

POPAI

UK & IRELAND

AWARDS.11

POPAI AWARDS BOOK 2011

THE AWARDS FOR THE P-O-P INDUSTRY



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POPAI AIMS & OBJECTIVES

WHAT IS POPAI?

Point-of-Purchase Advertising International (POPAI) is the only not-for-profit trade association exclusively dedicated to serving the interests of all those involved in retail marketing. With local offices covering 40 countries and more than 1,700 members worldwide, POPAI is a truly global resource.

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 2011

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Introduction to The POPAI Awards Book 2011

Welcome to the POPAI Awards 2011 Book of Winners.

This is the fifth year that POPAI has organised the retail marketing industry's highly successful Awards competition. It is a year that has seen yet another record number of entries in spite of the economic pressures endured by the industry as a whole in recent times.

2011 has, as in previous years, seen a few modifications to the categories in an attempt to reflect the changing nature of the industry and to ensure consistency of fairness throughout the judging process. The ever popular Short Run & Flagship category introduced in 2010 was so well-subscribed this time around that we decided to split it into two separate categories – Short Run and Store & Flagship.

The judging of the Awards took no less time than usual this year in order to meet the not inconsiderable challenge of deciding the final trophies. Of course, this could not happen at all without the commitment, time and effort generously given by the judges. POPAI would like to thank all of the retail marketing professionals who took part.

Finally, POPAI would like to thank all the sponsors for their generous support of the POPAI Awards 2011. Without their vital contribution, it would not be possible to stage the competition.

Congratulations to all the winners!

All entries into this and previous years' competitions may be viewed online at popai.co.uk/awards

CORPORATE SPONSOR

POPAI UK & Ireland would like to thank Momentum for their corporate sponsorship of the POPAI Awards 2011



CORPORATE SPONSOR

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JUDGES

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

Robin Drysdale, Sales Director – Asda Media Centre



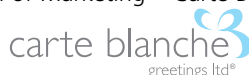
Helen Bennie, Shopper Planning Manager – Britvic Soft Drinks Ltd.



Paul Cook, Head of Marketing Operations – Cadbury UK



Jocasta Kelsey, Head of Marketing – Carte Blanche Greetings Ltd.



Ashley Judge, Display Manager – Comet Group Plc



Louise Williams, Shopper Marketing Manager – GlaxoSmithKline Consumer Healthcare UK



Danny Prince, Retail In-store Execution Lead – Hewlett-Packard Ltd.



Jonathan Fulwell, Purchasing Manager Design & POS Services – L'Oréal



Martel Lawson, EMEA Category Display Manager – McCormick UK Ltd.



Heather Muir, Brand Marketing Manager – Nationwide Building Society



Charlotte Dennis, Head of Retail Brand Presentation – Nike UK/Ireland



Alexandra Lloyd Davis, Associate Director of Brand Operations – Procter & Gamble



Doug Glenwright, Customer Experience Manager Distribution – TUI Travel Plc



Nick Widdowson, Range & Merchandising Manager – Unilever UK



Job titles and companies attributed to individuals were correct at the time of judging.

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Thursday 2nd February 2012 9.00am-3.30pm

The Commonwealth Club, 25 Northumberland Avenue, London, WC2N 5AP

Hear from leading P-O-P professionals with genuine insight into the latest trends, innovations and industry intelligence.

Speakers include:



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

PROMOTING RETAIL MARKETING

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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.

New Media

Traditional boundaries in retail marketing are shifting, fast. The lines we've all become accustomed to which separate "consumer" from shopper are blurring and with the increase in sophistication of mobile phones, out of home digital media and technologies such as QR and augmented reality, the most innovative retailers and brands are adopting new, convergent methods of communicating with the shopper, even when they're out of the store.

POPAI's New Media Group helps educate retailers, brands and suppliers of all types better understand how new and traditional media channels are converging to "link up" the journey from out of home to in-store.

The group provides independent, credible, validated industry information in the form of research, seminars, guides and networking opportunities.

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.

Sustainability

The role of this group is to develop and deliver the POPAI Sustainability Standard which is POPAI's commitment to guide the P-O-P industry to a point of self-regulation in relation to environmental performance.

By delivering education, insight and sustainability tools and resources the group aims to bring sustainability to the forefront of businesses activities and to educate the POPAI membership in environmental best practice.

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



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SP is the UK's leading producer of POS and display. We think creatively **and** commercially, from insight and innovation through to production and customer service. It's clever thinking at every stage that draws some of the biggest names in UK retail, including Sainsbury's, Cadbury, Levi's and Bacardi, to work with us.

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Dawne – Innovations Manager, SP

Travel, Leisure & Automotive

Head Judge for the Category

Louise Williams, Shopper Marketing Manager – GlaxoSmithKline Consumer Healthcare UK

Category Sponsor

Momentum

Momentum Instore is the leading retail marketing agency with unrivalled expertise in installation, merchandising, field marketing and POS implementation. For over 35 years we have provided cost-effective, results driven solutions across every retail environment, from beauty to banking. We understand what it takes to bring brands and consumers together, and have used this knowledge to provide winning campaigns for some of the UK's leading brands and retailers. There's no question, our expertise will move your business forward.

So, if you've got a great instore promotion, we'll make sure your shoppers find it. Our retail ready solutions will not only get your campaign into stores on time, every time, but will help to enhance your customer's experience and therefore achieve an impressive ROI.



**WORK TOGETHER,
WIN TOGETHER**





GOLD

WALKMAN INTERACTIVE DISPLAY for SONY EUROPE

by **Alrec In-Store Ltd.**

Judges' comments:

"For me, this is a standout entry. The design is functional, flexible, innovative and educational. It is interactive for the shopper, adaptable to be bespoke by store, allows the retailer to store specific products and, most importantly, captures sales data. A real hit with the judges!"



SILVER

NATIONAL TYRES FEATURE DISPLAY for NATIONAL TYRES AND AUTOCARE

by **HRG (UK) Ltd.**

Judges' comments:

"Client feedback about this display indicates a good understanding of what was a sketchy brief. Flexible enough to be bespoke by store this modular unit is practical and demonstrates forward-thinking design with options to accommodate different screens and different products."



BRONZE

AUDI A7 SPORTSBACK for AUDI IN ASSOCIATION WITH BBH

by **Kesslers International Ltd.**



BRONZE

SENSIA DAB RADIO DISPLAY UNIT for IMAGINATION TECHNOLOGY LTD (PURE)

by **Display Creatives Ltd.**

Sports, Toys & Accessories

Head Judge for the Category

Judge: Danny Prince, Retail In-store Execution Lead – Hewlett-Packard Ltd.

Category Sponsor

Mood Media

Mood Media (TSX:MM/ LSE AIM:MM) is a leading in-store media specialist. We create and deliver memorable consumer experiences that increase loyalty, create brand differentiation and maximise point-of-sale revenue. Our creative services department offers a vast variety of services such as:

Graphics: Visual arts/illustrations, Motion graphics, Copywriting, Web/interactive, Print/display

Production: Creative direction, National radio/TV advertising, Script/copywriting

Digital media services: Webstreaming, Consumer productions, Rewards program, White label music stores, Digital track/album cards, Podcasts, Mobile interactivity, App creation

Music consultancy:

Music solutions – store openings, fashion shows, product launch, DJ/Love performance, custom CD production.

Affinity partnerships – sponsorship, product placement, artist/celebrity signature lines, meet & greets.

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Music rights – search, clearance, contracts.

The majority of our talent sits in-house enabling Mood Media to supply a fast and efficient quality service delivered at very competitive prices.

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GOLD

ADIDAS BOOT WALL
for
ADIDAS UK AND IRELAND

by **Valley**

Judges' comments:

"A truly excellent entry into this category! The display delivers impact and standout prominence with a bright animated display giving it real stopping power. The innovative and attractive design offers enough flexibility to accommodate future ranges and really elevates and differentiates product in-store."



GOLD

MY BLUE NOSE FRIENDS - PERMANENT
FREE-STANDING DISPLAY UNIT
for
CARTE BLANCHE GREETINGS

by **Carte Blanche Greetings**

Judges' comments:

"A unit that delivers on all brand objectives and enables greater sales efficiency with an increased use of display space. Supporting multiple ranges it offers excellent capability to interchange seasonal and promotional items particularly from such a small footprint. Sales uplift is superb."

SILVER

REEBOK REEZIG DISPLAY
SOLUTIONS
for
ADIDAS UK LIMITED

by **Valley**

Judges' comments:

"These wall and gondola units are a fantastic design! They really make the product stand out from the main display. They deliver on the desired branding and give great sales uplift at an efficient cost level. The materials used fit well with the look and feel of the product."



BRONZE

ODYSSEY TWO TIER PUTTER STAND
for
CALLAWAY GOLF

by **Bezier**



Alcoholic & Soft Drinks

Head Judge for the Category

Doug Glenwright, Customer Experience Manager Distribution – TUI Travel Plc

Category Sponsor

SCA Display UK

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.



Working Towards Sustainability

Thanks to our Forest Stewardship Council (FSC) accreditation, SCA Packaging customers can have access to responsibly produced, sustainable packaging that's in keeping with your environmental credentials and the ethos of your brand.

The accreditation also gives you the reassurance of knowing that none of our products are the result of illegal logging processes and that a chain of custody has ensured that every stage in the manufacturing process has been fully recorded.

Altogether, this proves SCA's commitment to well managed forestry, increased sustainability and maintaining the world's natural resources for generations to come.



● Display

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





GOLD

**E-PAPER CAMPAIGN FOR BACARDI
BREEZER & ERISTOFF
for
BACARDI BROWN-FORMAN BRANDS**

by **St Ives Plc**

Judges' comments:

"This is a smart piece of kit that is both space efficient and cost effective. It achieves standout with a design that is clear and easy to read. The movement and price point is very eye-catching and the objective to drive sales and category share were well understood and well interpreted."

Confectionery & Snack Products - Permanent Display

Head Judge for the Category

Judge: Jocasta Kelsey, Head of Marketing – Carte Blanche Greetings Ltd.

Category Sponsor

arken p-o-p

Founded in 1948, arken p-o-p 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 in 1997, arken p-o-p have won over 40 awards for their outstanding displays.

arken p-o-p are creative led manufacturers specialising in producing retail display stands for a number of sectors. They understand the importance of increasing sales and encouraging interaction at the point of purchase, whilst at the same time creating an experience for the consumer within the retail environment to drive footfall.

arken p-o-p's graphic display products include off-the-shelf items such as poster frames, light boxes, poster-hanging systems, pavement signs, forecourt signs and literature dispensers. Products can also be customised to colour or size specifications. One of their latest products is the new purelite LED lightbox range featuring great light dispersal which offers fantastic impact. arken p-o-p also designs totally bespoke displays for either internal or external use.



Putting your brand centre stage

T: +44 (0) 1638 565 656 E: info@arken-pop.com W: www.arken-pop.com

arken
creators of award winning p-o-p



GOLD

SLEND GLEND MERCHANDISER
for
MARS UK

by **Kesslers International Ltd.**

Judges' comments:

"Great to look at, easy to site and practical to put together, this unit makes efficient use of space with good stock holding and 100% compliance delivering solid sales results. The branding is clear and unmistakable."



BRONZE

IMPULSE INFIXTURE
for
PEPSICO

by **Display Plan**

Confectionery & Snack Products - Temporary Display

Head Judge for the Category

Helen Bennie, Shopper Planning Manager – Britvic Soft Drinks Ltd.

Category Sponsor

Mirri

Mirri is a world leading brand of metallic paper and board. Mirri is widely recognised by designers, retailers and brands as a tool to communicate quality, innovation and brand category leadership.

Mirri offers a high quality POS range of metallic materials built on the success of stock ranges such as Mirri Pak Ultra and Mirri H. These are available in large format sizes that are ideal for the POS and display market.

Mirri POS is particularly popular for in-store seasonal campaigns or promotions of a premium nature. Bespoke large format sheets can be created to suit project requirements.

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Ask about MirriKatz, a recently launched new sign and display product. See more details at www.mirri.co.uk

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GOLD

QUAKER OATSO POTS CLIPSTICK
for
WALKERS SNACKS LTD.

by **Cognoscenti Ltd.**

Judges' comments:

"Finally, someone has created a parasite unit for heavy products that looks great. Versatile and easy to install even on chiller cabinets, a clear life size visual ensures visibility. This display is unique, easy to replenish, durable and very cheap."

SILVER

PEPERAMI FANIMAL TALKING FSDU
for
UNILEVER UK LTD.

by **DesignFX Ltd.**

Judges' comments:

"The objective to land secondary sites within cash and carry depots was clearly met. Very on brand with a visual icon that attracts a lot of attention. Sales uplift was 215%."



BRONZE

TOBLERONE TOBELLE POP UP FLOOR STAND
for
KRAFT FOODS UK LTD.

by **CRP Print & Packaging**



Grocery & General Merchandise - Permanent Display

Head Judge for the Category

Charlotte Dennis, Head of Retail Brand Presentation – Nike UK/Ireland

Category Sponsor

H Squared

Creating stunning and innovative retail ideas is our passion at H2. Our award-winning team combines the skills of brand awareness, market insight and consumer analysis to produce original ideas and solutions for your in-store point of sale needs. Our commercial astuteness ensures we do not lose sight of budgetary demands and our teams excel at going beyond client expectations.

Adopting a focus of providing not only what our clients ask of us but identifying new opportunities and ideas combined with an enviable speed of response has been the foundation of our continuing success.

Working with the most well known brands within retail inspires us to continue to raise the bar within point of sale, turning dreams into reality. For more insight visit us at www.hsquaredltd.co.uk

We are proud to sponsor the POPAI Awards as they continue to be at the forefront of promoting excellence in retail marketing communications.



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H Squared Ltd
Grange Farm Business Park
Grange Road
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LE67 2BT



creative  retail ideas



GOLD

DURACELL 1 X 5 SECONDARY SITE UNIT
for
PROCTER & GAMBLE

by **PPE Ltd.**

Judges' comments:

"A great response to the brief and flexible enough for various store formats and fixtures. Branding is eye-catching both front and sides to encourage impulse purchases. The unit is simple and effective and carries a good proportion of stock. Affordable and functional materials were used."

SILVER

FAFH POS DISPLAY
for
KELLOGG MARKETING & SALES
CO (UK) LTD.

by **Creative Instore Solutions (Europe) Ltd.**

Judges' comments:

"A flexible modular system which is easy to refill and portable. Brand aesthetics are integral but are not too over powering considering the environment for which the unit is designed. 100% recyclable poly-prop was used to build the unit which delivered strong sales uplift."



BRONZE

ARIEL STAIN REMOVER LAUNCH FSDU
for
PROCTER & GAMBLE

by **STI Line Ltd.**



Grocery & General Merchandise - Temporary Display

Head Judge for the Category

Charlotte Dennis, Head of Retail Brand Presentation – Nike UK/Ireland

Category Sponsor

Moss Express

Moss Express - it's the little things that matter

Whether you manufacture POS displays, print, design or are a retailer, it is essential to have the right products to finish off your display to the highest standard, and a supplier who understands the needs of such a demanding and fast moving industry.

Moss Express supplies a huge range of POS/POP components for next day delivery. Our range of 1,300 products can be ordered from our new website or catalogue, full of those little but essential products.

We offer a "one stop shop" supported by six regional sites in the UK and ten international hubs in Europe and China.

We offer free samples, and because we hold over 500 million parts in stock, be assured that Moss Express can fulfil all your POS needs. View our complete range at www.moss-pos.co.uk

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GOLD

SAINSBURY'S - COMIC RELIEF RED NOSE FSDU
for
SAINSBURY'S PLC

by **St. Ives**

Judges' comments:

"The project met the brief in terms of in-store visibility, flexibility, multiple SKU's across the line and low cost. With creativity and innovation, retail theatre was created albeit scaled to facilitate varying store sizes and with due consideration to Sainsbury's sustainable guidelines."

SILVER

**PROGLIDE LAUNCH FLOOR
STAND**
for
PROCTER & GAMBLE

by **CRP Print & Packaging**

Judges' comments:

"Using a simple, impactful and flexible design high visibility in-store, enviable sales uplift and cross-sell potential was achieved. Strong branding from Gillette complemented equally strong retailer branding from Boots and the size of the unit made it easy for stores to display."



BRONZE

**MARS PETCARE UK - CATS TREATS
DREAMIES FSDU**
for
MARS PETCARE

by **Juice Creative Design Ltd.**



BRONZE

HERBAL ESSENCES FLOOR STAND
FOR
PROCTER & GAMBLE

by **CRP Print & Packaging**



Fashion, Personal Products & Accessories

Head Judge for the Category

Nick Widdowson, Range & Merchandising Manager – Unilever UK

Category Sponsor

Network Display

Collaborating with both brands and retailers to produce some of the most innovative solutions in the marketplace, Network Display specialise in point-of-sale, merchandise display and high quality litho laminated packaging.

Together with a team of award-winning designers, equipped with the latest design tools, including AG CAD facilities and 3D imagery, Network Display's state-of-the-art manufacturing capabilities are unrivalled.

Incorporating specialised die-cutting and the largest format screen printing and litho laminating techniques available in Europe, the company engineer the highest quality bespoke promotional displays and retail ready packaging to delight a growing customer base.

Conveniently located in the West Midlands, Network Display's impressive service delivery includes fast quotation, sampling and market leading turnaround times. And by using a wide variety of sources, the company can ensure that cost, quality, material and print solutions are bespoke to customers' requirements.

Contact:

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Eye-catching

Network Display specialise in the design and production of FSDU, CDU and corrugated retail and point of sale displays.

We use cutting edge technologies for print and production including the latest water-based and UV inks and varnishes, large format die cutting and OPP lamination. We print in the largest format litho and screen print size available in Europe.

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GOLD

LEVI'S CURVE ID WINDOW & IN-STORE DISPLAY
for
LEVI STRAUSS EUROPE

by **SP - A St Ives Company**

Judges' comments:

"The simple design works really well and achieves great standout whilst also sympathetic to store look and feel. The free standing fixtures offer good visibility and there is excellent use of Levi branding. There was strong sales uplift (40%-89%) and positive feedback from stores. A job well done."

SILVER

TOPSHOP AUTUMN WHITEWASH CAMPAIGN
for
TOPSHOP

by **H Squared Ltd.**

Judges' comments:

"The brief was met with some striking floor displays and an impactful window display. The bold design created in modular form would work across a number of size options and the floor display works well to highlight new ranges. The project went global in three weeks."



BRONZE

MOTHERCARE BABY NURTURE FOR
MOTHERCARE UK LTD.

by **HRG (UK) Ltd.**



Home and Garden and Tobacco

Head Judge for the Category

Alexandra Lloyd Davis, Associate Director of Brand Operations – Procter & Gamble

Category Sponsor

H Squared

Creating stunning and innovative retail ideas is our passion at H2. Our award-winning team combines the skills of brand awareness, market insight and consumer analysis to produce original ideas and solutions for your in-store point of sale needs. Our commercial astuteness ensures we do not lose sight of budgetary demands and our teams excel at going beyond client expectations.

Adopting a focus of providing not only what our clients ask of us but identifying new opportunities and ideas combined with an enviable speed of response has been the foundation of our continuing success.

Working with the most well known brands within retail inspires us to continue to raise the bar within point of sale, turning dreams into reality. For more insight visit us at www.hsquaredltd.co.uk

We are proud to sponsor the POPAI Awards as they continue to be at the forefront of promoting excellence in retail marketing communications.





GOLD

VISTA
for
JTI

by **The Maxim Design Group Limited**

Judges' comments:

"The design successfully takes onboard eye-tracking learnings and 'smart design' principles. It provides something that is genuinely new, adaptable, efficient and effective. Great results were recorded by Asda followed by a subsequent rollout. A great submission."

SILVER

HOME DELIVERY PAVING
for
B&Q PLC

by **Beswick Design**

Judges' comments:

A well-thought out and visually appealing concept, this solution offers good use of images, demonstration pieces and written education. The height of the display is used to good effect as well."



BRONZE

OPTIONS
for
FURNITURE VILLAGE

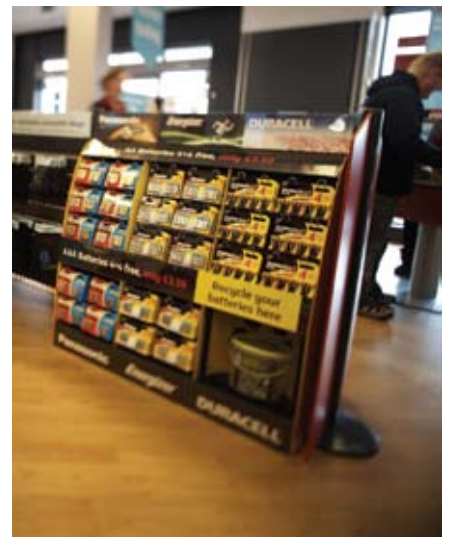
by **Kolorcraft**



BRONZE

ARGOS BATTERY DISPLAY UNIT
for
ARGOS

by **Bezier**



Telecommunications and Computers

Head Judge for the Category

Nick Widdowson, Range & Merchandising Manager – Unilever UK

Category Sponsor

Mood Media

Mood Media (TSX:MM/ LSE AIM:MM) is a leading in-store media specialist. We create and deliver memorable consumer experiences that increase loyalty, create brand differentiation and maximise point-of-sale revenue. Our creative services department offers a vast variety of services such as:

Graphics: Visual arts/illustrations, Motion graphics, Copywriting, Web/interactive, Print/display

Production: Creative direction, National radio/TV advertising, Script/copywriting

Digital media services: Webstreaming, Consumer productions, Rewards program, White label music stores, Digital track/album cards, Podcasts, Mobile interactivity, App creation

Music consultancy:

Music solutions – store openings, fashion shows, product launch, DJ/Love performance, custom CD production.

Affinity partnerships – sponsorship, product placement, artist/celebrity signature lines, meet & greets.

Composition – Bespoke music, sonic branding & identity.

Music rights – search, clearance, contracts.

The majority of our talent sits in-house enabling Mood Media to supply a fast and efficient quality service delivered at very competitive prices.



mood media



GOLD

SONY PLAYSTATION MOVE SUITE for SONY COMPUTER ENTERTAINMENT EUROPE

by **Green Room**

Judges' comments:

"The design stuck to the brief well delivering a unit that really encourages shopper engagement.

With an adept choice of materials and processes, the carefully considered construction offers good performance in terms of compliance, implementation and shopper response. A really impactful unit."

SILVER

WATERSTONES EREADER DISPLAY for WATERSTONES

by **HRG (UK) Ltd.**

Judges' comments:

"A first-rate, well-executed unit that delivers on brief. The eye-catching design with clear visible strap line in combination with the Waterstone's 'W' is impressive. Excellent performance (uplift of 400%) and great standout achieved."



BRONZE

PHONES 4U DEMO HUB for PHONES 4U

by **H Squared Ltd.**



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

Head Judge for the Category

Ashley Judge, Display Manager – Comet Group Plc

Category Sponsor

New Store Europe

New Store Europe is a pan-European market leader with offices spanning nine countries. We provide scalable store solutions from interior design, fixtures, installation and store construction for new openings, remodelling and rollouts.

Customers can choose any one of our services or a combination to suit their requirements. We manufacture and source globally to bring the best value to our customers.

Our design teams create industry-leading concepts for store displays, with the practicality to manufacture effectively.

This is all coupled with a top-class project management team to bring everything together.

To find out more about what we can offer visit www.newstoreeurope.com or email info-uk@newstoreeurope.com.

UK | Sweden | Norway | Denmark | Finland | Germany | Poland | Italy | Czech Republic

Design
Manufacture
Construction
Installation
Project Management

newSTORE[®]
EUROPE
together with Kleerex



GOLD

MAKE-UP PLAYTABLE for A.S. WATSON

by **arken p-o-p/Dalziel & Powell**

Judges' comments:

"Modern-looking and colourful, this unit hits the 'come and play' brief perfectly. The use of MDF gives a premium feel and there's good use of space. A great performer in the participating stores."



SILVER

REVLON MODERN GLAMOUR UNIT FOR BOOTS for REVLON INTERNATIONAL

by **Bezier**

Judges' comments:

"The display has colour and vibrancy and offers good standout with the option of interchangeable elements. There is good use of materials and it fits well into existing space having been designed for various store sizes. Great uplift."

SILVER

SUPERDRUG MAKE UP A FRAME for A.S. WATSON

by **arken p-o-p/Dalziel & Powell**

Judges' comments:

"This unit delivered perfectly against the brief.
A beautiful display with great standout it is better looking than many standard gondolas.
Excellent sales performance too!"



BRONZE

GOLDWELL GONDOLA END FOR KPSS UK LTD.

by **MJD Ltd.**



Fragrances & Cosmetics - Temporary Display

Head Judge for the Category

Heather Muir, Brand Marketing Manager – Nationwide Building Society

Category Sponsor

Mirri

Mirri is a world leading brand of metallic paper and board. Mirri is widely recognised by designers, retailers and brands as a tool to communicate quality, innovation and brand category leadership.

Mirri offers a high quality POS range of metallic materials built on the success of stock ranges such as Mirri Pak Ultra and Mirri H. These are available in large format sizes that are ideal for the POS and display market.

Mirri POS is particularly popular for in-store seasonal campaigns or promotions of a premium nature. Bespoke large format sheets can be created to suit project requirements.

**Seasonal In-store POS/Multimedia & Film Promotional Display
Luxury and Cosmetic POS/Window Displays.**

For more details or to request a Product Guide and Mirri swatch call 0118 930 3656 or visit www.mirri.co.uk

Ask about MirriKatz, a recently launched new sign and display product. See more details at www.mirri.co.uk

As proud sponsors of the POPAI Awards 2011, we hope you have a fantastic evening.





GOLD

GHOST ENCHANTED BLOOM for PROCTER & GAMBLE

by **Kesslers International Ltd.**

Judges' comments:

"A strong match to the brief in terms of brand consistency and market positioning of the product. Good to see great presentation uncompromised by too much volume of product. With back printed acrylic to ensure good longevity, this is an attractive unit."



SILVER

VOLUME SENSATION XXL MASCARA SUPERDRUG FSU for VIVALIS

by **Vault Projects Ltd.**

Judges' comments:

"Very creative and innovative with eye-catching use of lights, this display is a very strong brand fit and facilitates great product presentation."



BRONZE

PROMOTIONAL DISPLAY UNITS for L'OREAL LUXURY PRODUCTS DIVISION

by **PPE Ltd.**

BRONZE

IMPULSE VERY PINK FSDU for UNILEVER UK LTD.

by **Bezier**



Health, Beauty & Hair Products - Temporary Display

Head Judge for the Category

Paul Cook, Head of Marketing Operations – Cadbury UK

Category Sponsor

SCA Display UK

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.

SCA PACKAGING
● BRANDED ● DISPLAY ● CO-PACKING



GOLD

**OLAY REGENERIST SUPER SERUM
FACTICE**
for
PROCTER & GAMBLE

by **Impact Creative Partnership Ltd.**

Judges' comments:

"A great interpretation of the brief and a striking design with real standout offering multiple solutions for different store sizes. Extremely strong branding and simple innovation combine to give great impact. Performance driven this unit sustained a longer than expected in-store presence."

SILVER

SOFT & GENTLE TRAY
for
COLGATE PALMOLIVE

by **MJD Ltd.**

Judges' comments:

"A good interpretation of the brief resulted in a strongly branded and stylish unit with added customer interactive information. There is excellent use of space and an interesting curve rather than the standard flat shelf solution to display the product."



BRONZE

**NICE N EASY FOAM MID GONDOLA
TRAY**
for
PROCTER & GAMBLE

by **CRP Print & Packaging**



Stationery, Office Supplies, Financial and Other Services

Head Judge for the Category

Jonathan Fulwell, Purchasing Manager Design & POS Services – L'Oréal

Category Sponsor

Pyramid Display

Pyramid Display Materials have grown, since being founded in 2002, to the largest independent supplier to the UK sign and display industry. Headquartered in Manchester with branches in Newcastle and Birmingham, Pyramid stock a market leading range of products from Smurfit Kappa, Staufen, MACtac, Correx, Plazit and Mapal to name but a few.

Pyramid take their environmental responsibilities seriously and have brought to the display industry a complete and comprehensive range of green print and display products under the brand umbrella "Environmental Choices." Pyramid and their suppliers are currently working closely with POPAI to help develop their POPAI Sustainability Standard.

Pyramid pride themselves on product innovation and development. Such innovation resulted in the development of a new waterproof display board, manufactured from post consumer waste paper, currently being used on all bus advertising. As well as being an environmentally friendly alternative to the PVC previously used it has also speeded up the whole process of changing the bus advertising panels.



Pyramid Display Materials are Proud to Sponsor the POPAI Awards 2011

North East & Scotland

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North West & Yorkshire

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Clarence Avenue . Trafford Park
Manchester M17 1QS
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Midlands & South

Pyramid Display Materials Ltd.
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Duddleston Mill Road
Saltley . Birmingham B8 1AU
Tel: 0121 333 5947 Fax: 0121 333 5945
e-mail: sales@pyramid-display.co.uk

www.pyramid-display.co.uk



SILVER

FILOFAX - FLEX SPINNER
for
FILOFAX UK LTD.

by **arken p-o-p**

Judges' comments:

"A good fit within the department store environment. With highly noticeable yet simple lines created with a good use of materials, the unit can easily be disassembled for recycling and comes with a creditable footprint."

SILVER

SCRATCH CARD ISLE END
for
CARTE BLANCHE GREETINGS

by **Carte Blanche Greetings**

Judges' comments:

"A novel, bold and engaging unit, clearly branded and simply constructed from card. With a 32% sales uplift over a two week period this is a clean arresting display in a normally cluttered environment."



BRONZE

LEBARA SIM/TOP UP CARD
MERCHANDISER
for
LEBARA

by **HRG (UK) Ltd.**



Short Run

Head Judge for the Category

Martel Lawson, EMEA Category Display Manager – McCormick UK Ltd.

Category Sponsor

MJD

At MJD we continue to combine years of specialist knowledge with our own unique brand of in-store design solutions which range from fast turnaround temporary display solutions to more permanent in-store fixtures and anything else inbetween.

We are currently looking at doubling the size of our manufacturing capacity to facilitate more in-house production resources in areas such as large format digital print, CNC and assembly capabilities.

In what are very challenging times we see this as a positive move that continues to strengthen our commitment to existing clients whilst giving us the opportunity to develop new partnerships for a sustainable future.

We are of course once again proud to be a sponsor of the POPAI Awards 2011 especially having won Gold in the Health, Beauty & Hair Products - Temporary Display category last year which then went on to receive a Bronze Award for Temporary Display of the Year.





GOLD

ADIDAS HEADPHONE UNIT
for
SENNHEISER UK

by **032 Design**

Judges' comments:

"This display really commands the space and despite being minimalist is really impactful. The funky design is simple, clever and really stands out with a great use of materials. True to the Adidas brand and immediately identifiable."

SILVER

COORS LIGHT ROCKY MOUNTAINS
INSTORE THEATRE PIECE
for
HEINEKEN IRELAND

by **The Printed Image**

Judges' comments:

"A superb modular design that certainly provides the 'wow' factor. A good mix of materials were used to achieve the mountains and give strength and safety to what was a very large unit. A novel piece of P-O-P with strong branding and strong sales uplift of up to 108%."



BRONZE

NIVEA INTERCHANGEABLE A SITES
for
BEIERSDORF UK LTD.

by **Bezier**



BRONZE

LISTERINE ENAMEL A SITES
for
JOHNSON & JOHNSON LTD

by **Bezier**



Store & Flagship

Head Judge for the Category

Martel Lawson, EMEA Category Display Manager – McCormick UK Ltd.

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GOLD

ODEON, CANDY KING
for
BLUE STOCKING PARTNERSHIP

by **Simpson Group**

Judges' comments:

"This display created a much greater visual impact of the pick 'n' mix area. A lovely design with consideration given to strong colours, an interesting and eye-catching mix of graphics and a subtle use of space. Quite a strong transformation created from a small budget."

SILVER

SUPERDRUG WIMBLEDON SOTF
for
A.S. WATSON

by **arken p-o-p/Dalziel & Powell**

Judges' comments:

"A repositioning of the Superdrug brand, an increase in sales and a new way of merchandising make-up were all achieved in a new flagship upmarket store look. Good use of space with round displays in the centre of the shop floor. Strong sales uplift of up to 75%."



BRONZE

MERCEDES-BENZ BRENTFORD GALLERY
for
MERCEDES-BENZ RETAIL GROUP (UK) LTD.

by **Green Room**



Installation

Head Judge for the Category

Jonathan Fulwell, Purchasing Manager Design & POS Services – L'Oréal

Category Sponsor

Moss Express

Moss Express - it's the little things that matter

Whether you manufacture POS displays, print, design or are a retailer, it is essential to have the right products to finish off your display to the highest standard, and a supplier who understands the needs of such a demanding and fast moving industry.

Moss Express supplies a huge range of POS/POP components for next day delivery. Our range of 1,300 products can be ordered from our new website or catalogue, full of those little but essential products.

We offer a "one stop shop" supported by six regional sites in the UK and ten international hubs in Europe and China.

We offer free samples, and because we hold over 500 million parts in stock, be assured that Moss Express can fulfil all your POS needs. View our complete range at www.moss-pos.co.uk

- Next day delivery
- Buy any quantity
- Free samples





GOLD

REFRESH AND REBALANCE PROJECT for BOOTS

by **Momentum**

Judges' comments:

"This installation is a great example of how to manage complexity and volume. With plenty of time given to planning, trial and review, 1,631 stores were involved in the project over a 20 week period. With a score of 99.4% completed 'right first time' this is a deserved Gold winner."

SILVER

MARTIN MCCOLLS COUNTER ROLLOUT 2011 for MARTIN MCCOLL LTD.

by **Momentum**

Judges' comments:

"With 23 different counter configurations and rollout to 1,270 stores over a 10 week period during trading hours, 100% of stores were visited within the original timescale. Commentary from the client included: "Not a single store has reported negative feedback."



BRONZE

VALUE COMMUNICATION ROLLOUT for THE CO-OPERATIVE

by **New Store Europe and The Co-operative**



BRONZE

AUDI CORPORATE IDENTITY CHANGE for AUDI UK

by **CJ Services (UK) Ltd.**



Digital Media in Retail Network

Head Judge for the Category

Doug Glenwright, Customer Experience Manager Distribution – TUI Travel Plc

Category Sponsor

arken p-o-p

Founded in 1948, arken p-o-p 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 in 1997, arken p-o-p have won over 40 awards for their outstanding displays.

arken p-o-p are creative led manufacturers specialising in producing retail display stands for a number of sectors. They understand the importance of increasing sales and encouraging interaction at the point of purchase, whilst at the same time creating an experience for the consumer within the retail environment to drive footfall.

arken p-o-p's graphic display products include off-the-shelf items such as poster frames, light boxes, poster-hanging systems, pavement signs, forecourt signs and literature dispensers. Products can also be customised to colour or size specifications. One of their latest products is the new purelite LED lightbox range featuring great light dispersal which offers fantastic impact. arken p-o-p also designs totally bespoke displays for either internal or external use.

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



GOLD

CINEWORLD NETWORK
for
CINEWORLD

by **Realisation**

Judges' comments:

"Critical site specific opportunities were clearly delivered against Cineworld's stated objective to upgrade their existing digital signage network.

With innovative content and 14 channels this is an excellent example of best practice."

Digital Media in Retail Content

Head Judge for the Category

Doug Glenwright, Customer Experience Manager Distribution – TUI Travel Plc

Category Sponsor

Network Display

Collaborating with both brands and retailers to produce some of the most innovative solutions in the marketplace, Network Display specialise in point-of-sale, merchandise display and high quality litho laminated packaging.

Together with a team of award-winning designers, equipped with the latest design tools, including AG CAD facilities and 3D imagery, Network Display's state-of-the-art manufacturing capabilities are unrivalled.

Incorporating specialised die-cutting and the largest format screen printing and litho laminating techniques available in Europe, the company engineer the highest quality bespoke promotional displays and retail ready packaging to delight a growing customer base.

Conveniently located in the West Midlands, Network Display's impressive service delivery includes fast quotation, sampling and market leading turnaround times. And by using a wide variety of sources, the company can ensure that cost, quality, material and print solutions are bespoke to customers requirements.

Contact:

T: 01902 493999 F: 01902 496670 E: sales@networkdisplay.co.uk www.networkdisplay.co.uk





GOLD

NEW LOOK - 'MICROTILES' AND FACEBOOK SOCIAL MEDIA PLATFORM for NEW LOOK

by **Mood Media**

Judges' comments:

"The content is exciting and engaging whilst delivering business benefit and a memorable brand experience through a highly targeted campaign. This is a channel agnostic and customer centric campaign which is impressive."

SILVER

MCDONALD'S HAPPY MEAL - INTERACTIVE DIGITAL CONTENT for MCDONALD'S RESTAURANTS

by **The Marketing Store**

Judges' comments:

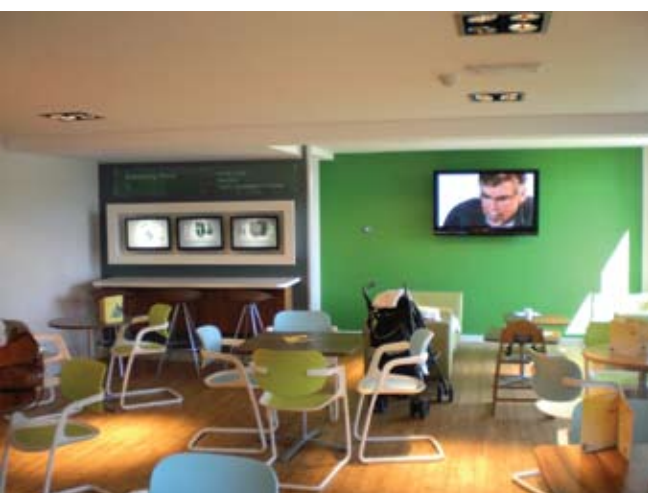
"Hugely engaging content targeted at the kids demographic, the content changes every 4-8 weeks to make it more exciting to go to McDonald's more frequently. Excellent branding and great use of technology combined really works in this environment."



BRONZE

NUFFIELD HEALTH for NUFFIELD HEALTH

by **Mood Media**



The Sustainability Award

Head Judge for the Category

Robin Drysdale, Sales Director – Asda Media Centre

Category Sponsor

MJD

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GOLD

SCOTTS MIRACLE-GRO PALLET BRIDGE
for
THE SCOTTS MIRACLE-GRO COMPANY

by **HRG (UK) Ltd.**

Judges' comments:

"This unit demonstrates a clear intention to gain maximum 'green' credibility not least of all due to the selection of materials such as disposable card and Correx. Reusable and with a lifespan of five years the achievement of Gold in this category is well-deserved."

SILVER

NESTLÉ EMU (ENVIRO-MERCHANDISING-UNIT)
for
NESTLÉ CONFECTIONERY UK

by **SCA Display UK**

Judges' comments:

"With a 33% reduction in material usage this unit is made from 100% recycled board with at least 40% sourced from recovered fibres in accordance with brand and retailer sustainability policies."



BRONZE

CADBURY CRUNCHIE ROCKS ECO UNIT
for
CADBURY UK

by **SP - A St Ives Company**
(in partnership with Cadbury)



The Innovation Award

Head Judge for the Category

Jocasta Kelsey, Head of Marketing – Carte Blanche Greetings Ltd.

Category Sponsor

New Store Europe

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To find out more about what we can offer visit www.newstoreeurope.com or email info-uk@newstoreeurope.com.

new STORE[®]
new EUROPE
together with Kleerex



GOLD

WALKMAN INTERACTIVE DISPLAY
for
SONY EUROPE

by **Alrec In-Store Ltd.**

Judges' comments:

"The unit delivers fully against a challenging set of objectives in order to engage the shopper. Innovative in that the design is particularly forward-thinking with a large measure of flexibility, interactive attributes and educational qualities. I particularly like the WiFi real time data transfer."

SILVER

MODULAR POP SYSTEM - MAX FACTOR
for
PROCTER & GAMBLE

by **STI Line Ltd.**

Judges' comments:

"A truly flexible unit that not only met specific promotional and retailer requirements but can also be used for different displays. The unit is pre-assembled too therefore improving compliance."



BRONZE

QUAKER OATSO POTS CLIPSTICK
for
WALKERS SNACKS LTD.

by **Cognoscenti Ltd.**



Display of the Year - Temporary

Category Sponsor

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Pyramid pride themselves on product innovation and development. Such innovation resulted in the development of a new waterproof display board, manufactured from post consumer waste paper, currently being used on all bus advertising. As well as being an environmentally friendly alternative to the PVC previously used it has also speeded up the whole process of changing the bus advertising panels.



GOLD

**OLAY REGENERIST SUPER SERUM
FACTICE**
for
PROCTER & GAMBLE

by Impact Creative Partnership Ltd.

Judges' comments:

"Extremely strong branding and simple innovation gives this display real impact. With a 'spot on' interpretation of the brief and a striking design the unit is ideal when it comes to offering multiple solutions for different sizes of store."



SILVER

QUAKER OATSO POTS CLIPSTICK
for
WALKERS SNACKS LTD.

by Cognoscenti Ltd.

Judges' comments:

"A parasite unit that stands out for its versatility and cross-promotion attributes as well as simplicity in terms of placement. A unique display in its class offering easy replenishment, durability and cost-effectiveness."



BRONZE

GHOST ENCHANTED BLOOM
for
PROCTER & GAMBLE

by Kesslers International Ltd.

Display of the Year - Permanent

Category Sponsor

Momentum

Momentum Instore is the leading retail marketing agency with unrivalled expertise in installation, merchandising, field marketing and POS implementation. For over 35 years we have provided cost-effective, results driven solutions across every retail environment, from beauty to banking. We understand what it takes to bring brands and consumers together, and have used this knowledge to provide winning campaigns for some of the UK's leading brands and retailers. There's no question, our expertise will move your business forward.

So, if you've got a great instore promotion, we'll make sure your shoppers find it. Our retail ready solutions will not only get your campaign into stores on time, every time, but will help to enhance your customer's experience and therefore achieve an impressive ROI.



**WORK TOGETHER,
WIN TOGETHER**





GOLD

ADIDAS BOOT WALL
for
ADIDAS UK AND IRELAND

by **Valley**

Judges' comments:

"This display delivers impact and standout with very strong, clear communication of the boot brand's USP. The design is innovative and attractive in equal measure and has enough flexibility to accommodate future ranges. With great stopping power the unit clearly elevates and differentiates product in-store."

SILVER

MAKE-UP PLAYTABLE
for
A.S. WATSON

by **arken p-o-p/Dalziel & Powell**

Judges' comments:

"The 'come and play' brief was very well executed and led to great performance in-store. The unit offers a premium feel with the use of MDF instead of the more traditional metalwork and is both colourful and modern. A great use of space!"



BRONZE

MY BLUE NOSE FRIENDS - PERMANENT
FREE-STANDING DISPLAY UNIT
for
CARTE BLANCHE GREETINGS

by **Carte Blanche Greetings**



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. 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 **Mark Wafforne**
Loughborough University

Judges' comments:

"An extremely impressive presentation and solution that contains maturity of thought and execution. A fabulous piece of work that cleverly integrates all aspects of the product and the display which embraces the 'recyclage de luxe' ethos completely."



SILVER

by **Khashayar Faiz**
Loughborough University

Judges' comments:

"A great piece of eye-catching P-O-P that would be very effective in-store and create a real buzz. A well thought through solution that is supported by a clear visual presentation and concise case study. Kept simple, the unit is well-branded and designed to fit the available space. Good use of materials too."



BRONZE

by **Scott Allen**
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



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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.

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

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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