

POP AI

UK & IRELAND

AWARDS.13

POP AI AWARDS BOOK 2013

THE AWARDS FOR THE P-O-P INDUSTRY



CORPORATE SPONSOR

MOOD:

MEMBERSHIP

POPAI UK & Ireland is the only not-for-profit trade association exclusively dedicated to serving the interests of all those involved in retail marketing. As an organisation, we work to establish and maintain excellence in all aspects of retail marketing communications, raise standards of business practices and provide our members with information to ensure its continued position as a vital part of the marketing mix.

Membership of POPAI UK & Ireland offers a number of exclusive benefits around the following:

- Insights
- Display effectiveness
- Best practice
- Education
- Innovation
- Networking
- Research
- Sustainability



FIND OUT MORE: [POPAI.CO.UK](http://popai.co.uk)

The POPAI Awards Book 2013

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Foreword to The POPAI Awards Book 2013

Welcome to The POPAI Awards 2013 Book of Winners.

The 7th annual POPAI Awards provide a great opportunity to celebrate the best of British and Irish P-O-P, an industry that is world-class, with creative ideas and manufacturing expertise that travels around the world.

Identifying and honouring best in class, the awards offer well-deserved recognition to those who strive for excellence, spearhead innovation and showcase ingenuity to overcome challenging in-store objectives.

As we have seen in past years, the awards do more than simply recognise great work already done; they also provide encouragement and inspiration to great minds across the sector to push new boundaries that will positively contribute to the progress of the industry and drive improvements in shopper engagement.

This year there were more companies than ever keen to display their great work, a total of 63 from across the industry. Entries provided were better than ever with half of the nominated entries being from companies who were not nominated last year. Thank you to our panel of expert judges – that included some of the UK's biggest retailers and brands – who had the difficult task of selecting the winners.

I would also like to take this opportunity to personally thank Mood for becoming our corporate sponsor in 2013 and to acknowledge both them and all our sponsors for the remarkable support they have shown for the Awards. Without their vital contribution, the awards would simply not be possible.

Finally, congratulations to all our winners – taking home a coveted POPAI Award is a huge achievement and you should feel very proud.

We look forward to seeing you next year.



Martin Kingdon Director General - POPAI UK & Ireland

You can now view 1200+ POPAI Awards entries spanning seven years (2007-2013) in our online Awards Gallery at www.popai.co.uk/awards

CORPORATE SPONSOR

POPAI UK & Ireland would like to extend our thanks to Mood for their support and loyalty to the Awards as corporate sponsor of the POPAI Awards 2013.



CORPORATE SPONSOR

MOOD:

JUDGES

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

Emma Pearson-Pope
Strategic Account Marketing Manager
Adidas (UK) Limited



Catriona Pitcairn
Brand Manager, In-store Communications Team, UK & Ireland
Procter & Gamble



Mike Bradshaw
Director of In-Store Marketing & Trading Operations
Boots



Adrian Green
Head of Channel Marketing- Consumer TV, UK
Samsung Electronics UK Limited



Phil Burroughes
General Manager
Co-Operative Media Centre



Martel Lawson
EMEA Category Display Manager
Schwartz



Victoria Parker
Global Technology Shopper Marketing Manager
Diageo



Nic Sanders
In Store Marketing Manager
Tesco plc



Dale Mahoney
Shopper Marketing Team Manager - Consumer
Johnson & Johnson



Amanda Lakin
General Manager, Retail & Local Marketing
TUI Travel plc



Claire Deacy
Purchasing Manager
L'Oréal UK Limited



Nick Widdowson
Range & Merchandising Manager
Unilever UK



Christopher Sampson
Food Store Designer
Marks & Spencer plc



Barry Underdown
Brand Controller
Wilkinson Hardware Store Limited



Helen Onions
Merchandising Controller
PepsiCo



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

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Travel, Leisure & Automotive

Head Judge for the Category

Claire Deacy, Purchasing Manager - L'Oréal UK Limited

Category Sponsor

Mood

Mood (TSX:MM/LSE AIM:MM) is the global leader for Experience Design. By integrating media and sensory content, social and mobile applications, and technology-based solutions, we enhance brands and help our clients create powerful connections with their customers.

Mood partners with many of the world's leading brands across a wide range of industries, including retail, fashion, financial services, hospitality and food service. Serving more than 560,000 commercial locations in 55 countries throughout North America, Europe, Asia, the Middle East and Australia, Mood reaches more than 150 million people every day.

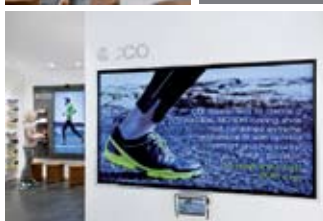
MOOD:INTERACTIVE SOLUTIONS

MOOD INTERACTIVE SOLUTIONS: A DYNAMIC AND AFFORDABLE WAY TO ENGAGE YOUR CUSTOMERS AND CREATE BRAND DIFFERENTIATION

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MOOD:





GOLD

**AUTOGLYM IN ASSOCIATION WITH HALFORDS
for
AUTOGLYM**

by **HRG UK Limited**

Judges' comments:

"This unit up-sells with ease. Excellent branding and a great use of powder coated steel creates a truly premium feel. From a distance the unit creates great stand out in the aisle whilst up-close space is extremely well defined. Longevity and capacity of the units are assured thanks to an uncluttered shopping experience despite the unit's huge stock holding."

GOLD

**SONY GLOBAL PIRATE SHIP
for
SONY PICTURES ENTERTAINMENT**

by **Bezier**

Judges' comments:

"A highly inventive use of printed cardboard to create a complex P-O-P piece that balances strong design and lots of practical storage. As well as impressive in-store performance against hard commercial targets, it brings a real sense of fun and playfulness to capture the imaginations of shoppers young and old."



SILVER

**AUDI A3 SPORTBACK DEALER LAUNCH
for
VOLKSWAGEN GROUP, AUDI UK**

by **HRG UK Limited**

Judges' comments:

"An extremely simple yet clever and engaging design idea that effortlessly sums up the Audi brand proposition. Excellent branding and great use of materials encourages shoppers to interact with the display and test the product promise for themselves. A good use of retail space, very well executed."



Sports, Toys & Accessories

Head Judge for the Category

Barry Underdown, Brand Controller - Wilkinson Hardware Store Limited

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.

LOOKING FOR OUTSTANDING P-O-P DISPLAYS?



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arken
creators of award winning p-o-p



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E: info@arken-pop.com



GOLD

ADIDAS GOLF FLOATING SHOE DISPLAY
for
TAYLOR MADE GOLF LIMITED

by **Valley**

Judges' comments:

"A creative highlight in the category, this display demonstrates the very best in innovative thinking – placing the product features at the very heart of the design concept. The clarity and simplicity of the idea, along with the detailing on the laces that form the integrated P-O-P display, sets a genuine benchmark for others to aspire to."



GOLD

CALLAWAY OPTI-FIT GOLF CART
for
CALLAWAY GOLF EUROPE LTD

by **Creative Idea Limited**

Judges' comments:

"This compact yet highly robust display puts the product into context for the shopper in a unique way. A strong piece of sales kit that successfully, and literally, navigates the journey from the pro-shop to the first tee, across any terrain. An effective sales, workshop and storage tool with sleek and strong brand credentials."

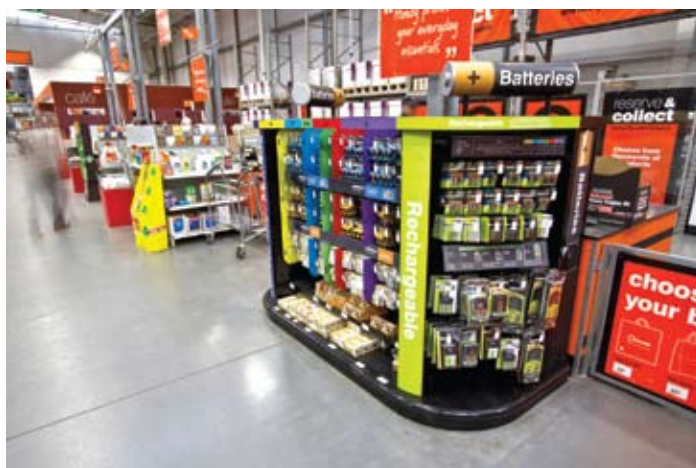
SILVER

P&G BATTERY UNIT
for
PROCTER & GAMBLE

by **Alrec UK Limited**

Judges' comments:

"In a complicated category, this display delivered real standout, offering ease of navigation and plenty of advice and information for shoppers at the shelf-edge. Clear, well segmented and exceptionally intuitive, the unit is a well-interpreted response to the brief that deserves to be rewarded."



Alcoholic & Soft Drinks

Head Judge for the Category

Catriona Pitcairn, Brand Manager, In-store Communications Team, UK & Ireland - Procter & Gamble

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

CARLING TIER DISPLAY for MOLSON COORS IRELAND

by **TPI – The Printed Image**

Judges' comments:

"This display achieved 'high impact' on a large scale. Disruptive structures, strong creative and high quality digital print helped to reposition Carling as a more premium lager brand. A good collection of items ensured the campaign was easily adaptable to different retailer formats, placing it front of mind for stores and shoppers alike."

SILVER

HOP ON THE COKE BUS! for RMF

by **DS Smith Packaging, Display**

Judges' comments:

"This innovative use of the iconic London bus generated strong standout in-store during the London 2012 Olympic games. 100% recyclable, this is a great example of P-O-P use within large foyers of wholesale retailers to deliver a real WOW factor for shoppers. Unsurprisingly, the display also secured a very positive response from the brand team."



BRONZE

DESPERADOS BARREL UNIT for HEINEKEN IRELAND

by **TPI – The Printed Image / Modern Green**



Grocery & General Merchandise - Permanent Display

Head Judge for the Category

Mike Bradshaw, Director of In-Store Marketing & Trading Operations - Boots

Category Sponsor

HL Display (UK) Ltd

HL Display is the UK's leading designer, manufacturer and supplier of bespoke point of purchase displays and in-store merchandising solutions for brands and retailers. With more than 50 years' experience, the company has unrivalled knowledge and expertise of displaying products in-store to leverage an increase in sales uplift and creating eye catching environments that deliver a better shopper experience and brand awareness.

The company is renowned for its innovation, quality and service led approach and this is supported by our extensive manufacturing facility where we build everything in-house. This combined with its comprehensive range of standard products and ability to offer totally bespoke solutions, has secured HL Display a portfolio of international clients including retailers and brands such as Tesco, Waitrose, ASDA, Procter & Gamble and Co-Op, L'Oreal, Nestle, Boots, Dixons, M&S, Nike, Nikon, Epson, Warm Up.



T: 01279 412345 E: enquiries-uk@hl-display.com W: www.hl-display.co.uk



SILVER

WALKERS DORITOS DIP SLIDE WAITROSE
for
PEPSICO UK & IRELAND, PERMANENT MERCHANDISING

by Display Plan Limited

Judges' comments:

"Proof the simple yet effective sometimes wins the day. Good quality materials helped to protect the product without dominating the pack. The design met the cross-sell aspect of the brief really well whilst letting the product do the talking. Low unit cost and strong sales uplift were a real plus."



BRONZE

KIT KAT GRAVITY FEED UNIT
for
NESTLÉ CONFECTIONERY UK

by DC-Activ

Confectionery & Snacks - Temporary Display

Head Judge for the Category

Amanda Lakin, General Manager, Retail & Local Marketing - TUI Travel plc

Category Sponsor

Rocket Production

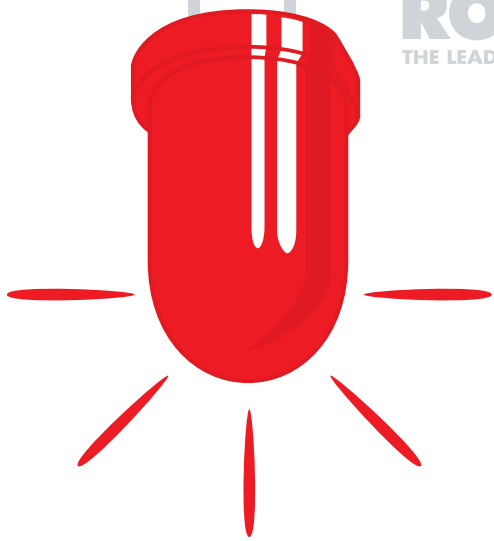
Rocket Production has been established in the Point of Purchase and Display industry for over 20 years.

Our experience, knowledge and brand awareness enable us to successfully bring to life your display with the use of impactful P-O-P components.



From a single LED to a 22" LCD media player we can enhance your instore presence to ensure your product is the one that has captured the consumer's attention.

We provide a complete solution using Light, Sound, Movement and Screens which can be sited in small and large retail environments for either permanent or temporary displays.


We have a range of LEDs and motors in stock and work with our clients to manufacture custom made units to complement and enhance all kinds of displays from FSDU's to hanging signs and shelf edges.



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COMPONENTS
FOR POP
DISPLAYS**

GOLD

WALKERS HOME GROWN TRACTOR DISPLAY for PEPSICO UK & IRELAND

by **Inspirepac Limited**

Judges' comments:

"Bringing the Walkers home-grown campaign to life in-store, this impactful and engaging cardboard display created a memorable piece of retail disruption. It featured a winning mix of strong ATL campaign tie-in, a well-branded and highly detailed design concept, and the integration of the brand's key ambassador into the unit. Sales uplift during the 2-week campaign hit an impressive 48%."



SILVER

CDM TASTE GONDOLA END KITS for MONDELEZ INTERNATIONAL

by **STI Line**

Judges' comments:

"This Gondola end kit successfully reworked the essence of the latest ATL campaign for a number of retail accounts. The result feels exceptionally well branded. So positive was its impact on impulse sales that some retailers asked to keep kits in place for a full year instead of the planned 3 month period."



BRONZE

SOUR PATCH KIDS PARASITE UNIT for MONDELEZ UK LTD

by **STI Line**



BRONZE

RANDOMS SQUIDGY SPEAK BIG MOUTH for NESTLÉ UK LTD

by **STI Line**

Pharmacy – Temporary Display

Head Judge for the Category

Nick Widdowson, Range & Merchandising Manager - Unilever UK



GOLD

COLGATE PROCLINICAL TOOTHBRUSH RETAIL LAUNCH
for
COLGATE PALMOLIVE

by **MJD Limited**

Judges' comments:

"A real standout display. The strong design of this display successfully brought the NPD to life within the retail environment. Good visual cues and a creative use of shape immediately identified the brand. At the same time, clever use of materials also allowed the brand to push the boundaries of retailer guidelines to great effect."

SILVER

LISTERINE SUPERDRUG GE
for
JOHNSON & JOHNSON LTD

by **Creative Idea Limited**

Judges' comments:

"This highly effective unit is a great example of what it is possible to achieve within a shelf tray brief. A considered use of materials throughout, strong use of colour and special holographic print finishes not only created real standout on-shelf, it also delivered great value for money too. Performance comparisons were equally impressive as sales doubled."



BRONZE

JUNGLE FORMULA MULTI-PRODUCT TRAY
for
OMEGA PHARMA

by **CRP Print & Packaging Limited**



Grocery & General Merchandise - Temporary Display

Head Judge for the Category

Emma Pearson-Pope, Strategic Account Marketing Manager - Adidas (UK) Limited

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GOLD

LENOR BOTTLE FSU
for
PROCTER & GAMBLE UK

by **STI Line**

Judges' comments:

"Simple yet brilliant. With a truly eye-catching design and low unit cost this was an excellent interpretation of the brief. Practical creative thinking delivered strong branding, instant recognition and an engaging in-store solution that was well suited to a range of environments, spaces and product densities."

SILVER

ROYAL CANIN SPRINT INTO SUMMER
for
CROWN PET FOODS

by **Creo Retail Marketing**

Judges' comments:

"An excellent use of retail space, this execution depicts active dogs in an innovative way while creating a real sense of theatre through 3-D graphics and a suite of P-O-P. Strong design and branding are balanced with a flexible yet robust solution that, despite the weight of displayed products, is 100% fit for purpose."



BRONZE

QUAKER CORRUGATED CLIPSTICK
for
PEPSICO UK & IRELAND

by **Inspirepac Limited**



SILVER

FILTER AND FRESH
for
RECKITT BENCKISER

by **Creo Retail Marketing**

Judges' comments:

"This unit was not only an excellent interpretation of the brief but also a great example of how to apply innovation to positively reinforce product benefits. Industry leading use of scented print on shelving within a low overall unit cost resulted in outstanding sales and ROI performance, making this a real winner."



Fashion, Personal Products & Accessories

Head Judge for the Category

Nic Sanders, In Store Marketing Manager - Tesco plc

Category Sponsor

HMY Radford

HMY Radford is part of the global HMY Group, one of Europe's largest leading specialists in the design, manufacture, installation and project management of retail display equipment and fixtures.

HMY have been supplying products and services to many leading brands and blue chip retailers for over 50 years and emphasise on our local 'always close to you' service capabilities.

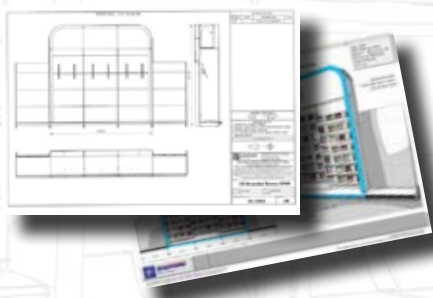
We specialise in specific point of sale solutions for roll-out initiatives, new store area developments, extensions, refits, reconfigurations and a range of modular units for "in-shop" developments.

Design and innovation is at the forefront of our group which is supported by a total understanding of shopper behaviour and future trends.

We adopt a partnership approach and seek to exploit the considerable experience and Global resources available to us to 'add value' and provide unique, personalised services and solutions for our customers



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GOLD

FAT FACE WINTER WINDOWS 2012
for
FAT FACE

by **The Delta Group**

Judges' comments:

"Great in-store implementation through well thought out insight-led creativity is a trademark of this retailer. This example is no exception. The brief was met in a clear and exciting way. As a shopper, the P-O-P draws you in straightaway, with an attention to detail in window displays, in-store and across various formats that was cleverly executed throughout."

Home & Garden and Tobacco

Head Judge for the Category

Dale Mahoney, Shopper Marketing Team Manager - Consumer - Johnson & Johnson

Category Sponsor

H Squared

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, 2011 and again in 2013 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 behaviours leads us to offering the best and most innovative ideas for you but always at affordable prices... and award winning combination.

We are passionate about the High street and understand how the smart revolution has affected retail and our dynamic team offers you ideas and support in store.



congratulations to all the 2013 winners

H Squared Limited, Unit 4-6 Grange Farm Business Park, Grange Road, Hugglescote, Leicestershire.LE67 2BT. t 01530 814 200 www.hsquaredltd.co.uk

GOLD

MIRACLEGRO FLOWER MAGIC DISPLAY for THE SCOTTS MIRACLE-GRO COMPANY

by **HRG UK Limited**

Judges' comments:

"A fine example of a display that makes you buy, but also makes you smile. Highly impactful in terms of colour and shape, as a shopper you simply couldn't miss it. The ultimate showcase for driving impulse purchases, the unit's ability to easily be moved around the store to different impulse locations is a great additional feature."



SILVER

WARMUP COUNTER DISPLAY UNIT for WARMUP

by **HL Display UK Ltd**

Judges' comments:

"This display really hit the brand objectives. The unit's compact design is perfect for counter top displays. More importantly, the use of clever yet simple interactivity brought the key product benefits to the attention of shoppers in an imaginative and engaging way. A good piece of P-O-P design."



BRONZE

KARCHER ON-SHELF DISPLAY (HOMEBASE) for KARCHER (U.K.) LTD

by **Octopos Limited**



BRONZE

PHILIPS SMALL DOMESTIC APPLIANCES for PHILIPS

by **Vividbrand**

Telecommunications and Computers

Head Judge for the Category

Mike Bradshaw, Director of In-Store Marketing & Trading Operations - Boots

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GOLD

LOGITECH ULTIMATE EARS CTU
for
LOGITECH EUROPE S.A

by arken P-O-P International

Judges' comments:

"Small is beautiful. Just like the product, this interesting piece of P-O-P may be compact but it is highly effective. It doesn't tell you how good the product is; it shows you it's good. As well as communicating the USP brilliantly, its premium feel and compact nature reflect the physical characteristics of the product perfectly."

SILVER

SAMSUNG GALAXY S3 LAUNCH DISPLAY
for
PHONES4U / SAMSUNG

by H Squared Limited

Judges' comments:

"A comprehensive, state-of-the-art response to the brief with great touches such as motion activated lighting. Beautifully crafted for instant appeal, with change and longevity also in mind, this future facing display has it all – delivering a big brand presence in-store and a great sales feature in a crowded retail space."



BRONZE

SONY MOBILE FSDU
for
SONY MOBILE

by By Alrec UK Limited / Momentum London



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

Head Judge for the Category

Helen Onions, Merchandising Controller - PepsiCo

Category Sponsor

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GOLD

THE REVLON NAIL BAR
for
REVLON INTERNATIONAL CORPORATION

by **Bezier**

Judges' comments:

"Designed to promote a reappraisal of the brand amongst existing shoppers as well as attract a new audience, this standout yet subtle display solution successfully let the product do the talking. Colour-rich and visually impactful, it also delivered great sales results. Impulse sales and basket value uplift saw the unit over achieve against target by an impressive 66%."

BRONZE

MUA ROTATING UNIT
for
WORMSER UK LTD/FB BEAUTY

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



GOLD

NO7 BRAND RE-LAUNCH
for
ALLIANCE BOOTS

by **New Store Europe UK Ltd**

Judges' comments:

"A stunning display that works and wows in equal measure. The cleverly designed modular system allowed consistent brand delivery across all Boots formats – from large flagship stores to community chemists. While its beautifully clear navigation and engaging 'test and play' functionality caught the eye, the huge 70% cost reduction compared to the outgoing unit understandably did too."



COUNTING CHANGE

– 2013 P-O-P Survey

Preface

From materials suppliers to design concepts, production to implementation the 2013 POPAI Industry Study surveys the state of the industry and crunches the numbers. For the answers, it asked suppliers, retailers and brands, what's on their to-do lists and what current trends could mean for the future?

Where is the industry heading? It's a simple question with a complicated answer. In an attempt to solve the conundrum POPAI has conducted its first in-depth industry survey since 2003. While some of the results may be familiar to readers of the study a decade ago, in reality much within the industry has changed. Evolution in retail marketing is shifting radically and at a speed that leaves some gasping: think of the advances in shopper technology.

Back in 2003, the retail world looked very different. The economy was booming, Woolworths was still on our high streets, and the first generation iPhone was still four years from launch. During the recession that followed everyone had to up their game, and in today's world of instant information and rapidly changing shopper behaviour, the influence of the point-of-purchase is arguably more important than ever.

The timing of the survey is no accident. Power in P-O-P is shifting. Not just between retailers and brands, but between traditional manufacturers and the new breed of shopper marketing agencies. Emerging shopper technologies are also moving to expand their influence. For most in the industry, shrinking marketing coffers have compounded the challenges of a shifting retail marketing landscape. Indeed, marketers are now well versed in re-prioritising core objectives. *"In my view, positive progress is undeniable, yet the greatest asset to staying important in the industry is being informed,"* says Martin Kingdon, director general of POPAI UK & Ireland. *"In terms of change over the last ten years, it's quite exceptional. But nothing is self-evident for the future, so mapping changing attitudes and behaviours is vital."*



How POPAI did this survey

For 2013, POPAI approached the survey with several things in mind. First off, opportunity. What does the future hold and how can those in the industry reap the benefits? *"Retail marketing is in the best place it has ever been, but it still has some way to go,"* says Matthew Hardman, group media manager at Asda Media Centre. *"Shopper marketing is still in an evolutionary phase, but it is becoming more refined in terms of targeting, compliance and insight. Now more able to adequately meet a brand's marketing objectives, it is attracting an increasing proportion of ad spend as result."* Then it considered how retailers and brands manage all aspects of P-O-P spend. The final part was a detailed assessment of supplier habits and production trends, as well as the changing nature of client and supplier relationships. In total, POPAI surveyed 150 respondents from retailers, brands, P-O-P manufacturers, agencies, installation specialists and suppliers, using a mix of online surveys, depth interviews and several hundred hours of desk research. Ultimately, the aim of the survey is to inform and create a snapshot of the industry at a potentially crucial tipping point, as well as to push healthy discussion forward. Over these two pages, we report on some of the survey's initial findings ahead of its full publication during the summer.

Numbers crunched

In this year's survey, POPAI tested P-O-P practitioners from all spheres on key areas of their attitudes and behaviours. Here are 10 of the metrics we used:

- 01 - How retailers and brands allocate P-O-P budgets
- 02 - Percentage spend by P-O-P Type
- 03 - Use of P-O-P by category
- 04 - P-O-P spend comparison over last 3 years
- 05 - Measures of P-O-P effectiveness
- 06 - Historical and forecast supplier revenue trends since 2010
- 07 - Trends in materials use within P-O-P production
- 08 - P-O-P Production Cost Index
- 09 - Planned future investment by P-O-P suppliers
- 10 - Positions on sustainability

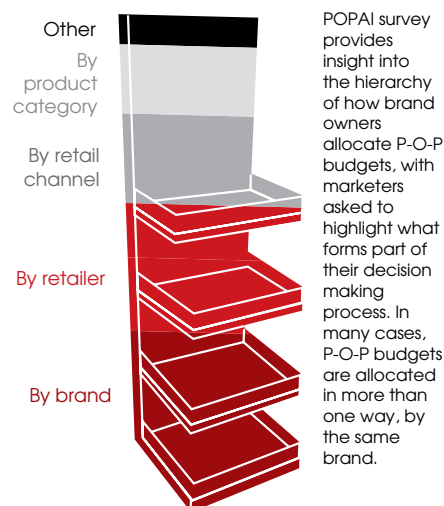
The P-O-P client

Brands and retailers were asked to describe the internal structure and responsibilities of those who handle P-O-P campaigns, and in particular where the budgetary control lies.

The overall responsibility for setting the P-O-P budget is nearly always held at director level and split in the following proportions; 40% Marketing Director, 35% Sales Director and 30% other directorial positions. These include Commercial, Finance, Customer Marketing and Director of Retail Presence and Visibility. How the budget is then apportioned will normally be the role of senior managers. For example, Head of Shopper Marketing, Range and Merchandising Manager and Customer Marketing Manager.

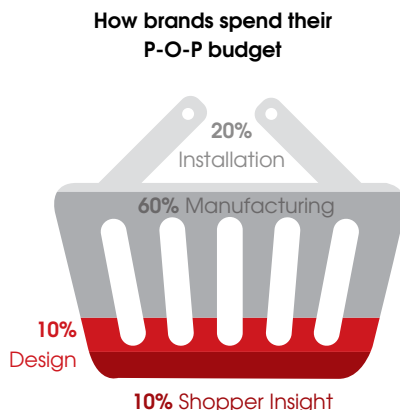
Depending on the size of the brand owner, these managers may have sole day-to-day responsibility for budget control or this may be spread across a number of different functions depending on the brand. Brand Managers and Trade Marketing Managers being the most common. Other managerial functions with P-O-P budget responsibilities include Marketing, Category, Visibility, Display, Merchandising and Customer Marketing. The number of positions for each function varies from one to ten.

Hierarchy of P-O-P budget allocation



How brands are spending their P-O-P budget

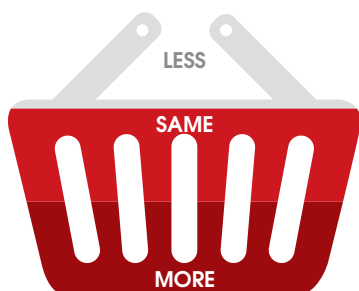
Increasingly, brands are combining their above-the-line and P-O-P activity. Historically this coordinated activity might not have been possible due to different deadline pressures for ATL and BTL activity, but as the benefits of full 360-degree approaches are becoming more apparent, ways round these obstacles are being found.



Measuring P-O-P success

86% of brands surveyed said that they use sales uplift as their main criteria. Pre and post P-O-P installation and control stores are sometimes used to identify sales increases. However there is widespread recognition that the effect of promotional offers, new product launches and identifying from where a product was selected in-store, in other words from a display or main fixture, make accurate assessment very difficult. About 25% of P-O-P projects are measured in depth and where possible this will include control and test environments. When brands measure the success of a display programme they are inclined to share the results with retailers to prove the benefit of the display and strengthen their relationship. However other brands said that they would rather invest category funds in paying for new listings and P-O-P placement fees than measuring display results. 44% of brands that evaluate display said they go on to calculate the return on investment for their projects. This will include not just the cost of the display equipment but also installation, merchandising and gate fees.

Brands - what do you anticipate your P-O-P spend will be in 2013 compared to 2011?



P-O-P spend trends by brands

There was a mixed response from brands to planned spending for the next two years, but few cited the economic climate as a reason for increased or decreased investment in-store. Some who plan to spend less are doing so as a result of amending their in-store strategies, rather than as a result of budgetary pressures. Larger FMCG brands experiencing saturation in traditional store locations for their P-O-P equipment are looking at white space in different channels. Other brands are considering changing their display strategy, for example moving from freestanding units to shelf edge display as this better suits their marketing objectives, not because it is less expensive.

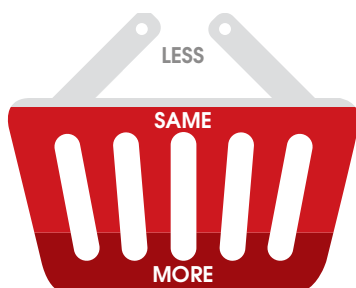
How do brands measure the success of P-O-P?



P-O-P spend trends by retailers

Only 38% of the retailers surveyed said that they anticipate spending more on P-O-P material in 2013 than the last two years, with half indicating that they will spend the same. This reduction is in line with those that say they will be looking to reduce the number of in-store messages to concentrate on retail communication e.g. passion for food, good service etc. possibly at the expense of promotional messages.

Retailers - what do you anticipate your P-O-P spend will be in 2013 compared to 2011?



What do marketers look for in supplier relationships?

Arguably, the million-dollar question: what criteria does a brand or retailer use for selecting their P-O-P providers? Usually it comes down to a price versus design capability comparison, leading to a compromise on both. When looking for a new supplier it is likely to be design capability and innovation that will set one company out from the rest. Likewise brands are keen for the manufacturer to be on the target retailer's roster, minimising the amount of guidance required. Reputation was the criteria least mentioned, with some respondents saying that they would prefer to form their own opinion rather than rely on third party endorsements.

For more details about obtaining a copy of the full 2013 POPAI Industry Study, please contact the POPAI office on 01455 271856 or email info@popai.co.uk



Fragrances & Cosmetics - Temporary Display

Head Judge for the Category

Helen Onions, Merchandising Controller - PepsiCo

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.

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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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INCREASE CLIENT REVENUE & PRODUCTIVITY
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TURN SHOPPERS INTO BUYERS



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THE INNOVATION
AWARD



DISPLAY OF THE YEAR
PERMANENT



TELECOMMUNICATIONS
AND COMPUTERS



GOLD

MAXFACTOR GLOSSFINITY NAIL VARNISH
for
PROCTER & GAMBLE UK

by **STI Line Ltd**

Judges' comments:

"In a highly competitive sector, the fun nature of the giant products used to hero the range made this display a clear winner. As well as the dynamic look and feel created by its 3-D elements, the unit overcame some important in-store challenges typically associated with the category such as managing product levels. A very strong execution."

SILVER

MARC JACOBS SUNSHINE EDITIONS LAUNCH
for
COTY PRESTIGE

by **MJD Limited**

Judges' comments:

"An excellent interpretation of the brief and very on-brand. This temporary launch makes effective use of the brand's own visual cues whilst utilising class-leading production techniques to achieve a delicately crated and visually stunning piece of display. Great client feedback indicates a job well done that matched the high demands of this premium brand."



Health, Beauty & Hair Products - Temporary Display

Head Judge for the Category

Adrian Green, Head of Channel Marketing- Consumer TV, UK - Samsung Electronics UK Limited

Category Sponsor

Display Plan

We're great for international retail fixtures and brand displays.

Check out our client list, its pretty impressive!

We'd like to tell you more about the sustainable design standards we are developing.

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GOLD

TESCO BEAUTY SPOT
for
TESCO STORES LTD.

by **SMP Group**

Judges' comments:

"A fun and exciting approach to overcoming a real shopper barrier within grocery, this concept deserves to be lauded ahead of its competition in the category. Arresting and impactful, the display adds pure drama to the space, pulling off an impressive balance of in-store dominance with an approachable feel – ensuring it engaged shoppers when it could so easily have intimidated."



SILVER

APOLLO ASTRONAUT
for
UNILEVER

by **STI Line**

Judges' comments:

"A fantastic piece of pure brand communication that hit the brief precisely and imaginatively. The design delivers excellent visual impact and a strong emotional connection for shoppers to the Apollo product. The clever use of substrates to meet practical production challenges was impressive too."



BRONZE

DOVE FOR MEN BFSDU BOOTS
for
UNILEVER UK LIMITED

by **Stormdfx Limited**

Stationery, Office Supplies, Financial and Other Services

Head Judge for the Category

Martel Lawson, EMEA Category Display Manager - Schwartz



SILVER

AGENT STARTER KIT
for
WESTERN UNION RETAIL SERVICES

by Creative Design (Europe) Limited

Judges' comments:

"A neat and intriguing example of design that turns a piece of direct marketing into an impactful counter top display. A great use of materials enabled the mailed packaging to become the display, resulting in 100% compliance. A brilliant format, well-thought through from an environmental perspective too."

Short Run - Permanent

Head Judge for the Category

Martel Lawson, EMEA Category Display Manager - Schwartz

Category Sponsor

Plan 2 Install

Nationwide installation and merchandising of display equipment.

Plan2 Install look after some of the most prestigious installation programmes in the UK and ROI; we take pride in our growing client list as more satisfied customers benefit from our expertise and industry leading service levels.

The management team at Plan2 Install have a wealth of experience in the fast moving world of retail; working with you, we are a discreet, professional extension to your team.

Our installers are based in every county in the UK and they visit all the major towns each week. Highly skilled, multi-disciplined and versatile we are dedicated to providing our clients with an unrivalled service at the point of purchase.

We have experts available to fulfil any instore activity and our aim is simple... to provide GOLD STANDARD installation and merchandising of display equipment at competitive prices.

What's your Plan 2 Install?

Nationwide installation & merchandising of display equipment



We're at the tip of your finger...

Your investment in display stands is wasted unless they are well positioned, assembled correctly and fully compliant.

So, when planning your next project, call **Plan 2 Install** for a different perspective on installation anywhere in the UK.

From the installation of a single display stand to a rollout to support a major product launch, **Plan 2 Install** will not be beaten on service or price.

For more information call Mike Kirchin:

0161 941 2239

www.plan2install.co.uk

What's Your



GOLD

CALLAWAY SIS IN-STORE EXPERIENCE for CALLAWAY GOLF

by **Sector Design and Marketing Limited**

Judges' comments:

"This is a great example of understanding your shopper. An insightful, impactful design that gives strong focus to the brand yet places the in-store shopper journey at the heart of the concept. Informative, functional and attractive, it answers the real shopping needs of Golfers perfectly!"



SILVER

DOVE SUPERDRUG FIXTURE for UNILEVER

by **Bezier**

Judges' comments:

"An extremely well thought through solution, this solution succeeds in being fresh, bright and simple when it could so easily have been cluttered. The use of segmentation signage provides clear navigation to aid the shopper and actively encourages cross selling. A great execution."



BRONZE

PARROT ZIK HEADPHONES for PARROT UK LTD

by **Creative Idea Limited**



BRONZE

SAB MILLER INTERSPAR for SAB MILLER

by **Vividbrand Limited**



BRONZE

NOKIA HELSINKI HEART OF GLASS for NOKIA

by **Inferno**

Short Run - Temporary

Head Judge for the Category

Martel Lawson, EMEA Category Display Manager - Schwartz



GOLD

DISNEY 'OZ' INTERACTIVE EVENT DISPLAY
for
WALT DISNEY STUDIOS UK

by **Lick Creative Ltd, part of The Delta Group**

Judges' comments:

"A display that undeniably delivers real Wow! A truly engaging and unique display designed to create a memorable experience for all the family. All in all, a superb example of how to bring a concept to life using the full spectrum of tools available to deliver a temporary campaign with lasting impact."

SILVER

APOLLO SPACE SHUTTLE
for
UNILEVER

by **STI Line**

Judges' comments:

"It's amazing what can be produced out of cardboard these days. This display pushes the boundaries of temporary display to new frontiers. An amazing feat of cardboard engineering, especially given the production timescales involved. And sales uplift was out of this world!"



BRONZE

MONDELEZ MARVELLOUS CREATIONS
for
MONDELEZ IRELAND LTD

by **Smurfit Kappa Display (Ireland)**



BRONZE

COCA COLA LIVING ROOM GARDEN PARTY
for
COCA COLA

by **Smurfit Kappa Display (Ireland)**

Flagship & Store

Head Judge for the Category

Christopher Sampson, Food Store Designer - Marks and Spencer plc

Category Sponsor

HMY Radford

HMY Radford is part of the global HMY Group, one of Europe's largest leading specialists in the design, manufacture, installation and project management of retail display equipment and fixtures.

HMY have been supplying products and services to many leading brands and blue chip retailers for over 50 years and emphasise on our local 'always close to you' service capabilities.

We specialise in specific point of sale solutions for roll-out initiatives, new store area developments, extensions, refits, reconfigurations and a range of modular units for "in-shop" developments.

Design and innovation is at the forefront of our group which is supported by a total understanding of shopper behaviour and future trends.

We adopt a partnership approach and seek to exploit the considerable experience and Global resources available to us to 'add value' and provide unique, personalised services and solutions for our customers



YOUR GLOBAL SHOPFITTING PARTNER



GOLD

SCHUH KIDS
for
SCHUH

by **Briggs Hillier**

Judges' comments:

"A very well considered and high quality interior concept that features design touches which are both practical and beautiful. Instantly recognisable as Schuh and with a strong kids element, the simple use of materials and textures add elegance whilst subtly dividing areas of the store. This concept deserves to do well across the retailer's store portfolio."

GOLD

JOHN LEWIS EXETER
for
JOHN LEWIS PARTNERSHIP

by **Dalziel and Pow Design Consultants Ltd.**

Judges' comments:

"This bold store has, more than any other in recent times, taken a well worked formula into the digital world in one giant leap. Showing a real understanding of how shopping is changing, the selling experience is different to anything John Lewis or indeed anyone else has done on such a scale. First year results suggest this is the format for the future."



BRONZE

PHILIPS LIGHTING IN DWYERS ELECTRICAL
for
PHILIPS CONSUMER LIGHTING

by **HRG UK Limited**



Multichannel & Campaign

Head Judge for the Category

Nick Widdowson, Range & Merchandising Manager - Unilever UK

GOLD

THOMSON INTEGRATED PHOTO MONTAGE CAMPAIGN for TUI TRAVEL PLC

by **BMB Neon**

Judges' comments:

"This campaign was an exceptional interpretation of the brief. Well researched, designed and executed, it clearly gave consideration to the many shopper touchpoints for brand interaction. Design was consistently carried through-the-line including social media and online and achieved good sales uplift in tough market conditions. A real step change in travel retail marketing."



SILVER

SHARWOODS CHINESE NEW YEAR for PREMIER FOODS GROUP LIMITED

by **Premier Foods Group Limited**

Judges' comments:

"A well-constructed campaign that featured strong branding of Sharwoods and Chinese New Year in a visually impactful manner. Retail, out-of-store, print, sampling and online were all consistently executed. A strong performing campaign, it achieved impressive results across all retailers and channels and helped to maximise opportunities in-store by cleverly blurring the lines between retailer and brand guidelines."



BRONZE

GSK CORONATION FESTIVAL PROMOTION for GLAXOSMITHKLINE

by **Billington Cartmell**



New Media

Head Judge for the Category

Phil Burroughes, General Manager - Co-Operative Media Centre

Category Sponsor

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GOLD

LONELY PLANET DIGITAL TABLE for LONELY PLANET

by **Mood**

Judges' comments:

"Hugely 'playable' and 100% on-brand, this digital execution for Lonely Planet really helped to heighten the brand experience in-store and provided opportunities for multiple shoppers to interact simultaneously. Just as importantly, it acts as an extra assistant to support the purchase decision and drive sales – adding further value."

SILVER

SMART TEMPLATE FOR DIGITAL CONTENT for BARCLAYS

by **JohnRyan International / Start JG**

Judges' comments:

"Despite being designed for a trial store environment, the forward thinking principles and strong scalability embedded into this solution behind-the-scenes were as impressive as the visual presence it achieved in-store. Its ability to create a more engaging environment and avoid the negative impact of repeat exposures to retail staff set it apart from many other examples in the sector."



Installation

Head Judge for the Category

Nick Widdowson, Range & Merchandising Manager - Unilever UK

Category Sponsor

Plan 2 Install

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What's your Plan 2 Install?



GOLD

NO7 RELAUNCH for NO7

by **Momentum Instore**

Judges' comments:

"Meticulously planned to the highest level of detail, this highly complex project covered over 2000 stores, 120,000 individual component parts and 4000 man days of activity. Achieving 30 installations a day at its height, it should be recognised as one of the most ambitious and best executed roll outs of recent years."



GOLD

MCCORMICK NEW HERBS & SPICES FIXTURE for MCCORMICK

by **Momentum Instore**

Judges' comments:

"A really great example of the positive impact that high-class implementation can have on retail performance. Featuring a high level of complexity and an investment of 7000 man hours to complete, this well planned and delivered campaign achieved 100% compliance and, more importantly, sales uplift of 6% for the brand."



SILVER

M&S CHESHIRE OAKS INSTALLATION for MARKS & SPENCER PLC

by **TPS Visual Communications**

Judges' comments:

"The implementation project for this opinion forming store is sure to set the benchmark for future activity. The project challenges, number of component elements and small team involved are testament to the good results achieved, with on time in full delivery achieved within just six weeks."



The Innovation Award

Head Judge for the Category

Victoria Parker, Global Technology Shopper Marketing Manager - Diageo

Category Sponsor

H Squared

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, 2011 and again in 2013 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 behaviours leads us to offering the best and most innovative ideas for you but always at affordable prices... and award winning combination.

We are passionate about the High street and understand how the smart revolution has affected retail and our dynamic team offers you ideas and support in store.





GOLD

**SMART TEMPLATE FOR DIGITAL CONTENT
for
BARCLAYS**

by **JohnRyan International / Start JG**

Judges' comments:

"A deserving Gold winner. Whilst the technology deployed in this project may be relatively straightforward, the thinking behind its application is to be commended. A well considered, workable solution to a real issue for many retail chains, and in a format that can be delivered in cost effective manner. I particularly like the thought that has been given to future scalability."

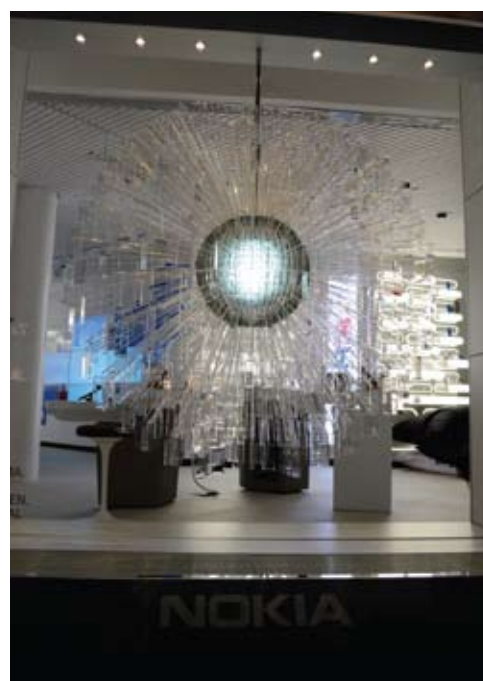
SILVER

**NOKIA HELSINKI HEART OF GLASS
for
NOKIA**

by **Inferno**

Judges' comments:

"A stunning example of innovative creative thinking that makes an undeniably dominant visual statement on the high street for the Nokia brand. Successfully delivering on the brief, its results have reached far beyond the in-store environment, delivering great PR value and generating areal talking point for passers-by."



BRONZE

**PARROT ZIK HEADPHONES
for
PARROT UK LTD**

by **Creative Idea Limited**



The Sustainability Award

Head Judge for the Category

Phil Burroughes, General Manager - Co-Operative Media Centre

Category Sponsor

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Check out our client list, its pretty impressive!

We'd like to tell you more about the sustainable design standards we are developing.

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Contact Lynda to find out more.

Lynda.Locke@displayplan.com

P: +44.(0)1462.499.270

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DisplayPlan::



GOLD

APOLLO BLIP TRAY
for
UNILEVER

by **STI Line**

Judges' comments:

"Simple, scalable and successful. This display demonstrates that it is possible to apply real thought to areas where sustainability would normally not be a consideration. But it's the attention to detail paid to monitoring the display's journey throughout the entire P-O-P lifecycle to inform future best practice and decisions that makes this such a clear winner."

SILVER

AUDI A3 SPORTBACK DEALER LAUNCH
for
VOLKSWAGEN GROUP, AUDI UK

by **HRG UK Limited**

Judges' comments:

"A great idea superbly executed, with environmental considerations at the heart of the process. Not only is this display fun and interactive, the design team have clearly embedded sustainability into every aspect of the P-O-P process, ensuring the finished solution is fully compliant with the client's own robust guidelines on sustainability and recycling."



SILVER

NEW LOOK SPRING WINDOWS
for
NEW LOOK RETAILERS LTD

by **Kolorcraft Limited**

Judges' comments:

"Another great example of how the growing trend towards sustainable displays is fuelling rather than stifling creativity. Innovative production processes and materials have created a window display that delivers real visual appeal, with 100% recyclability. Little wonder outcome scores from shoppers were so high."



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

WALKERS HOME GROWN TRACTOR DISPLAY for PEPSICO UK & IRELAND

by **Inspirepac Limited**

Judges' panel comments:

"A 'spot-on' interpretation of the brief that gives this display real tie-in with the brand's wider marketing campaign. With its well-considered and cleverly constructed cardboard P-O-P design, the creative concept delivers extremely strong branding with great stopping power that instantly elevates it from other displays in-store. A deserving winner of this year's prestigious Gold Award."



SILVER

SONY GLOBAL PIRATE SHIP for SONY PICTURES ENTERTAINMENT

by **Bezier**

Judges' panel comments:

"Increased dwell time and sales uplift with a display that maximised a limited budget. This concept hit a multitude of brief objectives, producing a fun piece of P-O-P that had practicality and serious commercial goals at its heart. The creative team behind the concept should be rightly proud of this standout piece of display."



BRONZE

LENOR BOTTLE FSU for PROCTER & GAMBLE UK

by **STI Line**



Display of the Year - Permanent

Category Sponsor

Mood

Mood (TSX:MM/LSE AIM:MM) is the global leader for Experience Design. By integrating media and sensory content, social and mobile applications, and technology-based solutions, we enhance brands and help our clients create powerful connections with their customers.

Mood partners with many of the world's leading brands across a wide range of industries, including retail, fashion, financial services, hospitality and food service. Serving more than 560,000 commercial locations in 55 countries throughout North America, Europe, Asia, the Middle East and Australia, Mood reaches more than 150 million people every day.

MOOD:INTERACTIVE SOLUTIONS

MOOD INTERACTIVE SOLUTIONS: A DYNAMIC AND AFFORDABLE WAY TO ENGAGE YOUR CUSTOMERS AND CREATE BRAND DIFFERENTIATION

Mood's innovative interactive solutions are guaranteed to add an exciting new dimension to your brand, transforming dull operating spaces into digital playgrounds. Interactive solutions are a cost effective way to stand out from the competition and connect with your customers.

Mood provide a fully comprehensive solution from:

- Project planning
- Creative design
- 'Look & Feel'
- Software coding
- Product specification
- Hardware supply & installation
- Network management and on-going maintenance



To arrange a free consultation with our highly experienced team, please call:
+44 (0)1689 882 200 / www.moodmedia.co.uk / info_uk@moodmedia.com

MOOD:



GOLD

NO7 BRAND RE-LAUNCH for ALLIANCE BOOTS

by **New Store Europe UK Ltd**

Judges' panel comments:

"This standout permanent display offers a premium look with an eye on the commercial realities of today's retail world. True to the No7 brand and instantly identifiable, it is attractive and adaptable in equal measure. A superb modular design, this creative concept is able to command the retail space whilst being flexible enough to accommodate any retail format – successfully retaining a strong, clear and consistent brand experience in-store."



SILVER

AUTOGLYM IN ASSOCIATION WITH HALFORDS for AUTOGLYM

by **HRG UK Limited**

Judges' panel comments:

"This unit's premium look is guaranteed to attract and keep the attention of shoppers. Clever lighting and an excellent choice of colour and materials help to showcase product packaging to maximum effect while create an aspirational look and feel akin to that associated with prestige sports cars – something that will have huge appeal amongst the target audience."



BRONZE

CALLAWAY OPTI-FIT GOLF CART for CALLAWAY GOLF EUROPE LTD

by **Creative Idea Limited**



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.

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

COCA COLA DELIVERY VAN MODULAR DISPLAY
by **Josh Plimmer**
University of Leeds

Judges' comments:

"An impressive entry that demonstrates solid research and considered thinking, resulting in an eye-catching P-O-P solution that presents an interesting twist on a traditional pallet display. The unit's angled door, bonnet and flatbed rear creates multiple display areas and allows for storage of multipack and single bottles product variants within the single display, giving it great stockholding."



SILVER

TOPSHOP NAIL VARNISH POS
by **Louise Cook**
Southampton Solent University

Judges' comments:

"A great piece of P-O-P that would be both easy and enjoyable to shop. The display is a well thought through solution that is in line with the target audience and retail environment. With the right balance of creative and commercial thinking, the concept is both neat and colourful. Great use of shape, too."



BRONZE

URBAN OUTFITTERS SHOE DISPLAY
by **Kathrine Hosegood**
Southampton Solent University

EVENTS

Over 1,000 industry professionals attend our events every year and in the last 12 months our events have heard from the following brands and retailers.

 **adidas**



The **co-operative** media

DIAGEO

*Dove*spa

Harrods



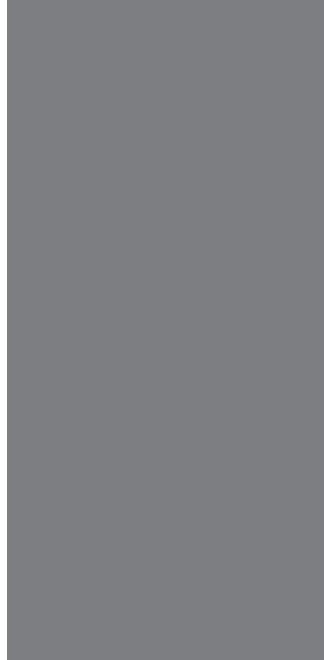
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