



# Awards BOOK

Recognising creativity, innovation and excellence in-store



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## POPAI Awards 2017

Huge congratulations to all our POPAI Awards 2017 winners. Your success is even sweeter as this year also marks the [25th anniversary of POPAI](#) itself.

The Awards recognise excellence in the industry and we continue to be impressed at the creativity and ingenuity of our entries. Keep up the good work – finding even more new, original and innovative ways to boost the shopper experience.

Thank you for joining us tonight for our celebrations as we applaud your talents and achievements.

To read detailed case studies of all our 2017 POPAI Awards winners please visit: [www.popai.co.uk/awards](http://www.popai.co.uk/awards)



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**Welcome to the POPAI Awards 2017.** Our 11th ceremony celebrating success and excellence across the industry is something of a milestone for us, as it also marks the 25-year anniversary of POPAI – so this year we are in an extra-celebratory mood.

The Awards offer us all the chance to come together as an industry, celebrating achievements and innovations across all aspects of the shopper experience.

Change in the sector continues apace. But in spite of obvious and well-documented societal and industry uncertainties, it's encouraging to see our industry continuing to push boundaries, marching confidently forward.

Creativity lies at the heart of success in our industry and our Awards showcase best-in-class retail display. Interactive, digital technology or structurally ingenious cardboard – the industry's ability to constantly reinvent itself is never better demonstrated than here at the Awards.

At POPAI, we are frequently asked, 'What does good look like?' Well, our Awards competition has amassed over 600 best-in-class case studies out of nearly 2000 entries over the last 11 years and you can view these in detail in our new Benchmark search engine on the POPAI website.

So, next time you pose the question, or are asked, 'what does good look like?', you can use the POPAI Award entries to benchmark your work.

As always, I would like to pay tribute to the dedication and hard work of the POPAI Awards judges. They volunteer their time, expert opinion and objective eye, setting the bar for our award-winning entries, and we are indebted to them.

A big thank you must also go to our sponsors. Without their support, we simply could not afford to run the Awards as we do. So we welcome their valuable input in helping us run these occasions.













So a toast to all our winners tonight, our judges and our sponsors, as we once again celebrate the wonderful industry in which we work.

**Martin Kingdon**

Director General – POPAI UK & Ireland

# The Judges

Our judging panel is made up of retail and brand marketers from the world of in-store. We are extremely grateful for the time and insight they have put into analysing the entries in the POPAI Awards 2017 and selecting the cream of the crop in the industry.

 <p><b>Rhiannon Owen</b> Assistant Manager Digital Visual Merchandising Adidas (UK) Ltd</p>	 <p><b>Gemma Lancaster</b> Brand Marketing Manager Autoglym Ltd</p>	<p><b>Beiersdorf</b></p> <p><b>Lisa Hill</b> UK Head of POS and Shopper Activation Beiersdorf</p>
 <p><b>Mel Widdowson</b> Head of Instore Marketing and Merchandising Boots UK</p>	 <p><b>Paul Phillips</b> Channel Marketing Manager Camelot</p>	 <p><b>Amy Fisher</b> Shopper Marketing Controller Dairy Crest</p>
 <p><b>Zoe Stevens</b> Senior Retail Manager, Retail Marketing Hasbro</p>	 <p><b>Noel Dalton</b> Commercial Activation Controller Lucozade Ribena Suntory</p>	 <p><b>Hannah Drew</b> OneInstore Brand Leader UK&amp;I P&amp;G</p>
 <p><b>Alison Waite</b> Head of Merchandising PepsiCo International UK &amp; Ireland</p>	 <p><b>Caroline Norbury</b> Head of Store Proposition and Formats Pets at Home</p>	 <p><b>Fran Scorer</b> Retail Marketing Controller Sky UK</p>
 <p><b>Nick Widdowson</b> Merchandising and Creative Controller Unilever UK</p>	 <p><b>Scott Bird</b> Prestige Customer Marketing Manager William Grant &amp; Sons Distillers Ltd</p>	

*Details correct at time of judging*



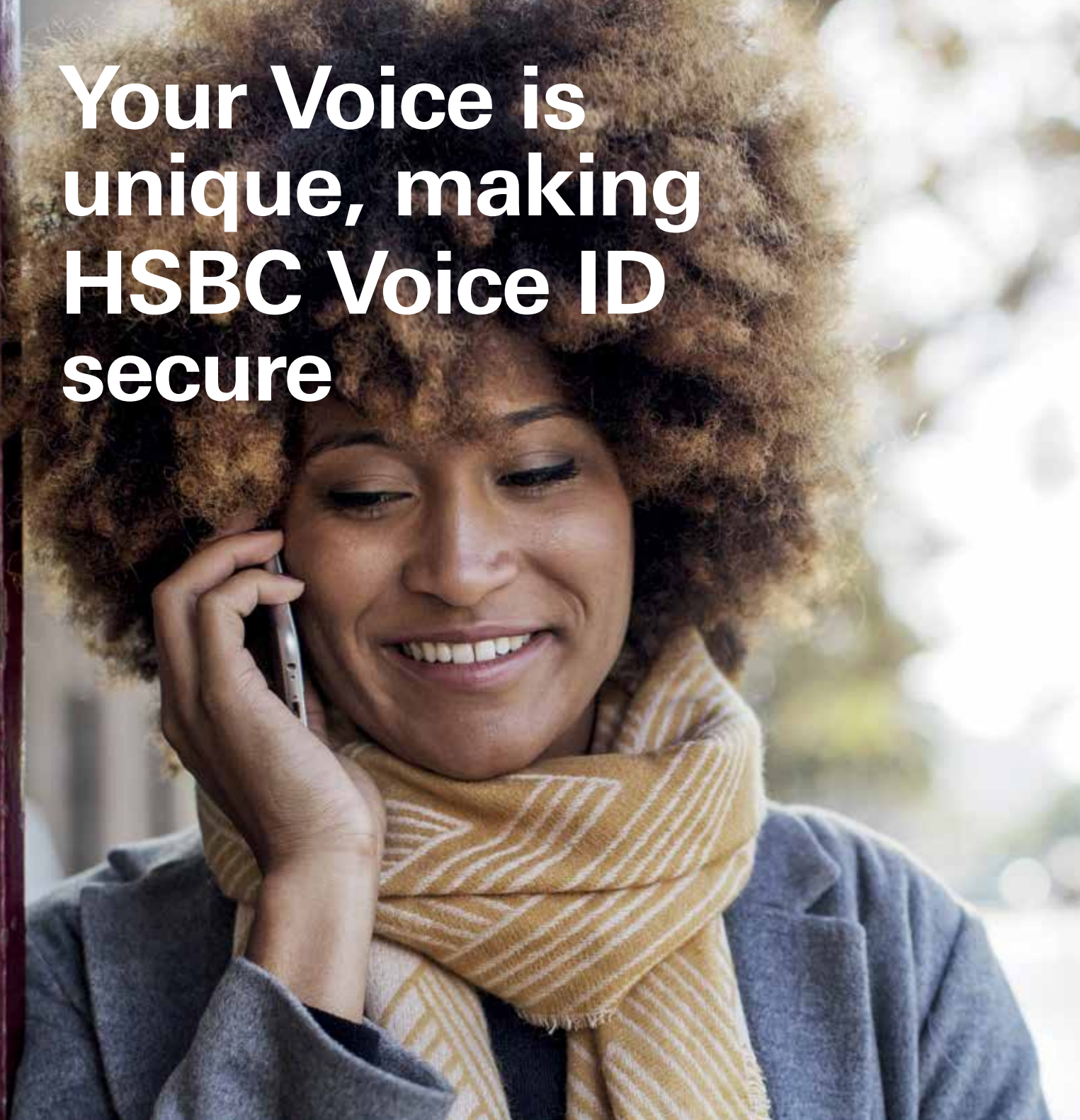
# POP AI Awards 2017 Gold Winners

## Categories

## Gold Winners

Student Design Award	Liam Newbon
Cosmetics, Beauty, Hair & Fragrance – Temporary Display	InContrast
Seasonal & Signage	Haygarth / Xerox Corporation / Pure Innovations
Consumer Electronics	arken POP
Entertainment & Leisure	The Delta Group / Lick Creative
Grocery, Convenience & General Merchandise – Permanent Display	Creative Instore Solutions (Europe)
Grocery, Convenience & General Merchandise – Temporary Display	The Delta Group / Lick Creative
Pharmacy	Pivotal Retail Marketing
Confectionery – Temporary Display	Display UK
Category Management & Furniture	arken POP
Home & Garden	Linney
Drinks	StormDFX
Installation	CJ Retail Solutions
Short Run – Permanent Display	Alrec In Store
Short Run – Temporary Display	InContrast
Shop in Shop	arken POP
Campaign & Experiential	N2O
Flagship & Store	Checkland Kindleysides
Innovation	Alrec In Store
Display of the Year – Temporary Display	StormDFX
Display of the Year – Permanent Display	arken POP

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# Student Design Award

Recognising emerging talent, the Student Design Award goes to the bright minds of today who will be the industry leaders of tomorrow. This year, Liam Newbon caught the judges' eyes with his *Desperados Saloon Point of Sale*, as they agreed he was a deserving winner.

Category Sponsor:



## Gold Award



**Liam Newbon**  
Desperados Saloon  
Point of Sale  
University of Derby



### The judges said:

An excellent modular concept with strong branding. A deserving winner.

## Silver Award



### Rosie Young

PG Tips Point Of  
Purchase Display  
University of Derby



### The judges said:

A very good concept with great visual impact, strong branding and good use of the PG Tips monkey.

## Bronze Award



### Bethany Wootton

The 'DKNY Building' Point  
of Sale Display  
University of Derby



### The judges said:

An interesting concept that features revolving sections and works well with the DKNY mission statement.



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# Cosmetics, Beauty, Hair & Fragrance - Temporary Display

A showstopper of a display, the *Williams Racing Sure Wow Unit* by InContrast definitely had the wow factor with our judges, scooping the prestigious Gold Award.

Category Sponsor:



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## Gold Award



**InContrast**  
Williams Racing Sure  
Wow Unit  
Unilever



### The judges said:

A show-stopping display that faithfully recreates the Williams Racing car and creates theatre in-store. Good stock-holding and strong promotional messaging drove sales of the product and awareness of the competition.

## Silver Award



### Superior Creative Services

NIVEA Cleansing POS Suite  
Beiersdorf UK



### The judges said:

A stand-out display with interactive elements such as motion-activated lights, which created theatre in-store to disrupt the shopper. It was a scalable solution used in major retailers and it achieved increased sales.

## Bronze Award



### P+D

Veet Trimmer Gondola End  
Reckitt Benckiser



### The judges said:

A simple yet effective display with a premium feel, strong branding and clear messaging of product benefits and promotion, while raising awareness of the product launch.

## Bronze Award



### InContrast

Williams Racing Sure Shipper  
Unilever



### The judges said:

A compact display designed to get shoppers excited about the Williams Racing competition. It had a good stock-holding, achieved stand-out in-store and received great shopper feedback.

**Alrec**

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Head of Retail Assets, Sky.

**Alrec**



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# Seasonal & Signage

A highly competitive arena in which all of our nominees shone. The judges were hugely impressed with all the entries, deeming the *Vodafone Retail Christmas Campaign 2016* a worthy winner.

Category Sponsor:

Alrec

## Gold Award



**Haygarth /  
Xerox Corporation /  
Pure Innovations**

Vodafone Retail  
Christmas Campaign  
2016

Vodafone UK



**The judges said:**

An excellently executed in-store campaign that tied in with above-the-line activity, featuring moving elements and LED lights to engage shoppers. It received strong feedback from both shoppers and retail staff as it could be installed within 20 minutes. A worthy winner.

## Silver Award



**Communis**

EE Christmas Campaign 2016  
EE



**The judges said:**

A holistic campaign that brought the above-the-line Christmas activity into nearly 600 stores. Each received a unique mix of P-O-P, including a personalised welcome board. Branding and messaging were strong, alongside the on-trend Fair Isle imagery.

## Silver Award



**StormDFX**

NIVEA Christmas Sleigh and  
Reindeer  
Beiersdorf



**The judges said:**

A disruptive in-store display with good stock-holding and strong branding. Elements such as flashing LED lights on the reindeer's noses and a selfie area in the sleigh were great ways to engage the shopper.

## Bronze Award



**BBH Retail** (Bartle Bogle  
Hegarty)

Tesco Food Love Stories  
Tesco



**The judges said:**

A great execution bringing the main above-the-line campaign into multiple touchpoints in-store. It raised brand awareness, driving home premium and emotive messaging.



100% provides award-winning services, harnessing market leading experience and extensive international coverage to activate in-store campaigns across the world for leading global brands.

We undertake and manage POS and POP retail installation to the highest levels of quality. We make it our business to ensure the experience of retail and graphics installation, both domestic and international, is as smooth, transparent and professional as possible for our customers. We make it a pleasure.

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# Consumer Electronics

Innovative thinking is a must in the ever-changing world of electronics. By reusing existing materials to deliver cost savings and sustainability, arken POP stood out from the crowd with its *10" Totem Gaming Conversion Kit*.

Category Sponsor:



## Gold Award



**arken POP**  
10" Totem Gaming  
Conversion Kit  
Intel Corporation (UK)



### The judges said:

A super-premium execution that reuses existing materials, delivering cost savings and strong sustainability credentials. The digital elements drive engagement with shoppers testing laptops in-store, and it was successfully rolled out across the world.

## Silver Award



### Alrec In Store

Amazon Echo &  
Dot Interactive CTU  
Amazon EU SARL, UK Branch



### The judges said:

A very sleek and premium unit with good use of light, screens and a 'live' demo function. The unit cleverly supported the launch of two products and drove awareness within the growing smart home category.

## Bronze Award



### ARNO GB

Microsoft Surface Furniture FY17  
Microsoft Corporation



### The judges said:

An eye-catching display with a premium look and feel. The solution allows shoppers to interact easily with the products, and shelving within the table was utilised for associated accessories, encouraging add-on purchases.





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# Entertainment & Leisure

A difficult category that demands displays which appeal to multiple audiences on different levels. The judges felt that The Delta Group's *Hasbro Palletfest* appealed to parents and children alike, targeting their different shopper missions perfectly.

Category Sponsor:

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## Gold Award



## Bronze Award



### Once Upon a Time Marketing

Star Wars: TFA - TIE Fighter  
The Walt Disney Company



#### The judges said:

A display designed to appeal to existing Star Wars lovers who would be instantly drawn to the large TIE Fighter in stores such as major grocers and high-street retailers.

## The Delta Group / Lick Creative

Hasbro Palletfest  
Hasbro



#### The judges said:

A great piece of P-O-P designed to appeal to parents and children alike on different shopper missions, with the top branding element a strong signpost for children. A very effective, scalable solution that could be applied to any of the Hasbro toy ranges, and which achieved great performance results.



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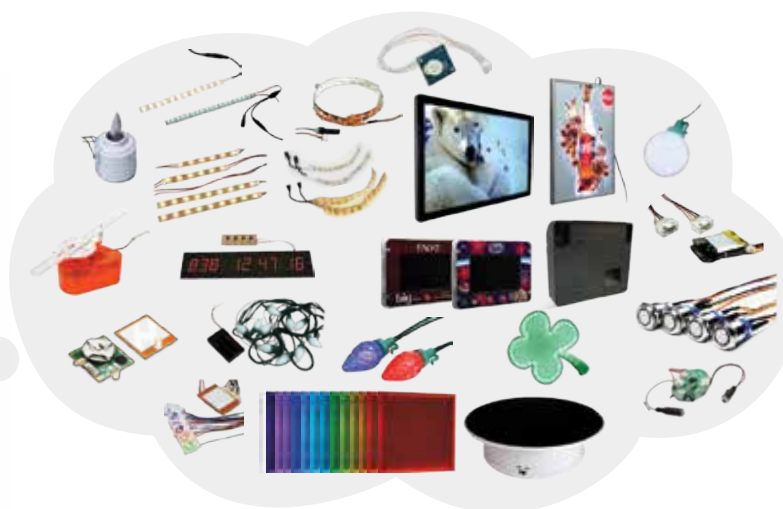
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# Grocery, Convenience & General Merchandise - Permanent Display

A big category with big demands for brands and agencies. Creative Instore Solutions (Europe) delivered on all counts, impressing the judges with its robust solution which met both business and marketing objectives.

Category Sponsor:



## Gold Award



### Creative Instore Solutions (Europe)

Kinder Surprise  
Side Rack  
Ferrero UK & Ireland



#### The judges said:

A great unit that secured permanent space in small format stores whilst achieving great stand-out through the iconic shape, strong branding and ease of product selection. Meeting both business and marketing objectives, this is a clear winner.

## Silver Award



### arken POP

Try Me Torch Displays  
Energizer Holdings UK



#### The judges said:

This unit cleverly hits the mark in a small space in-store. Strong branding, iconic Energizer features, the way it allows shoppers to engage and try the product, and an ease of updating and implementation makes this a worthy winner.

## Bronze Award



### Display Mode

Tic Tac display for Shell  
Shell UK



#### The judges said:

A design that has achieved high sales by optimising the space it occupies with easy brand identification, and the opportunity to interrupt the shopper journey. Materials were chosen for longevity, and shelf-edge strips allow clear pricing information without obscuring the display.



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# Grocery, Convenience & General Merchandise - Temporary Display

This highly competitive, crowded environment needs ingenuity and creativity for brands to truly stand out. The Delta Group's *Weetabix Weetabuddies Wow Unit* caught the judges' attention with its impactful branding and bold use of colour.

Category Sponsor:

**display**uk  
Smurfit Kappa

## Gold Award



### The Delta Group / Lick Creative

Weetabix  
Weetabuddies  
Wow Unit  
The Weetabix Food Company

#### The judges said:

Impactful Weetabix branding and a strong call to action with links to above-the-line activity. Bold use of colour and shape plus sheer visual dominance give this display powerful in-store impact.

## Silver Award



### Creative Idea

NOW TV Sainsbury's FSDU  
Sky UK



#### The judges said:

A well-made cardboard unit with a premium finish and clear branding, which achieved strong performance in-store.

## Silver Award



### InContrast

Walkers Qashqai WOW  
Pepsico



#### The judges said:

An eye-catching unit that holds a lot of product and brings the promotion to the attention of the shopper very effectively.

## Bronze Award



### Smurfit Kappa Display (Ireland)

Hellmann's Grilltopia  
Charterhouse Unilever



#### The judges said:

A display which successfully links the product with the BBQ look and feel whilst holding a lot of product and displaying strong branding.

## Bronze Award



### InnerWorkings

Rizla 'Keep Rolling' CDU  
Imperial Tobacco



#### The judges said:

A clever unit that brings the product to the front counter space, which is often affected by the tobacco ban. An interesting construction that, based on its initial performance, was rolled out worldwide.

## SOLUTIONS DIVERSE

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We are well established within the telecommunications and electronics industry, completing estate wide roll outs for various companies throughout the year. However we also work on many smaller projects such as on-counter displays and various other bespoke POS solutions. Helping to expand our own capabilities and services, we have our own range of high security product clamps for retail environments and currently supply holographic displays to enhance shopping experiences.

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Innovation and creativity are watchwords for this sector. The judges felt that Pivotal Retail Marketing delivered both, and more, with its *Eucerin Summer Window Box* proving an effective way of raising brand awareness and showcasing products.

Category Sponsor:

**SOLUTIONS** ■  
**DIVERSE** ■

## Gold Award



### Pivotal Retail Marketing

Eucerin Summer Sun Window Box

Beiersdorf



#### The judges said:

An innovative display that secured the use of window displays in independent retailers to not only raise brand awareness but also to showcase product. Materials chosen gave strength to the display and it was printed throughout, creating a 3D effect to provide messaging in-store.

## Silver Award



### Pivotal Retail Marketing

Eucerin Minis Counter Unit  
Beiersdorf



#### The judges said:

An elegant and well-branded design that encourages free trial of Eucerin products. With a premium finish and removable labels, this display provides a flexible and easy-to-use counter-top solution.

## Bronze Award



### InContrast

NIVEA Sun Rollerball  
Beiersdorf



#### The judges said:

A disruptive display that achieves a good stockholding, visually communicates the new rollerball applicator, raises awareness of the new product and led to increased sales.





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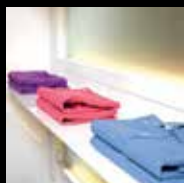
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# Confectionery - Temporary Display

There was some fierce competition in this category, with several fantastic nominations. But Display UK just pipped the others to the winning post with its *Walkers Sarnie Campaign*.

## Category Sponsor:



**POLYCASA**  
YOUR HOME  
FOR PLASTICS  
AND COMPOSITES

## Gold Award



### Display UK

Walkers Sarnie  
Campaign  
6 case stacker

Walkers Snacks



#### The judges said:

An economical design that appeals to small format stores to disrupt shoppers with LED lights on the header board, while showcasing limited-edition flavours with strong packaging and colour cues.

## Silver Award



### Display UK

McVitie's Digestives Nibbles  
Sofa Display  
RMF (On behalf of Pladis)



#### The judges said:

An unusual, disruptive design to communicate the brand's 'sweet night in' message in a key front-of-store position. It is impactful and eye-catching, and it delivered strong ROI.

## Bronze Award



### InContrast

Kinder Surprise Double Bubble  
Ferrero UK



#### The judges said:

A great unit that secured permanent space in small format stores whilst achieving great stand-out through the iconic shape, strong branding and ease of product selection. It met both business and marketing objectives.

## Bronze Award



### Augustus Martin

MaltEaster / Golden Eggs  
FOS unit  
Mars Chocolate



#### The judges said:

A creative design that cleverly carries two products on a dual-sided display focused on gaining brand visibility during the seasonal Easter occasion.



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# Category Management & Furniture

Effective branding within a category means making each brand area unique. arken POP delivered on all counts with its solution for Superdrug, landing itself a Gold Award.

Category Sponsor:

**display**uk  
(S) Smurfit Kappa

## Gold Award



**arken POP**  
Superdrug Skincare  
Displays  
Superdrug Stores



### The judges said:

A premium display which showcases the skincare offer in-store very effectively. Good use of lighting and branding highlights each brand area with changeable promotional 'hotspots' throughout, making this an award-winning solution.

## Bronze Award



**arken POP**  
Modular Plinth  
Intel Corporation (UK)



### The judges said:

A flat-pack modular plinth that can be built in under three minutes with no tools, it provided Intel with a cost saving of 60% on their old system. Graphics can be interchanged, units placed together and a header board added for additional flexibility.



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# RETAIL DISPLAY SOLUTIONS

BESPOKE RETAIL DESIGN,  
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# Home & Garden

There were some outstanding nominations for this category. But ultimately Linney won the judges' vote and scooped the coveted Gold Award, with its *Ronseal Fence Life Display End* encouraging shopper interaction and proving to be an eye-catching and disruptive solution.

Category Sponsor:

**SOLUTIONS** ■  
**DIVERSE** ■

## Gold Award



### Linney

Ronseal Fence  
Life Display End

Sherwin-Williams  
Diversified Brands



#### The judges said:

A really great display that encourages the shopper to interact with the product. An eye-catching, disruptive solution that was versatile enough to fit different fixture sizes and also achieved great sales uplift and in-store feedback.

## Silver Award



### InContrast

FloPro Spray Gun Display  
Crest Garden



#### The judges said:

An eye-catching display that stands out and creates maximum impact in-store. It features a clever construction and its dual sides maximise visibility of both brand and product.

## Bronze Award



### arken POP

Harmony CTU  
Logitech



#### The judges said:

A really striking piece of P-O-P, well thought out, well executed and really impactful for the shopper.

## Bronze Award



### Cepac Display

Simoniz - Halfords Hotspot  
Display  
Holt Lloyd International



#### The judges said:

Clearly highlighting the Simoniz range of products through the use of product blocking, this display works well in the space, combining product information and stock effectively.



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# Cosmetics, Beauty, Hair & Fragrance - Permanent Display

For this category, brands must find the delicate balance between engaging, effective branding and easy-to-shop displays. The judges felt that Superior Creative Services demonstrated this with its NIVEA Lip Display.

Category Sponsor:



## Silver Award



## Superior Creative Services

NIVEA Lip Display

Beiersdorf UK



### The judges said:

A functional display that uses the in-store space well and offers a category-leading solution. Gravity-feed dispensers and a product hanging area maximise product visibility and make selection for the shopper easy. It is a worthy winner with its good sales results and global recognition.



**Alrec**

Hi, we're Alrec. We design, develop, manufacture and implement custom Display, Shop-in-Shop and Brand store solutions for brands and retailers. With business units in 5 of the major European consumer markets we are perfectly placed to partner you and realise your retail ambitions either centrally or locally. We thought we'd let one of our clients say the rest...

*"We appointed Alrec 12 months ago to meet our ambition of upgrading our top 100+ stores, not just because they are an expert in retail solutions, which we take for granted, but because they showed the drive and commitment to attaining the highest level of quality that impressed us the most. In addition, the people they employ exemplify the philosophy close to our fundamental ethos. I could not recommend Alrec highly enough for the way they conduct their business with total focus on the customer and doing the job to the highest standard, and then showing a relentless drive to do better the next time."*

Head of Retail Assets, Sky.

**Alrec**



## Our projects

Providing display and shop in shop solutions for Sky TV.

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- ▲ Implementation

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Navigating the tricky path between creative form and effective function, the *PG Tips Motorised Toaster Display* by StormDFX struck the judges as being clean, crisp and clear, and creating an emotional connection with shoppers – a winning combination.

Category Sponsor:

Alrec

## Gold Award



### StormDFX

PG Tips Motorised  
Toaster Display

Unilever



#### The judges said:

A clean, crisp and clear design with strong branding and moving parts to disrupt the shopper in-store. Designed to be sited in tea, cereal or bakery areas, the display offers flexibility to the retailer and an emotional connection with shoppers. Simple yet effective!

## Bronze Award



### StormDFX / Communis

Jack Daniels  
150th Anniversary FSDU  
Brown Forman



#### The judges said:

A beautifully recreated Jack Daniel's bottle makes this display eye-catching in-store, while celebrating the 150-year anniversary by utilising the JD150 global look and feel.



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 original 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 any colour or size requirements. They are also specialists in creating completely bespoke poster displays solutions for either internal or external use.



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Effective retail implementation is a must for a truly successful in-store campaign. CJ Retail Solutions pulled off a staggeringly well-executed installation for Boots, impressing the judges and gaining a Gold Award.

Category Sponsor:

**arken**  
creators of award winning p-o-p

## Gold Award



### CJ Retail Solutions

Interactive Shopping Experience Installation

Boots



#### The judges said:

An overnight installation to over 100 Boots stores, with numerous digital elements and ready for the Christmas trading period, that was seven months in the planning. Requiring 190 dedicated engineers, it was managed extremely well using an app for the client and stores to monitor progress and report issues.

## Silver Award



### RDI Retail Display Installations

Samsung Modular Wall Display  
M4 Design Company



#### The judges said:

This technical installation of Samsung TV and AV products into an independent electrical retailer had to be carried out entirely during trading hours. Issues around the removal of the old display and the condition of the installation zone added to the project's complexity.





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# Short Run - Permanent Display

Short-run projects can be a lot of fun, allowing brands to be a little more creative and experimental than usual. Alrec In Store used a blend of angles and graphics to create a premium, stand-out experience – and to bag themselves a Gold from the judges.

Category Sponsor:

**display**uk  
(S) Smurfit Kappa

## Gold Award



### Alrec In Store

Garmin Arnotts  
Playtable

Garmin (Europe)



#### The judges said:

The aim was to create a premium, stand-out brand experience in-store and it certainly delivered. Interesting angles and graphics are used to create a design with 360-degree impact, and products are clearly communicated to shoppers.

## Silver Award



### arken POP

Boompods Aquapod Unit  
Boompods



#### The judges said:

A unique shower feature demonstrates the waterproof nature of the product, and the ability for shoppers to play their own music in-store creates a stand-out display solution. The fact that it utilises the height available rather than width is also noteworthy.



# LEVERAGING LIGHT, MOTION AND SOUND TO INFLUENCE SHOPPER BEHAVIOUR

The world of retail is evolving fast. Engaging consumers and driving shopper behaviour remains a challenge for many retailers. Check out our infographic to discover how you can add stimuli to your in-store display to increase impact.

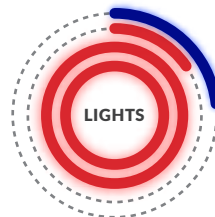


## CREATE IMPACT WITH LIGHT



# 90%

of shoppers respond favourably to displays featuring lights



- Lights increase dwell time by **215%**
- Lights increase intent to purchase by **23%**

## COMBINING MOTION AND LIGHTS



Combine lights and motion to focus attention on a specific area

# 21%

21% of shoppers find motion to be **the most eye-catching** element when both lights and motion are used.

# 19%

Lights and motion **increase intent to purchase** by 19%.

## INCORPORATING SOUND



Shoppers are 1/3 more likely to notice a display featuring lights, motion and sound

**INTENT TO  
PURCHASE  
↑ 14%**

Lights, motion and sound increase intent to purchase by 14%

**IMPACT  
X2**

Lights, motion and sound more than double the impact of a display

## TAKEAWAYS



**Lights** make displays more impactful



**Motion** draws attention



**Sound** is a great disruptor

## ABOUT THE STUDY

In 2016 POPAI UK supported by Rocket Production conducted a study to understand how various in-store display enhancements impact on shopper behaviour. The information in this infographic is taken from the findings of this research. Download the full research report at [www.rocketproduction.co.uk/shopperinsights](http://www.rocketproduction.co.uk/shopperinsights).





# Short Run - Temporary Display

This Award recognises P-O-P best practice specifically for temporary displays with a production run of less than 50 units. The judges were particularly struck by *The Beach Hut – NIVEA Sun* by InContrast, awarding a Gold for its extraordinary efforts.

Category Sponsor:



## Gold Award



### InContrast

The Beach Hut -  
NIVEA Sun  
Beiersdorf



#### The judges said:

A wow piece of P-O-P! Using an authentic beach hut design, the scale of it, alongside details such as a 3D lifebuoy, window frame detail and considered placement of a leaflet holder, makes this a very disruptive display in-store that would attract shoppers.

## Silver Award



### StormDFX

Dove Men Rugby Display  
Unilever



#### The judges said:

A well thought-through design in keeping with the brand, and with lots of stock-holding. There is a strong call to action, promoting competition entries and the chance for shoppers to engage in a photo opportunity.

## Bronze Award



### Custodian Consultancy

Jameson Limited Edition  
Display 2017  
Irish Distillers Pernod Ricard



#### The judges said:

A beautifully designed display with strong branding and clear promotion of the brand's competition. Strong enough to hold 96 bottles, the walk-around display tells the story of the limited edition bottle well.

## Bronze Award



### Creo

KP Depot Display  
KP Snacks



#### The judges said:

A large-scale, bold, simple design creates a wow factor in a busy warehouse environment. Branding was strong and messaging linked to upcoming above-the-line activity was a key factor in encouraging independent retailers to purchase.



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# Shop in Shop

Recognising excellence and impact in the specific area of shop in shop display concepts, this category looks for creativity and innovation. arken POP ticked all the boxes for the judges, receiving a Gold Award for their *Project Jaybird/UE solution*.

Category Sponsor:



## Gold Award



**arken POP**  
Project Jaybird/UE  
Logitech



**The judges said:**

An enticing display in a highly competitive category. A bright design with good use of lifestyle imagery to reinforce the brand positioning with a high-quality finish. Using modular features such as a playtable and display cases, it was a scalable solution which is now being rolled out globally.

## Silver Award



### Once Upon a Time Marketing

Hasbro Gaming Shop in Shop  
Hasbro



**The judges said:**

A simple but impactful design that delivered against the marketing objectives, helped by a clear understanding of shopper behaviour. Using Monopoly and Twister as brand signposts, it successfully introduces shoppers to other games and positive sales results highlight its effectiveness.

## Bronze Award



### MAD

Acqua di Parma Christmas  
Acqua di Parma



**The judges said:**

A great Selfridges shop-in-shop which had a number of complex requirements to meet. With strong branding throughout, it showcases its eye-catching and iconic yellow 'hat box' gift set beautifully into the overall structure.





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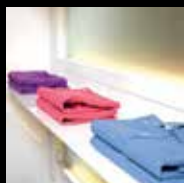
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Now in its ninth year, this Award recognises those that place sustainability requirements at the heart of the overall design, production and implementation process. Linney's *Ronseal Fence Life Display End* was the judges' winner this year.

## Category Sponsor:



**POLYCASA**  
YOUR HOME  
FOR PLASTICS  
AND COMPOSITES

## Silver Award



### Linney

#### Ronseal Fence Life Display End

Sherwin-Williams  
Diversified Brands



#### The judges said:

A fully recyclable cardboard design with sheet waste kept to a minimum. Friction-fit locks were used rather than tapes or glue, and LED lights were easily removed before being recycled and subsequently re-used in another display. Delivered flat-packed and installed by merchandisers, instructions were provided by a video tutorial rather than the usual printed documentation, which is also estimated to have saved a tonne of paper.

## Bronze Award



### StormDFX

PG Tips Motorised Toaster Display  
Unilever



#### The judges said:

A display of this type would have previously been delivered ready built, but the flat-pack nature of this design led to a reduced logistical impact on transport and packing costs. The design is made out of recycled card and the header board containing mechanical parts is easily removed prior to recycling.



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# Campaign & Experiential

In this category, judges look for shopper engagement, strong branding and interaction. They found it all in the deserving Gold winner, N2O's Ben & Jerry's Night In.

Category Sponsor:

**arken**  
creators of award winning p-o-p

## Gold Award



**N2O**

Ben & Jerry's Night In

Unilever UK



### The judges said:

All round, a brilliantly executed example of an in-store activation to launch two new flavours, which outperformed all of its key measures. A scalable solution, it disrupted shoppers with strong branded interactive foyer activity through to sampling and P-O-P in the freezer aisles themselves.

## Silver Award



### Beyond Communications

Glenfiddich Luxury experiential  
William Grant & Sons



### The judges said:

A clever experiential event created to illustrate the expertise of the premium product, with music playing through the drink to create great shopper-stopping power. An eye-catching, unconventional activation with phenomenal uplift results.

## Bronze Award



### Sky UK

Sky Sports Start of Season  
Wasserman



### The judges said:

A great interactive experience that connected the shopper with the start of the football season and got them to 'be part of the team' by taking part in a Sky Sports clip with their favourite football team.

## Bronze Award



### TRO

Vans MTE  
Vans



### The judges said:

An experiential app-based campaign to promote the winter clothing range, which was brought to life through augmented reality throughout the store, activated by stickers placed on products. The success of the campaign led to its being rolled out to more stores and countries than originally planned.



**SOLUTIONS** ■  
**DIVERSE** ■

# RETAIL DISPLAY SOLUTIONS

BESPOKE RETAIL DESIGN,  
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OUR OWN RANGE OF SECURITY CLAMPS AND ON COUNTER DISPLAYS DESIGNED FOR **EE** IN STORE



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Mock Shop



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# Flagship & Store

The shopper experience is everything in retail. This Award recognises those who push boundaries, consistently focusing on the shopper every step of the way. Checkland Kindleysides was the judges' favourite this year, delivering a store with customer experience at its heart.

Category Sponsor:

**SOLUTIONS** ■  
**DIVERSE** ■

## Gold Award



### Checkland Kindleysides

Joseph Cheaney,  
Henrietta Street  
Cheaney Shoes



#### The judges said:

A beautiful store design with branding and customer experience at the heart. It communicates effectively the heritage of the company and tells the story of the product in a premium way, with clever design details throughout.

## Silver Award



### Dalziel & Pow

Missguided, Westfield  
Stratford London  
Missguided



#### The judges said:

A riot on the senses, this is a highly impactful debut store with the target customer in mind. Instagrammable, playful and on trend, the store has a vibrant energy with considered use of materials throughout. A great example of how to bring a brand to life within a physical environment.

## Silver Award



### Haygarth / Stylo

Window of opportunity  
for Vodafone  
Vodafone UK



#### The judges said:

A really clever and impactful window design for Harrods which featured a display of the London skyline complete with moving parts and LED lights, created from concept to build in just six weeks.

## Bronze Award



### Alrec In Store

Sky Engage Plus Nottingham  
Sky UK



#### The judges said:

A one-off standalone design that delivers an impactful digital store with a very premium finish in a shopping centre environment.





Essentra is a leading global manufacturer of speciality tapes and components used in P-O-P installations. With manufacturing centre capabilities that include hot-melt, solvent-based and aqueous adhesives, we work with customers to supply both standard and bespoke solutions that enhance their displays and enable excellence in execution.

Our international network extends to 33 countries and includes 48 principal manufacturing facilities, 64 sales and distribution operations and 4 research & development centres.

With over 65 years of industry expertise, we keep our fingers on the pulse of category trends in order to help leaders like you thrive in the P-O-P Industry. It's a flexible and responsive process, catering for short lead times and varying order volumes. Combined with our consistent product quality and trusted performance, our customers rely on us for an extensive range of tapes and components every day.

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## Our high quality products are designed for maximum performance

Essentra works with you to supply both standard and bespoke solutions that enhance your displays and enable excellence in execution, enabling leaders like you to thrive in the P-O-P Industry.

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In our ever-changing times, new thinking is critical. This category recognises excellence in innovation, either through clever use of technology or materials or by finding new, imaginative ways to apply existing thinking. Alrec In Store was the clear winner this year, with its confident, compact and slick display.

Category Sponsor:



ESSENTRA

## Gold Award



**Alrec In Store**  
Amazon Echo & Dot  
Interactive CTU  
Amazon EU SARL, UK Branch



**The judges said:**

A compact and slick display with an intelligent switching system which makes the digital and audio content appear as a live demo, without the difficulties associated with one. The display was designed to be rolled out initially to launch the Echo with a clever holding plate for the Dot, which was added a month later with no additional set-up required.

## Silver Award



**Display UK**

Coca-Cola Inline QPD  
Adare International (On behalf of  
Coca-Cola European Partners)



**The judges said:**

No ordinary pallet display and a first-to-market solution. It offers the brand a volume P-O-P solution that reduced both cost throughout the supply chain and the materials used. Quickly erected and with a tear-off header board.

## Bronze Award



**Pivotal Retail Marketing**

Eucerin Summer Sun  
Window Box  
Beiersdorf



**The judges said:**

A simple but effective low-cost card unit that innovatively uses retailer window space. A 3D design offering branding and additional POS messaging, it also holds products and works not only inside the store but also outside to attract shoppers' attention.



# LEVERAGING LIGHT, MOTION AND SOUND TO INFLUENCE SHOPPER BEHAVIOUR

The world of retail is evolving fast. Engaging consumers and driving shopper behaviour remains a challenge for many retailers. Check out our infographic to discover how you can add stimuli to your in-store display to increase impact.

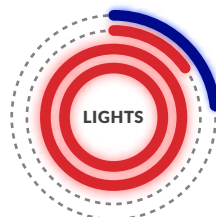


## CREATE IMPACT WITH LIGHT



# 90%

of shoppers respond favourably to displays featuring lights



- Lights increase dwell time by **215%**
- Lights increase intent to purchase by **23%**

## COMBINING MOTION AND LIGHTS



Combine lights and motion to focus attention on a specific area

# 21%

21% of shoppers find motion to be **the most eye-catching** element when both lights and motion are used.

# 19%

Lights and motion **increase intent to purchase** by 19%.

## INCORPORATING SOUND



Shoppers are 1/3 more likely to notice a display featuring lights, motion and sound

**INTENT TO  
PURCHASE**  
↑ **14%**

Lights, motion and sound increase intent to purchase by 14%

**IMPACT**  
**X2**

Lights, motion and sound more than double the impact of a display

## TAKEAWAYS



**Lights** make displays more impactful



**Motion** draws attention



**Sound** is a great disruptor

## ABOUT THE STUDY

In 2016 POPAI UK supported by Rocket Production conducted a study to understand how various in-store display enhancements impact on shopper behaviour. The information in this infographic is taken from the findings of this research. Download the full research report at [www.rocketproduction.co.uk/shopperinsights](http://www.rocketproduction.co.uk/shopperinsights).





# Display of the Year - Temporary Display

StormDFX took the prestigious Gold Award for temporary display, thanks to its clean, crisp and creative solution for PG Tips. Recognising the cream of the crop from all eligible category winners, the Award is given to the judges' stand-out display.

Category Sponsor:



## Gold Award



**StormDFX**  
PG Tips Motorised  
Toaster Display  
Unilever



### The judges said:

A clean, crisp and clear design with strong branding and moving parts to disrupt the shopper in-store. Designed to be sited in tea, cereal or bakery areas, the display offers flexibility to the retailer and an emotional connection with shoppers. Simple yet effective!

## Silver Award



### The Delta Group / Lick Creative

Weetabix Weetabuddies  
Wow Unit  
The Weetabix Food Company



### The judges said:

Impactful Weetabix branding and a strong call to action with links to above-the-line activity. Bold use of colour and shape plus sheer visual dominance give this display powerful in-store impact.

## Bronze Award



### Pivotal Retail Marketing

Eucerin Summer Sun  
Window Box  
Beiersdorf



### The judges said:

An innovative display that secured the use of window displays in independent retailers to not only raise brand awareness but also to showcase product. Materials chosen gave strength to the display and it was printed throughout, creating a 3D effect to provide messaging in-store.



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RETAIL  
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# Display of the Year - Permanent Display

This category is the one coveted by all Gold Winners from eligible individual categories. Celebrating the best of the best, it is a notoriously difficult one for the judges to decide. This year, after much deliberation, they selected arken POP as the worthy winner for their Superdrug Skincare Displays, with their premium feel and cleverly creative use of lighting and branding.

Category Sponsor:



## Gold Award



**arken POP**  
Superdrug Skincare  
Displays  
Superdrug Stores



### The judges said:

A premium display which showcases the skincare offer in-store very effectively. Good use of lighting and branding highlights each brand area with changeable promotional 'hotspots' throughout, making this an award-winning solution.

## Silver Award



### Creative Instore Solutions (Europe)

Kinder Surprise Side Rack  
Ferrero UK & Ireland



### The judges said:

A great unit that secured permanent space in small format stores whilst achieving great stand-out through the iconic shape, strong branding and ease of product selection. It also met both business and marketing objectives.

## Bronze Award



### arken POP

10" Totem Gaming  
Conversion Kit  
Intel Corporation (UK)



### The judges said:

A super-premium execution that reuses existing materials, delivering cost savings and strong sustainability credentials. The digital elements drive engagement with shoppers testing laptops in-store, and it was successfully rolled out across the world.



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