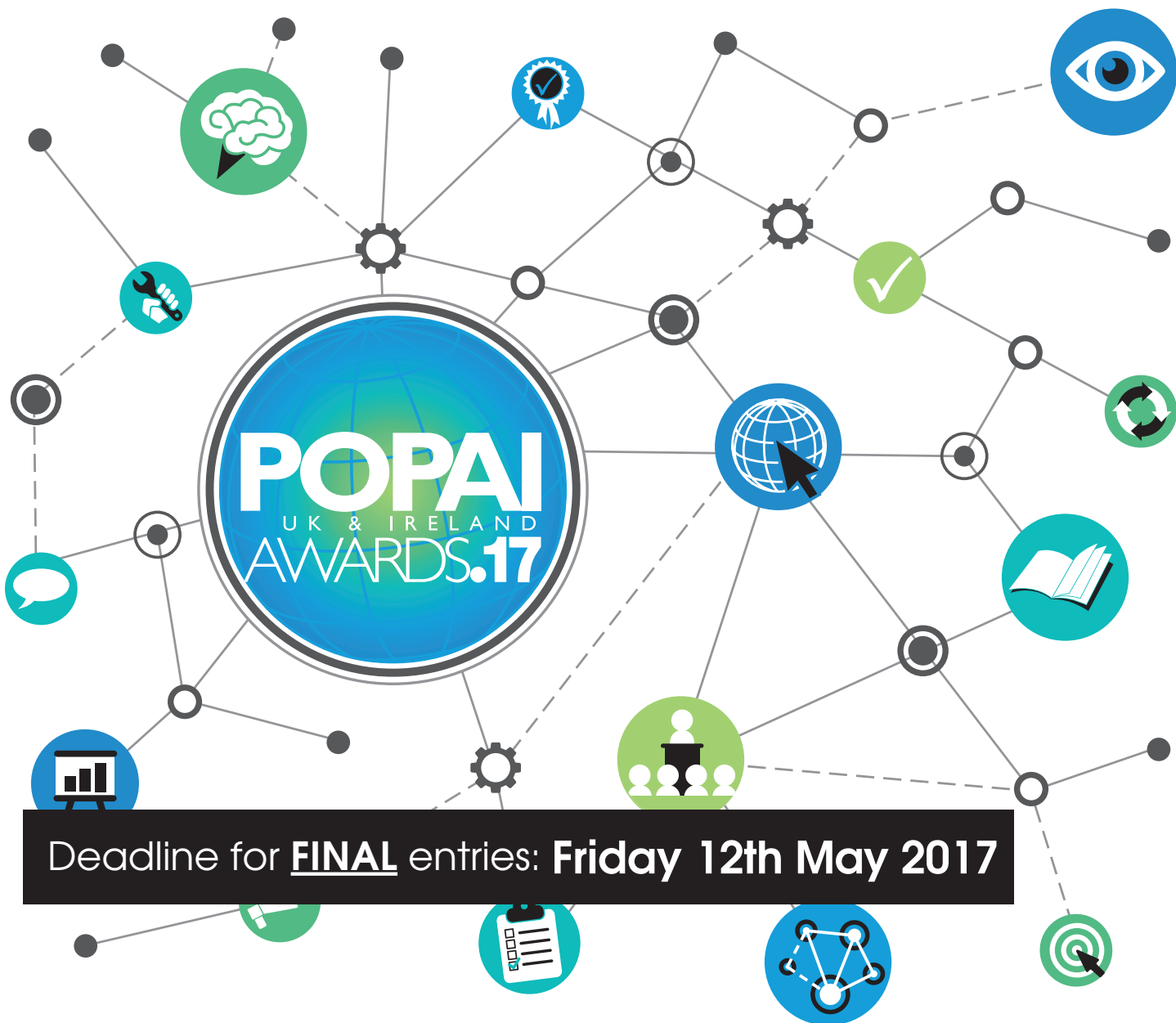


Call for ENTRIES

www.popai.co.uk

Celebrating creativity, innovation & excellence in-store



Deadline for **FINAL** entries: **Friday 12th May 2017**

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The POPAI Awards in 2017.

A showcase for those dedicated to achieving excellence in-store, over the last decade we have celebrated the role of retail marketing in all areas of shopper engagement and successful retailing. Today, the awards are the ultimate symbol of creativity, innovation and best practice – a hallmark of excellence that provides the benchmark for success and the catalyst for continuous improvement.

Enter now.

www.popai.co.uk/awards

WHY ENTER?

Winning an award is highly prized by industry clients and suppliers alike and sends a message to the market that your business is dedicated to creativity, innovation and excellence in every aspect of its in-store communication work; from initial concept development, through to design, manufacture, retail activation and evaluation.

Whether you work in temporary display, permanent display, retail design, shopper technology or implementation there's an awards category for your entry. Submitted case studies will be judged by a panel of esteemed retail and brand professionals, exposing your work to the top people in each field.

You will:

- » Gain unparalleled recognition for your project on a national and potentially internationally platform.
- » Benchmark your work against others through an independent judging process.
- » Associate with the award's core values: **creativity**, **innovation** and **excellence**.
- » Celebrate your team's achievements.
- » Raise the profile of your business amongst leading retail brands.



YOUR GUIDE TO ENTERING

Here's what you need to know before you start – essential information about entry criteria, the categories you can enter, key dates, details of the judging process and more.

Who can enter?

Creative agencies, P-O-P manufacturers, retail design experts, shopper technology specialists, and even brands and retailers themselves, from across the UK and Ireland. You don't need to be a member of POPAI UK & Ireland.

What can I enter?

To be eligible, work must:

- » Have been placed in-store between 01 April 2016 and 31 March 2017
- » Produced in response to a genuine brief from a client
- » Submitted as it was originally released into store, with no alterations for the purpose of award entry
- » Entrants can submit work from ANY market around the world - the only stipulation is that there has to be a link to the UK/Irish market; either the entries were placed in the UK/Ireland or designed/ manufactured by a company in the UK/ Ireland
- » Approved and paid for by the client
- » Not have been entered in previous years
- » Retailers and brands can enter work that was produced in-house
- » Accompanied by documentary evidence to demonstrate the work was produced and shipped within the guidelines for entry
- » Even if you have only been in either the technical construction of an entry or just the design, you can enter the POPAI awards with appropriate permissions



We do not accept:

- » Concept designs or works created only for the purpose of entering the awards
- » Work entered by another party into the same category
- » Work entered into the POPAI Awards in a previous year
- » Prototypes that have not been commercially released

WHAT DO YOU WIN?

All nominated entries will receive a POPAI Award.

Bronze Award

Represents a fine example of how to enhance the total shopper experience, worthy of a place in the POPAI Awards.

Silver Award

Standout work, well executed with an original and inspiring idea at its heart.

Gold Award

The ultimate accolade, a Gold POPAI Award is reserved for only the most outstanding work that achieves true excellence in terms of idea, context, implementation and retail performance. As with previous years, only one Gold award will be given in each category. Therefore, in order to win a Gold you must provide a truly Gold standard entry.

Display of the Year

Presented to one permanent and one temporary entry from all of the year's Gold Award winners from the eligible categories.





When will I know if my work is nominated?

Judging takes place in **July**, and we will announce the shortlisted entries during a special Awards nomination event, which is due to take place on **11 July 2017**. All nominated entries will also be confirmed at www.popai.co.uk/awards.

Be part of the industry's big night

Celebrate the POPAI Awards, the Gold standard in retail marketing excellence, as the industry comes together to celebrate the finest achievements on what promises to be an inspirational and truly entertaining evening. Entrants nominated for an award will be invited to book places for themselves and their guests at the prestigious awards dinner, to be held in a glamorous central London location on **03 October 2017**.

Key dates



02 February
28 April
12 May
22 June
11 July
03 October

- Entries open
- Earlybird deadline to enter
- Final deadline
- Judging
- Nominations announced
- Awards dinner

CATEGORIES

If you are unsure which related category or categories your work should be entered into, please contact the POPAI office to discuss.

1 Entertainment & Leisure

What can I enter? Stationery, books, greeting cards, magazines, toy products, games (including video games), game cards and collectables, DVDs, back of bar, cinema and theatre, casinos, tourist and information centres, and other leisure activities.

2 Sports & Fashion

What can I enter? Sports equipment, bicycles, clothing and accessories, footwear and jewellery.

3 Grocery, Convenience & General Merchandise - Permanent Display

What can I enter? Items sold in multiple grocery, convenience stores and forecourts, as well as general merchandise products.

4 Grocery, Convenience & General Merchandise - Temporary Display

What can I enter? Items sold in multiple grocery, convenience stores & forecourts, as well as general merchandise products.

5 Confectionery - Permanent Display

What can I enter? Confectionery related products.

6 Confectionery - Temporary Display

What can I enter? Confectionery related products.

7 Home & Garden

What can I enter? Home décor stores, garden centres, DIY stores, automotive aftermarket and car care products.

8 Consumer Electronics

What can I enter? Personal & domestic electrical products, including telecoms.

9 Cosmetics, Beauty, Hair & Fragrance - Permanent Display

What can I enter? Make-up, hair care, deodorant, perfume and aftershave.

10 Cosmetics, Beauty, Hair & Fragrance - Temporary Display

What can I enter? Make-up, hair care, deodorant, perfume and aftershave.

11 Pharmacy

What can I enter? Medicines and first aid, health and wellbeing, skincare, foot care, and dental care.

12 Retail Services

What can I enter? Financial services, travel agents, betting shops and travel retail (airports and train stations).

13 Seasonal & Signage

What can I enter? Whole-store solutions to navigation, signage campaigns and seasonal decorative displays.

14 Category Management & Retail Furniture

What can I enter? Merchandising, mass display products and bespoke furniture solutions.



Gold winners from the above categories will be eligible for the Display of the Year award, chosen by judges and announced at the awards dinner.

15 Short Run, Permanent Display

What can I enter? Displays whose planned rollout was a run of less than 50 units. Permanent display relating to any retail sector. Must not be a trial or a component part of a larger display project.

16 Short Run, Temporary Display

What can I enter? Displays whose planned rollout was a run of less than 50 units. Temporary display relating to any retail sector. Must not be a trial or a component part of a larger display project.

17 Flagship & Store

What can I enter? Work creating flagship and single store environments and showrooms. Entries can relate to any retail sector but must provide clear evidence that it was not simply a trial store.

18 Shop in Shop

What can I enter? Display concept within a branded retail area as part of a larger store. Entries can relate to any retail sector.

19 Campaign & Experiential

What can I enter? Activations that include elements such as experiential, mobile/app, social media, sampling, ambient media, out of home, and other shopper marketing mechanics. Entries can include elements of P-O-P as part of the campaign and can relate to any retail sector.

20 Installation

What can I enter? Temporary or permanent installation. Could be standalone or part of a wider retail activation programme. Entries can relate to any retail sector. Can include overseas projects.

Innovation & Sustainability Awards: Bolt-on Categories

Any entry into the POPAI awards can also be entered into these special categories by answering a few additional questions.

Innovation Category

Work that pushes the boundaries of what can be done with retail display and shopper engagement, using creative thinking, materials and/or technology in a novel way.

Sustainability Category

Work produced with a strong focus on meeting sustainability requirements as an integral part of the overall design, production and implementation process.

HOW TO ENTER?








Before entering

- » Review the entry rules in detail
- » Check the categories and prices
- » Shortlist your planned entries
- » Assess the strength of your entry against the judging criteria
- » Obtain relevant client approvals for entry
- » Collate your supporting information including image files, video and proof of shipment (as appropriate)
- » See the file specification we accept and more information on submitting your work.

Begin the entry process

- » Go to www.popai.co.uk/awards register.
- » Log in to begin your entry.

Seven steps to creating an entry

-  1 Click on 'create a new entry'. Work uploaded can be saved for later.
-  2 Fill out your entry title.
-  3 Choose the related category.
-  4 Complete all entry sections required with as much relevant information as possible about your work.
-  5 Upload your supporting visual evidence. Entries should be supported by high resolution, quality photographs (300dpi, with minimum of 3 and maximum of 5 per entry), providing sufficient visual detail to highlight key elements of your work.
-  6 Ensure all required supporting information including proof of shipment, unit cost and date of project delivery is complete.
-  7 Submit full payment for relevant number of entries.

You can save and return to complete your entry at any time.



COST OF ENTRY

Single entry fees

POPAI Members: £315 +VAT per entry.
Post-deadline: £365 +VAT per entry.

Non-POPAI Members: £385 +VAT per entry.
Post-deadline: £435 +VAT per entry.

Sustainability Award

All entrants: £75 +VAT per entry.
Post-deadline: £95 +VAT per entry.

Innovation Award

All entrants: £175 +VAT per entry.
Post-deadline: £195 +VAT per entry.

Multiple entry fees

(Not applicable for Innovation or Sustainability Award)

POPAI Members

5 + entries: £280 +VAT per entry.
Post-deadline: £330 +VAT per entry.

Non-POPAI Members

5 + entries: £345 +VAT per entry
Post-deadline: £405 +VAT per entry

All quoted prices are net. The current prevailing rate of UK VAT will be added where applicable.



JUDGING YOUR WORK

Since POPAI began organising the industry awards, our judging process is tougher, fairer and more rigorous than ever before. For us, that much has never been in question.

Your work is judged and nominated for an award according to POPAI's set criteria by a panel of esteemed retail and brand professionals.

Each judge is allocated one or more categories. After a preliminary round of judging online, the panel of judges gather in London for a day of final judging, where there is the opportunity for full and fair discussion of initial nomination recommendations before a final selection is made. In the first round, entries are scored based on how well they perform against the set judging criteria. For example, if entrants are unable to submit supporting evidence of return on investment, sales uplift, or positive client testimonials as a result of their work, then that entry will not be eligible to be receive a Gold standard score.

The identities of individual entrants remain undisclosed to judges throughout the duration of the process.

Judging criteria

Judges are asked to consider several important factors when deciding on whether an entry is worthy of nomination including:

- » How well does the entry meet the brief and satisfy both brand objectives and shopper needs?
- » How well did the entry overcome practical in-store challenges and demonstrate original thinking?
- » How well did the entry perform in terms of retail impact, was it well executed and relevant to its context?
- » How well were brand and promotional messages communicated?
- » Did it perform well against key performance measures?

Impressing the judges

Have a look at our short entry table below to increase your chances of winning. Each criteria is measured on a 0 - 10 rating system.



	Categories 1-16	Flagship & Store	Shop in Shop	Campaign	Installation	Sustainability
Criteria						
Interpretation of Brief & Marketing Objectives	✓	✓	✓	✓	✓	
Design	✓	✓	✓	✓		✓
Materials	✓	✓	✓			✓
Touchpoints				✓		
Use of Retail Space	✓	✓	✓	✓		
Branding	✓	✓	✓	✓		
Performance	✓	✓	✓	✓	✓	
Planning					✓	
Complexity					✓	
Resource Management					✓	
Timescale					✓	
Production						✓
Supply Chain						✓
Installation						✓
End of life						✓

Tip: Performance data isn't just sales data! It can be shopper and store manager feedback or how quickly did the stock need replenishing.

Top Tips

- » Take time to consider and compile a detailed case study that explains the important aspects of your work e.g. how it met objectives, creative thought process, key challenges, design and construction considerations, retail performance improvements achieved (sales uplift, greater brand awareness, removal of barriers to purchase, more informed shopper decision making etc.)
- » Keep explanatory text short, clear and relevant.
- » Do **NOT** use any references to the entrant company within your entry submission.
- » Do **NOT** submit computer rendered images of your work or multiple images stitched together – show finished work
- » Show your work in situ within the retail environment and in its intended context
- » Entries should be supported by high resolution, quality photographs (300dpi, with minimum of 3 and maximum of 5 per entry), providing sufficient visual detail to highlight key elements of your work.
- » Include video files to demonstrate practical use your entry in its retail context. Videos must be no more than 30 seconds in duration and 5MB in size (maximum of two videos per entry).
- » Ensure your work is presented in the best light, with photographs that demonstrate high retail standards e.g. stock loading, merchandising and appropriate in-store placement.
- » Remember – judges can only critique entries based on the information they are given.



Past judges

The POPAI Awards will once again select marketers from some of the UK's leading retail brands.

MUSGRAVE
RETAIL PARTNERS GB

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SOFT DRINKS

Camelot

BRITVIC
soft drinks

Nationwide

sally

L'ORÉAL

gsk
GlaxoSmithKline

HSBC

M MORRISONS

Callaway

B&Q

Cadbury

P&G

MARS

HBOS plc

Boots

Heinz

SPAR

hp

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M&S

Nike

TUI Travel PLC

PEPSICO

Johnson & Johnson

Energizer

Kellogg's

Unilever

SAMSUNG

sky

Schwartz

TESCO

DIAGEO

pets
at home

NEW
LOOK

wilkinson

vodafone

POST
OFFICE

KP SNACKS

Wickes

PAST WINNERS

Here is a small selection of headline winners from 2016:

View past winning work at www.popai.co.uk



Display of the Year Permanent – Hasbro/DisplayPlan



Innovation Award – Benefit Cosmetics / SMP Group - Breed - CreateLondon



Installation – Sky/Onedotzero



Flagship & Store – Mamas & Papas/ Daiziel & Pow



Short Run, Non FMCG (Permanent) – Unilever/Impact Creative Partnership



Display of the Year Temporary –
Beiersdorf/Superior Creative Services



Sustainability Award – PepsiCo
International (UK & Ireland)/DisplayPlan



Campaign – LEGO (Warner Bros)/
Once Upon a Time



Shop in Shop – Alrec UK/Sky



Short Run, Non FMCG (Temporary) –
Lucozade/ Smurfit Kappa Display (Ireland)



Short Run (Permanent) – Proctor and
Gamble/Communis - Impact Retail

Terms and conditions of entry

- » Full payment (Cheque, credit card, BACS transfer) must be received and cleared before the entry deadline
- » POPAI UK & Ireland reserves the right to make use of award entry content and related images within future published material connect to its work, whilst at all times acknowledging individual copyrights related to award entries
- » We reserve the right to amalgamate, split and alter categories, as well as create new categories, without prior notice or consultation with award entrants
- » Please remove all company logos as well as both company and individual credits contained within any case studies or media prior to uploading your entries
- » Entries may be moved into an alternative category, if deemed more appropriate, without prior notice and no refunds shall be given
- » Once an entry is submitted, paid for and approved by POPAI, no refund of entry fees shall be given under any circumstances
- » If POPAI establishes that an entrant has broken the awards rules, the offending entry may be disqualified from the Awards
- » Entrants must declare that client permission has been received for the entry to compete in the POPAI awards and that they hold copyright for the entry, or have written permission from the copyright holder to enter the awards, and in this case that the copyright holder does not require recognition



**Deadline for entries:
28th April 2017**

Make sure your work receives the recognition that could be in store.

ENTER NOW » Visit popai.co.uk/awards

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The POPAI Awards 2017 are made possible by the sponsorship and support of the following forward thinking companies

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