

ENTRY Guide

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Celebrating creativity, innovation & excellence in-store



100%
INTERNATIONAL
RETAIL INSTALLATIONS

displayuk
Smurfit Kappa

3A
COMPOSITES

POLYCASA
YOUR HOME
FOR PLASTICS
AND COMPOSITES

Alrec

arken
creators of award winning p-o-p

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Entry deadline: **8th March 2018**



Enter now.

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The POPAI Awards celebrate creativity, innovation and excellence in-store.

Now in their twelfth year, the POPAI Awards celebrate the role of retail marketing in all areas of shopper engagement and successful retailing. Today, the Awards are the ultimate showcase for those dedicated to achieving excellence in-store – a hallmark that provides the benchmark for success and the catalyst for continuous improvement.

This guide contains everything you need to know about entering the POPAI Awards 2018. Make sure you read through before you start your entry as it contains essential information about entry criteria, the categories you can enter, key dates, details of the judging process and more.

Key dates

04 October 2017

Entries open

08 March 2018

Entry deadline (earlybird fees apply)

22 March 2018

Final deadline

April 2018

Judging

02 May 2018

Nominations announced at Retail Design Expo

09 October 2018

POPAI Awards 2018 Gala Dinner

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.



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.

Display of the year – Permanent

2017 Gold winner

arken POP

Superdrug Skincare Displays
Superdrug Stores



Display of the year – Temporary

2017 Gold winner

StormDFX

PG Tips Motorised Toaster Display
Unilever



THE WINNERS

Judging takes place in April, and we will announce the shortlisted entries on the 2nd May 2018 at Retail Design Expo in London. All nominated entries will also be confirmed at popai.co.uk/awards.

The winners will be presented their Awards at the POPAI Awards Gala Dinner in October. 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 central London on the 9th October 2018.



WHAT CAN BE ENTERED?

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.

What can I enter?

- » Have been placed in-store between **01 March 2017 and 28 February 2018**
- » 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

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.

HOW TO ENTER

Before entering

- >> Review this Entry Guide in detail
- >> Select the categories most relevant for your entry(s)
- >> Shortlist your planned entry(s)
- >> Assess the strength of your entry(s) against the judging criteria
- >> Obtain relevant client approvals for entry
- >> Draft your Award entry based on the questions that will be asked
- >> Collate your supporting information including image files, video and proof of shipment (as appropriate)

Don't forget you can save your work and return at a later date to complete and submit it



ENTRY FEES

Single entry fees

POPAI Members: £315 +VAT per entry

Post-earlybird deadline: £365 +VAT per entry

Non-POPAI Members: £385 +VAT per entry

Post-earlybird deadline: £435 +VAT per entry

Multiple entry fees

POPAI Members: 5 + entries: £280 +VAT per entry

Post-earlybird deadline: £330 +VAT per entry

Non-POPAI Members: 5 + entries: £345 +VAT per entry

Post-earlybird deadline: £405 +VAT per entry

Add-on Awards

Sustainability Award*

All entrants: £75 +VAT per entry

Post-earlybird deadline (after 8th March): £95 +VAT per entry

* Entries into the main stand-alone Sustainability category will be subject to the normal entry fees

Innovation Award

All entrants: £175 +VAT per entry

Post-earlybird deadline: £195 +VAT per entry

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

Steps to creating your entry

- 1 Go to popai.co.uk/awards and select 'Enter Now'
- 2 Log-in or register your details
- 3 Fill out your entry title (max 5 words)
- 4 Select the appropriate category
- 5 Complete all entry sections required with as much relevant information as possible about your entry
- 6 Upload images and video providing sufficient visual detail to highlight key elements of your entry (a minimum of 3 and maximum of 5 high-resolution jpgs)
- 7 Ensure all required supporting information including proof of shipment, unit cost, and date of project delivery is complete
- 8 Submit your entry along with full payment

CATEGORIES

Whether you work in temporary display, permanent display, retail design, shopper technology, or implementation there is an awards category for your entry.

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

What can I enter? Confectionery related products.

6 Home & Garden

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

7 Consumer Electronics

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

8 Cosmetics, Beauty, Hair & Fragrance - Permanent Display

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

9 Cosmetics, Beauty, Hair & Fragrance - Temporary Display

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

10 Pharmacy

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

11 Retail Services

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

12 Seasonal & Signage

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

13 Retail Furniture

What can I enter? Mass display products, standard and bespoke furniture solutions.

14 Merchandising **NEW**

What can I enter? Retail display solutions which offer a technical and/or storage mechanic for the product which may or may not be visible to the shopper.

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.

23 Wholesale **NEW**

What can I enter? Temporary or permanent displays which have been placed in to wholesale retail environments (no minimum production run).

QUESTIONS

1. Itemise what is included in this entry
2. What is the entry's targeted retail environment?
3. Why were the materials and manufacturing processes in this entry chosen?
4. What were the marketing objectives?
5. Describe how the entry achieved its marketing objectives overall
6. Production date
7. Production run quantity
8. Unit price to client (for judges' eyes only)

Entries into Categories 1-14 must have had a production run of 50 units or more.

Gold winners from categories 1-14 will be eligible for the Display of the Year award, chosen by judges and announced at the Awards dinner.

ADD-ON CATEGORIES

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

Innovation

What can I enter? 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. The judges will see the main entry and your answer to the question below.

QUESTIONS

1. What are the main features of the entry which you believe make it innovative?

Sustainability

What can I enter? Work produced with a strong focus on meeting sustainability requirements as an integral part of the overall design, production and implementation process. The judges will see the main entry and your answers to the sustainability questions.

QUESTIONS

1. Practices employed in the design stage of the project that reduced the environmental impact of the display?
2. Materials used and how the production process helped reduce the environmental impact?
3. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control.
4. How has the supply chain included in the process driven environmental efficiencies?
5. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.



SPECIAL CATEGORIES

17 Sustainability

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

QUESTIONS

1. Practices employed in the design stage of the project that reduced the environmental impact of the display?
2. Materials used and how the production process helped reduce the environmental impact?
3. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control.
4. How has the supply chain included in the process driven environmental efficiencies?
5. Describe the role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

18 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.

QUESTIONS

1. What is the entry's targeted retail environment?
2. List materials and construction processes used in manufacturing
3. List the channels/mechanics that were employed and how they were integrated logistically and creatively
4. What role did P-O-P play in the campaign?
5. How was the success of the campaign measured against objectives set?



19 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.

20 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.

QUESTIONS

1. What were the objectives behind the store concept?

Include main elements of the brief, any insight / strategy that was used and the budget /scale of the project

2. How were the objectives met and what were the results?

Detail any problems or challenges faced and how they were overcome, details of particular design features and explain how performance was measured

3. Number of stores
4. Store cost (for judges' eyes only)

There are no minimum runs needed for the Special Categories.

21 Insights **NEW**

What can I enter? Shopper research/insight projects that have gone on to influence P-O-P and retail display solutions.

QUESTIONS

1. Describe the challenge or opportunity requiring shopper insight. What were the objectives?
2. Describe why the insight methodology was used.
3. What impact did the insight results have on the end project/campaign/work?

22 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.

QUESTIONS

1. Summarise the 3 key elements of the project that you believe are the most important.
2. What were the project objectives and how did you interpret these?
3. Describe the planning process, highlighting challenges and how they were addressed.
4. List the project complexities, giving a brief description of each.
5. Describe the single most complex element of the project.
6. What specialist resources were involved in the project? How were these evaluated and monitored?
7. What factors arose during the lifecycle of the project that may have affected the timescales and how were they overcome?
8. Taking into account the project objectives from question 2, what measures were put in place to monitor the performance of the project and what were the results?
9. What specific challenges, issues and considerations did you deal with during the project, that the judges should pay particular attention to?



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 & 23	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						✓

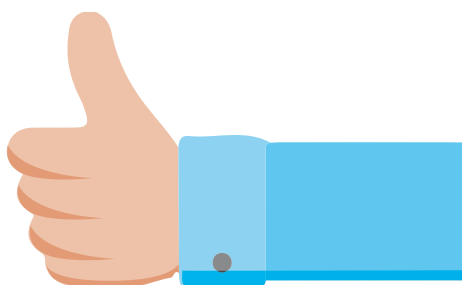
*n/a Category 14, Merchandising



Performance data isn't just sales data! It can be shopper and store manager feedback or how quickly the stock needed 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.



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
- » Due to a combination of high entry levels, detailed online and in-depth face-to-face judging process, with every entry examined, it is not possible to give individual feedback on entries that do not receive a nomination



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

ENTER NOW » Visit popai.co.uk/awards