



POP AI

UK & IRELAND

AWARDS.14

POP AI AWARDS BOOK 2014

THE AWARDS FOR THE P-O-P INDUSTRY



The POPAI Awards Book 2014

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Foreword to The POPAI Awards Book 2014

Welcome to The POPAI Awards 2014 Book of Winners.

The POPAI Awards, now in its eighth year, recognises excellence in imagination, innovation, insight and practical implementation at the point-of-purchase. But whilst focus is increasingly centred on achieving seamless campaign integration, the impact that seamless collaboration and better engagement amongst retailers, brands and P-O-P suppliers has on in-store success should not be underestimated. So it is great to see so many suppliers and major retail brands coming together to submit entries and celebrate success at tonight's awards.

We all know what 'engagement' and 'impact' mean – they are words that our sector uses liberally now, and for good reason, because it's our common currency, and we all share a commitment to deliver actionable shopper understanding into stores. Our awards continue to celebrate those who are able to understand and deliver that, regardless of category.

This year's task of judging the POPAI Awards was particularly difficult, with the number of entrants setting a new all time record and such a high standard of entries. Each year ask a panel of leading retail and brand marketers - all of which are invited for their integrity, opinions and experience – to donate their time to judge the awards and keep this event on its toes. Never afraid to speak out, the debate was once again intense, as they selected their 2014 winners.

All finalists are worthy of considerable praise and – although there has to be Display of the Year winners – they are all undoubtedly making an enormous contribution to evolving the sector and pushing the boundaries of best excellence in-store.

Finally, I would also like to acknowledge the fantastic support of our Gold and Silver sponsors. As ever, without their vital contribution, the awards would simply not be possible.

To see all of this year's winners, visit us online at www.popai.co.uk/awards



Martin Kingdon Director General - POPAI UK & Ireland

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Our tailored research services provide authoritative and independent feedback on what's currently happening in-store and within the industry.

The results of our work provide high quality validated insight to address specific questions regarding your own sector, category or brand, and giving you the answers you need to develop more effective campaigns.



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JUDGES

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

Paul Phillips

Retailer Solutions Development Manager
Camelot



Mike Bradshaw

Director of In-Store Marketing & Merchandising
Boots



Ian McCue

Marketing Services Manager
Coca Cola Hellenic



Martin Crockatt

Senior Brand Manager
Dixons Retail Plc



Wayne Abbiss

Range Planning Manager - Off Trade
Heineken



Ravinder Atwal

Lead Shopper Marketing Manager
Lucozade Ribena Suntory



Claire Piponen

Purchasing Manager
L'Oreal UK Limited



Nicola Coles

Display Manager
Marks and Spencer Plc



Martel Lawson

EMEA Category Display Manager
McCormick (UK) Ltd



Lara Barron

Head of Instore
P&G Prestige - UK



Kate Drew

Po1 & UK POS Leader
Reckitt Benckiser plc



Tony Eames

Head of Retail Marketing IT Business UK & Ireland
Samsung Electronics UK Limited



Lorne MacLennan

Head of Store Marketing and Operations
Tesco Bank



James Swain

In-Store Marketing Manager
Tesco PLC



Alexandra Morris

Senior Retail Marketing Manager
TUI Travel PLC



Nick Widdowson

Range and Merchandising Manager
Unilever UK Limited



Kelly Latham-Gough

Visual Brand Manager
Wickes



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



Travel, Leisure & Automotive

Head Judge for the Category

Paul Phillips - Camelot

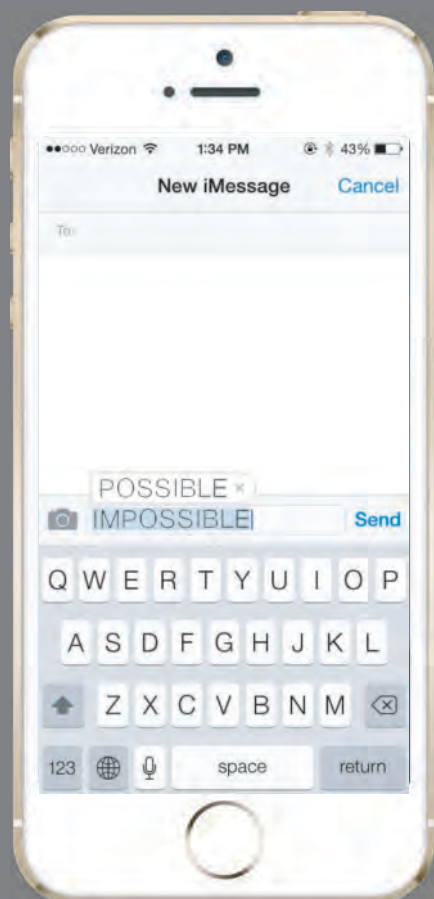
Category Sponsor

Solutions Diverse Ltd

For almost 20 years now we have been involved in the retail design and display sector and more recently mobile phone and tablet security devices supporting some of the best known brands in the business. This is our inaugural POPAI awards ceremony and we are very proud to be nominated as a potential winner in our first ever category this year.

Our aim is to help transform and raise the profile of YOUR brand. We become one of the vital links in communicating your brand identity, image and personality through creative design, value engineered manufacturing through to professional fast and safe installation across the UK and Europe.

Our team is vastly experienced and consider the client to be at the heart of everything we do. This philosophy has enabled Solutions Diverse Ltd to retain a loyal customer base and forge new partnerships as a result of reputation.



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Judges' comments:

"This could be a true game-changer within the motor industry, delivering a level of retail experience more typically seen within Apple stores. Brave and different, it hits and arguably exceeds a very complex and in-depth set of objectives with a design that is contemporary and innovative. Every material used enhances the display, ensuring it not only epitomises the Ford brand, but takes it retail execution to the next level."

GOLD

**FORD SHOWROOM UPGRADE
for
FORD MOTOR COMPANY LTD.**

by **APS Group**

SILVER

**KARCHER BAY DISPLAYS FOR HALFORDS
for
KARCHER UK**

by **OCTOPOS Ltd**

Judges' comments:

"Sometimes the simplest ideas are the most effective. By using water as part of a live product demonstration, this display delivers interaction in a way that's fun, engaging and accessible. Providing clear and easy navigation, the unit's layout has been optimised incredibly well to maximise limited space availability. The result is a display that succeeds in creating impact and simplifies the shopping experience to deliver exceptional sales uplift."



BRONZE

**PORTER MAGAZINE PARASITE
for
NET-A-PORTER GROUP LIMITED**

by **STI Line**



Sports, Toys & Accessories

Head Judge for the Category

Lorne MacLennan - Head of Store Marketing and Operations - Tesco Bank

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. arken can also create completely bespoke poster displays for either internal or external use.

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4 NOMINATIONS
FOR THE 2014
POPPI AWARDS**



GOLD

ASDA HALLOWEEN POS 2013
for
ASDA

by **The Delta Group / Gratterpalm**

Judges' comments:

"Bringing both value and innovation to aisle feature space displays, this vibrant visual concept delivers standout and scale against a very demanding brief. Making clever use of materials, 3D design and sound to create a real sense of theatre it has genuine appeal for both children and adults. Signalling another giant step forward for Asda Halloween events, it also sets a new benchmark for seasonal events as a whole."

BRONZE

CARTE BLANCHE MOSHLINGS
for
CARTE BLANCHE

by **Creo**



Alcoholic & Soft Drinks

Head Judge for the Category

Kate Drew - Po1 & UK POS Leader - Reckitt Benckiser plc

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 60 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, LG, Lidl, Epson, Warm Up, Holland & Barratt.

For further information please contact Justine Stevenson or Cheryl Davies on: 07881 581 361 / 07881 781 421; Justine@primopr.co.uk / Cheryl@primopr.co.uk



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BRONZE

FRUITSHOOT HOUSES ANGRY BIRDS
for
BRITVIC SOFT DRINKS

by **Oliver Marketing**



BRONZE

SQUASHD TO GO SHELF INNOVATION
for
BRITVIC SOFT DRINKS

by **Oliver Marketing**



Confectionery & Snack Products - Permanent Display

Head Judge for the Category

Mike Bradshaw, Director of In-Store Marketing & Merchandising - Boots

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 with a turnover exceeding £400M.

We have been supplying products and services to many leading brands and blue chip retailers for over 40 years throughout the globe with and emphasise on our local 'always close to you' service capabilities. We specialise in specific point of sale solutions for any retail environment informed by a total understanding of shopper behaviour and future retail trends. We understand how great design coupled with in-depth knowledge, stakeholder consultation and access to unrivalled tools and global resources can be brought together to enhance the performance and success of a retail display execution, creating an intriguing and inspiring solution that can and will drive sales increase for our customers.



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SILVER

THORNTONS GIFTING / IMPULSE FLOORSTAND
for
THORNTONS PLC

by **Carter Design Group Ltd**

Judges' comments:

"Shoppable from four sides, the display offers great flexibility and makes good use of its small retail footprint, whilst complementing existing store fixturing. A really compact, neat and creative response to the brief, the design brings the theme of gifting to life in-store in a more structured and eye-catching way, elevating it beyond standard FSDUs to deliver a more premium look and feel to the gift purchase."

Confectionery & Snack Products - Temporary Display

Head Judge for the Category

Ian McCue - Marketing Services Manager - Coca Cola Hellenic

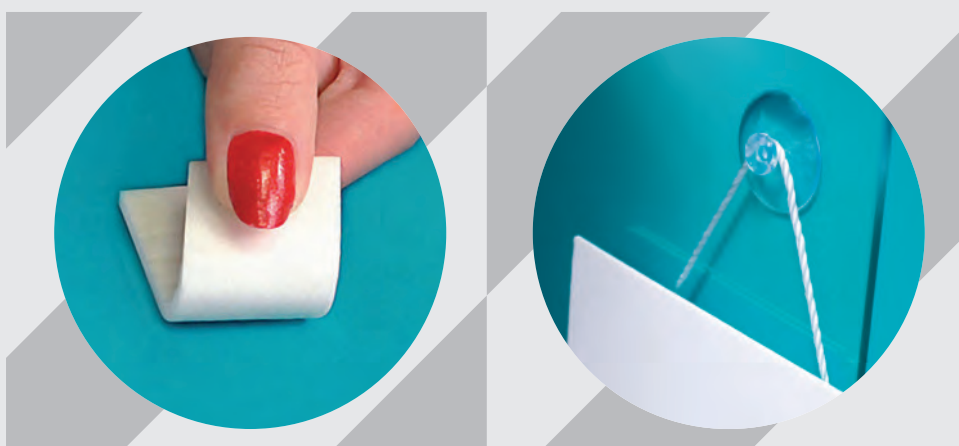
Category Sponsor

Essentra

Essentra is a leading international supplier of specialist plastic, fibre, foam and packaging products. Our international network extends to 33 countries and includes 42 principal manufacturing facilities, 64 sales and distribution operations and 5 research & development centres.

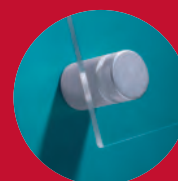
With over 65 years expertise, Essentra Components and Speciality Tapes work hard behind the scenes of P-O-P displays. We hold a vast range in stock to ensure that we can help you meet the tight deadlines required in the industry. Our manufacturing facilities in the UK also allow us to provide custom solutions for small runs or large scale projects. Coupled with our free samples and quick quote turnaround we offer a complete service.

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GOLD

CADBURY EASTER VAN for MONDELEZ INTERNATIONAL

by **STI Line**

Judges' comments:

"An extremely well rounded and executed concept, shoppers were clearly engaged by the fun design and creative elements of the display. A really attractive response to the brief, its modular construction allows for open development to larger store formats and takes into account several stakeholder touchpoints, from planning to activation in-store, enabling the brand to secure additional floor space and take ownership of this key trading period."



SILVER

CREME EGG FUNSTAND for MONDELEZ INTERNATIONAL

by **STI Line**

Judges' comments:

"This display goes to show that sometimes less really is more. Branding is kept clean and uncluttered, while the gaming element drives shopper engagement. Both interactive and cost effective, its flexible design offers excellent stockholding for multi-pack formats, as well as ease of assembly to maximise levels of compliance in-store. A good all round display for this sector, it delivers excellent retail presence within a small footprint."



BRONZE

THORNTONS CHRISTMAS GROTTO for THORNTONS PLC

by **DS Smith Packaging**



Grocery & General Merchandise - Permanent Display

Head Judge for the Category

Mike Bradshaw - Director of In-Store Marketing & Merchandising - Boots

Category Sponsor

Momentum Instore

Momentum Instore are the leading retail implementation agency with unrivalled expertise in Installation, Merchandising, Retail Audits and Field Marketing. We are proud to be sponsoring the POPAI awards for 2014, and are looking forward to seeing everyone dressed to impress tonight.

We have been working closely with some of the UK's largest brands and retailers to deliver seamless instore marketing campaigns for over 35 years.

This experience combined with our expert knowledge, state of the art technology, and award winning solutions means that we can ensure you will get the very best return from your instore marketing activity. This year we are focusing on taking the mystery out of retail, through providing advanced retail audit technology for our clients. If you need to get to know your retail estate a little better or if your instore campaign might benefit from a complete service, you should talk to us.

Our Services Include: • Installation • Merchandising • Field Marketing • Retail Audits • Reporting • Maintenance • Distribution & Warehousing



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GOLD

COUNTER LOTTERY TERMINAL for CAMELOT GROUP

by **Fastrak Retail (UK) Ltd**

Judges' comments:

"A great example of how to deliver maximum impact with a really small footprint. Featuring clever integration of standard and hi-tech components, the self-return mechanism on the screen is a brilliant innovation. Overall, the unit price is astoundingly low when set against the return that sales will bring from its retail presence, guaranteeing this will prove to be a real winner in-store."

SILVER

PEDIGREE FEEDING BRIGHTER FUTURES CAMPAIGN for MARS PETCARE UK

by **Juice Creative Design Ltd**

Judges' comments:

"Although it wouldn't compete on standard commercial criteria, this display is proof that you can do good and look good at the same time. With the ability to tailor the message to local dog shelters, a clear call to action and a friendly 'thank you', this space efficient unit is perfectly placed to grab shopper attention and deliver on its promise of providing gift donations for dogs in need."



BRONZE

SCHOLL FOOTZONE - GROCERY for RECKITT BENCKISER

by **Display Creatives Ltd**

Grocery & General Merchandise - Temporary Display

Head Judge for the Category

Kelly Latham-Gough - Visual Brand Manager - Wickes

Category Sponsor

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GOLD

AIRWICK NATIONAL PARKS for RECKITT BENCKISER

by **Display Creatives Ltd**

Judges' comments:

"An imaginative and clever design concept, made all the more impactful for having the confidence to give focus over to the range and avoiding the temptation for branding overkill. Equally impressive is the way in which the bay unit helped to improve ease of shop without sacrificing stock levels, whilst still using standard fixturation. A well considered display, sales uplift further reinforces its retail effectiveness."



SILVER

WHISKAS AND WWF CAMPAIGN for MARS PETCARE UK

by **Juice Creative Design Ltd**

Judges' comments:

"Delivering retail success for not one, but two brands, the display creates real standout for both Whiskas and WWF in-store. Combining form and function, the use of shape and 3D design elements is matched by a good use of retail space and reinforced shelves to support heavier branded products within the range. It's little surprise this display proved such a success in-store."



BRONZE

WEETABIX ON THE GO LAUNCH for WEETABIX LIMITED

by **STI Line**



Fashion, Personal Products & Accessories

Head Judge for the Category

Kate Drew - Po1 & UK POS Leader - Reckitt Benckiser plc

Category Sponsor

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SILVER

NET-A-PORTER DISPLAY CABINET
for
NET-A-PORTER GROUP LIMITED

by STI Line

Judges' comments:

"Bringing a touch of prestige and elegance to the category, the display delivers an elevated fashion focus that perfectly captures the brand's personality and values. With undoubted appeal amongst the core female target audience, the attractive, simple branding makes for an eye-catching unit. The fact that over 75% of displays were still in place long after the launch campaign is testament to its positive impact on impulse sales and the wider retail environment."



BRONZE

#HMLVES LAUNCH
for
H&M

by SMP Group



Home & Garden and Tobacco

Head Judge for the Category

Lara Barron - Head of Instore, P&G Prestige - UK

Category Sponsor

HMY Radford

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GOLD

RESOLVA GIANT SPRAY BOTTLE PALLET for WESTLAND HORTICULTURE

by **STI Line**

Judges' comments:

"Achieving great retail performance this unit is both simple and unexpected, with real engagement and standout. As well as making smart use of standard materials, the clever compelling design ensured retailers simply could not refuse the display. Totally on brief, with strong branding and an imaginative use of shape that's impossible to ignore, its impact on sales and incremental space has to be applauded."



GOLD

JTI PLOOM DISPLAY for JTI (GALLAHER) UK LTD

by **arken P-O-P Limited**

Judges' comments:

"A creative design worthy of this innovative product. This compact display delivers genuine stand out amongst the clutter often found in a standard independent retailer. It's clear to see why the unit proved so attractive to retailers, resulting in 100% placement. With its clean lines and sleek, premium look it will undoubtedly set the standard for future P-O-P executions with this new, emerging category."



SILVER

BACK OF BAR CIGARETTE DISPLAY for JTI (GALLAHER) UK LTD

by **arken P-O-P Limited**

Judges' comments:

"Stylish, secure and cleverly tailored to what is a unique environment, this well designed display unit provides an eye-catching and innovative response to the most complex of creative briefs. Set against the backdrop of stringent legislative constraints that few other categories encounter, the level of design and manufacturing thought that has clearly gone into producing this expertly considered piece of P-O-P is truly impressive."



BRONZE

B&Q EASYGROW LAUNCH for B&Q

by **The Delta Group**



Consumer Electronics

Head Judge for the Category

James Swain - In-Store Marketing Manager - Tesco PLC

Category Sponsor

Momentum Instore

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Our Services Include: • Installation • Merchandising • Field Marketing • Retail Audits • Reporting • Maintenance
• Distribution & Warehousing

instore momentum



GOLD

**PANASONIC HTE80 SOUNDBOARD 'EXPERIENCE'
POS for
PANASONIC UK**

by **DirectionGroup Limited**

Judges' comments:

"Creating a must-have feeling as soon as the difference in sound quality is experienced, the display communicates a very simple idea in a way that shoppers will immediately understand. The simplicity of the way in which the brief has been approached and the ease in which it enables the quality of the product to demonstrate the reason to buy makes this compact and stylish unit a worthy winner."

SILVER

**INTEL 2 IN 1 DISPLAYS
for
INTEL CORPORATION UK LTD**

by **arken P-O-P Limited**

Judges' comments:

"A highly attractive unit that delivers strong standout for a brand that has a harder job than many in the sector, when it comes to appealing to shoppers in-store. Its effective modular design and strong use of selling space are supported by good use of materials, lighting and strong accent colours to provide a robust and premium finish whilst delivering great retail performance across Europe."



BRONZE

**SONY XPERIA INTERACTIVE DEMO BAY
for
SONY MOBILE COMMUNICATIONS**

by **Alrec UK Limited**



Cosmetics, Beauty, Hair & Fragrance - Permanent Display

Head Judge for the Category

Tony Eames - Head of Retail Marketing IT Business UK & Ireland - Samsung Electronics UK Limited

Category Sponsor

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• Distribution & Warehousing

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GOLD

UNILEVER COMPRESSED DEODORANT
for
UNILEVER UK LTD

by StormDFX Ltd

Judges' comments:

"Perhaps one of the most important and well supported launches of recent times, few will have failed to see this P-O-P campaign in-store. Rolled out across all brands and both genders, the display ensures the campaign message is received loud and clear. But its ability to integrate within the main category fixture without affecting existing planograms, whilst overcoming key barriers to purchase for smaller packaged products, is the real masterstroke."



SILVER

BOOTS FRAGRANCE HALL
for
ALLIANCE BOOTS

by New Store Europe UK Ltd

Judges' comments:

"Creating a mass market fixture that also supports the premium value of prestige fragrances within the one display is no mean feat. Aspirational, sleek and enjoyable to shop, this highly flexible unit uses carefully chosen materials and lighting to great effect. The result is a real 'destination' in-store, with standards of visual product presentation that is comparable to a luxury beauty hall experience."



Fragrances & Cosmetics - Temporary Display

Head Judge for the Category

Lorne MacLennan - Head of Store Marketing and Operations - Tesco Bank

Category Sponsor

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For further information please contact Justine Stevenson or Cheryl Davies on: 07881 581 361 / 07881 781 421; Justine@primopr.co.uk / Cheryl@primopr.co.uk



GOLD

BOURJOIS CHRISTMAS FSDU PROMOTION for BOURJOIS

by **MJD Limited**

Judges' comments:

"A classic sales promotion at a key time of year, delivered clearly and with real innovation in a small footprint, for a reasonable price. This is impactful and exciting example of an FSDU is full of great ideas, brought to life superbly. The Snow Globe adds real 'magic' – it just works! Effective at driving impact from distance and close up, its strong sales performance went beyond expectations."



SILVER

JOHN VARVATOS ARTISAN BLACK LAUNCH for ELIZABETH ARDEN

by **Imagine POS Limited**

Judges' comments:

"This beautifully crafted display delivers a precise, clean look and feel that also has brings plenty of interest and intrigue to the retail environment. A great reflection of both the creative brief and the brand, the materials, finish and craftsmanship achieves almost permanent display levels of build quality. Strong launch sales only reinforce the impact of this display on shoppers within the retail environment."



SILVER

REVLON COLORBURST for REVLON

by **Creo**

Judges' comments:

"Generating great sales uplift without above-the-line support, this highly successful, complex design oozes brand feel. Bold and disruptive it reflects brand equity perfectly and creates terrific standout for the product and offer. Overall, this unit was well engineered with a robust design and an interesting choice of special finishes to deliver maximum impact within a small floor space and an excellent cost versus performance return."



BRONZE

MAXFACTOR EXCESS VOLUME MASCARA for PROCTER & GAMBLE

by **STI Line**



Beauty & Hair Products - Temporary Display

Head Judge for the Category

Ravinder Atwal - Lead Shopper Marketing Manager - Lucozade Ribena Suntory

Category Sponsor

Solutions Diverse Ltd

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SOLUTIONS ■
DIVERSE ■



GOLD

LOTUS F1 TRAY SURE
for
UNILEVER UK

by **STI Line**

Judges' comments:

"This is a truly inspiring piece of P-O-P and a breath of fresh air within the world of in-store blip trays, achieving genuine difference and strong brand presence. The creative thinking and attention to detail that has gone into designing and crafting this unit is clear to see. Disruptive, innovative and with immediate relevance to the target audience, it gives real reasons to engage with the fixture."

SILVER

IMPULSE FLOWER BLIP TRAY
for
UNILEVER UK

by **STI Line**

Judges' comments:

"The flower shape of this eye-catching creative solution not only looks amazing but also supports impressive levels of stockholding. There is little doubt that it met the brief exceptionally well. Clearly aligned with the target shopper, the unit's design and great use of materials results in a tray that simply oozes femininity. A phenomenal 481% sales uplift further underlines the strength of this concept."



Pharmacy

Head Judge for the Category

Martel Lawson - EMEA Category Display Manager - McCormick (UK) Ltd

Category Sponsor

Essentra

Essentra is a leading international supplier of specialist plastic, fibre, foam and packaging products. Our international network extends to 33 countries and includes 42 principal manufacturing facilities, 64 sales and distribution operations and 5 research & development centres.

With over 65 years expertise, Essentra Components and Speciality Tapes work hard behind the scenes of P-O-P displays. We hold a vast range in stock to ensure that we can help you meet the tight deadlines required in the industry. Our manufacturing facilities in the UK also allow us to provide custom solutions for small runs or large scale projects. Coupled with our free samples and quick quote turnaround we offer a complete service.

Our unique range of Speciality Tapes can help turn your creative designs into functional displays. Whether you need something from our extensive stock, a bespoke solution, or simply a free sample - the Essentra range is the clear choice for your P-O-P needs.



ESSENTRA



GOLD

SCHOLL FOOTZONE - INDEPENDENT PHARMACY
for
RECKITT BENCKISER

by **Display Creatives Ltd**

Judges' comments:

"There was a real depth of creative thinking that went into this display, and it shows. As well as providing clear category signposting, this bright impactful display incorporates several interesting features such as retractable info-panels to aid shopper education. The flexibility to be installed as either a freestanding display or retro fitted to existing slat wall fixtures is a great touch, ensuring it engaged buyers and shoppers alike."

SILVER

EUCERIN PERMANENT MIDDLE CUBE
for
BEIERSDORF UK LTD

by **Pivotal Retail Marketing Limited**

Judges' comments:

"Designing an inviting and engaging display that also communicate a clinical aesthetic is not an easy task. This display not only succeeds in meeting this objective, but also delivers a quality, almost premium look and feel. A highly effective category solution, with the added bonus of interchangeable graphics, this illuminated system not only looks great but also plays an important role in aiding shopper navigation across the range."



BRONZE

COLGATE MAXWHITE ONE LAUNCH TRAY
for
COLGATE PALMOLIVE

by **MJD Limited**



Stationery, Office Supplies, Financial and Other Services

Head Judge for the Category

Lara Barron - Head of Instore, P&G Prestige - UK

Category Sponsor

TPS

TPS Visual Communications are one of the UK's leading retail and brand display providers with more than 30 years design, print, manufacturing and installation experience.

TPS are sector leaders with a heritage of delivering environmentally responsible, innovative solutions for all types of retail and brand display, supported by great personal service. Utilising cutting edge print and manufacturing technology TPS can design it, plan it, manufacture and install it direct to site anywhere in Europe. Since forming in 1982, we've grown organically through investment, client relationships and generally punching above our weight. In 2009 TPS bought EML Retail Display, consolidating its operation at our 30k sq.ft. design and manufacturing facility in Letchworth.

It's now a state of the art retail and brand display centre, with a recent production technology investment of £500k. Still privately owned, we continue to offer the very best quality print, multi material manufacture and retail display design.



are proud to sponsor the 2014



Leaders in Retail & Brand Display

DESIGN	MANUFACTURING	INSTALLATION	PRINT
			



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From concept to fulfilment. *Multiple material manufacture with unrivalled innovation.*



Contact Us www.tpsvisualcommunications.com sales@tpsdisplay.com +44(0)1462 650700



GOLD

HSBC POP-UP TREEHOUSE
for
HSBC BANK PLC

by **Marin's UK Limited**

Judges' comments:

"Simple to assemble and incredibly cost effective, this display clearly delivered on its brief to increase shopper dwell time in-store, enabling branch staff to engage in conversations about mortgages. Providing a recognisable touchpoint that is engaging and faithful to the above-the-line campaign, it is perfectly targeted to customers with young children, delivering great impact and disruption in what can be a very staid environment."

SILVER

NESTLE PROFESSIONAL ALEGRIA FSDU
for
NESTLE PROFESSIONAL

by **HL Display (UK) Ltd**

Judges' comments:

"The success of this unit is all about balance – creating distinct standout in-store without being so big as to be obstructive, causing it to be moved to a less footfall heavy location. Demonstrating a good use of materials, it does a great job of reinforcing brand equity in-store. All in all, a highly functional, cost effective display that packs a lot into a very small space."



Short Run, Food & Drink - Temporary Display

Head Judge for the Category

Claire Piiponen - Purchasing Manager - L'Oreal UK Limited

Category Sponsor

HP

HP is leading the analogue to digital transformation in large-format printing and establishing a new benchmark for high quality at high production speeds with its portfolio of flatbed inkjet presses - the HP Scitex FB7600 and FB10000 Industrial Presses and the HP Scitex 15000 Corrugated Press. Point of Sale printers and packaging converters have the opportunity to increase productivity and profitability without compromising quality utilising HP's High Dynamic Range (HDR) Printing Technology*. Being able to print direct-to-board, HP Scitex flatbed presses enable mass customisation, greater design creativity and superior quality to satisfy ever evolving brand requirements.

www.hp.com/go/scitex

*FB10000 – HP Scitex 15000 presses





GOLD

GREEN ISLE FROZEN AISLE REINVENTION for GREEN ISLE FOODS

by **Irish International BBDO**

Judges' comments:

"The quality of this display solution is amazing and has raised the use of P-O-P within the frozen food aisle to new heights. The clever design delivers a premium look that really imparts the idea of fresh fruit and veg to the shopper, completely transforming the freezer aisles. There is no question that it has driven renewed interest into what is often a forgotten area of the store."

SILVER

JIM BEAM AMERICAN STILLHOUSE DISPLAY for MAXXIUM UK

by **Simpson Group**

Judges' comments:

"This is an excellent, well researched design idea, resulting in an imaginative and engaging concept that delivers instantly recognisable branding framed in a way that is totally original. Top marks for using the latest eco-friendly materials and for achieving a good use of space, with great stockholding."

This unit demonstrates excellent value – sales uplift of 230% against category benchmark of 23% speaks for itself."



BRONZE

LINDOR COSTCO WORLD for LINDT & SPRUNGLI

by **B Group London**

BRONZE

IDL ABSOLUT BUTIK DISPLAY for IRISH DISTILLERS LIMITED

by **Smurfit Kappa Display (Ireland)**



Short Run, Non-Food - Temporary Display

Head Judge for the Category

Nick Widdowson - Range and Merchandising Manager - Unilever UK Limited

Category Sponsor

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ESSENTRA



GOLD

RBS NATWEST SELECT PLATINUM
EXPERIENTIAL WINDOW for
RBS NATWEST

by **Logistik**

Judges' comments:

"This innovative, well constructed window display has it all. With live, water filled bubble tank and 'floating phone fishes' it's little wonder that this execution did so much to capture shoppers' imaginations. Bringing humour and a sense of wonder into the installation, it communicates the product offer in a way that is brilliantly imaginative and total unique to the retail banking space, helping to smash the sales targets originally set by the brand."

SILVER

NATWEST MOBILE BANKING CASH POINTS
for
RBS NATWEST

by **Logistik**

Judges' comments:

"Bringing the humble ATM to life in a new, imaginative way this eye-catching display was an inspired choice for encouraging NatWest customers to get into retail mobile banking. A first for British banking, it delivers huge visual impact and a sense of theatre to an otherwise functional and banal high street space and, unsurprisingly, proved to be a real talking point amongst regular shoppers and through social media."



BRONZE

VIKTOR&ROLF ENCHANTED GARDEN
for
L'OREAL

by **Elemental Design**



SILVER

LG FLEX LAUNCH IN O2
for
O2/ TELEFONICA UK LTD

by **Solutions Diverse Ltd**

Judges' comments:

"A well-executed, eye-catching display that clearly hit the objective of raising awareness of the LG amongst shoppers, bringing the message to life in a visibly different way. With a use of shape that is both relevant and highly impactful, the high quality finish of this unit would undoubtedly draw shoppers into the store and encourage them to engage with the brand."



BRONZE

BALENCIAGA ROSABOTANICA
for
COTY PRESTIGE UK

by **Mad About Design**



Short Run - Permanent Display

Head Judge for the Category

Alexandra Morris - Senior Retail Marketing Manager - TUI Travel PLC

Category Sponsor

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SOLUTIONS ■
DIVERSE ■

GOLD

BRITISH GAS RETAIL KIOSKS for BRITISH GAS

by **Green Room Retail Design Ltd**

Judges' comments:

"It's clear why this met the brief to increase dwell time and drive greater conversion so well. A well-considered visual concept with a strong brand look and feel, it creates a warm and welcoming space and a personalised retail experience, bringing key messages to life through the appropriate use of digital interaction. The inclusion of a branded toy to entertain children while parents explore is a great touch."



SILVER

PANASONIC ELECTRIC SHAVER WATER WALL for PANASONIC UK

by **DirectionGroup Limited**

Judges' comments:

"With a strong creative treatment and customer interactivity, this retail display created a visually stunning backdrop for products in this key retailer account. Delivering a real wow experience, it helped to significantly improve shopper knowledge around product technology and awareness of the wet shaving experience. 64% of shoppers who purchased a Panasonic product did so as a direct result of the display, underlining its impact in-store."



SILVER

SAMSUNG ECOBUBBLE WASHING MACHINE SHOWCASE for CHEIL EUROPE LTD

by **WSG Interior Systems Ltd**

Judges' comments:

"Helping the brand to reinforce its ownership of the category in-store, this P-O-P activation provides a lesson in how to be simple yet highly effective. Few would think to angle the base of a display by a couple of degrees to cause all-important visual disruption and improve shopper sightlines to key product information, but it's these little details that make the execution such a strong piece of showcase display."

BRONZE

MERLIN / HEINZ INTERACTIVE SAUCE STATION for HJ HEINZ

by **Clements POS Ltd**



BRONZE

SUPERDRUG 'B' RANGE DISPLAY TABLE for SUPERDRUG (PART OF THE A.S WATSON GROUP)

by **arken P-O-P Limited**



Flagship & Store

Head Judge for the Category

Nicola Coles - Display Manager - Marks and Spencer Plc

Category Sponsor

Momentum Instore

Momentum Instore are the leading retail implementation agency with unrivalled expertise in Installation, Merchandising, Retail Audits and Field Marketing. We are proud to be sponsoring the POPAI awards for 2014, and are looking forward to seeing everyone dressed to impress tonight.

We have been working closely with some of the UK's largest brands and retailers to deliver seamless instore marketing campaigns for over 35 years.

This experience combined with our expert knowledge, state of the art technology, and award winning solutions means that we can ensure you will get the very best return from your instore marketing activity. This year we are focusing on taking the mystery out of retail, through providing advanced retail audit technology for our clients. If you need to get to know your retail estate a little better or if your instore campaign might benefit from a complete service, you should talk to us.

Our Services Include: • Installation • Merchandising • Field Marketing • Retail Audits • Reporting • Maintenance
• Distribution & Warehousing

instore momentum

GOLD

HOME RETAIL GROUP ARGOS
for
ARGOS

by Dalziel & Pow

Judges' comments:

"Aesthetically, the design is clean and well thought through with different zones within the store to aid the shopper journey. The design team have clearly given consideration to the shopper interaction and delivering a solution that is truly scalable. Bridging the gap between old and new, the digital store of the future feels like a real step change for the customer shopping experience."



SILVER

THOMSON HOLIDAY DESIGN STORE
for
TUI TRAVEL PLC

by TUI Travel PLC

Judges' comments:

"The sensory experience on offer places Thomson at the forefront of omnichannel retailing. This next generation store concept brings the holiday shopping experience to life like never before, with great use of latest interactive digital technology and some innovative design features. From its giant interactive world map to playful poolside themed lounge area, it's guaranteed to leave shoppers feeling inspired and excited from the moment they step into store."



BRONZE

TESCO GM NON-FOOD
for
TESCO STORES LTD

by HMY Radford



Shop in Shop

Head Judge for the Category

Nick Widdowson - Range and Merchandising Manager - Unilever UK Limited

Category Sponsor

HL Display (UK) Ltd

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For further information please contact Justine Stevenson or Cheryl Davies on: 07881 581 361 / 07881 781 421; Justine@primopr.co.uk / Cheryl@primopr.co.uk



GOLD

**WILLIAM GRANT & SONS SCANDLINES
BORDERSHOP for
WILLIAM GRANT**

by **HRG UK Limited**

Judges' comments:

"A must for any whisky fan, this is an inviting and immersive environment that delivers a truly engaging retail experience. Appealing to discount shoppers and connoisseurs alike, this creative execution makes good use of a range of merchandising techniques to create strong standout, and support ease of category navigation in-store and aid improved product knowledge, giving shoppers the tools to buy with confidence."



SILVER

**SAMUNG EXPERIENCE ZONE - NEW MALDEN
for
CHEIL EUROPE LTD**

by **WSG Interior Systems Ltd**

Judges' comments:

"The sleek lines and considered use of materials within this shop in shop concept presents a modern, confident yet restrained backdrop for showcasing the latest in cutting-edge home entertainment. Interactive touchpoints create real standout and interest with the zone, whilst POS messaging is kept clear and simple, creating an integrated and engaging retail experience that truly is in tune with the brand and its audience."



BRONZE

**SONY CONSUMER ELECTRONICS PARK CAMERAS
for
SONY CONSUMER ELECTRONICS EUROPE (UK)**

by **Alrec UK Limited**



BRONZE

**KARCHER SHOP-IN-SHOP
for
KARCHER (UK) LTD**

by **OCTOPOS Ltd**



Multichannel and Campaign

Head Judge for the Category

Martin Crockatt - Senior Brand Manager - Dixons Retail Plc

Category Sponsor

TPS

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GOLD

ORDNANCE SURVEY EXPLORE MORE CAMPAIGN for ORDNANCE SURVEY

by HRG UK Limited

Judges' comments:

"Delivering a look of real quality within what is a pretty conservative retail environment, the use of 'real people' within the campaign brings the brand story to life in new, engaging ways, highlighting the emotional value of enjoying truly great outdoor experiences. A superb campaign that builds on Ordnance Survey's strong heritage and successfully repositions the brand, making it relevant and accessible in a rapidly changing market."

SILVER

THOMSON INTEGRATED HOLIDAY SCRAPBOOK CAMPAIGN for TUI TRAVEL PLC

by TUI Travel PLC

Judges' comments:

"Engaging and beautifully executed, it is a best practice example of how to deliver a modern, integrated marketing communications campaign across all channels including retail, online, social and mobile apps. Delivering superb brand consistency, it maximises above-the-line spend to drive shopper recognition and engagement within the retail environment and beyond to bring families together, with the added benefit of keeping kids happy while mum and dad book their holiday."



BRONZE

KISS ME I'M IRISH for MARS IRELAND

by Irish International BBDO



BRONZE

SAMSUNG OLED TV RETAIL EXECUTION for SAMSUNG ELECTRONICS UK LTD

by M4 Design Company Limited



Installation

Head Judge for the Category

Wayne Abbiss - Range Planning Manager - Off Trade - Heineken

Category Sponsor

Alrec In-Store Ltd.

Hi. We are Alrec and we bring brands to life in-store.

Since 1958 we have built an unrivalled track record in providing solutions for engaging shopper experiences at retail which turn shoppers into buyers.

Today we are an international family company with a team of over 450 dedicated professionals. Our presence in 8 European countries ensures the best solution for each market while utilizing efficiencies through our group production facilities in Poland. This means however small, complex or sizeable your project, we have the resources to cope.

We offer full service project management through our experienced client service teams who make sure they understand your brand, products and operation. Powered by advanced on-line project management tools, our teams are ready to reduce your project workload whilst keeping you informed and in control.





GOLD

FORD SHOWROOM UPGRADE for FORD MOTOR COMPANY LTD

by **APS Group**

Judges' comments:

"Given its complexity, scale and geographical reach, the level of precision and attention to detail within this installation, is truly impressive. Working with multiple European supply chains across 21 countries, 2,500 showrooms and clocking 77,000 project hours, this is best practice example of how to project manage the smooth delivery of a complete end-to-end solution across a vast retail estate."

SILVER

BOOTS ONE FRAGRANCE for BOOTS

by **Momentum Instore**

Judges' comments:

"Essentially 135 'bespoke' installations, this project provides a lesson in the importance of both planning and flexibility when dealing with the diversity that exists within many modern retail estates. Clearly a hugely demanding implementation, every aspect was planned to the final detail. And when challenges were faced within individual stores, the way in which they were met to deliver the 'perfect' installation singles this out as a worthy winner."



BRONZE

BEATS EMEA POP IMPLEMENTATION for BEATS BY DRE

by **100 Percent Group Limited**

Innovation

Category Sponsor

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SOLUTIONS ■
DIVERSE ■

GOLD

THOMSON HOLIDAY DESIGN STORE for TUI TRAVEL PLC

by TUI Travel PLC

Judges' panel comments:

"Stood out from the others because the ideas and final execution in-store represented a real game-changer within its sector and demonstrated a comprehensive review of existing methods of engagement that have caused shoppers to change perceptions of the travel retail experience as a result."



SILVER

COUNTER LOTTERY TERMINAL for CAMELOT GROUP

by Fastrak Retail (UK) Ltd

Judges' panel comments:

"A great piece of practical P-O-P innovation. Providing added value to shoppers and retailers alike, this display continues the National Lottery's longstanding tradition for making a significant effort to understand all specific in-store needs; and responding to those by creating standout P-O-P solutions."



Sustainability

Head Judge for the Category

Nick Widdowson - Range and Merchandising Manager - Unilever UK 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. arken can also create completely bespoke poster displays for either internal or external use.

arken
creators of award winning p-o-p

GOLD

MEGA MAYNARDS SUSTAINABIN
for
MONDELEZ INTERNATIONAL

by **STI Line**

Judges' panel comments:

"The brand's own testimony to this display's effectiveness really does say all that needs to be said. A fantastically adaptable unit that has enabled the brand to extend its presence in prime locations, defend valuable retail space and drive sales, whilst reducing environmental impact and deliver a potential annual cost saving of around £300,000. A winner on all fronts."



SILVER

NIVEA FOR MEN BOOTS MG
for
BEIERSDORF UK LTD

by **StormDFX Ltd**

Judges' panel comments:

"Proof that sustainability doesn't mean design compromise, this unit delivers a premium look and finish and robust solution equal to its predecessor. By making the transition from the plastic mid gondola produced to fully recyclable card display solutions, the display has achieved strong environmental credentials and supported its retail customer to deliver on its objective of reducing the carbon footprint associated with its branded promotional P-O-P."



BRONZE

M&S GREENCAST - MONKS CROSS
for
MARKS & SPENCER

by **TPS Visual Communications**



Display of the Year - Temporary

Category Sponsor

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ESSENTRA

GOLD

ASDA HALLOWEEN POS 2013 for ASDA

by The Delta Group / Gratterpalm

Judges' panel comments:

"The first choice by a long way, this is an excellent example of what can be achieved with seasonal campaigns. A truly vibrant piece of in-store activation, it uses bold graphics and selected materials to great effect to produce an engaging and disruptive in-aisle retail experience."



SILVER

LOTUS F1 TRAY SURE for UNILEVER UK

by STI Line

Judges' panel comments:

"This a stunning example of how to look at an established and often formulaic P-O-P mechanic in a different light and ensure its place at the heart of a brand campaign. The outcome is a visually impactful display that reinforces the brand message and achieves standout in what is a very competitive retail space."



BRONZE

CADBURY EASTER VAN for MONDELEZ INTERNATIONAL

by STI Line

Judges' panel comments:

"A great piece of P-O-P display that has been carefully designed to offer additional functionality as well as visual appeal."

Taking a nifty idea and executing it beautifully, the material selection and overall finish of this display are perfect. It goes to show that well designed P-O-P can bring joy to the everyday shopping mission in-store."



Display of the Year - Permanent

Category Sponsor

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GOLD

COUNTER LOTTERY TERMINAL for CAMELOT GROUP

by **Fastrak Retail (UK) Ltd**

Judges' panel comments:

"A carefully considered and intelligent design from every aspect, this display really understood the target environment and challenges well. Offering a perfect blend of technology and user-centred ergonomics, it is practical, uncluttered and well built and offers great visibility - all key to ensuring future success sales in-store."



SILVER

PANASONIC HTE80 SOUNDBOARD 'EXPERIENCE' POS for PANASONIC UK

by **DirectionGroup Limited**

Judges' panel comments:

"This is a clever little piece of P-O-P that works well. Brand visibility, functionality and user experience considerations are paramount in a display such as this and the design delivers on all fronts. The display is engaging and intuitive, making Panasonic's state-of-the-art product technology easily accessible to shoppers."



BRONZE

JTI PLOOM DISPLAY for JTI (GALLAHER) UK LTD

by **arken P-O-P Limited**

Judges' panel comments:

"Great to see innovative design brought into this emerging category. The aesthetics and practicality of this design are its standout features, producing an elegantly display solution with clever use of materials and manufacturing techniques that elevate the brand's retail presence to a similar position occupied by many exclusive brands in other sectors."



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.

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

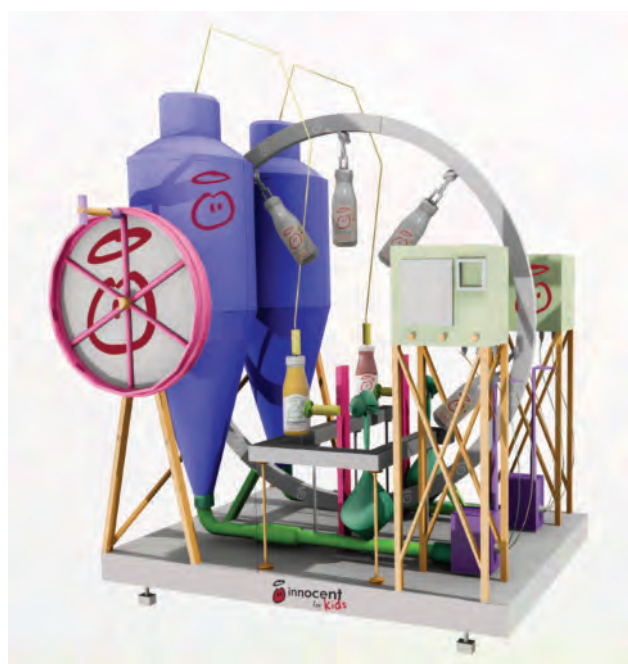
RED BULL RECHARGE

by **Rickie Marsden**

University of Central Lancashire

Judges' comments:

"A straight-forward concept, executed to a very high standard. What's really nice is how it conveys the 'recharge your batteries' message in a way that is easy for shoppers to connect with. Visually strong, relevant and appropriate, the eye-catching design is backed up with an in-depth understanding of the retail environment to deliver a solution that would be both cost-effective and scalable."



SILVER

INNOCENT JUICE- THE FRUIT FACTORY

by **Muyiwa Oki**

University of Sheffield

Judges' comments:

"Showcasing an impressive level of detail both in the design and supporting case study, this imaginative fully-engineered display demonstrates an impressive level of considered thought. With undoubted visual appeal and a clear grasp of the brand's positioning and personality, it balances a complex and quirky concept with user-friendly execution."

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.

Barbour

Beiersdorf



Google[™]



MARS



P&G **prestige**UK&I | beauty beyond imagination



PEPSICO

TESCO Bank



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

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