

POP AI

UK & IRELAND

AWARDS.10

POP AI AWARDS BOOK 2010

THE AWARDS FOR THE P-O-P INDUSTRY



CORPORATE SPONSOR

momentum

POP **PAI** AIMS & OBJECTIVES

WHAT IS POPAI?

Point-of-Purchase Advertising International (POPAI) is the only global, not-for-profit trade association exclusively dedicated to serving the interests of all those involved in retail marketing. POPAI has 20 national offices covering 45 countries and more than 1,700 members worldwide.

The organisation works to establish and maintain excellence in all aspects of retail marketing communications, raise standards of business practices and provide its membership with information to ensure its continued position as a vital part of the marketing mix.

POPAI conducts research and organises conferences, seminars and educational programmes to benefit its members who include P-O-P designers, manufacturers and suppliers, brands, retailers, agencies, suppliers of digital screen and audio and those working in educational sectors.

OUR AIMS AND OBJECTIVES:

- To promote the importance of P-O-P advertising in the total marketing mix
- To improve levels of education in the industry
- To develop and encourage high standards of practice
- To represent industry views
- To promote a better understanding of the medium
- To provide an opportunity to exchange ideas and experiences
- To conduct research for more effective strategy

FOR MORE INFORMATION GO TO WWW.POPAI.CO.UK

PROMOTING RETAIL MARKETING

The POPAI Awards Book 2010

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Introduction to The POPAI Awards Book 2010

Welcome to the POPAI Awards 2010 Book of Winners.

This is the fourth year that POPAI has organised the retail marketing industry's highly successful Awards competition. It is a year that has seen a record number of entering companies and, perhaps not surprisingly, a record number of entries. It should also be mentioned that from both a POPAI perspective and from feedback given by this year's judges, the standard of entries overall has been particularly high.

2010 has seen a few changes in the line-up of categories in an attempt to reflect a broader range of the work being carried out. The Short Run & Flagship (under 50 units) category has proven particularly popular. POPAI has also been determined to include and increasingly profile categories, in recognition of the growing and essential impact of both environmental best practice and digital media in retail.

The judging of the Awards is always a challenge, never more so than this year. POPAI would like to thank all of the judges for their supreme commitment, time and effort throughout the judging process.

Finally, POPAI would like to thank all the sponsors for their generous support of the POPAI Awards 2010. Without their vital contribution, it would not be possible to stage the competition.

Congratulations to all the winners!

All winning entries may be viewed online at www.popai.co.uk/awards

CORPORATE SPONSOR

POPAI UK & Ireland would like to thank Momentum for their corporate sponsorship of the POPAI Awards 2010



CORPORATE SPONSOR

momentum

JUDGES

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

Barry James, Global Brand Environment Manager – Alliance Boots



Jocasta Kelsey, Marketing Manager – Carte Blanche Greetings Ltd



Ewan Pinder, General Manager - Merchandising and Store Development – Comet Group Plc



Rob Johnson, Retail Development Manager – Dyson Ltd



Louise Williams, Shopper Marketing Manager – GlaxoSmithKline Consumer Healthcare UK



Jake Kirkham, Head of Retail Marketing - Halifax



Martel Lawson, Category Display Manager – McCormick Foods



Matthew Gaunt, Head of Marketing Communications – Musgrave Retail Partners GB



Kelly Grainger, Merchandising Manager – PepsiCo UK & Ireland



Jo Ladbroke, Former In-Store Communications Manager – Procter & Gamble UK



Doug Glenwright, Customer Experience Manager, Distribution – TUI Travel Plc



Nick Widdowson, Merchandising Manager – Unilever UK Ltd



SPONSORS

POPAI UK & Ireland would like to thank the following sponsors for their support



Kesslers
International Ltd



PERSPEX
Distribution Ltd



Music Provider



Retail Marketing & In-Store Communications Conference

Thursday 27th January 2011 9.00am-4.00pm London

POP AI's first event of 2011 promises to be their most exciting annual conference for several years.

Always popular with industry professionals keen to learn from seasoned experts in the retail marketing field, this event will provide much sought-after insider knowledge and latest insight by some of the most successful brands and retailers.

Highlights will include 'Retailing Trends Across Europe' and the 'Long Term Effectiveness of P-O-P'

Confirmed speakers



£195 for members £295 for non-members

Discretionary discounts on multiple bookings

Further speakers to be announced very soon. For the latest information about this event, go to www.popai.co.uk/events

PROMOTING RETAIL MARKETING

UK & Ireland Office Highfields Farm, Huncote Rd, Stoney Stanton, Leicestershire LE9 4DJ T: +44 (0)1455 271 856 F: +44 (0)1455 273 918 E: info@popai.co.uk

www.popai.co.uk/awards

PLAYING TO THE P-O-P BEAT

Imagesound are proud to be part of the 2010 POP AI 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.

IMAGESOUND

IMAGESOUND.CO.UK

YOUR IMAGE, OUR BUSINESS

POP AI WORKING GROUP SUMMARY

With a small team of staff, POPAI is able to deliver a huge range of events, research studies, guides and industry initiatives through its many volunteer working groups.

Comprised entirely of members, getting involved in these groups is a great way to steer the work of POPAI and shape the P-O-P industry.

Digital Media in Retail

As digital media continues to be a growing communication channel in the in-store tool box, the group works to educate retailers, brands, agencies, end-users and non-users about the effectiveness of DMiR from a solution-based perspective.

It also provides DMiR practitioners with independent, credible, validated industry information and provides a platform for the industry to promote itself.

Ireland

A group of professionals from all over the Irish market with a common goal - to represent the interests of POPAI members across Ireland, provide services specific to them and offer information from the wider world of POPAI and the in-store industry.

By delivering quality events and services and producing relevant, up-to-the-minute intelligence for the Irish P-O-P market, the working groups aims are to raise awareness of POPAI and P-O-P, to attract, maintain and motivate the membership and to educate the membership in the best practices of P-O-P.

Research

The role of this group is to combine the group members' extensive knowledge and experience of research with the needs of both the POPAI membership and the marketing at retail industry.

Insight and practical knowledge of the effectiveness of in-store are always highlighted in any research conducted by POPAI as being one of the leading benefits of membership. The group also develops the research needs of the other working groups within the organisation.

Retail and Brand Forum

The Retail & Brand Forum (RBF) is the only collective community made up of like-minded individuals from retailers and brands dedicated to identifying and tackling the issues that matter. The forum provides a unique opportunity for retailers and brands to raise, prioritise and resolve shared issues that impact on in-store success by:

Identifying and challenging key obstacles to achieving excellence in retail/brand delivery in-store; delivering local and global P-O-P best practice to the forum and mobilising it to tackle key issues; promoting greater knowledge sharing, evaluating and communicating the commercial benefits of P-O-P activity and influencing effective collaboration, development and implementation

As well as providing inspiration and thought-provoking perspectives from peers across all sectors of retail, the RBF has also been the catalyst behind several key industry initiatives including the Green Project.

Education

POPAI is committed to providing first class education, training and personal development opportunities to the retail marketing industry. Including a P-O-P textbook, online course and Student Design Awards competition.

Professional Policies & Standards

This area is crucial to the development of the P-O-P industry. The working group aim to provide members with policies and guidelines to encourage the highest standards of professional conduct. The continued development of standards of practice within our industry can only be carried out with the input of this groups members.

The group is responsible for the implementation of the current POPAI Standards of Practice as well as other industry standards and guides all of which are available to download in the Market Intelligence library.

Technical

The group provides a valuable resource to members regarding all aspects of design and manufacture within the industry along with expert advice on the latest materials and innovations. Made up of experts from across the industry, the group can advise on many areas including:

- Plastic fabrication
- Vacuum forming
- Screen printing
- Timber
- Paper and board
- Electrical
- Plastic sheets
- Screen, lithographic & digital print
- Metalwork and shelving
- Injection moulding

Recent events have included a print seminar, innovations conference and a plastics and lighting seminar. Numerous best practice guides, case studies and product presentations are available free to members in our online Market Intelligence library.

To get involved with any of the working groups, contact the POPAI office

PROMOTING RETAIL MARKETING



No.1 Does it Better... Again!

Nominated for another 4 POPAI awards in 2010:

POPAI AWARDS 10
NOMINATED



Kellogg's 'Perfect Fixture'
Grocery & General Merchandise -
Permanent Display

POPAI AWARDS 10
NOMINATED



Schwartz Spice Stand
Grocery & General Merchandise -
Permanent Display

POPAI AWARDS 10
NOMINATED



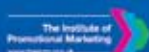
Redland Counter Display
Home and Garden and Tobacco

POPAI AWARDS 10
NOMINATED



Waterstones Adjustable Shelf Display
Fashion, Personal Products
& Accessories

Contact our client services team on **01604 609150** or enquiries@hrg.co.uk or visit us at www.hrg.co.uk



Point of Purchase | Retail Interiors | Sales Promotion | Sampling & Events | Packaging | Brand & Corporate Literature | Digital Media | Web to Print

When it comes to in-store
marketing we're your

perfect partner

If you want **100% success**
from your in-store marketing
campaigns, with guaranteed
POS presence and field
marketing expertise, you
won't find a better match
than CJ Services.



Our services:

- POP installation
- Merchandising solutions
- POS Implementation
- Retail audits
- Field sales
- Data analysis and real time reporting
- Nationwide coverage



Services

Bringing brands and
consumers together

Call Sian on 0800 009 4189
email sales@cjservices.co.uk
or visit www.cjservices.co.uk

Travel, Leisure & Automotive

Head Judge for the Category

Louise Williams, Shopper Marketing Manager – GlaxoSmithKline Consumer Healthcare UK

Category Sponsor

Momentum

The stakes are high in the retail world – but Momentum puts the odds in your favour.

Momentum Instore is a leading retail marketing agency that creates go-to-retail solutions for brands and retailers across the disciplines of display installation, merchandising and field marketing. For over 35 years, our cost-effective teams have solved problems in every retail environment from beauty to banking.

So relax: our retail ready solutions will get your campaign into stores on time, every time.

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

To move your business forward contact Tim Ellis on 07957 175 406 or tim.ellis@momentumwww.com

www.momentumwww.com/instore

momentum*m*



GOLD

THE NATIONAL LOTTERY PLAYSTATION for CAMELOT GROUP PLC

by **Checkland Kindleysides**

Judges' comments:

"This fun, eye-catching design has great stand out in-store and totally hits the brief.

Its flexible design ticks all the boxes for the brand, retailer and shopper alike. With the same footprint they have integrated so much more into this unit than the previous model and with a 20% cost saving that's no mean feat. This was the clear winner for the category on many levels."



SILVER

LOGITECH HARMONY DISPLAY for LOGITECH EUROPE SA

by **arken**

Judges' comments:

"This interactive and educational unit effectively enables shoppers to make an informed decision at point of purchase.

The incorporated screen is a great eye-catching way to interrupt and draw in shoppers. Individual graphic panels means the unit can easily be updated therefore lengthening its life in-store which is so important for maximum return on investment. The premium design and materials have taken into account the brand as well as other factors including shrinkage. A well-deserved Silver Award winner."



SILVER

AVATAR for 20TH CENTURY FOX

by **Bezier**

Judges' comments:

"This fantastic unit is unlike any other branded POS I've seen at front of store in a UK grocer.

This unit certainly had great standout in-store achieving the 'wow' factor required for shoppers and pushing the boundaries of retailer guidelines. The design also took into consideration areas such as transportation, time to erect in-store, stockholding and longevity all of which helped it to achieve its 100% compliance rate. This unit has certainly raised the bar for a high standard launch."



BRONZE

NEXT GENERATION MULTIMEDIA DISPLAYS for TAKE ONE MEDIA

by **Kessler International**

Sports, Toys & Accessories

Head Judge for the Category

Kelly Grainger, Merchandising Manager – PepsiCo UK & Ireland

Category Sponsor

RTC

The art of retail activation

At RTC, we're in the business of activating the retail environment - developing intelligent marketing solutions that deliver value to the shopper, brand and retailer and help convert passive shoppers into active buyers.

Retail is a constant challenge, which is why it's our sole focus. We are a global company with a proven track record of retail activation success that spans over 60 years and a client base consisting only of leading international brands and retailers.

Making positive connections with shoppers and developing loyalties that last are crucial but leveraging every retail opportunity to its most profitable level is equally important.

Shoppers consistently reward marketers who develop relevant and engaging experiences that create clarity and value while exceeding shopper needs. And those rewards flow straight to the bottom line.

Our brand of creativity balances research with design, and manufacturing with implementation, to achieve award-winning results for our clients across the globe.

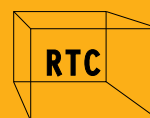
the art of retail activation



At RTC, we're in the business of activating the retail environment - developing intelligent marketing solutions that deliver value to the shopper, brand and retailer and helping convert passive shoppers into active buyers.

Proud sponsors of the 2010 POPAI Awards

RTC Europe Limited Castle Road, Sittingbourne, Kent ME10 3RN, UK
t: +44 1795 412795 e: info@retailactivation.com w: www.retailactivation.com





GOLD

**HALLOWEEN SEASONAL
CAMPAIGN 2009**
for
MATALAN RETAIL LTD

by **Simpson Group**

Judges' comments:

"This is a great example of innovative thinking and using P-O-P to create an in-store atmosphere that brought to life the spirit of Halloween.

The innovation, thought processes and execution in-store made this entry a clear winner. The concept produced such a positive response that the initial order was increased by 280%."

SILVER

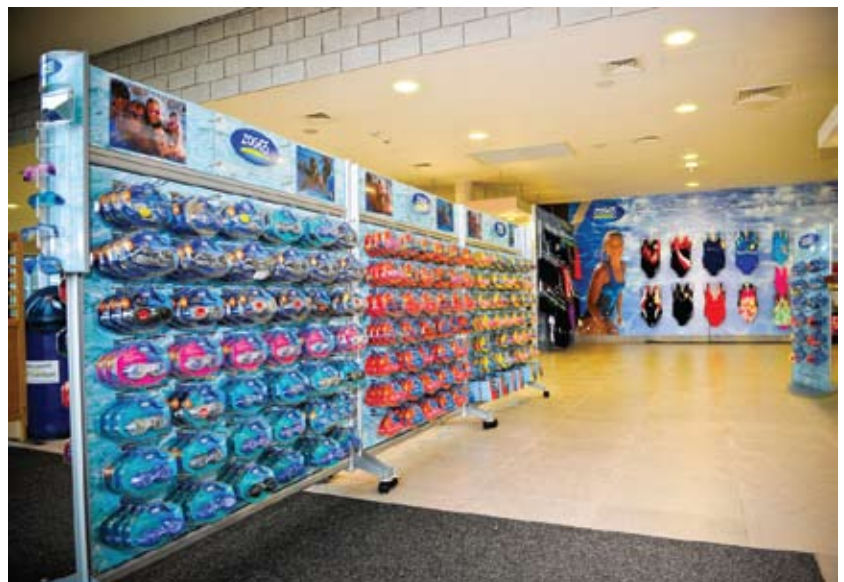
**ZOGGS MERCHANDISING &
DISPLAY FAMILY**
for
ZOGGS UK

by **Kesslers International**

Judges' comments:

"A well-thought out and visually appealing concept. The Zoggs unit provides swimmers with a 'one stop shop' for swimming products.

The Zoggs unit has been devised to suit both retail stores and leisure centres with the facility to display a large range of products where space is at a premium. With an average sales increase of 100% and an additional order of 100 units these figures demonstrate how effective the concept is."



BRONZE

LEGO 4 WAY PALLET
for
LEGO

by **SCA Display UK**



Alcoholic & Soft Drinks

Head Judge for the Category

Martel Lawson, Category Display Manager – McCormick Foods

Category Sponsor

SCA Display

SCA Display creates innovative in-store POS displays that combines visual appeal and cutting edge cardboard engineering to extend the reach of your mainstream marketing to the retail frontline. Our close co-operation with retailers and their rapidly changing needs allows us to respond with design solutions that are perfectly pitched to take advantage of emerging consumer trends and shifting seasonal demand.

Based in the Midlands, our efficient processes allow us to devise, trial, test and produce solutions quickly and efficiently. And get them in front of your customers where it matters most - at the very point of purchase where 75% of buying decisions are made. The key is impact, originality and efficiency. Qualities SCA Display delivers through a portfolio of constantly evolving POS formats that draws on the full scope of our in-house design and production capabilities. All hugely impactful. All highly effective. All delivered on time and on budget.



Look to the experts

SCA Display creates innovative in-store POS display that combines visual appeal and cutting edge cardboard engineering to extend the reach of your mainstream marketing to the retail frontline.

● Display

Kirby House Lynn Lane, Shenstone, Lichfield, Staffordshire United Kingdom WS14 0DZ
Phone: +44 15 43 48 24 82





GOLD

**RED BULL E-SHOTS 3 TIER
MODULAR DISPLAY**
for
RED BULL COMPANY LTD

by **Creative Instore Solutions**

Judges' comments:

"Red Bull wanted a small footprint modular system that would also deliver on the premium brand equity. The result was a superb solution that delivers on the branding and the modularity of the system therefore giving maximum flexibility for gaining and agreeing a location in-store."

The unit not only secured the desirable counter top location but also acted as the main selling point with store managers."

SILVER

HARDY'S BOTTLE FLOOR STAND
for
CONSTELLATION EUROPE

by **CRP Print & Packaging**

Judges' comments:

"An innovative and eye-catching design that, whilst only using a small footprint, is strong enough to hold up to 64 bottles of wine! It can be shopped from both sides (without compromising the integrity of the unit) so is very versatile in terms of locating onto the shop floor. It has also delivered commercially."



BRONZE

COKE CHRISTMAS TRUCK
for
COCA-COLA

by **DS Smith Multigraphics**



Confectionery & Snack Products - Permanent Display

Head Judge for the Category

Barry James, Global Brand Environment Manager – Alliance Boots

Category Sponsor

MJD

At MJD we have 16 years trading experience and 250 years of combined industry knowledge specialising in both temporary / permanent POS display solutions. We use this understanding to collectively tailor a unique solution for your brand aspirations which strives to meet all your marketing expectations within budget!

We continually invest in the latest studio technologies with our design suite facilitating 3D Rhino, Cinema Max 4D and CS5 Adobe software. We also still offer hand drawn concepts with technology playing another key role, replacing the traditional drawing pad and marker pens for a touch sensitive flat screen and stylus.

Our manufacturing capabilities stretch the full breadth of our industry covering all aspects of our clients requirements.

This year we are proud to be one of the main sponsors of the POPAI Awards 2010 and have had 2 award-winning nominations confirmed in both the Cosmetic and Health & Beauty categories.

FREE POS HEALTH CHECK

Do you suffer from:

- Hotspot tension
- Gondola fever
- Side-stack stiffness
- FSDU flu
- BOGOF-itus

Award
winning
design

For fast, effective
point of sale stress relief

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www.mjd-ltd.co.uk



Proud sponsors of POPAI Awards 2010



GOLD

PRINGLES SMALL CAN MAGNETIC UNITS
for
PROCTER & GAMBLE UK

by **PPE Ltd**

Judges' comments:

"A unique and quirky design; eye-catching, easy to implement and space-saving."

The innovative design was created to support impulse purchases of Pringles within the convenience market. The design enabled good in-store recognition, product awareness and increased distribution. The unit contains magnets on both sides for ease of fill, shop-ability for the customer and a specification ideal for location on any metallic surface. Overall results were strong for both increased product distribution and resulting sales uplift."

SILVER

MARS PUSH/FEED CHILLER TRAY
for
MARS CHOCOLATE UK

by **Kesslers International**

Judges' comments:

"A clever, simple yet innovative design with great use of existing in-store space."

This unit was developed to create an additional location in-store to display Mars bars. The effective design enabled a dual sighting of product without taking any additional space in-store. A thoughtful use of materials helped to ensure the trial exceeded expectations with the unit now having been rolled out to 2,000 stockists nationwide."



BRONZE

THORNTONS IMPULSE INITIATIVE
for
THORNTONS PLC

by **Impulse Point of Purchase Ltd**



Confectionery & Snack Products - Temporary Display

Head Judge for the Category

Barry James, Global Brand Environment Manager – Alliance Boots

Category Sponsor

Valley

Valley has been providing award-winning retail marketing solutions for over 120 years..... We may be one of the longest established companies in the field, but Valley has learnt to adapt its offering over the decades and is proud to offer the highest standards of innovation and creativity in the P-O-P industry today.

Valley provides a complete retail marketing service that guarantees your product or brand maximum stand out at the point of purchase. Whether your solution requires Temporary, Semi-Permanent or Permanent P-O-P displays, or full scale Shop in Shop creations, we have the expertise to manage the total programme.

Valley also leads the way in marketing intelligence - analysing and identifying all elements integral to the customer journey including consumer buying habits and shopper/sector segmentation to deliver customer-centric strategies and drive growth for our client's products.

To discover more about Valley please contact us on **+44 (0)1535 272861** or visit **www.thevalleygroup.com**.

As proud sponsors of the POPAI Awards 2010 we hope you enjoy the night.



One happy bunny!

Dan Peake, Creative Director at Valley was delighted to hear the fantastic news that Valley had been nominated twice at the 2010 Awards. "POPAI nominations are a great indication that we get it right at Valley. Original thinking, innovative process and impressive results are recognised and celebrated by our clients and peers alike".

Don't just take our word for it...for award winning retail marketing solutions, contact us **+44 (0)1535 272861** or visit our website **www.thevalleygroup.com**

LG Turntable
Nominated in Telecommunications and Computers category

PMI Geneva Showcase Collection
Nominated in Short Run and Flagship category

valley



GOLD

YORKIE LORRY
for
NESTLE UK

by **SCA Display UK**

Judges' comments:

"An eye-catching and well-presented design unlike anything else on display during the Easter period.

Designed to support the launch of an exclusive Easter egg at Tesco, the retro look provided excellent stand out in-store and consequently raised the profile of both brands during this busy seasonal period. The lorry themed unit pushed the boundaries of what is possible in-store and 'drove' a competitive advantage for the brand/retailer. It also offered great theatre for the customer."



SILVER

EAT NATURAL IMPULSE UNIT
for
EAT NATURAL

by **CRP Print & Packaging**

Judges' comments:

"An uncomplicated design ensured multiple sighting opportunities in-store.

A clever use of design enabled this unit and the carton it arrives in to be cut from one single sheet of material. The unit is easy to assemble and has great stand out in-store. The branding is subtle but strong and the whole display enables great impulse opportunities. This competitively priced unit has had a positive impact on the brand and driven incremental sales."



SILVER

MILKA CHURN
for
KRAFT FOODS UK

by **Line Packaging & Display Ltd**

Judges' comments:

"A quirky, effective, small scale unit with strong branding.

This unit was developed to drive customer awareness of the brand and has a simple design utilising a 'pop-up structure' for ease of storage and implementation. The unit is designed in the shape of a churn ensuring great stand-out on counter with a strong link to the brand key feature. Successfully received by the sales force and retailers with 13,000 units placed."



BRONZE

MCVITIES DUNK UNIT
for
UNITED BISCUITS

by **DS Smith Multigraphics**

Grocery & General Merchandise - Permanent Display

Head Judge for the Category

Ewan Pinder, General Manager - Merchandising and Store Development – Comet Group plc

Category Sponsor

Amari Plastics

Amari Plastics, the UK's leading distributor of plastic sheets, films and shapes to the POP / POS industry is delighted to be associated with the POPAI Awards as one of its leading sponsors.

Amari are a well established company with over 30 years experience in supplying plastics to the industry and having the know how to meet the requirements of our customers – from special colours, thicknesses and shapes of material to next day / same day service on full size and cut to size sheets.

Amari continue to develop specialist products to provide new environmentally friendly and cost effective solutions such as Multiply Digital Plywood for direct printing and fabrication of displays, Seta Parfum acrylic, resistant to chemical attack from perfume POP displays and MACtac floor graphic and wall decorative vinyls.

Whatever your client asks for Amari Plastics has the solution. Call us on 01932 835000 and together we can provide next year's POPAI Awards contenders.

The advertisement is set against a white background with a purple border. At the top left are the logos for Acrycast® (a multi-colored sphere) and Acryglas XT® (a blue sphere with white lines). Below these, the text reads 'Amari Plastics' new acrylics – setting the standard for POP'. To the left, a woman with short dark hair, wearing a black top, is blowing a bubble. Several colorful, iridescent bubbles float around her. On the right, a circular inset shows a man in a dark jacket standing next to a red Amari delivery truck. The truck has 'Amari' and the phone number '0117 9723900' on its side. Below the main text, a paragraph describes the company's global sourcing and local service capabilities. To the right of this text is a purple silhouette of the United Kingdom. At the bottom right, it says 'Brought to you by Amari PLASTICS PLC'. The website 'www.amariplastics.com' is listed at the bottom center.

Acrycast® Acryglas XT®

Amari Plastics' new acrylics – setting the standard for POP

World class acrylic sheets that are just up your street.

Globally sourced by market leader Amari Plastics, Acrycast® and Acryglas XT® acrylics are available for you on a local basis. Ideally located in 14 different locations, Amari Plastics covers the UK utilising local stock, local conversion facilities, our own transport and all supported by local, knowledgeable staff. This structure allows Amari to supply you with what you want, when you need it – in full sheets or cut to size. Give your local Amari Plastics Service Centre a call now.

Acrycast® and Acryglas XT® – freedom to choose.

www.amariplastics.com

Brought to you by
Amari
PLASTICS PLC



GOLD

DURACELL CUBE FSDU
for
PROCTER & GAMBLE UK

by **PPE Ltd**

Judges' comments:

"Produced incredible sales uplift in the stores that received this display unit. It provided a high impact and high density display for key promotional locations at key trading periods."

SILVER

KELLOGG'S "PERFECT FIXTURE"
for
**KELLOGG MARKETING AND
SALES COMPANY (UK) LTD**

by **HRG (UK) Ltd**

Judges' comments:

"This display is a great example of supporting brand standout.

The unit is visually impactful, supports the retailer in driving value and also helps the customer navigate through the brands range. The unit was developed at a low cost thus ROI would have been fairly impressive. An 11% category sales uplift was experienced in a major convenience retailer."



BRONZE

SCHWARTZ SPICE STAND
for
MCCORMICKS PLC

by **HRG (UK) Ltd**



Grocery & General Merchandise - Temporary Display

Head Judge for the Category

Jocasta Kelsey, Marketing Manager – Carte Blanche Greetings Ltd

Category Sponsor

Kesslers International

Kesslers International is Europe's leading specialist designers and manufacturers of Point-of-Purchase displays and merchandising solutions. With over 117 years experience in retail marketing, Kesslers International has developed a wide portfolio of award winning in-store merchandising solutions spanning across a diverse range of industry sectors. Recent collaborations include: Mars Chocolate UK, Best Buy, Topshop and Procter & Gamble. Kesslers International constantly invests time and money in; consumer behaviour & market research, material innovations and technological advances, to ensure you receive the best selling tools to engage with your customers. From retail configurations to high-end instore brand enhancement, Kesslers International has the expertise to manage every element of your merchandising needs. For information about award winning creative design and manufacturing facilities please contact one of our team.

Tel.: +44 (0)208 522 3000 Email: kessler@kessler.com Web: www.kessler.com

🏆 **POPAI EUROPE 2010**
Winners of 2 gold & 1 silver award.

🏆 **POPAI UK 2010**
Nominated for 4 awards for outstanding merchandising.

Kesslers

International Ltd

We use our knowledge, skills and experience in innovative, creative design and manufacturing to engage YOUR customers.

❖ CREATIVE
❖ DESIGN
❖ INNOVATION
❖ ENGINEERING
❖ MANUFACTURE



VIKTOR & ROLF



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Tel.: **+44 (0) 208 522 3000**
Email: **kessler@kessler.com**

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latest news, awards and more...

**You imagine
We create.**



GOLD

**DENTACENTA FSDU ASDA
for
MARS PETCARE**

by **Juice Creative Design Ltd**

Judges' comments:

"A great location specific design that achieves a good balance between product loading, educational messaging panels and takeaways."

SILVER

**"JACOBS-4-KIDS" LENTICULAR
FSDU
for
JACOB FRUITFIELD GROUP**

by **Print and Display**

Judges' comments:

"Offering impressive visual impact with the help of strong graphics, this unit was designed to support the launch of new product with the inclusion of simple interactive elements to appeal to the target consumer."



BRONZE

**HOVIS 'BOXING RING' UNIT
for
PREMIER FOODS**

by **SCA Display UK**



Fashion, Personal Products & Accessories

Head Judge for the Category

Jo Ladbrook, Former In-Store Communications Manager – Procter & Gamble UK

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, 2010.

Perspex® - The Original and The Best

PERSPEX
Distribution Ltd

Don't settle for anything less.

Perspex® is a brand that we all recognise, but many do not realise that Perspex® has been produced in the UK for over 75 years. With an undisputed reputation for quality and a wide range of colours, surface effects and finishes, Perspex® represents the very best in cast acrylic.

With a UK production, state of the art colour matching facilities, a large stock holding and a fast delivery service, typically offered within 24-48 hours, our service is assured to be every bit as good as the product.



North 01254 272800
sales.blackburn@perspex.co.uk

Midlands & SW 01827 263900
sales.tamworth@perspex.co.uk

South 01245 232800
sales.chelmsford@perspex.co.uk

www.perspex.co.uk



GOLD

WATERSTONES ADJUSTABLE SHELF DISPLAY for ORDNANCE SURVEY

by **HRG (UK) Ltd**

Judges' comments:

"An impressively versatile solution.

A fully adjustable shelving execution segmenting the shelf, preserving brand space and helping with merchandising. Delivered at reasonable cost and should last in-store."

SILVER

IMAGING DISPLAY for COMET GROUP PLC

by **Antone**

Judges' comments:

"A very efficient and effective display which invites the shopper to engage as opposed to feeling daunted!

This is a high value category where the cash outlay is significant and therefore the purchase needs to be well considered. The combination of open yet secure products to touch and feel with clear emphasis on education has driven strong uplift in stores."



BRONZE

YES YES DENIM WINDOW PANELS for NEW LOOK RETAILERS LTD

by **Kolorcraft**



Home and Garden and Tobacco

Head Judge for the Category

Martel Lawson, Category Display Manager – McCormick Foods

Category Sponsor

Imagesound

Nothing attracts custom and helps increase spend more than a positive reinforcement of brands in the eyes and ears of customers and staff. With enviable and long-standing expertise, Imagesound stimulate the senses by delivering effective music profiling, integrated audio and on-screen media packages to create a highly effective branding tool. From simple background music to state-of-the-art, multi-screen solutions, Imagesound install, manage and maintain a wide-portfolio of chosen solutions.

Imagesound boasts a rapidly expanding international presence with offices in Dubai, Budapest and Barcelona supplying multinational brands such as Mont Blanc, Billabong, Ibis and Ben Sherman. The company currently deliver music and messaging profiling to over 18,000 individual outlets including HBOs, B&Q, Caffè Nero, Carphone Warehouse, McDonald's, Next and O'Neill's.

From in-window displays, music profiles and in-store radio to the latest cost-effective technology, Imagesound offers unrivalled flexibility and scalability for multi-site retail networks.

PLAYING TO THE P-O-P BEAT

Imagesound are proud to be part of the 2010 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.

IMAGESOUND

IMAGESOUND.CO.UK

YOUR IMAGE, OUR BUSINESS



GOLD

REDLAND COUNTER DISPLAY for MONIER LTD

by **HRG (UK) Ltd**

Judges' comments:

"This was a well-thought through and well interpreted brief that resulted in a simple yet adaptable design. By putting such a permanent unit at the counter this represented a new approach for both Redland and the in-trade building merchants category that significantly improved the brand presence and was well-received by retailers."

SILVER

THE BRAND BLOCK SYSTEM for PHILIP MORRIS INTERNATIONAL

by **Frontline Display International Ltd**

Judges' comments:

"This was a cost-effective and extremely flexible modular merchandising solution. The extent of its success was evident in that it was rolled out to 15 countries! The solution is very versatile allowing each retailer to display either stock (with a pusher system) or to display illuminated branding."



Telecommunications and Computers

Head Judge for the Category

Matthew Gaunt, Head of Marketing Communications – Musgrave Retail Partners GB

Category Sponsor

RTC

The art of retail activation

At RTC, we're in the business of activating the retail environment - developing intelligent marketing solutions that deliver value to the shopper, brand and retailer and help convert passive shoppers into active buyers.

Retail is a constant challenge, which is why it's our sole focus. We are a global company with a proven track record of retail activation success that spans over 60 years and a client base consisting only of leading international brands and retailers.

Making positive connections with shoppers and developing loyalties that last are crucial but leveraging every retail opportunity to its most profitable level is equally important.

Shoppers consistently reward marketers who develop relevant and engaging experiences that create clarity and value while exceeding shopper needs. And those rewards flow straight to the bottom line.

Our brand of creativity balances research with design, and manufacturing with implementation, to achieve award-winning results for our clients across the globe.





GOLD

PHONES 4U RETAIL FIXTURE for PHONES 4U

by **H Squared Ltd**

Judges' comments:

"This entry really impressed. It delivered against the brief both in terms of design and consumer need creating a striking and easy to navigate unit as well as taking into account the operational needs of the business."

The effectiveness of this all round solution was evident in the strong sales performance achieved."

SILVER

HEWLETT PACKARD PERMANENT POS - SHELF TRAY for HEWLETT PACKARD EMEA

by **HH Associates**

Judges' comments:

"A fully integrated display that brings real consistency to how this brand expresses itself in stores. Delivering consistent brand design as well as offering opportunity for secondary sales is a real achievement and the feedback from retailers, in sales and placements, reflected that."



BRONZE

LG 360° TURNABLE DISPLAY SOLUTION for LG ELECTRONICS UK LTD

by **Valley**



Cosmetics, Health & Beauty, Hair Products & Fragrances - Permanent Display

Head Judge for the Category

Jocasta Kelsey, Marketing Manager – Carte Blanche Greetings Ltd

Category Sponsor

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PERSPEX

Distribution Ltd



GOLD

P&G BOOTS MUA COUNTER
for
P&G

by **Bezier**

Judges' comments:

"A beautiful, unmistakably branded and well-thought out display defining the space but keeping it open and approachable. Delivered fantastically against the brief to create a bridge between mass market and prestige cosmetics."

SILVER

MYFACE.COSMETICS BOOTS 1
MOD SELF SELECTION
for
MYFACE.COSMETICS

by **Design UK Ltd**

Judges' comments:

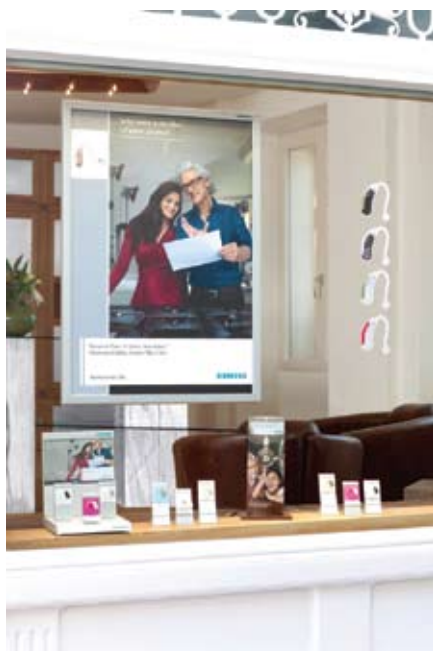
"Achieves good standout in a busy category. Great use of colour as navigational elements reinforce the brand's unique positioning of colour by skin tone."



BRONZE

SIEMENS SAT GLOBAL POS SYSTEM
for
SIEMENS AUDIOLOGICAL
ENGINEERING GROUP

by **RTC**



Fragrances & Cosmetics - Temporary Display

Head Judge for the Category

Jocasta Kelsey, Marketing Manager – Carte Blanche Greetings Ltd

Category Sponsor

The Delta Group

As one of Europe's largest POS suppliers, The Delta Group offer an end-to-end service including all parts of the visual communications process; from creative and design through print to installation, fulfilment and beyond, for sales promotions and retail marketing campaigns.

Our design agency, Lick Creative, provides a versatile design resource with an expertise in 3D design and in-store communications – plus the means to deliver with production know-how and large scale artworking capability.

Delta Display provides the production facilities: litho, screen & digital printing, finishing and assembly – with the largest production capacity on a single site anywhere in Europe. Delta also provides the systems that 'glue' the whole process together including our acclaimed online client management system Delta Workstream.

MPD Fulfilment provides all 'post-print' services, including collation, distribution, installation, fulfilment, merchandising, store surveys and campaign management.

The Delta Group. Offering an unrivalled range of services, seamlessly delivered across the UK and Europe.

Some imitate, we innovate.

**An unrivalled range of services,
seamlessly delivered.**

For brands, retailers and the entertainment industry, Delta provides a compelling range of end-to-end POP solutions.

From creative and design, through print to installation, fulfilment and beyond, we introduce efficiencies, reduce costs, and bring innovation to our clients.

Please contact us today to learn how we could help you make year-on-year cost savings... **guaranteed!**



Email: contactus@thedeltagroup.co.uk
Website: www.thedeltagroup.co.uk

Phone: 020 8498 4400
Address: 153-157 Blackhorse Lane, London E17 5QZ



The Delta Group
Visual Communications



GOLD

IMPULSE DISPLAY
for
UNILEVER UK LTD

by **DesignFX Ltd**

Judges' comments:

"A bold and defining design to launch the Impulse 'Into Glamour' body spray. The unit successfully secured prime locations outside of the traditional domain of the deodorant aisle providing high visibility and positioning of this new product alongside premium body sprays and fine fragrances. A fab-looking unit that achieved exceptional sales results."



SILVER

DIESEL - ONLY THE BRAVE
for
L'ORÉAL LUXURY PRODUCTS
DIVISION

by **The Attic Room Design Ltd**

Judges' comments:

"A high impact display utilising elements which can be combined to work in different locations providing a highly flexible solution for spaces within fine fragrances and secondary promotional sites."

Consistent branding across media; bold and offering a clear perception about the product and brand values."



SILVER

DIESEL ONLY THE BRAVE
for
L'ORÉAL UK

by **Kessler's International**

Judges' comments:

"An excellent presentation achieving superb standout in-store which has contributed to the outstanding success that this product has achieved."

Impactful with clear emphasis on brand integrity, value and prominence within fine fragrances specific and secondary locations."



BRONZE

ELECTRO ROCK LOOK FSDU
for
BOURJOIS

by **MJD**

Health, Beauty & Hair Products - Temporary Display

Head Judge for the Category

Rob Johnson, Retail Development Manager – Dyson Ltd

Category Sponsor

arken

arken design and manufacture point of purchase displays as well as off-the-shelf and bespoke graphic display products. Since the launch of the P-O-P awards arken has won over 40 awards for outstanding displays including Bronze and Gold Display of the Year awards.

arken work across a number of sectors including Health & Beauty, Automotive, Tobacco and FMCG to create highly innovative and effective temporary and permanent point of purchase displays. We work with both brands and retailers to create displays that offer true stand out, understanding the importance of increasing sales and encouraging interaction at the point of purchase, whilst creating an experience for the consumer within the retail environment, and driving footfall.

arken's graphic display products include off-the-shelf items such as poster frames, light boxes, and pavement & forecourt signs.



p-o-p
to make your brand
stand out
from the crowd

T: +44 (0)1638 565656
E: info@arken-pop.com
W: www.arken-pop.com

arken



GOLD

**JOHN FRIEDA FSDU
for
KAO BRANDS**

by **MJD**

Judges' comments:

"This unit demonstrates that temporary displays do not need to look temporary!"

Strong branding and clear product segmentation on a premium looking display which was delivered for the same cost as other cardboard FSDUs."

SILVER

**GSK ALLI LAUNCH
for
GSK**

by **Bezier**

Judges' comments:

"This suite of displays not only informs shoppers about a new category – weight loss aid pills – but also educates pharmacists who are unfamiliar with advising on such products. The displays and supporting P-O-P successfully balances brand awareness with more detailed information."



BRONZE

**ORAL B DISPLAY
for
PROCTER & GAMBLE**

by **DS Smith Multigraphics**



Stationery, Office Supplies, Financial and Other Services

Head Judge for the Category

Matthew Gaunt, Head of Marketing Communications – Musgrave Retail Partners GB

Category Sponsor

Valley

Valley has been providing award-winning retail marketing solutions for over 120 years..... We may be one of the longest established companies in the field, but Valley has learnt to adapt its offering over the decades and is proud to offer the highest standards of innovation and creativity in the P-O-P industry today.

Valley provides a complete retail marketing service that guarantees your product or brand maximum stand out at the point of purchase. Whether your solution requires Temporary, Semi-Permanent or Permanent P-O-P displays, or full scale Shop in Shop creations, we have the expertise to manage the total programme.

Valley also leads the way in marketing intelligence - analysing and identifying all elements integral to the customer journey including consumer buying habits and shopper/sector segmentation to deliver customer-centric strategies and drive growth for our client's products.

To discover more about Valley please contact us on **+44 (0)1535 272861** or visit **www.thevalleygroup.com**.

As proud sponsors of the POPAI Awards 2010 we hope you enjoy the night.





GOLD

HALLMARK DISNEY SPINNER FREESTANDING DISPLAY for HALLMARK CARDS

by **Inspirepac Ltd**

Judges' comments:

"An excellent representation of the brand in-store. By creating a dedicated space to display the range of cards as well as featuring the full card fronts this display was able to deliver phenomenal sales uplift. A lot of thought had gone into the materials used, type of construction and ease of assembly to ensure great execution across the network."

SILVER

SKETCHBOOK SMILES FRONT ISLAND END DISPLAY for CARTE BLANCHE GREETINGS

by **Carte Blanche Greetings**

Judges' comments:

"A really simple yet superbly effective and well-executed idea. This stand has brought new thinking to a very established unit and delivers an engaging and well-designed unit that has caught consumers' attention and delivered strong sales. Beautiful."



Short Run and Flagship (under 50 units)

Head Judge for the Category

Jake Kirkham, Head of Retail Marketing - Halifax

Category Sponsor

Amari Plastics

Amari Plastics, the UK's leading distributor of plastic sheets, films and shapes to the POP / POS industry is delighted to be associated with the POPAI Awards as one of its leading sponsors.

Amari are a well established company with over 30 years experience in supplying plastics to the industry and having the know how to meet the requirements of our customers – from special colours, thicknesses and shapes of material to next day / same day service on full size and cut to size sheets.

Amari continue to develop specialist products to provide new environmentally friendly and cost effective solutions such as Multiply Digital Plywood for direct printing and fabrication of displays, Seta Parfum acrylic, resistant to chemical attack from perfume POP displays and MACtac floor graphic and wall decorative vinyls.

Whatever your client asks for Amari Plastics has the solution. Call us on 01932 835000 and together we can provide next year's POPAI Awards contenders.





GOLD

PRINCE SHOP IN SHOP for PRINCE SPORTS EUROPE

by **Disme UK Ltd**

Judges' comments:

"This shop-in-shop design was developed to create a fresh look and underpin Prince as a truly innovative sporting brand.

The overall design borrows heavily from tennis technology and replicates design elements across the piece. Whilst the view from a far shouts 'anyone for tennis' the devil is in the detail and there is evidence of some subtle design points and attention to detail to enhance the shopper experience.

Overall, this was a true champion and a real 'hit' with the judges. Game set and match, Prince!"

SILVER

TRUE LIGHT ATLANTIC UNIT for CROWN PAINTS

by **Carlow Graphics Ltd**

Judges' comments:

"This thoughtful and innovative unit really enhances the paint-buying process. Not only does it work as an impactful sample display the ability to accurately determine the colours under real-life lighting conditions must make this a really persuasive sales tool."



BRONZE

PMI GENEVA SHOWCASE COLLECTION for PHILIP MORRIS INTERNATIONAL

by **Valley**

Installation

Head Judge for the Category

Jake Kirkham, Head of Retail Marketing - Halifax

Category Sponsor

Kesslers International

Kesslers International is Europe's leading specialist designers and manufacturers of Point-of-Purchase displays and merchandising solutions. With over 117 years experience in retail marketing, Kesslers International has developed a wide portfolio of award winning in-store merchandising solutions spanning across a diverse range of industry sectors. Recent collaborations include: Mars Chocolate UK, Best Buy, Topshop and Procter & Gamble. Kesslers International constantly invests time and money in; consumer behaviour & market research, material innovations and technological advances, to ensure you receive the best selling tools to engage with your customers. From retail configurations to high-end instore brand enhancement, Kesslers International has the expertise to manage every element of your merchandising needs. For information about award winning creative design and manufacturing facilities please contact one of our team.

Tel.: +44 (0)208 522 3000 Email: kessler@kessler.com Web: www.kessler.com





GOLD

STORE REFURBISHMENT PROGRAMME for PHONES 4U

by **CJ Services (UK) Ltd**

Judges' comments:

"This installation is a great example of how to deliver a complex installation project. With time and date specific installations all following on from the work of other sub-contractors the teams had to remain flexible to the changing demands of the schedule. This was a great example of how to project manage and a deserved Gold winner."

SILVER

NATIONAL LOTTERY PLAYSTATION PROJECT for CAMELOT GROUP PLC

by **Momentum**

Judges' comments:

"With the sheer volume of installations it was easy to place this entry high on the shortlist of winners in this category. With over 33,000 Playstation units installed plus 50,000 additional components in 28,000 locations the length and breadth of the country and in retailers of all shapes and sizes, the planning involved needed to be first rate. With impressive levels of success and efficiency it was easy to see why the client was impressed with the output."



BRONZE

SALES BASED ORDERING FOR COSMETICS for TESCO STORES LTD

by **Momentum**



Digital Media in Retail Network

Head Judge for the Category

Doug Glenwright, Customer Experience Manager, Distribution – TUI Travel Plc

Category Sponsor

Scala

Driving more than 500,000 screens worldwide, Scala is a leading global provider of digital signage and advertising management solutions.

Scala is the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks and the first unified platform for advertising management of both traditional and digital signage networks.

The company's digital signage customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, Warner Brothers, The Life Channel, Rikstoto, Repsol, NorgesGruppen, Audi, ECE Flatmedia, Kaufhof (Metro Group) and thousands more.

Advertising management customers include CBS Outdoor, Clear Channel Outdoor and Magic Media, among others. Scala is headquartered near Philadelphia, USA, and has subsidiaries in Canada, The Netherlands, France, Norway, Germany and Japan, as well as more than 450 partners in more than 65 countries.

More information is available at www.scala.com.

Get your FREE demo DVD

to learn everything you need to know about the

software side of **digital signage** at

www.scala.com

**Proven
Reliable
Integrated**



**Easy to Manage
Scalable
Dynamic**

info@scala.nl · T: +44 207 043 5908 · www.scala.com

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GOLD

DIGITAL FORECOURT NETWORK
for
BP OIL UK

by **Amscreen**

Judges' comments:

"This was a stand-out entry that maintains a great balance between customer and commercial requirements.

The Digital Forecourt Network was rolled out to 360 BP sites over six weeks and has since been extended to all major fuel brands - 1,600 sites nationwide. The simplicity of the 'plug in and go' system is impressive as is feedback from customer research and sales performance from products advertised.

It is exciting to see this network bring digital signage to the masses."

SILVER

TELEFONICA O2 IRELAND'S IN-STORE
BRANDING
for
TELEFONICA O2 IRELAND

by **Mood Media Ireland**

Judges' comments:

"This was a reinvention of an existing digital network with integrated digital media and music to develop a co-ordinated approach. The system facilitates different content to coincide with peaks and troughs of business and customer dwell times.

This is a good example of a network that is learning and developing in order to continue to be at the forefront of digital networks."



Digital Media in Retail Content

Head Judge for the Category

Doug Glenwright, Customer Experience Manager, Distribution – TUI Travel Plc

Category Sponsor

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More information is available at www.scala.com.





GOLD

BBVA ACTION NETWORK for BBVA

by **John Ryan International**

Judges' comments:

"BBVA wanted their content to be very adaptable to pull in national football sponsorship and to tailor content locally. This was achieved with rule based personalisation and intelligent playlist creation. The response from customers has been overwhelming in terms of awareness, sales delivery and qualitative feedback.

The key to the success of this content is making it local and relevant to stores whilst still integrating with national campaigns."

SILVER

VODAFONE - CHEAPSIDE BUSINESS STORE for VODAFONE

by **The Marketing Store**

Judges' comments:

"The content is clear, well-branded and achieved great stand out in-store. It was very well received by their target market and is currently being rolled out to all stores with dedicated business advisors.

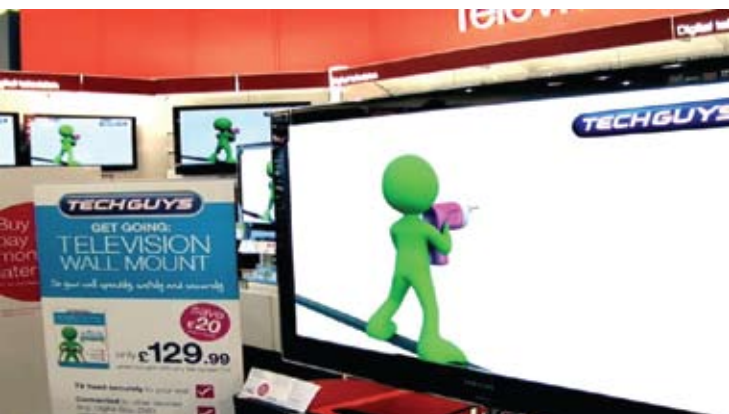
This entry demonstrates that content with a clear, single-minded purpose can achieve cut through and deliver impressive sales."



BRONZE

THE TECHGUYS BRAND RE-LAUNCH 2009 for DIXONS STORES GROUP INTERNATIONAL

by **Realisation Marketing Services Ltd**



The Innovation Award

Head Judge for the Category

Nick Widdowson, Merchandising Manager – Unilever UK Ltd

Category Sponsor

MJD

At MJD we have 16 years trading experience and 250 years of combined industry knowledge specialising in both temporary / permanent POS display solutions. We use this understanding to collectively tailor a unique solution for your brand aspirations which strives to meet all your marketing expectations within budget!

We continually invest in the latest studio technologies with our design suite facilitating 3D Rhino, Cinema Max 4D and CS5 Adobe software. We also still offer hand drawn concepts with technology playing another key role, replacing the traditional drawing pad and marker pens for a touch sensitive flat screen and stylus.

Our manufacturing capabilities stretch the full breadth of our industry covering all aspects of our clients requirements.

This year we are proud to be one of the main sponsors of the POPAI Awards 2010 and have had 2 award-winning nominations confirmed in both the Cosmetic and Health & Beauty categories.





GOLD

**PRINGLES SMALL CAN MAGNETIC
UNITS**
for
PROCTER & GAMBLE UK

by **PPE Ltd**

Judges' comments:

"This is what the Innovation Award is all about - an ingenious solution to an existing problem but very simple! This solution opens up opportunities for secondary siting in different parts of the store, creating incremental space and fixing easily."

SILVER

TRUE LIGHT ATLANTIC UNIT
for
CROWN PAINTS

by **Carlow Graphics Ltd**

Judges' comments:

"Utilising different lighting this unit enables the shopper to fully appreciate the effect of the desired colour for each room type - no more trial and error with colours that don't look the same once you apply them to the wall!"



The Environmental Award

Head Judge for the Category

Nick Widdowson, Merchandising Manager – Unilever UK Ltd

Category Sponsor

SCA Display

SCA Display creates innovative in-store POS displays that combines visual appeal and cutting edge cardboard engineering to extend the reach of your mainstream marketing to the retail frontline. Our close co-operation with retailers and their rapidly changing needs allows us to respond with design solutions that are perfectly pitched to take advantage of emerging consumer trends and shifting seasonal demand.

Based in the Midlands, our efficient processes allow us to devise, trial, test and produce solutions quickly and efficiently. And get them in front of your customers where it matters most - at the very point of purchase where 75% of buying decisions are made. The key is impact, originality and efficiency. Qualities SCA Display delivers through a portfolio of constantly evolving POS formats that draws on the full scope of our in-house design and production capabilities. All hugely impactful. All highly effective. All delivered on time and on budget.





GOLD

**RED SKY PREMIUM BACK BAR
DISPLAY**
for
PEPSICO UK

by **Cognoscenti Ltd**

Judges' comments:

"Environmental considerations were an important element to the development of this unit and there was clear demonstration of a wider appreciation of environmental best practice. External sources of information were utilised to reduce the ecological impact of this display."

SILVER

MY BLUE NOSE FRIEND FSDU
for
CARTE BLANCHE GREETINGS

by **Carte Blanche Greetings**

Judges' comments:

"All aspects of the design and production process have been considered to ensure that the environmental impact of this unit has been minimised whilst still producing a creative and effective display that works well in-store."



Best of Ireland

Category Sponsor

The Delta Group

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The Delta Group. Offering an unrivalled range of services, seamlessly delivered across the UK and Europe.



GOLD

TRUE LIGHT ATLANTIC UNIT
for
CROWN PAINTS

by **Carlow Graphics Ltd**

Judges' comments:

"The standout excellence of the unit makes it a deserving winner of this, the third award bestowed upon it at this year's Awards. Innovative in terms of providing real-life lighting conditions to help the shopper more easily determine their choice of paint the overall design and impactful sample display makes this an undeniably persuasive sales tool."



Display of the Year - Temporary

Category Sponsor

arken

arken design and manufacture point of purchase displays as well as off-the-shelf and bespoke graphic display products. Since the launch of the P-O-P awards arken has won over 40 awards for outstanding displays including Bronze and Gold Display of the Year awards.

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arken's graphic display products include off-the-shelf items such as poster frames, light boxes, and pavement & forecourt signs.

The logo for arken, featuring the word "arken" in a bold, lowercase, sans-serif font. The letters are a vibrant purple color.



GOLD

**HALLOWEEN SEASONAL
CAMPAIGN 2009**
for
MATALAN RETAIL LTD

by **Simpson Group**

Judges' comments:

"With plenty of innovation and an emphasis on using P-O-P to bring to life an atmosphere of Halloween in-store this entry to the Awards is deserving of its second Gold Award. A clear winner with great execution to boot, it's worth a second mention that the concept prompted an increase of 280% on the initial order."



SILVER

AVATAR
for
20TH CENTURY FOX

by **Bezier**

Judges' comments:

"Unlike any other branded POS I've seen at front of store! Described by judges as pushing the boundaries of retailer guidelines the superior standout of the display in-store helped it to achieve its 100% compliance rate and a Silver Award in the Travel, Leisure & Automotive category."



BRONZE

JOHN FRIEDA FSDU
for
KAO BRANDS

by **MJD**

Display of the Year - Permanent

Category Sponsor

Momentum

The stakes are high in the retail world – but Momentum puts the odds in your favour.

Momentum Instore is a leading retail marketing agency that creates go-to-retail solutions for brands and retailers across the disciplines of display installation, merchandising and field marketing. For over 35 years, our cost-effective teams have solved problems in every retail environment from beauty to banking.

So relax: our retail ready solutions will get your campaign into stores on time, every time.

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

To move your business forward contact Tim Ellis on 07957 175 406 or tim.ellis@momentumwww.com

www.momentumwww.com/instore





GOLD

THE NATIONAL LOTTERY PLAYSTATION for CAMELOT GROUP PLC

by **Checkland Kindleysides**

Judges' comments:

"This Awards entry totally hits the brief. Cleverly sticking to the same footprint as a previous incarnation of the unit, the display offers so much more than the original which was produced more expensively. With a flexible and fun design, the fantastic standout achieved by Checkland Kindleysides makes this a clear winner of this year's Permanent Display of the Year."



SILVER

PRINGLES SMALL CAN MAGNETIC UNITS for PROCTER & GAMBLE UK

by **PPE Ltd**

Judges' comments:

"This unit really captured the imagination of the Innovation Awards judge who described it as 'an ingenious solution to an existing problem.' This Silver Award joins two Gold Awards for what is a unique and eye-catching design; easy to implement and beautifully simple."



BRONZE

PHONES 4U RETAIL FIXTURE for PHONES 4U

by **H Squared Ltd**

POPAI Student Design Award for the NJM Trophy

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

This year saw the most number of entries into the competition for several years with designs and case studies set to a brief. Collectively provided by our sponsors Energizer, PepsiCo and Unilever. All three winners take home a share of prize money and the chance of being placed for interview at a P-O-P producer. The company providing that opportunity is arken p-o-p who POPAI are pleased to acknowledge for their kind support.

As ever, students also competed 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.



GOLD

by **Adam Billington**
Loughborough University

Judges' comments:

"An uncomplicated display that would work well at the end of aisle; the whole approach showed an excellent understanding of the brand values and imagery whilst providing a practical eye-catching solution for in-store execution. A great use of shape and materials."



SILVER

by **Tom Good**
Loughborough University

Judges' comments:

"The simple but effective approach shows a clear strategy for the unit that could easily translate into sales. Fun and engaging, the quirky design fits well with the brand image and looks distinctive. Highly innovative and eye-catching with enough versatility to fit in different store types."



BRONZE

by **Mark Wafforne**
Loughborough University

10 GOOD REASONS TO JOIN

1. Access to professional advice and support
2. A chance to benefit from the raising of professional and corporate standards
3. Access to market intelligence including research and presentation library
4. Access to training and education
5. Regular networking meetings with presentations by leading experts
6. Development of new contacts and partnerships
7. A chance to become part of a global network
8. Opportunities to participate in the industry's premier trade events
9. Opportunities to increase knowledge of the industry
10. A chance to enhance individual company credibility

MAKE THE MOST OF POPAI MEMBERSHIP

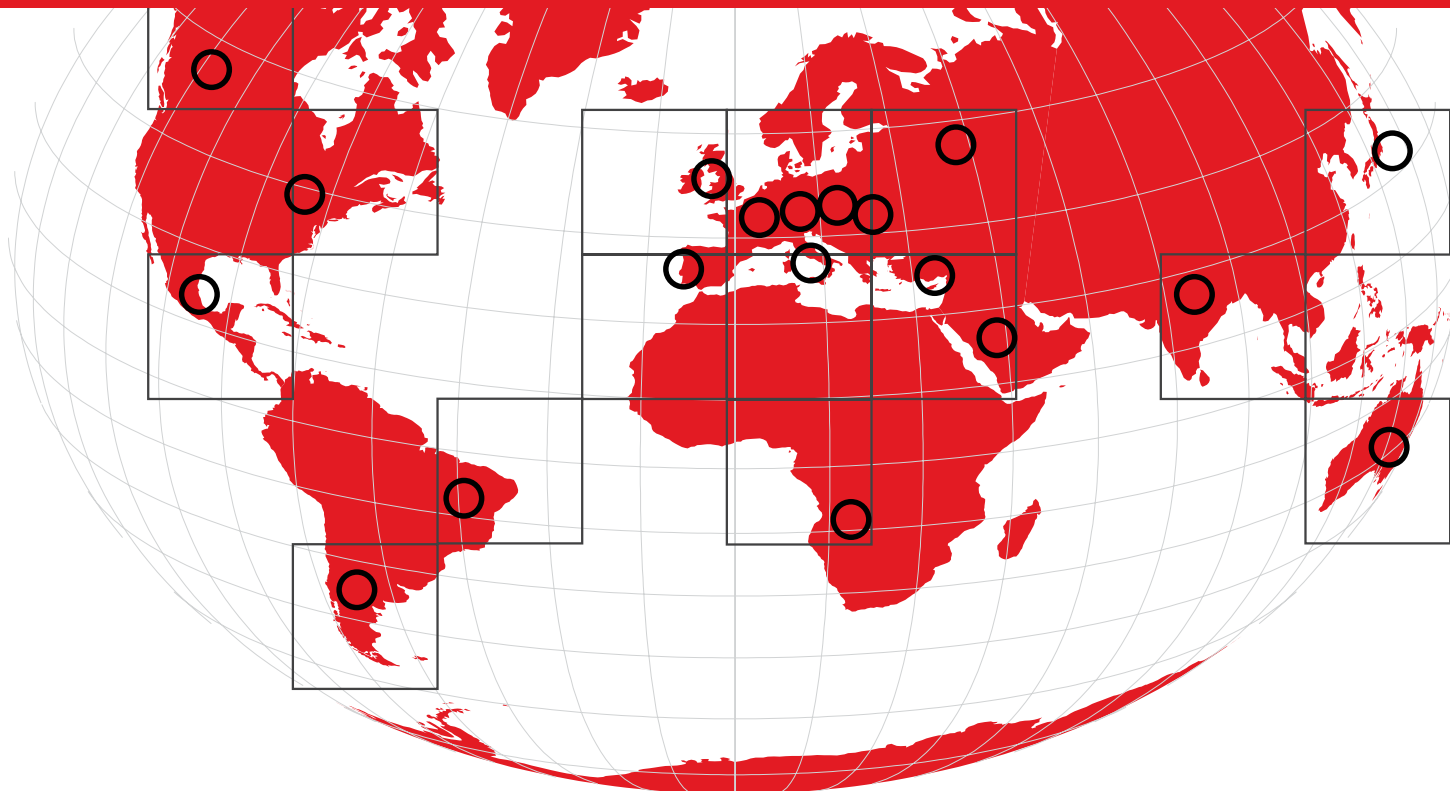
- Four members meetings a year featuring external speakers
- Discount on space at the In-store Show
- Discount on entries to the POPAI Awards
- Discount on POPAI training, conferences and seminars
- Access to library of research & speaker presentations
- Networking
- European & global contacts
- Global website members area, creative gallery & reference section
- Members-only weekly e-newsletter and monthly market intelligence pack
- 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

POPAl in 2010



Today, market places in Europe & throughout the world are changing rapidly.

At the centre of this world is POPAI.

With over 650 members in 22 countries in Europe and more than 1800 worldwide, POPAI is representing and reflecting the views of leading brands, retailers, designers, agencies & producers.

Through the various country offices, POPAI is guiding the industry through these changing and challenging times with information, research, structure and direction.

With our enhanced website now online at www.popai.co.uk and the global portal at www.popai.com POPAI members across the world will have access to the most up to date knowledge within the industry and on events, conferences, seminars and shows - just a click away.

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POPAl North America Headquarters
www.popai.com

Country Offices

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POPAl UK & Ireland
www.popai.co.uk

WHAT IS THE POPAI SUSTAINABILITY STANDARD?



THE POPAI SUSTAINABILITY STANDARD IS A TWO STAGE PROGRAMME

POPAI is committed to leading the P-O-P industry to a position of self regulation for environmental performance.

The POPAI Sustainability Standard is an ongoing programme to provide retailers, brands and suppliers with a benchmark and auditing process for environmental best practice in the design & manufacture of point of purchase display and associated logistics.

In establishing the Sustainability Standard, POPAI has scoped both the brand and retailer environmental requirements to launch a two stage process for full accreditation.

The Standard follows 5 key modules, Design, Plant and Premises, Materials and Processes, Supply Chain and Logistics.

OUTLINE STAGE ONE - Working towards POPAI Sustainability Standard

Stage one requires the completion of POPAI's online environmental audit tool **checkbox** which follows the 5 key modules. A scoring system will provide a percentage rating against each module and measurement against a typical sector benchmark.

POPAI's new environmental design calculator **convert** will also measure the environmental performance of a display.

By providing information including material types and processes, sourcing and delivery logistics – design concepts can be rated in terms of their impact on the environment. Up to 6 design concepts can be compared at any one time.

Additionally, enrolment to stage one includes free attendance at the POPAI bi-annual environmental conferences whereby specialists in environmental aspects, such as lean manufacturing and supply chain strategies provide expert opinion.

Stage 1 - £495.00

OUTLINE STAGE TWO - Accreditation for POPAI Sustainability Standard

In addition to the services provided with stage one, stage two will give full accreditation to the POPAI Sustainability Standard and requires an on site audit to ensure regulated criteria is met.

Also provided with accreditation status is:

- KTP Associate on site audits, one day per year including advice and setting of future KPI's.
- One page summary of environmental credentials on POPAI Environmental website.
- Use of a kitemark that can be printed onto POP Materials.
- Membership certificate.

Once accredited an annual audit will ensure ongoing development and compliance

Stage 2 - £995.00

For more details visit www.popai.co.uk

PROMOTING RETAIL MARKETING

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www.popai.co.uk



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The stakes are high in the retail world – but Momentum puts the odds in your favour. For over 35 years, our cost-effective teams have solved problems in every retail environment from beauty to banking. So relax: our retail-ready solutions will get your campaign into stores on time, every time.

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Call Tim Ellis today on 07957 175 406, or contact
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