOTIVE ACCESSORY DISPLAY
for
KWIK FIT (GB) LTD

by **arken P-O-P Ltd**

Judges' comments:

"The clear winner in this category, this was a well thought out design that met all the requirements of the brief and worked well for customers. The unit was designed to sit in the reception space of Kwik Fit outlets to encourage customers to buy while they waited for tyre fittings. As the reception space had not been designed with retail sales in mind, the unit had to offer modular flexibility and needed to be easily maintained. The design provided clear range segmentation and displayed a wide variety of product types and sizes effectively and logically. Sales performance was well ahead of expectation and provided a true incremental opportunity for the retailer. Good use of space, well branded, operationally efficient and customer friendly – a winner all round."



SILVER

VIRGIN HOLIDAYS TESCO
GONDOLA END
for
VIRGIN HOLIDAYS

by **Office Twelve Ltd**

Judges' comments:

"This unit offered real stand out and presence in a crowded retail environment. Making the transition from on line offer to retail outlet is a challenge for any brand but the use of strong Virgin branding, coupled with simple customer navigation ensured this impactful display delivered. The sales results were outstanding and both retailer and brand were delighted by the results. A great example of a simple display executed well."

BRONZE

SONY BLU RAY
for
SONY UK

by **Marketplace Merchandising**



Sports, Toys & Accessories

Head Judge For The Category

Denise Doyle, Trade Marketing Manager - Meteor

Category Sponsor

Momentum

We understand what it takes to deliver winning POP, because we know retail.

We understand what makes shoppers tick.

We understand what keeps retailers up at night.

We know that the power of any marketing campaign only works if the message stays in the consumer's mind until they have the product in their hands.

We identify where the shopper 'opts out' from buying a brand, then reverse engineer 'opt in' solutions which radiate out from the shelf, across all consumer touch-points, in and out of store.

Of course, great theory is useless without great delivery. That's why we provide the UK's leading installation and merchandising service. From our network of warehouses, we can carry out the most demanding in-store campaigns, in every kind of retail environment across the UK.

We understand what it takes to provide winning solutions that will move your brand and your business forward.

We are Momentum.

momentum*m*

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GOLD

HALLOWEEN INSTORE THEATRE 2007
for
ASDA STORES LTD

by **Gratterpalm Ltd**

Judges' comments:

"This is a well-branded, well-printed and innovative example of P-O-P which lent itself very well to strong character development with a Halloween theme. The lights and false beams and mirrors were clever additions to standard shopping aisle P-O-P and twinned with well-merchandised planograms. The stand-out is likely to have achieved an extra uplift. Nearly all materials are made from cardboard and nothing looks too intricate to assemble or de-assemble.

The client said it was Asda's best Halloween."



SILVER

REEBOK SPRINTFIT FSDU
for
REEBOK UK

by **Momentum**

Judges' comments:

"This is a clever, hard-working piece of P-O-P and is highly suited to its planned environment. Very innovative, the unit is light-weight and flexible for multiple placement; it relates to the brand goals and offers a clear display space and message/branding area.

Overall, a strong interpretation of the brief and cost efficient too."

BRONZE

ODYSSEY 2 TIERED PUTTER
DISPLAY
for
CALLAWAY GOLF EUROPE LTD

by **HRG (UK) Ltd**



Alcoholic & Soft Drinks

Head Judge For The Category

Denise Doyle, Trade Marketing Manager - Meteor

Category Sponsor

Simpson Group

Simpson Group – Brand Influence In-store

With over 70% of buying decisions made in-store, our team will influence the shopper to engage with your brand. As specialist point of sale printers, our customers are either retailers or brand owners, so our understanding of the retail environment is second to none.

Since moving to our new purpose-built site in 2006 we have only installed the very latest in printing kit to guarantee quality and cost efficiencies. We have large format litho, screen and digital capability to enable us to deliver consistency across the full range of a customer's requirements on any size of campaign.

Once customers come on board, they stay with us. This is because we continue to innovate through our NPd function, our quality is of the highest standard, we remain cost-competitive, our environmental credentials are strong, and we focus on customer service.

Matalan, Thomson Holidays, Hasbro, Maplin.....just a handful of leaders in their marketplace who continue to use us for their POS requirements.

As a specialist point of sale and POP printer we can give you...

Brand Influence Instore

Working with some of the biggest names in retail, **Matalan, Maplin, Hasbro, P&G and TUI** we provide effective POS and POP solutions for the retail market - bring your brand to life with **brand influence instore**.



www.simpsongroup.co.uk

Simpson Group, Influence Park, Rutherford Road, Stephenson, Washington,
Tyne & Wear, NE37 3HX t: 0191 416 1579 f: 0191 419 8660



GOLD

FANTA STILL LAUNCH
for
COCA-COLA ENTERPRISES LTD

by **bezier Group**

Judges' comments:

"This design for me is perfect - it's simple and very straightforward. It doesn't try too hard yet succeeds in getting across all of the key messages. It reinforces the juicy-ness (key USP) of the drink, it communicates that it's a new product and it has a strong call to action. The design, the choice of materials and the neat footprint together with a low unit cost gives it a strong innovation score...and it only takes 30 seconds to assemble."

This is a really good example of P-O-P that was designed to suit its channel; it achieves standout, has a good stock holding which reduces the chance of out of stocks and gives the store manager double the opportunities to place depending on available space."



SILVER

JOHNNIE WALKER BLACK FI FSDU
for
DIAGEO SCOTLAND LTD
TRADING AS GTME

by **MadAboutDesign Ltd**

Judges' comments:

"The result of a well-interpreted brief; clever; made according to the guidelines and a strong brand fit. This is a really good stand that works well in its own right, within the retailing environment and in accordance with the expectations of customers in this shopping area (airport)."

The stand complements the product packaging, is extremely well-designed and the premium materials used should encourage placement. The packaging is handy with a loop to hold the product with ease and the stand design keeps this feature accessible."

BRONZE

NATURE IS CLOSER THAN YOU
THINK - 7UP
for
BRITVIC IRELAND

by **Marksell/The Printed Image**



Grocery, General Merchandise & Snack Products - Permanent Display

Head Judge For The Category

David Hall, UK Merchandising Manager - Gallaher Limited (JTI)

Category Sponsor

Robert Horne Group

Robert Horne Group are the market leading UK provider of sign, screen and digital products.

We pride ourselves on our extensive product and market know-how and our objective is to share this with our customers at every opportunity. We have proven partnerships and are an active member of several key trade and market associations, including POPAI. As part of PaperlinX, the largest global paper, board and plastics merchandising group, we offer the chance to benefit from worldwide resources, including product sourcing and market information.

Our vast selection of products means we are the only UK supplier to have a complete range of sign, screen and digital products for any graphic display application. We understand changing market dynamics and the impact of new and emerging technologies as well as the increased focus environmentally friendly products.

We continually review our portfolio to meet these changing customer needs.





GOLD

SHOWCASE FSDU
for
MARS UK LTD

by **HRG (UK) Ltd**

Judges' comments:

"This solution showed an excellent interpretation of the brief and fulfilled the objectives set. In design it was innovative and provided longevity through being adaptable for use with other products. The interaction of branding and product was well balanced.

In summary a well deserved award."

SILVER

KELLOGG'S SNACK FSDU
for
KELLOGG CO OF GREAT BRITAIN

by **Valley**

Judges' comments:

"This eye catching design met the objectives set in the brief. The solution provided brand stand out for highly impulsive category. The FSDU supported an excellent sales return and achieved additional stocking points within the account."



Grocery, General Merchandise & Snack Products - Temporary Display

Head Judge For The Category

Jake Kirkham, Retail Marketing Manager - HBOS

Category Sponsor

TNT Fulfilment Services

The complete fulfilment solution.

TNT Fulfilment Services has over 19 years' experience in providing specialist management services for the distribution of merchandising, point of sale and promotional material.

Our services include bespoke fulfilment solutions, stock management, pick and pack, collation and consolidation, storage and call-off, and distribution.

Whether you need us to collect from multiple suppliers, pick, pack and distribute your goods or manage the print logistics and delivery of your items, we have the expertise to help you.

We offer complete flexibility, allowing you to mix and match any of our fulfilment services to suit your needs.

Our national distribution network will ensure that you can rely on TNT to deliver on time, every time. For urgent, unscheduled deliveries you have the added reassurance of using our same day services.

Whatever your requirements, large or small, we have the people, the resources and the network to handle it.



TNT Fulfilment Services

Bespoke fulfilment solutions. Anything. Any time. Anywhere.

Call **Martin Reed** now on **01235 820 504**.



www.tntfulfilment.co.uk



GOLD

PRINGLES RICE INFUSIONS HANGER
for
PROCTER AND GAMBLE UK LTD

by **CRP Print and Packaging Ltd**

Judges' comments:

"This simplistic Pringles unit created some real interest in the impulse grocery sector and with the judges.

Its understated design allows the uniqueness of the product packaging to do the talking, (always a plus for this judge), whilst the pre-packed unit is shipped with an assortment of fixings, enabling the unit to be easily hung, including locations where previously it would have been impossible to display. The unit played an important part in the success of the Pringles Rice Infusions launch and is a worthy winner."



SILVER

KIT KAT SENSES HALO COUNTER
UNIT
for
NESTLE UK LTD

by **Line Packaging and Display
with Epoch Design**

Judges' comments:

"With a slightly more premium look than you might expect, this attractive unit still manages to fulfil its potential through its clever 1-piece design that can be delivered either flat-packed or pre-filled.

It's feminine curves match the brand well - there's no wonder that the massive print run was snapped up by large and small retailers alike."

BRONZE

WALKERS BRIT TRIP DISPLAY
for
XEROX GLOBAL SERVICES

by **Kolorcraft Ltd**



Fashion & Accessories

Head Judge For The Category

Joanna Austin, Shopper Marketing Manager - Colgate Palmolive (UK) Ltd

Category Sponsor

Perspex Distribution

Perspex Distribution was incorporated in 2003 as a wholly owned subsidiary of Lucite International, manufacturers of **Perspex®** in the UK. With an early remit to offer greater choice and increased accessibility to the **Perspex®** range, the company has grown from a single branch to three regional distribution centres.

With the addition of complementary products to the range, Perspex Distribution now provide unique access to the principal plastic products for the point of purchase and advertising industries. With a comprehensive stock-holding in many colours and finishes, combined with unrestricted access to production, Perspex Distribution can deliver material for any application when it is required.

Based in the north, midlands and south, our distribution facilities are equipped with their own fleet of vehicles, the latest conversion facilities and a friendly, well-informed team with many years of experience. As a company with its own hard-earned reputation for delivering innovative products, Perspex Distribution are proud to sponsor the POPAI awards, 2008.

So many famous plastic products, only one famous plastic ...

PERSPEX

Distribution Ltd



PERSPEX® Solving all your plastic puzzles

PERSPEX® is a brand that we all recognise. However, many do not realise that PERSPEX® is made in the UK and has been for almost 75 years.

Our local production, coupled with 97.5% right first-time efficiency gives PERSPEX® the edge with our reduced carbon footprint.

Proud sponsors of



If you have an application and are unsure of what material you need, then we have a range of thermoplastic sheet products to suit any requirement and our experienced staff can help solve all your plastic puzzles.

North 01254 272800 | Midlands 01827 263900 | South 01245 232800 or visit us at www.perspexdistribution.com



SILVER

WONDERBRA
for
WONDERBRA

by **Kessler International**

Judges' comments:

"With good use of interchangeable panels to update the strong, clear Wonderbra branding this unit clearly delivers against brand objectives with excellent uplifts and ROI.

The small footprint in-store and a good level of stockholding complements the overall effectiveness."

Home, Garden & Tobacco

Head Judge For The Category

Nick Widdowson, Merchandising Manager - Unilever UK Ltd

Category Sponsor

In-Store

In-Store has been the best source of news and information on the retail marketing & design sector since 1997.

In-Store magazine was launched in 1997, and is the must read title for the brand & retail marketing sector. It features unique news, a comprehensive special reports programme, columnists and groundbreaking analysis. A new launch website www.instorenews.co.uk, will take it to even greater heights.

The In-Store Show is in its 12th year and has grown to become the UK's leading event, helping retailers and brands drive sales and delivering proven results to exhibitors. An extensive marketing campaign ensures exhibitors meet buyers from across the industry making it a must-attend event for everyone in the retail industry.

The Show also hosts the POPAI Awards showcase, presenting winning entries both in the flesh and via visual presentations.

In-Store: read, visit, exhibit, advertise...

The complete solution for retail marketing and design

From the industry's magazine and exhibition to our forthcoming website launch, **IN-STORE** connects your business with brands and retailers.

Find out how to get involved. Call Jon Hughes now on +44(0) 207 970 6743, email jon.hughes@centaur.co.uk, or visit us online...

www.instoreshow.co.uk
www.instoremagazine.co.uk
www.instorenews.co.uk





GOLD

OUTDOOR ROOF TILE DISPLAY
for
MARLEY ETERNIT LTD

by **HRG (UK) Ltd**

Judges' comments:

"A really difficult environment to communicate with shoppers, i.e. outdoors, where the product is usually contained within pallets under shrink-wrap - one of the worst possible retail environments to really engage the shopper! Great visibility of the range and information provided a durable unit to last outside."



SILVER

JML FRESH AIR GLOBE ON SHELF
DISPLAY UNIT
for
JOHN MILLS LTD

by **Display Creatives**

Judges' comments:

"Great sales result, delivered through design, product visibility and accessibility, simple construction, product information and good price."

BRONZE

HORECA DISPLAY
for
HOUSE OF PRINCE AB

by **arken P-O-P Ltd**



Personal Products & Accessories

Head Judge For The Category

Robert Johnson, Retail Development Manager - Dyson

Category Sponsor

The POPAI Green Project

Retailers are increasingly looking to ensure that brands and brands' suppliers are able to reinforce their own environmental policies, particularly within their tendering process and, as an organisation, POPAI is committed to helping those within the industry to reduce their environmental impact across the entire P-O-P lifecycle.

POPAI members signing up to the Green Project will agree to work towards and monitor self-imposed KPIs over a period of 18-24 months, with details of progress being reported on via a portal on POPAI's website.

All Green Project members will be tasked with working with their internal resources and supply chain, as well as their brand and retailer clients, to identify where they can reduce their environmental impact over the next two years. Information gathered will be used by POPAI to set benchmark minimum standards that companies operating within the industry must comply with in order to be accredited with the POPAI Kitemark for Environmental Best Practice, which will help those involved throughout the P-O-P process to make more informed decisions about what is placed in-store, how it is produced and what happens to it afterwards.





GOLD

COMPARATOR UNIT FOR DSG
for
SENNHEISER

by **arken P-O-P Ltd**

Judges' comments:

"The Sennheiser comparator unit allows shoppers to aurally appreciate the quality of the headphones particularly when compared with those supplied with MP3 players. The extra details such as the ability to demonstrate noise cancelling technology and being able to test with different music genres impressed the judges and it was thought to be an excellent execution of the brief."

Telecommunications & Computers

Head Judge For The Category

Joanna Austin, Shopper Marketing Manager - Colgate Palmolive (UK) Ltd

Category Sponsor

Marketing Association Alliance

The Marketing Association Alliance is a partnership between a number of key marketing associations, committed to working together, sharing best practice and promoting the value of our media disciplines within the overall marketing mix.

Members include the BPMA (British Promotional Merchandise Association), DMA (The Direct Marketing Association), ISP (Institute of Sales Promotion), POPAI (Point of Purchase Advertising International), IPIA (Independent Print Industries Association) and The VA (Voucher Association).

Launched at the Promotional Marketing Exhibition 2008, the association is planning a number of events in 2009 to bring individual association members together; raise awareness levels of our various media and how they can be integrated to the benefit of the overall campaign.

For more information and links to all of the member trade associations, please visit www.themaa.net





GOLD

SONY HD BLU RAY
for
SONY UK

by **Kesslers international**

Judges' comments:

"Manufactured with the environment in mind the unit still managed to deliver a fantastic use of tower design with moving colours and lights - a great use of LED illumination for an in-store environment.

Eye-catching, easily updated with equally flexible plinths, the unit met all marketing objectives."



SILVER

MICROSOFT KEYBOARD AND
MOUSE DISPLAY
for
MICROSOFT LTD

by **arken P-O-P Ltd**

Judges' comments:

"The clear, space efficient design with good use of materials enabled marketing objectives to be achieved. Being able to 'play' with the product appears to have really driven sales with strong category uplifts."

BRONZE

NOKIA INTERACTIVE UNIT
for
NOKIA

by **Sector Design**



Cosmetics - Temporary Display

Head Judge For The Category

Liz Bean, Merchandising and Events Manager - Hasbro

Category Sponsor

Momentum

We understand what it takes to deliver winning POP, because we know retail.

We understand what makes shoppers tick.

We understand what keeps retailers up at night.

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We are Momentum.

momentum*m*

• • • • •



GOLD

COTY XMAS 2007 COLLECTION
for
COTY

by **Pointer (part of the bezier Group)**

Judges' comments:

"The main objective of this display was promotional driven, to drive gift with purchase and sales. The unit was able to attract shopper's attention from different angles through the clever use of design. The display was highly impactful, the promotional mechanic instantly clear. Visually, the use of silver and red colours provides not only the appearance of a premium offering but also creates a striking contrast for the display."

SILVER

GLAM EYES GLOBAL LAUNCH
for
COTY

by **Pointer (part of the bezier Group)**

Judges' comments:

"I felt this entry cleverly reflected the above the line communication part of this major NPD launch. In these days of clear floor policies the unit skilfully takes this into consideration whilst not compromising on stock holding. Visual 'stoppers' have been used to create impact in store and gain shoppers attention, something which can easily be overlooked!"



BRONZE

GOSH COSMETICS
for
SUPERDRUG

by **Line Packaging and Display**



Cosmetics - Permanent Display

Head Judge For The Category

Liz Bean, Merchandising and Events Manager - Hasbro

Category Sponsor

Amari Plastics

AMARI PLASTICS Plc, the UK's exclusive distributor of **PLEXIGLAS®** acrylic sheet and THE major supplier of plastics and associated products to the POP/POS industry for more than 30 years, is proud to sponsor the awards for both "Cosmetics (Permanent)" and "Travel, Automotive, Leisure & Entertainments" at this year's POPAI Awards.

As the UK's largest national plastics distributor with 30 stocking locations, Amari is ideally placed to supply the widest range of branded products and services. Our advisory service will help specifiers and designers identify the most suitable product to meet their customers' criteria; recyclable, long lasting, free standing, exterior; interior, etc.

A selection of our products includes; **PLEXIGLAS GS®** and **PLEXIGLAS XT®** cast and extruded acrylic, **MAKROLON®** and **MARLON** polycarbonate; **EX-Cel PVC**; **VIVAK®** and **AXPET®** polyester; **Reynobond®** aluminium composite panel; LED and high voltage lighting systems; Alcan's Forex, Kapa-board, and Foam-X; MACtac marking films, and a comprehensive range of digital print substrates and consumables.

For further information contact your local branch, visit www.amariplastics.com or call our head office on Tel: 01932 835000, Fax: 01932 835001, Email ho@amariplastics.com





GOLD

LANCÔME MASCARA TOWER
for
L'OREAL (LANCÔME)

by **PPE Ltd**

Judges' comments:

"This was a clear winner. It communicated the brand values of the Lancôme brand whilst being practical, easy to shop as well as taking into consideration space in-store. Aesthetically the unit clearly communicated differentiation through product layout and the overall design. Thought was given to the simple yet striking arrangement of the unit thus encouraging impulse purchase delivering an impressive increase in sales! An excellent display!"



SILVER

NEW YORK COLOUR COSMETIC
UPDATE PROJECT
for
DEL LABORATORIES LTD

by **arken P-O-P Ltd**

Judges' comments:

"This display was designed to be functional whilst encouraging consumers to browse. An effective solution to market was of paramount importance so a facility to refresh units with minimal disruption and cost was also essential. All these requirements were delivered.

The promotional mechanic was very clear with the offer communicated at eye level in the middle of the display. The NYC brand has a considerable product range but the unit was designed to enable the stand to remain clean and tidy in appearance while still allowing customers to test the range."

BRONZE

SUPERDRUG HATCH II - MAX
FACTOR
for
PROCTER & GAMBLE

by **Pointer (part of the bezier Group)**



Hair Products & Fragrances - Men & Women

Head Judge For The Category

John Leventhall, Space Planning Manager - Woolworths

Category Sponsor

arken P-O-P Ltd

arken is the market leader in the design and manufacture of award winning P-O-P and graphic display products.

Their offering is two fold, firstly providing off the shelf and customised graphic display products such as light boxes, poster cases, free standing signs etc.

Secondly arken provide a full service bespoke design and manufacturing facility creating highly innovative P-O-P display and merchandising solutions, tailor made to customer's individual needs.

arken have won numerous awards for their highly effective display solutions. Having created displays for various well known brands in sectors such as consumer electronics, cosmetics, tobacco, jewellery and automotive, their experience and knowledge from concept through to installation is vast.



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GOLD

CACHAREL MOTHER'S DAY FSDU
for
L'OREAL (LUXURY PRODUCTS)

by **PPE Ltd/Lick Creative**

Judges' comments:

"Stunning and original design creates impact and interest at distance and close-up without blocking sightlines around it.

Will happily stand in a variety of store locations offering flexible placement at a modest cost.

Does what it set out to do with excellence!"

SILVER

ARMANI DIAMONDS
for
ARMANI DIAMONDS

by **Kesslers International**

Judges' comments:

"Quality materials and print image co-operate in a dynamic, shiny presence to attract customers to see what's on offer:

Neat way of making the product tester stand out by an identical but enlarged image behind the tester plinth.

Accomplished synthesis of well-tried elements!"



BRONZE

HEAD & SHOULDERS IN-STORE
SEMI-PERMANENT DISPLAY
for
PROCTER & GAMBLE
INTERNATIONAL OPERATIONS SA

by **Saatchi & Saatchi X & Barrows**



Skincare, Health & Beauty - Permanent Display

Head Judge For The Category

David Hall, UK Merchandising Manager - Gallaher Limited (JTI)

Category Sponsor

Quinn Plastics

Quinn Plastics has been built up over 30 years through a series of acquisitions and developments.

As a division of the Quinn Group it has followed the group philosophy of 'Strength through Diversity' by establishing itself as a market leader in plastic sheet extrusion.

Quinn Plastic's strength is our range, from the established products such as acrylics and polystyrene to the more complex engineering polymers such as polycarbonate and the new ABS and ABS PMMA variants all add up to make us one of the largest independent extruders of thermoplastic semi manufactured sheet in Europe, truly an excellent choice for any partner; our range includes:

- Quinn XT
- Quinn HI-XT
- Quinn CAST
- Quinn PC
- Quinn SPC
- Quinn PS
- Quinn SAN
- Quinn PETG
- Quinn HIPS
- Quinn ABS

Quinn Plastics works with customers to find new ways to present and enhance POP/POS displays by using our unique product range and knowledge of materials to offer the most cost effective choice of sheet.

QUINN*plastics*



Because whatever you do we're there too.

QUINN-*plastics* works with customers to find new ways to present and enhance P-o-P displays, by using our unique product range and knowledge of materials to offer the most cost effective choice of sheet.

Whether you are looking for economical clear Polystyrene through to virtually unbreakable Polycarbonate, you can be sure that QUINN-*plastics* will have a sheet material that looks good and will meet your specification. In keeping with our strategy of strength through diversity, QUINN Acrylic is naturally available in both Cast and Extruded formats - giving you the widest possible choice of material selection. QUINN-*plastics* also offer SAN, PETG and HIPS sheet.

Key Benefits...

Extensive range of stock held in the UK,
Experienced national sales team,
Factory led technical support available,
Comprehensive national distribution partners,
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QUINN PC, QUINN SPC, QUINN SAN, QUINN HIPS,
QUINN ABS, QUINN PS, QUINN HI XT

**For more information just call
01773 838 400**



www.quinn-plastics.com



SILVER

LYNX PERMANENT FIXTURE
for
UNILEVER

by **Pointer (part of the bezier Group)**

Judges' comments:

"The recognisable Lynx brand was prominent with this execution. It is a very striking solution that kept with the brand proposition in a highly competitive market-place. The use of materials was excellent and showed an overall awareness of the manufacturing process."



BRONZE

ROYAL JELLY
for
MARKS AND SPENCER PLC

by **Pure Point of Purchase Ltd**

Skincare, Health & Beauty - Temporary Display

Head Judge For The Category

Simon Rowe, Retail Development Controller - Twentieth Century Fox Home Entertainment

Category Sponsor

Robert Horne Group

Robert Horne Group are the market leading UK provider of sign, screen and digital products.

We pride ourselves on our extensive product and market know-how and our objective is to share this with our customers at every opportunity. We have proven partnerships and are an active member of several key trade and market associations, including POPAI. As part of PaperlinX, the largest global paper, board and plastics merchanting group, we offer the chance to benefit from worldwide resources, including product sourcing and market information.

Our vast selection of products means we are the only UK supplier to have a complete range of sign, screen and digital products for any graphic display application. We understand changing market dynamics and the impact of new and emerging technologies as well as the increased focus environmentally friendly products.

We continually review our portfolio to meet these changing customer needs.





GOLD

GILLETTE FUSION STEALTH
for
PROCTER & GAMBLE

by **Line Packaging and Display**

Judges' comments:

"An all bar perfect example of what can be achieved in terms of real standout using standard materials. Simple but effective, the appealing curvature of the Gillette display enforced brand significance within the category and helped to ensure a prominent and contemporary presence in-store. The high compliance rate was impressive."



SILVER

NIVEA OXYGEN LAUNCH
for
BEIERSDORF

by **Pointer (part of the bezier Group)**

Judges' comments:

"A subtle albeit effective P-O-P solution with good use of materials to replicate oxygen bubbles. By association, the innovative nature of the showcase lends itself to the required emphasis of the brand in-store. With excellent brand projection, marketing objectives were achieved with a sales sheet showing a 295% uplift. Very impressive!"

BRONZE

VICKS BIG BANG
for
PROCTER & GAMBLE UK

by **Line Packaging and Display**



Stationery, Office Supplies, Financial and other Services

Head Judge For The Category

Jonathan Fulwell, Purchasing Manager POS & Design - L'Oreal

Category Sponsor

TNT Fulfilment Services

The complete fulfilment solution.

TNT Fulfilment Services has over 19 years' experience in providing specialist management services for the distribution of merchandising, point of sale and promotional material.

Our services include bespoke fulfilment solutions, stock management, pick and pack, collation and consolidation, storage and call-off, and distribution.

Whether you need us to collect from multiple suppliers, pick, pack and distribute your goods or manage the print logistics and delivery of your items, we have the expertise to help you.

We offer complete flexibility, allowing you to mix and match any of our fulfilment services to suit your needs.

Our national distribution network will ensure that you can rely on TNT to deliver on time, every time. For urgent, unscheduled deliveries you have the added reassurance of using our same day services.

Whatever your requirements, large or small, we have the people, the resources and the network to handle it.





SILVER

MAPLIN BATTERY DISPLAY
for
MAPLIN ELECTRONICS LTD

by **arken P-O-P Ltd**

Judges' comments:

"With a return on investment in just four months and a sales increase of 118% over the Christmas period, this flat-pack display with flexible graphic "wraps" was quick and easy to assemble.

Initially an own-label unit, the adaptability and the ease with which graphics could be changed allowed for brand specific promotions and thus increased the longevity of the display."

Installation

Head Judge For The Category

Jonathan Fulwell, Purchasing Manager POS & Design - L'Oreal

Category Sponsor

Cream PR

In today's competitive world, a strong voice and a trusted reputation are essential drivers for business success.

We are passionate about retail. Cream is a specialist public relations consultancy. Experienced PR professionals, we are committed to promoting excellence within the marketing at retail industry.

Our PR experience and retail knowledge have established us as an indispensable part of our clients' long-term marketing strategies. We create memorable campaigns that provide both positive media exposure for our clients and make a difference where it matters most – to their bottom-line.

Cream has a proven track record for delivering smart, inspired and results-focused communications solutions that will change the way your audience think, feel and behave, ensuring your company never gets left on the shelf.



Promoting excellence
within the industry

cream

PR specialists for the marketing at retail industry

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UK & IRELAND
AWARDS.08

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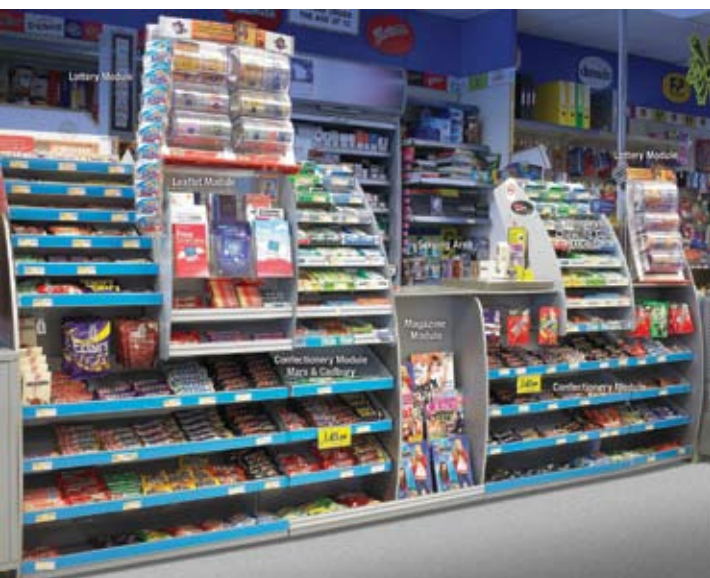
GOLD

MORRISONS EVENING SNACKING
for
PEPSICO UK LTD

by **CJ Services Ltd**

Judges' comments:

"A return on investment after 51 weeks and a value sales increase of 18%, for Morrisons this was a ground breaking project in terms of complexity, size and deliverables. The 375 store Evening Snacking enhancement programme was accomplished over three phases: 1) survey; 2) de-installation and re-location of existing theatre; 3) installation of new theatre with an overall success rate of 97%."



SILVER

MARTIN MCCOLLS
for
MARTIN MCCOLLS

by **CJ Services Ltd**

Judges' comments:

"A complex programme undertaken to install new confectionery counters in 1300 Martin McColl stores. A very detailed 5 week survey programme was followed by a 10-store trial before the programme was rolled out over a six month period. With the use of handheld PDAs for data transmission and the resultant large amount of data accumulated, the project was completed ahead of schedule with a further roll out into 70 newly acquired Smile stores."

BRONZE

SUPERDRUG BEAUTY MAX 07
INSTALLATION PROGRAM
for
A.S WATSON (HEALTH & BEAUTY UK)

by **Diam UK**



Retail Digital Network

Head Judge For The Category

Doug Glenwright, Marketing Manager Customer Experience - TUI Travel Plc

Category Sponsor

Scala Broadcast Media

Scala has become the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks. Scala has developed the first unified platform for advertising management of both traditional and digital signage networks. The company's solutions are used for diverse applications such as retail advertising/branding networks, corporate communications (employee TV), digital menu boards, digital posters, outdoor advertising, interactive kiosks, etc. Scala pioneered the digital signage industry and today drives over 200,000 screens worldwide; more screens than all competitors combined.

The company's Retail digital signage customers include **IKEA, Tesco, Burger King, Sainsbury's Local, One Stop, T-Mobile, Virgin MegaStore, David Lloyd, EuroDisney, McDonalds, BP, and many more.** Advertising management customers include **CBS Outdoor, Clear Channel Outdoor, Magic Media, Reagan, Adams Outdoor Advertising, among others.** Scala has offices in the USA, UK, Netherlands, France, Canada, Norway and Japan; and also over 450 partners in more than 60 countries.

Take advantage of a 'free of charge' Digital Media in retail consultation now by calling **0845 130 6032** to reserve your appointment.



Connect your message with your audience

InfoChannel5

POWERED BY SCALA

Scala's InfoChannel5 software releases your designers creativity – and gives you absolute control over content delivery.

It's no accident leading UK retailers and supermarket chains choose Scala to drive their digital signage networks.

It's proven, and it works.

Over 70,000 licenses globally, and a network of software engineers and technology partners providing solutions and support for even the most demanding applications, makes choosing Scala the sound choice.

To find out more about **InfoChannel5** and download a fully working demo of **InfoChannel Designer**, visit **www.scala.com**

Or call **Scala UK** on the number below.

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GOLD

UPLIFTING SPORTS FOOTWEAR for STADIUM (SWEDEN)

by **PODO Technology**

Judges' comments:

"Stadium has delivered a fantastic digital network – helping analyse customer requirements and helping customers make informed purchase decisions. The system combines biometric footpads and touch screen kiosks which work together to narrow shoe choices, make recommendations and encouraging purchase, whilst also providing advertising when the system is inactive. The system has been seen to increase sales and minimise customer returns. It also helps improve staff knowledge and is currently being rolled out to over 100 Stadium stores.

This innovative entry impressed judges with how the systems work together to produce a solution of real benefit for customers and staff which is already delivering significant value to the business."



SILVER

DECISIONVISION for POINT FOUR DECISIONVISION

by **Point Four DecisionVision**

Judges' comments:

"DecisionVision has developed an on shelf digital network across 2,000+ screens in convenience stores, newsagents, off licenses and petrol forecourts. What makes this entry stand out is the size of the network (which is currently expanding to 3,000 screens), the affordability of the solution for cost-conscious businesses and the results these screens are delivering.

The screens cut through the visual clutter in their environment with use of sound, colour and animation. DecisionVision understand their market and customers and are demonstrating how their screens can deliver value for merchants and advertisers alike."

Retail Digital Content

Head Judge For The Category

Doug Glenwright, Marketing Manager Customer Experience - TUI Travel Plc

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GOLD

THE TECH GUYS IN-STORE
RE-LAUNCH
for
DIXONS STORES GROUP

by **Realisation Marketing Services**

Judges' comments:

"Dixon's has taken the Tech Guys brand identity and brought it to life in the retail environment in a clear and engaging way. Content has been tailored to different zones in-store, simultaneously entertaining customers and demystifying the Tech Guys services. The content has delivered strong sales results and has now been rolled out to all PC World, Currys and Currys.digital stores as well as being converted for use on the Tech Guys website."

This was a very strong entry which impressed the judges in the digital content category demonstrating how clever use of screens can be visually impressive, engaging and deliver strong results."

SILVER

CARPHONE WAREHOUSE
MULTIMEDIA BAR
for
NOKIA

by **Rivet Global**



Judges' comments:

"Carphone Warehouse delivered smart, multi-functional content to attract passing customers and encourage them to interact with Nokia N-Series handsets. The content worked on a number of levels attracting customers from afar; engaging them with rich content up-close demonstrating the multimedia benefits and importantly getting customers to interact with the handset itself. The content also helped staff as a sales tool to conduct demonstrations."

Mobile phone shops have a significant amount of point of sale materials and the Multimedia Bar cut through the clutter and impressed the judges with creative use of screens placement and content to help the customer drill down into the functionality of the phones and ultimately increase sales."

Innovation

Head Judge For The Category

Robert Johnson, Retail Development Manager - Dyson

Category Sponsor

Perspex Distribution

Perspex Distribution was incorporated in 2003 as a wholly owned subsidiary of Lucite International, manufacturers of **Perspex®** in the UK. With an early remit to offer greater choice and increased accessibility to the **Perspex®** range, the company has grown from a single branch to three regional distribution centres.

With the addition of complementary products to the range, Perspex Distribution now provide unique access to the principal plastic products for the point of purchase and advertising industries. With a comprehensive stock-holding in many colours and finishes, combined with unrestricted access to production, Perspex Distribution can deliver material for any application when it is required.

Based in the north, midlands and south, our distribution facilities are equipped with their own fleet of vehicles, the latest conversion facilities and a friendly, well-informed team with many years of experience. As a company with its own hard-earned reputation for delivering innovative products, Perspex Distribution are proud to sponsor the POPAI awards, 2008.

PERSPEX

Distribution Ltd



GOLD

WALKERS BRIT TRIP DISPLAY
for
XEROX GLOBAL SERVICES

by **Kolorcraft Ltd**

Judges' comments:

"The Walkers Brit Trip Display brings excellent stand-out and theatre to an in-store location which is normally flat and uninspiring.

It is a reminder that innovation is not just about the use of the latest technologies and materials but is also about delivering new types of execution in previously neglected areas."

Best of Ireland

Category Sponsor

Quinn Plastics

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QUINN *plastics*



GOLD

ROWNTREES 25% FRUIT FSDU
for
NESTLE IRELAND

by **Print and Display**

Judges' comments:

"An innovative display which instantly characterises its' significant product holding. With strong branding and excellent use of colours, good standout was achieved with a flexible execution in-store that would ensure good compliance. Flexible for multi-site location, easy shopability and very eye-catching."

SILVER

NATURE IS CLOSER THAN YOU
THINK - 7UP
for
BRITVIC IRELAND

by **Marksell/The Printed Image**



Judges' comments:

"A simple display done very well. The fact that it's not over-complicated could help to ensure its positioning. The cardboard items are easy to work with and the print finish looks particularly appealing. The floor graphics add impact and weight to the overall display design. 29% uplift on the same week the year before."

Display of The Year

Category Sponsor

Momentum

We understand what it takes to deliver winning POP, because we know retail.

We understand what makes shoppers tick.

We understand what keeps retailers up at night.

We know that the power of any marketing campaign only works if the message stays in the consumer's mind until they have the product in their hands.

We identify where the shopper 'opts out' from buying a brand, then reverse engineer 'opt in' solutions which radiate out from the shelf, across all consumer touch-points, in and out of store.

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We are Momentum.



**TO TURN YOUR BUSINESS
INTO A WINNER,
TURN TO THE BACK COVER...**



GOLD

LANCÔME MASCARA TOWER
for
L'OREAL (LANCÔME)

by **PPE Ltd**

Judges' comments:

"This was a clear winner. It communicated the brand values of the Lancôme brand whilst being practical, easy to shop as well as taking into consideration space in-store. Aesthetically the unit clearly communicated differentiation through product layout and the overall design. Thought was given to the simple yet striking arrangement of the unit thus encouraging impulse purchase delivering an impressive increase in sales! An excellent display!"



SILVER

OUTDOOR ROOF TILE DISPLAY
for
MARLEY ETERNIT LTD

by **HRG (UK) Ltd**

Judges' comments:

"A really difficult environment to communicate with shoppers, i.e. outdoors, where the product is usually contained within pallets under shrink-wrap - one of the worst possible retail environments to really engage the shopper! Great visibility of the range and information provided a durable unit to last outside."



BRONZE

SONY HD BLU RAY
for
SONY UK

by **Kesslers international**

POPAI Student Design Award & NJM Trophy

Walkers Snacks Ltd are pleased to be sponsoring the POPAI Student Design Awards 2008.

It is always important to go to market with new and innovative displays, and in an ever demanding retail environment that brief has become harder to hit. We take our merchandising and display solutions very seriously as they are the final point of interaction with the shopper before purchase. We consider the needs of our brands, our customers, our consumers and lately, the environment.

It was clear that the entrants into the POPAI Student Design Awards had considered all of these elements and submitted well structured proposals with innovative design ideas.



The POPAI Student Design Awards recognise excellence in design for retail display, as submitted by design students in the UK & Ireland.

The 2008 Awards sees some major developments with the introduction of a dedicated website (www.popaistudent.co.uk) and an enhanced prize with winners taking a share of the £2,500 prize pot and being placed for interview at a P-O-P producer; this year's kind provider of the opportunity being arken p-o-p ltd.

As ever, students also compete for the NJM Trophy in memory of former POPAI Vice Chairman, Nigel Johnston-Maude who tragically lost his fight against cancer in 2003 and was deeply committed to the development of our industry.

The 2008 Awards was sponsored by PepsiCo and the brief was:

"To design an in-store merchandising unit that is 'iconic'."



"Take inspiration from the Walkers brand, products, shapes & forms. The concept should become a new instantly recognisable display to consumers. Something to rival competitor brand presence in-store e.g. Coke bottle is an instantly recognisable icon. You need to create a display that will become the next icon in-store for Walkers."



GOLD

KEVIN JONES
from
SWANSEA METROPOLITAN
UNIVERSITY

Judges' comments:

"This unit is a modern and unique way of displaying crisps and snacks. The entrant has thought about materials and lifespan and has focused on keeping the product displayed in a neat and tidy fashion and avoiding out of date stock."

Intelligence
+
Strategy
+
Innovation
+
Design

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LOOKING AT STUFF FROM

* LAUNCHES, PROMOTIONS & EVENTS

* POINT OF SALE

* PERMANENT SHOPFITS

* PACKAGING

* PRINT ON ALL TYPES OF MEDIA

* INSTORE MERCHANDISING

* CORPORATE COMMUNICATION & BRANDING

A DIFFERENT ANGLE



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Thank you to those taking part in the
POP AI Awards 2008
&
Congratulations to all the winners



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QUINN *plastics*

H Robert Horne Group

SCALA
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simpson
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brand innovation partners

TNT



WE HELP OUR CLIENTS WIN BIG EVERY DAY

Momentum's innovative retail marketing services help businesses succeed, not just yearly, but daily.

Whether you're looking to understand shopper behaviour, create impactful POP or need problem-free installation and merchandising, our 30 years of experience mean we can deliver solutions that help you deliver above target.

So, to win the hearts and minds of your customers and get your brand in their hand, call Momentum today on 0161 486 7878, e-mail us at sales@momentum-uk.com or visit our website www.momentumwww.com/instore

Momentum would like to congratulate all of the 2008 POPAI Awards winners.

momentum

