

POPAI

UK & IRELAND

AWARDS.12

POPAI AWARDS BOOK 2012

THE AWARDS FOR THE P-O-P INDUSTRY



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instore momentum

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 2012

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Foreword to The POPAI Awards Book 2012

Welcome to The POPAI Awards 2012 Book of Winners.

The POPAI Awards continue to shine a spotlight on the creative talent, innovative thinking and dedication to best practice that exists in our competitive and dynamic industry. The Awards remain a shop window to the very best in retail marketing and independent validation of standout achievements.

For the sixth consecutive year, the Awards have set a new record number for entries, attracting strong interest from both POPAI members and non-members – proof that the POPAI Awards truly are the Industry's awards. With 218 entries competing in a total of 20 categories from across the industry, winning an Award in 2012 is undoubtedly harder than in any previous year. So whatever the colour of the POPAI Award received – Gold, Silver or Bronze – an Award is a clear sign of P-O-P excellence at its best, and deserved recognition for the talent and hard work of those behind its success.

There are few people better placed to pass judgement on the displays that deserve to walk away with the final trophies than our panel of experts. Once again, retail marketing professionals from some of the UK's leading brands and retailers presided over the judging process, donating a considerable amount of time and effort to arrive at their final decisions. POPAI would like to thank all who took part.

Finally, POPAI would once again like to thank all the sponsors for their generous support of the POPAI Awards 2012. Without their vital contribution, it simply would not be possible to stage the competition.

Congratulations to all the winners!



Martin Kingdon Director General - POPAI UK & Ireland

You can now view 1000+ POPAI Awards entries spanning six years (2007-2012) in our online Awards Gallery at www.popai.co.uk/awards

CORPORATE SPONSOR

POPAI UK & Ireland would like to extend our thanks to Momentum Instore for their continued support and loyalty to the Awards as corporate sponsor of the POPAI Awards 2012.



CORPORATE SPONSOR

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instore

JUDGES

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

Matt Hardman

Group Media Manager
Asda Media Centre



Martin Bitmead

Commercial Design & Merchandising Development Manager
B&Q



Mike Bradshaw

Director of Retail Marketing
Boots



Ashley Judge

Display Manager
Comet Group



Tracey Rogers

Shopper Marketing and Communications Manager
HJ Heinz UK



Nick Bentley

Head of Shopper Marketing
John West Foods



Alex Lloyd-Davies

Commercial Director
Kellogg's



Ruth Clinkscates

Shopper & Retail Activation Manager
Kimberly Clark



Jonathan Fulwell

Purchasing Manager Design & POS Services
L'Oréal



Wayne Abbiss

Display Manager
Marks & Spencer



Martel Lawson

EMEA Category Display Manager
McCormick UK Ltd.



Heather Muir

Brand Retail Manager
Nationwide Building Society



Russell Jones

Shopper Based Design, Retail Execution, & Retail Innovation Leader
Procter & Gamble



Helen Onions

Merchandising Controller
PepsiCo



Andy Burt

Marketing Manager
Spar UK



Natalie Somerville

Head of Instore Marketing
Tesco



Amanda Lakin

General Manager, Retail & Local Marketing
TUI UK & Ireland



Nick Widdowson

Range & Merchandising Manager
Unilever UK



Jake Kirkham

Store Format & Design Manager
Wm Morrison Supermarkets



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

SPONSORS

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



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email: play@ar.com

password: impactar

To access 'Client Login'



Download

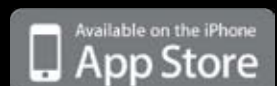


Tap & Open



Experience
the power
of **ImpactAR**

Leaders in retail innovation



Travel, Leisure & Automotive

Head Judge for the Category

Helen Onions, Merchandising Controller - PepsiCo

Category Sponsor

Momentum Instore

At Momentum Instore, we treat our clients, and their campaigns, like superstars.

We pride ourselves on managing every stage of the instore journey with a level of service and attention to detail that is unsurpassed in our industry. From our teams out in the field through to our project managers, and our warehouse personnel right through to senior management, our focus is on getting your campaign 'Right First Time'. For over 35 years we've been providing brands and retailers with unrivalled knowledge in installation, merchandising, field marketing and retail audits across every retail environment, and achieving the kind of return on investment that keeps them coming back to us time and again.

If you think your campaigns might benefit from some VIP treatment you should talk to us. Together we could make sure they grab the spotlight.



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**AT MOMENTUM INSTORE, WE LIKE TO TREAT OUR CLIENTS
AND THEIR CAMPAIGNS LIKE SUPERSTARS**

momentuminstore.com

★★★★★ INSTALLATION	★★★★★ MERCHANDISING	instore momentum	★★★★★ RETAIL AUDITS	★★★★★ FIELD MARKETING
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GOLD

TRANSFORMERS TRUCK DVD
for
PARAMOUNT PICTURES

by **STI Line**

Judges' comments:

"This display is a great use of larger foyer space and highly impactful. The flexibility of the modular design allows it to be easily customised by retailers for different store types – maximises space retention. A great piece of in-store branding, especially where archway included."

SILVER

HMV HEADPHONE TABLES
for
HMV

by **TouchVision Ltd (MediaZest Group)
and Momentum Ltd**

Judges' comments:

"A very good fit with the store environment with some great features, such as the addition of a mirror and the ability to update the music so easily. A good use of space and mix of materials too. A total of 500,000 units sold from the displays placed in-store illustrates its' effectiveness."



BRONZE

LOGITECH EXTENDABLE
HARMONY UNIT
for
LOGITECH EUROPE S.A

by **arken P-O-P International**



Sports, Toys & Accessories

Head Judge for the Category

Nick Bentley, Head of Shopper Marketing - John West Foods

Category Sponsor

arken P-O-P International

Founded in 1948, arken design and manufacture point of purchase displays as well as off-the-shelf and bespoke poster display products. Since the launch of the p-o-p awards in 1997, arken have won over 40 awards for their outstanding displays.

arken are creative led manufacturers, producing bespoke retail displays for a wide range of sectors including cosmetics, consumer electronics and tobacco. They understand what drives product sales and provides ROI, creating displays that encourage interaction and therefore enhance the shopper experience at the point of purchase.

arken's poster 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 panel, designed to provide ambient lighting for a wide range of applications. arken can also create completely bespoke poster displays for either internal or external use.

Putting your brand centre stage... again!

OUR 2012
AWARD
WINNERS!



Designers and Manufacturers of Award Winning POP

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arken
creators of award winning p-o-p



GOLD

MY BLUE NOSE FRIENDS FSDU for CARTE BLANCHE

by **STI Line**

Judges' comments:

"A unit that provides a strong branding message in-store, whilst cost-effective materials have clearly stood the test of time in store – making the display budget-friendly too. The fact it can be reused for different events makes this a strong performer."

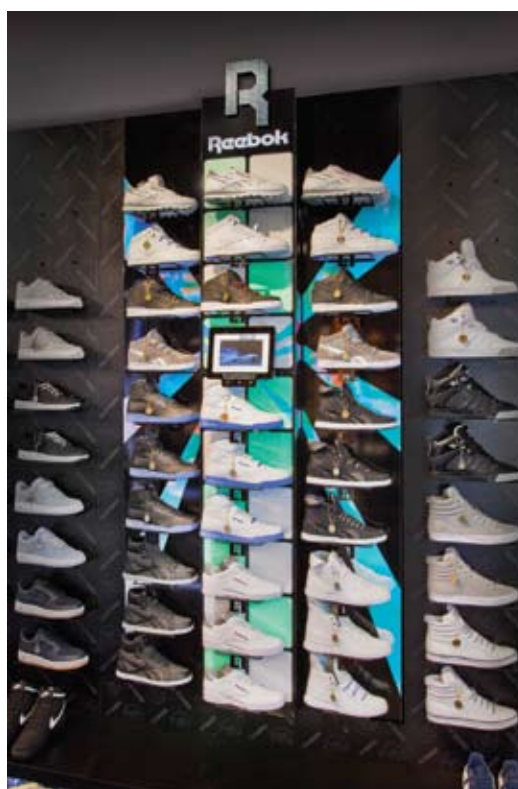
SILVER

REEBOK CLASSICS REELITE WALL DISPLAY for REEBOK UK

by **Valley**

Judges' comments:

"Well-received by both the brand and retailer. Very impactful and works well with the rest of the store environment, fitting seamlessly into the retail space, whilst also having the interruption factor. The interactive display is also a really good feature to engage shoppers."



BRONZE

ASDA HALLOWEEN POS 2011 for ASDA

by **The Delta Group/Gratterpalm**



Alcoholic & Soft Drinks

Head Judge for the Category

Matt Hardman, Group Media Manager - Asda Media Centre

Category Sponsor

DS Smith Packaging

DS Smith Packaging Display creates innovative in-store POS displays that combine visual appeal and cutting edge cardboard engineering to extend the reach of 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, the Shenstone Point of Sale site was one of the first companies in the country to achieve the POPAI Sustainability Standard. Sustainability through innovation is a huge focus for DS Smith Packaging and this is achieved 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.



Turn up the volume on your sales...

To make your brand stand out in store, you need every part of your packaging and display to sing out loudly in perfect harmony. Using our unique business tool, **PackRight**, we'll orchestrate your consumer appeal – graphic impact, availability, accurate and matched brand colours, excitement, sheer pizzazz. Music to any brand manager's ears, we would have thought.

For sales-boosting, sustainable and efficient corrugated packaging, call us now on **0845 260 70 80** or send an email to ideas@dssp.com

For more information, visit
www.dssmith-packaging.com

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GOLD

WINE PRODUCT PRESENTERS for TESCO STORES LIMITED

by **HL UK**

Judges' comments:

"A solution that is sustainable, flexible and popular with those who use it, the product has revolutionised the fixture. Such a simple solution that was arrived at through consideration of every possible pitfall. It manages to successfully organise every inch of the fixture without encroaching on the product space."

SILVER

RIBENA TRACTOR QUARTER PALLET for GLAXOSMITHKLINE

by **Billington Cartmell & Mayence**

Judges' comments:

"Completely different to everything else in-store. Brand equity was certainly increased and the unit enabled the brand to work outside of pre-agreed merchandising plans thanks to the fun and innovative nature of the display - delivering an unprecedented amount of branding in-store."



SILVER

HEINEKEN NIGHT OF CHAMPIONS for HEINEKEN IRELAND

by **TPI - The Printed Image**

Judges' comments:

"A great capitalisation on the sports event branding, the creative design of the display certainly appeals specifically to the target audience and encourages engagement with an application that looks flawless. Robust, compact and mindful of the environment in which it was to be placed, the multi-faceted approach reached ambitious levels of in-store dominance."



Confectionery & Snack Products - Permanent Display

Head Judge for the Category

Jake Kirkham, Store Format & Design Manager - Wm Morrison Supermarkets

Category Sponsor

Hudson RMS

To be passionate about brands is not enough, but it is a great starting point. At Hudson RMS our creative proposals are led by consumer insight and brand knowledge in every single case.

Our extensive experience in providing display solutions for the global market, together with our confident and innovative creative approach has helped us build an excellent reputation as well as an extremely loyal client base.

Our approach to investing in the development of strong consumer touch-points, that generate in-store impact, drive consumer engagement, and navigate the shopper through their path to purchase, means delivery of the best ROI possible.

As a full service PoP agency, with an impressive track record, Hudson RMS is able to offer their clients initial market research right through to design, prototyping, manufacturing and after sales. We always deliver excellent results.



Design Intelligence.

Hudson RMS is as passionate about your brand as you are. Working in partnership, we deliver outstanding display design that will engage your consumer and realise tangible results in your global markets.



Find out just what Hudson RMS can bring to your business. **Contact Rob on:** rob.pj@hudsonrms.com

SILVER

THORNTONS MID-FLOOR DISPLAY TABLES for THORNTONS

by **Bezier Group**

Judges' comments:

"The brief was well understood and interpreted, creating a simple but effective display solution. The smart modular design is perfect for different sized stores and successfully achieved targets for increasing dwell time and encouraging shoppers to browse the product range in-store."



SILVER

PEPSICO WALKERS CRISPS PARASITE UNIT for PEPSICO UK AND IRELAND

by **Sector Design and Marketing Ltd.**

Judges' comments:

"A success of creative simplicity and specific suitability for its intended purpose, rather than material or mechanical innovation. This strongly branded unit proved a highly effective in-store addition that helped to leverage new opportunities to drive visibility and availability for a brand whose product sales are so dependent on impulse purchases."



Confectionery & Snack Products - Temporary Display

Head Judge for the Category

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

Category Sponsor

Rocket Production

Rocket Production manufactures electronic components for P-O-P displays.

Our LED, Motors, Sound Units and Media Players are at the forefront of P-O-P technology. They add light, sound, movement and media to displays to enhance them Instore and make them stand out and attract the eye of the consumer.

Our components are small, lightweight, affordable and easy to integrate into display designs. Most are battery powered meaning that they can be used in displays where an external power source is not available.

We have a range LEDs and Motors in stock and we also work with our clients to manufacture custom made units to complement and enhance all kinds of displays from FSDUs to Hanging signs, shelf edges and even direct mail.

A long-standing member of POPAI, Rocket Production are proud to be a sponsor of the POPAI Awards for the first time in 2012.

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GOLD

CADBURY CREAM EGG INTERACTIVE THEATRE DISPLAY for KRAFT FOODS

by D. S. Smith Multigraphics

Judges' comments:

"Bold, fun and interactive, with great stock holding. And all for a highly cost effective unit price. A brilliant display that creates significant impact and engages shoppers in an eye-catching and fun way that seems so right for the brand. Strong and sturdy, it delivers high impact with great standout."



SILVER

CADBURY DAIRY MILK TASTE PROMOTION for KRAFTFOODS IRELAND & THE PRINTED IMAGE

by TPI - The Printed Image & Kraftfoods Ireland

Judges' comments:

"A very practical approach that creates display opportunities and theatre, whatever the space or location. The construction of the units shows real creativity to hold stock while creating something out of the ordinary. It also uses very clear brand cues to typify the brand's look and feel. 22% of shoppers referenced the display as building awareness."



BRONZE

TREBOR CAR POT GRAVITY FED PARASITE DISPLAY for KRAFT FOODS

by D. S. Smith Multigraphics

Grocery & General Merchandise - Permanent Display

Head Judge for the Category

Wayne Abbiss, Display Manager - Marks & Spencer

Category Sponsor

Mirri - A Division of Celloglas

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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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

As proud sponsors of the POPAI Awards 2012, we hope you have a fantastic evening.



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GOLD

BUTCHER'S SELECTION POS for ASDA

by **The Delta Group/Gratterpalm**

Judges' comments:

"This interpretation of a local butcher's concept is clean and impactful. The distinctive design separates it from adjoining fixtures creating a shop within shop sense of theatre. The mix of materials is appropriate to a protein section and easy to maintain. Stands out in-store and showcases the area clearly and effectively. Great feedback and sales growth too."

SILVER

KIWI SHOE CARE STAND for SC JOHNSON LTD

by **HRG (UK) Limited**

Judges' comments:

"Very good interpretation of the brief. The display has an adaptable and clean design, with a good solid mix of surfaces that manages to fit comfortably within the prescribed footprint whilst still increasing selling space for the brand – an impressive achievement."



BRONZE

PEDIGREE PET TREAT IMPULSE for MARS PET FOODS

by **HRG (UK) Limited**



Grocery & General Merchandise - Temporary Display

Head Judge for the Category

Mike Bradshaw, Director of Retail Marketing - Boots

Category Sponsor

Mood Media

Mood Media is a leading in-store media specialist that uses a mix of music and visual media to help brands communicate with consumers with a view to driving incremental sales at the point-of-purchase.

Mood Media works with over 570,000 commercial locations in over 40 countries throughout North America, Europe, Asia and Australia.

Mood Media's services reach 100 million shoppers every day across a broad client base including more than 850 U.S. and international brands in diverse market sectors that include: retail, from fashion to financial services; hospitality, from hotels to health spas; and food retail, including restaurants and bars.



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GOLD

Q4 FLEXI TOWER
for
WARNER BROTHERS INTERNATIONAL

by **Lynx**

Judges' comments:

"The design is all about functionality and flexibility – delivering a unit that is extremely flexible and so simple to change whilst managing to successfully communicate key branding objectives. Some territories continue to use the display – supporting its longevity credentials. A standout piece of innovation we can expect to see much more of in the entertainment sector."

Fashion, Personal Products & Accessories

Head Judge for the Category

Ruth Clinkscales, Shopper & Retail Activation Manager - Kimberly Clark

Category Sponsor

Alrec In-Store Ltd.

Since 1958 we have been providing our clients with solutions for high impact shopper experiences at retail that turn shoppers into buyers.

Our group strength and local presence in 5 of Europe's main consumer markets make us the perfect match for any client wanting a responsive partner and tangible results.

We create, develop and deliver custom Display, Shop-in-Shop and Brand store solutions for brands at retail. Our designers and engineers work together to deploy the latest materials and manufacturing technologies and are specialized in developing concepts for serial production as well as one-off projects.

Our Display solutions vary from promotional signage, shopper navigation tools, smart shelving systems through to counter and free standing floor units.

Our Shop-in-Shop solutions excel in modularity for optimum flexibility and cost effectiveness. We develop modular solutions for both multi-brand retail as well as single Brand store environments.



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to life in-store

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E: CLARE.FEATHER@ALREC.CO.UK





GOLD

O'NEILL MERCHANDISING DISPLAY SYSTEM
for
O'NEILL/THE WATERSPORTS

by **Sector Design and Marketing Ltd.**

Judges' comments:

"The display is a strong reflection of the brand's surfing heritage. A truly flexible and adaptable solution with a striking design that balances the authenticity of the brand, through wood effect and outdoor imaging, with a clever use of materials and coatings to add texture and give a modern feel. A key solution to driving retail growth for the brand."

BRONZE

BREO RETAIL ACCELERATION PROGRAMME
for
BREO

by **Sector Design and Marketing Ltd.**



Home & Garden and Tobacco

Head Judge for the Category

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

Category Sponsor

Vink Lighting Solutions

Vink Lighting Solutions are the UK's leading distributor of illumination products to the sign and display industry.

We offer a complete impartial service to assist in the selection and supply of quality branded lighting products.

At Vink we offer a free in house lighting design and quotation service. This is provided by our team of technical experts who will provide a complete layout drawing for your particular application. You can be assured of the best materials and the most up to the minute technical advice.

All this contributes to our industry-wide reputation for quality and excellent customer service.

As part of Vink Holdings we are able to utilise our European wide distribution network to ensure that we can get you the right products, to the right place at the right time.



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And the winner is...

Congratulations to this year's brilliant POPAI Award winners, from the big name in illumination for signs and displays

VINK
Lighting Solutions



GOLD

KÄRCHER WINDOW VAC TX
for
KÄRCHER (UK) LTD

by Marin's UK Limited

Judges' comments:

"A simple structure and a small footprint featuring two-sided interaction and a product tester, complete with faux PVC windows – perfect for targeting a new female demographic. As well as being an ingenious design concept, the simple corrugated structure made it impressively cheap to produce. Sales uplift within some DIY retailers from 2-3 units per week to 25 units."

SILVER

GAGGIA COFFEE MACHINES
for
PHILIPS CONSUMER LIFESTYLE IN
ASSOCIATION WITH WILLIAMS LEA

by HRG (UK) Limited

Judges' comments:

"The display helped to re-establish the Gaggia brand in the face of strong competition from rival brands. Its modern retro-sensual look and feel retains its impact even within smaller environments.

A striking and powerful design concept, reinforced by an impressive 57% year-on-year sales growth in stores where the display was present."



BRONZE

MIRACLEGRO MERCHANDISER
for
THE SCOTTS MIRACLE-GRO COMPANY

by HRG (UK) Limited



Telecommunications and Computers

Head Judge for the Category

Martin Bitmead, Commercial Design & Merchandising Development Manager - B&Q

Category Sponsor

Sloane

For a P-O-P manufacturer with Global reach and local delivery, Sloane the European team of the Global Marmon Group is the perfect partner.

Our quality, responsiveness and innovation are unrivalled – This is backed by our low total cost of ownership model - enabled by our extensive local and global manufacturing, design, outsourcing delivery and installation capabilities.

Contact one of our dedicated P-O-P team today for discussion tailored to your individual needs.

Your POP partnership solution....

Global thinking, Regional delivery

- ✓ Quality
- ✓ Responsiveness
- ✓ Innovation
- ✓ Total cost of ownership

Leading UK volume manufacturer of Point of Purchase. **Sloane[®]**

Please visit www.sloanegroup.co.uk for more information, alternatively you can contact us on +44 (0)1933 401 555





GOLD

NAVICO SHOP IN SHOP for NAVICO

by **Alrec In-Store Ltd.**

Judges' comments:

"A flexible, high impact display that achieves great standout, clear brand positioning, engages shoppers and ensures the product remains king. It is easily adaptable for different spaces thanks to its modular approach whilst automatic connecting lighting removes the need for wiring. The result is good brand signposting that delivers strong linkage across sub-brands and visible impact in relatively small space."

SILVER

ASUS ZENBOOK UX21 ULTRABOOK™ GLORIFIER for ASUSTEK (UK) LTD.

by **Sector Design and Marketing Ltd.**

Judges' comments:

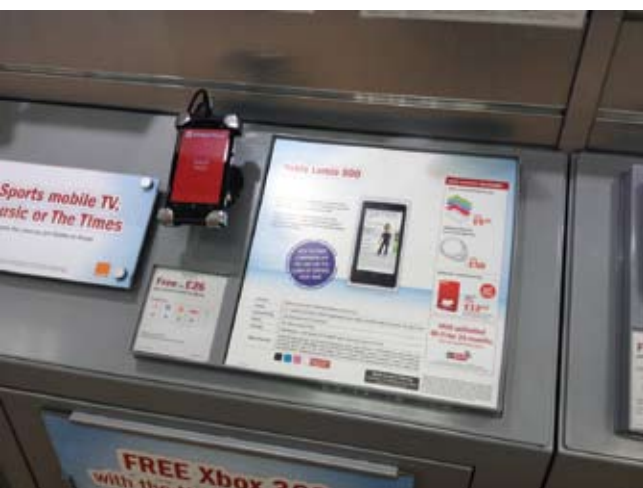
"Achieving an elegant and stylish look, this display projects a simple reason to buy but also taps into the emotional reasoning with its 'love at first sight' strapline. The design epitomises the brand in terms of premium elegance and being a real lifestyle choice, and immediately starts to build engagement and connection with the brand."



BRONZE

PHONE DISPLAY UNITS for PHONES4U

by **H Squared Ltd.**



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

Head Judge for the Category

Jake Kirkham, Store Format & Design Manager - Wm Morrison Supermarkets

Category Sponsor

View Holographics Ltd.

View Holographics is a holographic business developing leading state of the art technology.

It is about to enter the market with a new global patented technology producing 3-4D quality imagery that can be viewed without the need to wear 3D glasses.

The technology View Holographics has produced is one of the most exciting advances the market has ever seen. Its potential is to revolutionise traditional in store communication in a cost effective way. The 3-4D images can be applied to many formats including window displays, in store P-O-P, floor tiles, display units, wall hanging and shelving and can be displayed in many different environments.

The View Holographics 3D images can be used to improve impact, interaction at point of purchase, create stand out and therefore competitive advantage.

The View Holographics team is looking forward to collaborating with partners who want to develop innovative solutions for their customers.



*without the glasses

Innovative communications
using leading edge technology*

**To find out more or to book
appointments please contact:**

Hayley Carpenter at hayley@viewholographics.co.uk /// tel: 01745 535 209

www.viewholographics.co.uk



viewholographics



GOLD

POND'S GLOBAL RETAIL RELAUNCH
for
UNILEVER ASIA PTE. LTD.

by **CircleSquare**

Judges' comments:

"The finished design hits the premium market well, producing an attractive concept that brings the brand to life in new ways. Offering a good mix of display units for all occasions, the unit successfully overcame the complexities of such a challenging global brief – delivering impressive commercial results, particularly within the hypermarket environment."



GOLD

FASHIONISTA MAKE UP DISPLAY
for
WORMSER UK LTD/FB BEAUTY

by **arken P-O-P International**

Judges' comments:

"This unit achieved real standout in a crowded market place with an extremely eye-catching design. The pick and mix merchandising strategy was undoubtedly a winning idea. Overall, a highly competent creative concept that beat budget by 35% whilst doubling distribution as a result."

SILVER

ESSIE TOWER DISPLAY UNIT
for
L'OREAL

by **Diam International Limited**

Judges' comments:

"A premium display that delivers 'salon-like' style with ease. Using simple, elegant structures and straight clean lines, the eye-catching gloss white design provides a backdrop that's perfectly in-tune with the needs of this luxury brand, allowing the product and nail colours to really standout."



DISPLAYING EXCELLENCE

– POPAI UK & Ireland

Preface

Despite fast-developing technology entering the market and the pressures of addressing ever-evolving shopping habits, for those tasked with producing current and future generations of P-O-P displays, knowledge and best practice continues to rule the aisles.

Regardless of all the cardboard, plastic, wood and metal displays used in retail to promote products, it's nothing without the expertise of the marketers who strategise about them, or the teams who create them. The ability to produce the next great idea that will stop shoppers, engage them and, ultimately, convince them to buy is only limited by the knowledge and inspired thinking of the industry's brightest minds.

Enter POPAI UK & Ireland. As the trade association for the P-O-P industry, it has become a trusted source used by creative agencies, P-O-P manufacturers, new media specialists and top industry marketers. "Our goal is simple: we want to add value through best practice knowledge," says Phil Day, director of POPAI UK & Ireland.

Its reputation has been built on the basis that it is one of the few places providing unbiased information. And it's a reputation that sticks; today, the association works with all willing industry practitioners and even conducts bespoke research for several leading brand names. After all, part of its mandate is to advocate greater knowledge in areas where it is often not readily available or, in some cases, lacking altogether. "We have a wealth of best practice guidance and it is all open, to everyone who is a member," says Day.

Despite the resources given to dedicated shopper insight functions, gathering information around P-O-P best practice is no easy feat. This is where POPAI comes into its own as a source for unearthing business critical knowledge. To clients and suppliers alike, information about how to improve practices around the development and



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delivery of P-O-P displays is power. POPAI's extensive online resource library features a diverse range of technical and best practice guides; reports on latest trends; shopper insights; brand and retailer case studies; and industry research. The recent findings of POPAI research into the effectiveness of P-O-P display within grocery retailing are just one example of ways in which it is promoting interesting debate within the industry.

"...We launched our own research service purely from observing industry practitioners' fundamental need to access impartial analysis of the way shoppers interact with brands, as well as how retail categories and displays perform in-store. We want as many people as possible to benefit."

Then comes the bespoke research, designed to provide high quality validated insight to address specific questions that retailers, brands and suppliers are seeking answers to – issues such as shopper engagement, in-fixture and category analysis, and competitor benchmarking. The market for it is strong. "We launched our own research service purely from observing industry practitioners' fundamental need to access impartial analysis of the way shoppers interact with brands, as well as how retail categories and displays perform in-store," explains Day. "We want as many people as possible to benefit."

Other services include helping to support member companies with specific internal training needs. Providing a perfect platform for informing fresh thinking, the idea behind the organisation's latest initiative – POPAI Training Days – is to distil its knowledge of the P-O-P display industry and long-standing commitment to raising best practice standards, and to fuse it into a stimulating and engaging one-day programme that can be accessed by companies in the comfort of their own offices. The training day is designed to help businesses add 'intellectual capital' across all levels of management and staff, with content constructed to act as a guide for new hires as well as to fulfil a much-needed learning need for any existing employee who could step in to become involved in P-O-P display projects. From educating aspiring creative designers about the influencing factors of the brand, retail and end-shopper, to exploring some of the fundamental theories of P-O-P displays in order to support the work of client facing account management teams. "Learning about the fundamentals of our industry and what makes shoppers tick are as important today as 60 years ago," says Day. "Some things may have changed, but some really haven't changed at all."

However, one of the top issues for the industry, and thus for POPAI, is sustainability. Once again, the position of the trade association is a best practice one, in the form of the POPAI Sustainability Standard (PSS). "Back in 2008, we were adamant that the Green Project – as it was called back then – was a good idea, and so we worked closely with P-O-P suppliers and leading retail marketers to develop the concept until we were finally



02

able to launch the POPAI Sustainability Standard earlier this year," says Day.

As well as acting as a sign of intent to move the P-O-P industry to a point of self-regulation concerning how it manages environmental performance throughout a display's lifecycle, it is also for marketers to know that they can now access fair and comparable analysis of different display solutions, to identify the most environmentally credible way forward. What's more, its introduction will enable those involved in all aspects of P-O-P display to measure the environmental impact of design output and processes associated with production, distribution, installation and end of life disposal and recycling. According to Day, PSS accreditation will prove to be a highly sought after kitemark that will clearly identify those businesses who take the sustainability of their business, products and services as seriously as the retailers and brands they work with.

The issue of sustainability and the work connected to the PSS within the UK and Ireland is now also being advocated within overseas markets – a clear demonstration of the growing influence that POPAI UK & Ireland now exerts far beyond its local market.

But perhaps the realisation of this commitment to promoting P-O-P excellence is most visible every twelve months in the form of the POPAI Awards competition. Since POPAI first launched its own industry awards in 2007, the competition has quickly become recognised as the standard bearer for excellence in the industry, and a shop window to the very best in retail marketing. It's a fact that is supported by the new record for the number of Awards entries that has

"Our current membership includes many of the biggest names in our industry, and a true breadth that reflects every aspects of the P-O-P display world"

been set every year since the inaugural competition began. From 135 entries in 2007, the number now stands at 218 entries for the 2012 POPAI Awards. "Winning an Award is now harder than ever," says Day. "But that only goes to make them more prized. Success at the Awards, in what ever form it takes, really is deserved recognition of P-O-P excellence at best." After six years of running



03

the industry awards, POPAI now has an archive of some 1000 POPAI Awards entries, images and supporting case studies available for members to view through its website.

Work such as this has rightfully earned POPAI UK & Ireland its reputation for helping the domestic P-O-P industry to push new frontiers. "Our current membership includes many of the biggest names in our industry, and a true breadth that reflects every aspects of the P-O-P display world," says Day. "But it would still be very difficult to maintain the momentum we have if it wasn't for people contacting us from all sides saying they would like continued support to help them do what they do, better."

- 01 Harnessing best practice and encouraging shoppers to buy more
- 02 Investment in 'intellectual capital' through POPAI's in-house Training Days
- 03 The POPAI Awards.2011 Sustainability Award Gold winner
- 04 POPAI bespoke research services offer unbiased analysis of in-store performance
- 05 The POPAI Awards is now in its sixth year



04



05

Fragrances & Cosmetics - Temporary Display

Head Judge for the Category

Natalie Somerville, Head of Instore Marketing - Tesco

Category Sponsor

Mood Media

Mood Media is a leading in-store media specialist that uses a mix of music and visual media to help brands communicate with consumers with a view to driving incremental sales at the point-of-purchase.

Mood Media works with over 570,000 commercial locations in over 40 countries throughout North America, Europe, Asia and Australia.

Mood Media's services reach 100 million shoppers every day across a broad client base including more than 850 U.S. and international brands in diverse market sectors that include: retail, from fashion to financial services; hospitality, from hotels to health spas; and food retail, including restaurants and bars.





GOLD

MOLTON BROWN NAVIGATIONS THROUGH SCENT
for
MOLTON BROWN

by **CircleSquare**

Judges' comments:

"Very on-brand and highly innovative, this temporary launch display represents a real step change within the category. Bringing a fresh approach to solving the age-old challenges of shopping for fragrances, it not only succeeded in elevating the overall shopping experience but also helped to credibly move Molton Brown into the fragrance market."



GOLD

VIKTOR & ROLF - CHRISTMAS COFFRET
for
L'OREAL UK

by **Kesslers International Limited**

Judges' comments:

"The design is evocative of luxury dolls houses, acutely feminine and hugely theatrical. A great concept that makes really effective use of the brand visual cues and is unmistakably targeted to the premium female perfume market. Highly impactful and engaging, it provides compelling reasons to stop shoppers and inspire perfume trial. Sales were impressive too."



GOLD

VIKTOR & ROLF DOLLS HOUSE
for
L'ORÉAL DESIGNER FRAGRANCES UK & IRELAND

by **The Attic Room Design Ltd**



SILVER

FASHIONISTA SATURDAYS FSU
for
WORMSER UK LTD/FB BEAUTY LTD

by **arken P-O-P International**

Judges' comments:

"Answers the brief very well. Great display of colours and use of celebrity endorsements. The innovative use of corrugated material to create a new wave shape is impactful and a strong point of difference from other FSDUs, whilst the applied UV varnish gives true representation of colour."

Health, Beauty & Hair Products - Temporary Display

Head Judge for the Category

Heather Muir, Brand Retail Manager - Nationwide Building Society

Category Sponsor

DS Smith Packaging

DS Smith Packaging Display creates innovative in-store POS displays that combine visual appeal and cutting edge cardboard engineering to extend the reach of 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, the Shenstone Point of Sale site was one of the first companies in the country to achieve the POPAI Sustainability Standard. Sustainability through innovation is a huge focus for DS Smith Packaging and this is achieved 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.



DS SmithPackaging



GOLD

NUROFEN EXPRESS
for
RECKITT BENCKISER

by **Print & Display Limited**

Judges' comments:

"A very effective retail execution achieved through modularity, this units' strong visual branding alerted shoppers to the launch of its new product with real impact. The creative design used also displays a very shopper centric approach which makes messaging around product benefits both easy and clear to interpret. Great consistency of theme and branding achieved across all materials."



SILVER

JOHNSON & JOHNSON NICORETTE QUICKMIST FSU
for
JOHNSON & JOHNSON

by **Bezier Group**

Judges' comments:

"Excellent response to the brief for driving awareness of the new product launch. Large size pack replication means standout, product recognition and awareness is well supported. Achieved outstanding results and helped to secure record market share for the brand."



SILVER

SEVEN SEAS HALIBORANGE BOOTS MID GONDOLA TRAY
for
SEVEN SEAS

by **Bezier Group**

Judges' comments:

"Ticked all the boxes - driving brand interaction and sales growth. The display strikes a good balance between brand requirements and personality, whilst also making excellent use of available retail space. Over 4,000 shoppers opted in to on-shelf promotion to receive future communication as a result, and sales uplift hit 33%."



BRONZE

TRESEMME SPLIT THERAPY LAUNCH
IN SUPERDRUG
for
UNILEVER UK

by **DesignFX**

Stationery, Office Supplies, Financial and Other Services

Head Judge for the Category

Tracey Rogers, Shopper Marketing and Communications Manager - HJ Heinz UK

Category Sponsor

H Squared Ltd.

H Squared is a Creative Retail Design consultants working for Blue Chip companies including Chanel, Tesco, Asda, Samsung and Phones4U to name but a few and has grown since its inception in 2002 into a Multi Award winning creative design, Winning POPAI Awards in 2010 and 2011, with an expanding team of creative experts in retail and point of sale design.

Our creative ethos offers great ideas, the latest technology and understanding the newest trends in shopper behaviour, leads us to offering the best and most innovative ideas for you but ALWAYS at affordable prices! A Winning combination!

H Squared - Leading retail design consultants - specialising in retail point of sale including 3D Design, Virtual Reality, Content Design, through to prototype, production, installation and after care bringing brands to life in store.



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award winning
Creative  retail
ideas





SILVER

DURACELL
for
PROCTER AND GAMBLE

by CRP Print & Packaging Limited

Judges' comments:

"This unit delivered well against a complicated brief. An optimum solution for the retailer due to being delivered pre-filled – helping to achieve high levels of compliance. The efficient use of space is something that has to be admired."



SILVER

VIRGIN MONEY INTERIOR COMMUNICATION
MODULES
for
VIRGIN MONEY UK

by Valley

Judges' comments:

"Homely eye-catching concept, with good use of colour and clear messaging fitting with the 'warmth' the brand wanted to achieve. A quality display with a good mix of materials, it really fits within the essence of the brand – making it instantly recognisable as a piece of Virgin communication."



BRONZE

WESTERN UNION TRANSFER STATION
for
WESTERN UNION RETAIL SERVICES GB LTD

by Creative Design (Europe) Limited

Short Run - Temporary

Head Judge for the Category

Russell Jones, Shopper Based Design, Retail Execution, & Retail Innovation Leader - Procter & Gamble

Category Sponsor

Rocket Production

Rocket Production manufactures electronic components for P-O-P displays.

Our LED, Motors, Sound Units and Media Players are at the forefront of P-O-P technology. They add light, sound, movement and media to displays to enhance them Instore and make them stand out and attract the eye of the consumer.

Our components are small, lightweight, affordable and easy to integrate into display designs. Most are battery powered meaning that they can be used in displays where an external power source is not available.

We have a range LEDs and Motors in stock and we also work with our clients to manufacture custom made units to complement and enhance all kinds of displays from FSDUs to Hanging signs, shelf edges and even direct mail.

A long-standing member of POPAI, Rocket Production are proud to be a sponsor of the POPAI Awards for the first time in 2012.



GOLD

SNOW WHITE AND THE HUNTSMAN
IN-THEATRE DISPLAY
for
NBC UNIVERSAL

by **Delta Group**

Judges' comments:

"Pushes the envelope of what's possible in a temporary space, delivering both impact and an immersive experience that will prove inspirational to the industry and public alike."



SILVER

SANTA RITA
for
GLEESON INCORPORATING GILBEYS

by **Print & Display Limited**

Judges' comments:

"A terrific execution of a brand feeling. A really simple solution that transforms the aisle and pushes in-aisle display boundaries."



BRONZE

SAINSBURY'S BANK MINI MINI
for
SAINSBURY'S BANK

by **SP Group**



Short Run - Permanent

Head Judge for the Category

Alex-Lloyd Davies, Commercial Director - Kellogg's

Category Sponsor

Sloane

For a P-O-P manufacturer with Global reach and local delivery, Sloane the European team of the Global Marmon Group is the perfect partner.

Our quality, responsiveness and innovation are unrivalled – This is backed by our low total cost of ownership model - enabled by our extensive local and global manufacturing, design, outsourcing delivery and installation capabilities.

Contact one of our dedicated P-O-P team today for discussion tailored to your individual needs..

Sloane®



GOLD

DYSON RANGE DISPLAY for DYSON LTD

by Valley CPI Ltd.

Judges' comments:

"The project demonstrated a good understanding of the brief. This display is an impactful, well-designed in-store solution that has been created within the realities of retailer guidelines. Very on equity in terms of showing the workings of the product, with equally strong sales results."

SILVER

BERTIE BASSETT BROUGHT TO LIFE IN TRAVEL RETAIL for KRAFT FOODS WORLD TRAVEL RETAIL GMBH (CH)

by Sector Design and Marketing Ltd.

Judges' comments:

"Although conceptually simple, this unit delivered fantastic branding with great stopping power that provided an instant and welcoming brand beacon within participating airports. A truly eye-catching display that also balanced the practical demands for product-holding, robustness, and coming in on budget."



BRONZE

QUAKER POT COUNTER TOP DISPLAY for PEPSICO

by Display Plan Limited



Flagship & Store

Head Judge for the Category

Ashley Judge, Display Manager - Comet Group

Category Sponsor

Vink Lighting Solutions

Vink Lighting Solutions are the UK's leading distributor of illumination products to the sign and display industry.

We offer a complete impartial service to assist in the selection and supply of quality branded lighting products.

At Vink we offer a free in house lighting design and quotation service. This is provided by our team of technical experts who will provide a complete layout drawing for your particular application. You can be assured of the best materials and the most up to the minute technical advice.

All this contributes to our industry-wide reputation for quality and excellent customer service.

As part of Vink Holdings we are able to utilise our European wide distribution network to ensure that we can get you the right products, to the right place at the right time.





GOLD

SAMSUNG AT OXFORD ST
for
SAMSUNG ELECTRONICS (UK) LTD

by **Phones 4U**

Judges' comments:

"A great response to the brief that takes on the brand's worldwide design to produce a unit that features very clean lines and a great use of colour. There was a strong sales uplift and an equally positive halo effect for the brand in other stores."

SILVER

DOVE SPA STORE DESIGN
for
DOVE SPA

by **arken P-O-P International**

Judges' comments:

"A well-executed rework of the existing retail space, the clean lines and visual appeal of the store are very in keeping with the brand. A good use of off the shelf equipment and cladding helps bring the Spa experience to life on the high street."



BRONZE

YO! SUSHI TAKE-AWAY
for
YO! SUSHI UK LTD

by **HRG (UK) Limited**



Multichannel & Campaign

Head Judge for the Category

Nick Widdowson, Range & Merchandising Manager - Unilever UK

Category Sponsor

H Squared Ltd.

H Squared is a Creative Retail Design consultants working for Blue Chip companies including Chanel, Tesco, Asda, Samsung and Phones4U to name but a few and has grown since its inception in 2002 into a Multi Award winning creative design, Winning POPAI Awards in 2010 and 2011, with an expanding team of creative experts in retail and point of sale design.

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H Squared - Leading retail design consultants - specialising in retail point of sale including 3D Design, Virtual Reality, Content Design, through to prototype, production, installation and after care bringing brands to life in store.



GOLD

MCDONALD'S TRIPLE PLAY MONOPOLY - MULTICHANNEL for MCDONALD'S

by The Marketing Store

Judges' comments:

"Building on the success of previous campaigns, the objective was to make the campaign bigger and better. Combining eye-catching design and a great use of in-store, out-of-store, and ambient media - all elements were consistently delivered, resulting in some highly impressive ROI figures. A really well executed programme with many channels covered."



SILVER

CHOCCY PHILLY PRODUCT LAUNCH for KRAFTFOODS IRELAND & THE PRINTED IMAGE

by The Printed Image & Kraftfoods Ireland

Judges' comments:

"This campaign delivered perfectly against its objective, raising awareness of the new product and gaining shopper acceptance. A great example of channel carry-through across social media, press advertising and a range of in-store P-O-P and sampling, it achieved some great performance figures in terms of penetration, share gain and sales increase. A very strong execution."



BRONZE

AMBROSIA RICE SNACK POT CAMPAIGN for ASDA MEDIA CENTRE

by Publicis-Blueprint (Asda Media Centre)



New Media

Head Judge for the Category

Andy Burt, Marketing Manager - Spar UK

Category Sponsor

Hudson RMS

To be passionate about brands is not enough, but it is a great starting point. At Hudson RMS our creative proposals are led by consumer insight and brand knowledge in every single case.

Our extensive experience in providing display solutions for the global market, together with our confident and innovative creative approach has helped us build an excellent reputation as well as an extremely loyal client base.

Our approach to investing in the development of strong consumer touch-points, that generate in-store impact, drive consumer engagement, and navigate the shopper through their path to purchase, means delivery of the best ROI possible.

As a full service PoP agency, with an impressive track record, Hudson RMS is able to offer their clients initial market research right through to design, prototyping, manufacturing and after sales. We always deliver excellent results.





GOLD

BOSTON AIRPORT INTERACTIVE SHOPPING WALL for WILLIAM GRANT

by **HRG (UK) Limited**

Judges' comments:

"An iconic piece of display. This simple yet effective use of new media technology helped to transform a space that would have otherwise generated no sales revenue during the store's refurbishment. Strong branding too, reflecting the city's culture and heritage, made the hording akin to a piece of art which instantly grabbed shoppers' attention."

SILVER

HTC - MOBILE PHONE RANGE DISPLAY UNIT for PHONES4U

by **H Squared Ltd.**

Judges' comments:

"Demonstrating well thought out design credentials, the display included the use of Wifi to remove the need for costly cabling and required no retailer or staff intervention. An excellent marriage of technology and design, this unit exceeded all objectives and delivered marketing communications quickly and cost effectively. Great standout and impressive doubt-digit sales growth."



BRONZE

INTEL DIGITAL KIOSK for INTEL

by **HH Global**



Installation

Head Judge for the Category

Wayne Abbiss, Display Manager - Marks & Spencer

Category Sponsor

Alrec In-Store Ltd.

Since 1958 we have been providing our clients with solutions for high impact shopper experiences at retail that turn shoppers into buyers.

Our group strength and local presence in 5 of Europe's main consumer markets make us the perfect match for any client wanting a responsive partner and tangible results.

We create, develop and deliver custom Display, Shop-in-Shop and Brand store solutions for brands at retail. Our designers and engineers work together to deploy the latest materials and manufacturing technologies and are specialized in developing concepts for serial production as well as one-off projects.

Our Display solutions vary from promotional signage, shopper navigation tools, smart shelving systems through to counter and free standing floor units.

Our Shop-in-Shop solutions excel in modularity for optimum flexibility and cost effectiveness. We develop modular solutions for both multi-brand retail as well as single Brand store environments.





GOLD

BEAUTY DISCOVERY PROJECT for BOOTS

by **Momentum Instore**

Judges' comments:

"The installation of the new Beauty Discover makeover area for Boots helped to transform the display space.

A hugely complex brief, this rollout demonstrated a very detailed understanding of the client's thinking. The 98.6% compliance figure over the three-phase project is testament to the detailed planning and store visits schedule that was conducted prior the rollout."



GOLD

L'OREAL GTU PROJECT for L'OREAL UK

by **Momentum Instore**

Judges' comments:

"Evidently a challenging project, this was an excellent interpretation of the brief and a very well planned campaign execution that ensured 11,498 parts were delivered into 120 stores with real precision. Great client feedback indicates a job well done that matched the high demands of this premium brand."



SILVER

CLARINS GENERAL MAKE UP TESTER STAND for CLARINS (UK) LTD

by **MJ Display (UK) Limited**

Judges' comments:

"A complex and challenging brief in terms of both the variety and size of parts, with three different stand types to be installed. Despite a last minute postponement due to external production issues, great planning and monitoring delivered results – the project team achieving a success rate of 99.6% during the four-week installation period."

BRONZE

THE HEALTH LOTTERY for THE HEALTH LOTTERY, NORTHERN & SHELL PLC

by **CJ Services**



The Innovation Award

Head Judge for the Category

Nick Widdowson, Range & Merchandising Manager - Unilever UK

Category Sponsor

View Holographics Ltd.

View Holographics is a holographic business developing leading state of the art technology.

It is about to enter the market with a new global patented technology producing 3-4D quality imagery that can be viewed without the need to wear 3D glasses.

The technology View Holographics has produced is one of the most exciting advances the market has ever seen. Its potential is to revolutionise traditional in store communication in a cost effective way. The 3-4D images can be applied to many formats including window displays, in store P-O-P, floor tiles, display units, wall hanging and shelving and can be displayed in many different environments.

The View Holographics 3D images can be used to improve impact, interaction at point of purchase, create stand out and therefore competitive advantage.

The View Holographics team is looking forward to collaborating with partners who want to develop innovative solutions for their customers.



viewholographics



GOLD

KÄRCHER WINDOW VAC TX
for
KÄRCHER (UK) LTD

by **Marin's UK Limited**

Judges' comments:

"This unit's ingenious design concept is particularly forward thinking - bringing interactivity to the world of temporary displays in a cost effective manner. I particularly like the simplicity of both its overall construction and the way it engages and encourages shoppers to test the product for themselves. A deserving Gold winner."

SILVER

BOSTON AIRPORT INTERACTIVE SHOPPING WALL
for
WILLIAM GRANT

by **HRG (UK) Limited**

Judges' comments:

"Whilst the technology deployed in this project may be relatively simple, the innovative thinking behind this virtual store concept is to be commended. By incorporating product and barcode details within a visually impactful hording design and providing sales teams with tablets to process transactions, the display helped to maintain shopper engagement and deliver critical sales for the retailer during store closure."



BRONZE

PREVENT £4 BILLION RETAIL CRIME
for
VARIOUS - INCLUDING CARPHONE WAREHOUSE

by **Sector Design and Marketing Ltd.**



The Sustainability Award

Head Judge for the Category

Amanda Lakin, General Manager, Retail & Local Marketing - TUI UK & Ireland

Category Sponsor

Mirri - A Division of Celloglas

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

As proud sponsors of the POPAI Awards 2012, we hope you have a fantastic evening.





GOLD

MIRACLEGRO MERCHANDISER
for
THE SCOTTS MIRACLE-GRO COMPANY

by **HRG (UK) Limited**

Judges' comments:

"The creative thinking applied to the design solution and materials choices have helped to push the boundaries of sustainability yet again, on what was already a unit that boasted impressive credentials – ticking all the boxes and further enhancing the longevity of the display. The integrated pallet design also brings with it added practical benefits to store teams."

SILVER

SUPERDRUG COSMETICS CARCASSES
for
A S WATSON UK

by **arken P-O-P International**

Judges' comments:

"Proof that sustainable P-O-P displays make commercial as well as ethical sense. A carefully considered and robust design concept that minimises the use of raw materials, helps reduce consumption, delivers maximum flexibility, and all whilst achieving impressive sales uplift figures."



BRONZE

NATIONWIDE IN STORE TOTEM
for
NATIONWIDE BUILDING SOCIETY

by **Nationwide Building Society**



Display of the Year - Temporary

Category Sponsor

arken P-O-P International

Founded in 1948, arken design and manufacture point of purchase displays as well as off-the-shelf and bespoke poster display products. Since the launch of the p-o-p awards in 1997, arken have won over 40 awards for their outstanding displays.

arken are creative led manufacturers, producing bespoke retail displays for a wide range of sectors including cosmetics, consumer electronics and tobacco. They understand what drives product sales and provides ROI, creating displays that encourage interaction and therefore enhance the shopper experience at the point of purchase.

arken's poster 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 panel, designed to provide ambient lighting for a wide range of applications. arken can also create completely bespoke poster displays for either internal or external use.

arken
creators of award winning p-o-p

GOLD

MOLTON BROWN NAVIGATIONS THROUGH SCENT for MOLTON BROWN

by **CircleSquare**

Judges' panel comments:

"A standout winner – demonstrating an innovative shopper centric approach to display that elevates the brand and provides clear differentiation. The creative approach behind this display challenged accepted thinking and offered a possible template for the future of shopper engagement in the fragrance category. The judges are sure we'll see this concept referenced in many future in-store displays."



SILVER

VIKTOR & ROLF DOLLS HOUSE for L'ORÉAL DESIGNER FRAGRANCES UK & IRELAND

by **The Attic Room Design Ltd.**

Judges' panel comments:

"A display to inspire shoppers and for others in the industry to aspire to. The creative team behind this concept has truly mastered the art of telling brand stories and at the same time produced a display that delivers real stopping power. The energy and enthusiasm that went into producing this quality output is there for all to see."



BRONZE

KÄRCHER WINDOW VAC TX for KÄRCHER (UK) LTD

by **Marin's UK Limited**



Display of the Year - Permanent

Category Sponsor

Momentum Instore

At Momentum Instore, we treat our clients, and their campaigns, like superstars.

We pride ourselves on managing every stage of the instore journey with a level of service and attention to detail that is unsurpassed in our industry. From our teams out in the field through to our project managers, and our warehouse personnel right through to senior management, our focus is on getting your campaign 'Right First Time'. For over 35 years we've been providing brands and retailers with unrivalled knowledge in installation, merchandising, field marketing and retail audits across every retail environment, and achieving the kind of return on investment that keeps them coming back to us time and again.

If you think your campaigns might benefit from some VIP treatment you should talk to us. Together we could make sure they grab the spotlight.



VERY IMPORTANT PROMOTIONS

AT MOMENTUM INSTORE, WE LIKE TO TREAT OUR CLIENTS
AND THEIR CAMPAIGNS LIKE SUPERSTARS

momentuminstore.com

★★★★★ INSTALLATION	★★★★★ MERCHANDISING	instore ^{momentum}	★★★★★ RETAIL AUDITS	★★★★★ FIELD MARKETING
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GOLD

POND'S GLOBAL RETAIL RELAUNCH for UNILEVER ASIA PTE. LTD.

by **CircleSquare**

Judges' panel comments:

"A bold investment that delivered pitch-perfect presence and impact for both the brand and the international market. In a challenging sector, and despite requiring significant investment to create such impressive standout, it delivered real value back to the business."



SILVER

DYSON RANGE DISPLAY for DYSON LTD

by **Valley CPI Ltd.**

Judges' panel comments:

"A great example of how the use of display can become a dominant platform for a brand to engage with its audience. Ideally suited to its environment and seamlessly integrated, the clear strategic vision behind this unit and measurable execution, linked to strong commercial results, make this a worthy award winner."



BRONZE

NAVICO SHOP IN SHOP for NAVICO

by **Alrec In-Store Ltd.**



We'd like to say a great big
Thank You!!



HRG would like to take a few moments to give a shout out to everyone that helped make 2012 such a great year for us.

To our clients, thank you for trusting us with your precious brands.
To our agency teams, a huge thank you for all your hard work and creativity.
To our logistics and field marketing divisions, thanks for your unending support.
To all our suppliers, thank you for helping us keep our promises to our clients.

And thank you to the judges for nominating us for an amazing 8 POPAI awards!

If you want the best award-winning creativity in the UK pick up the blower now and give us a call on

01604 703260

Visit us at www.hrg.co.uk

The Home of Retail Marketing



POPAI
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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
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PROMOTING RETAIL MARKETING

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www.popai.co.uk

THE MARK OF EXCELLENCE FOR ENVIRONMENTAL PERFORMANCE IN P-O-P



There is now a compelling business case for embedding sustainability throughout the P-O-P supply chain.

With the launch of the **POPai Sustainability Standard (PSS)**, we aim to challenge existing thinking and create more sustainable practices within the industry. Our main aim: to minimise the environmental legacy of P-O-P and to lead the industry to the point of effective self-regulation on sustainability issues.

Developed in direct response to calls from retailers and brands for a standardised measurement of P-O-P environmental performance, the **PSS accreditation** is an independent industry-wide benchmark and auditing programme created to improve the environmental management and sustainability of P-O-P display.

At POPai, we believe that sustainability is a journey not an end destination.

The flexible and modular nature of the **PSS audit process** allows companies from anywhere within the supply chain to become accredited. It focuses on enabling P-O-P suppliers to identify areas of environmental hotspots – areas where changes can result in large savings that are good for business, as well as the environment.

Over the last 18 months, these companies have committed to improving their environmental performance through POPai's Sustainability Standard.



Find out how you can do the same. Get involved. For more details, contact the POPai office

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VIP

VERY IMPORTANT PROMOTIONS

**AT MOMENTUM INSTORE, WE LIKE TO TREAT OUR CLIENTS
AND THEIR CAMPAIGNS LIKE SUPERSTARS**

We pride ourselves on managing every stage of the in store journey with a level of service and attention to detail that is unsurpassed in our industry. If you think your campaigns might benefit from some VIP treatment, you should talk to us. Together we could make them a star.

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★★★★★
INSTALLATION

★★★★★
MERCHANDISING

momentum
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★★★★★
RETAIL AUDITS

★★★★★
FIELD MARKETING