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AWARDS  
Book



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7a Lakeside Court  
Maple Drive  
Tungsten Park  
Hinckley  
Leicestershire  
LE10 3BH

AWARDS SPONSORSHIP  
E: phil@popai.co.uk

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T: +44(0) 1455 613 651

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Retail Design | POP | Digital



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creators of award winning p-o-p



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## Foreword

Welcome to the POPAI Awards Book 2018. This is the twelfth year when we have recognised success and excellence across the industry. Yet again, the standard has been extremely high across all the entries.

The word 'experience' is becoming a cliché in the industry, with everyone striving to deliver this for shoppers in every facet of their journey to purchase. As our industry continues to grow and develop, it will always be a truth that providing the basics brilliantly will be equally as important as a defining experience. It is clear that our industry is well positioned to do both.

The areas of competence that many companies have are extending to encompass other parts of the shopper journey, retail design or technology, and through this agile thinking they are able to stay ahead of the game and continually compete against other calls on clients' budgets.

As the industry changes, POPAI will also evolve, but it will never lose its commitment to looking after the interests of its members.



These Awards have never been stronger. We have more entries, from more companies, in more categories than ever before. So in this book you have the chance to see many high-quality winners across Gold, Silver and Bronze.

I would like to thank our judges. They do an incredible and diligent job reading all the entries, looking at photos and watching videos, before having to justify their conclusions to all the other judges. For this reason, we have confidence in the independence of their decisions and the value of the Awards the winners receive.

I would also like to thank our sponsors. Without their support we could not afford to run both these Awards and the association as we do. Their contribution is invaluable.

So, congratulations to all our winners, and thanks to the judges and the sponsors as we again celebrate our wonderful industry. Enjoy reading about the best of the best!

**Martin Kingdon**  
Director General, POPAI UK & Ireland

## The Judges

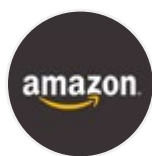
Our judging panel consists of retail and brand marketers from the world of in-store. We are extremely grateful for the time and insight they have put into analysing the entries in the POPAI Awards 2018 and selecting the cream of the crop in the industry.



**Alison Waite**  
Head of  
Merchandising  
PepsiCo International



**Andy Bodley**  
ISM Print &  
Distribution Manager  
Boots



**Belinda Hughes**  
Head of UK Channel  
& Field Marketing  
Amazon



**Ben Taylor**  
Group Shopper  
Marketing Controller  
Ferrero



**Chris Gilroy**  
Head of  
Retail Marketing  
B&Q



**Dan Leighton**  
UK Merchandising  
Manager  
JTI



**James Gammage**  
Head of Sales  
& Operations  
Bleach London



**James Swain**  
Experiential  
Marketing Head  
Tesco



**Jane Hartley**  
Consumer Marketing  
Manager  
Evergreen Garden Care



**Jen Anderson**  
Consumer Channel  
Marketing Manager  
Philips Lighting



**Joe Gosney**  
Director of Channel  
Development  
Britvic



**Katie Gritt**  
Retail Marketing  
& PR Manager  
The Entertainer



**Nick Widdowson**  
Merchandising  
& Creative Controller  
Unilever



**Nik Ganich**  
Head of Digital CRM, DTC &  
Performance Marketing  
P&G



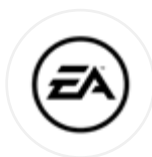
**Neil Starkey**  
POS Design  
Manager EMEA  
Kellogg



**Paul Phillips**  
Channel Marketing  
Manager - Retail  
Camelot



**Steve Gell**  
Format Development &  
Equipment Manager  
Co-op



**Victoria Richardson**  
International Trade  
Marketing Manager  
EA Games

*Details correct at time of judging*

## The Judging Process

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 gathers in London for a final day, with 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.

The identities of individual entrants remain undisclosed to judges throughout the process 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, and 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?



Each criterion in the table below is measured on a 0-10 rating system.

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
Flagship & Store	✓	✓	✓		✓	✓	✓								
Shop in Shop	✓	✓	✓		✓	✓	✓								
Campaign	✓	✓		✓	✓	✓	✓								
Installation	✓						✓	✓	✓	✓	✓				
Sustainability		✓	✓									✓	✓	✓	✓
All Other Categories	✓	✓	✓		✓	✓	✓								

\*n/a Merchandising category



## Categories

## 2018 Gold Winners

Student Design Award	Bhavisha Chavda
Consumer Electronics	Big Group Retail
Pharmacy	Creo
Installation	100 Percent Group
Grocery, Convenience & General Merchandise - Temporary Display	Weedon Packaging Solutions Centre
Merchandising	HL Display (UK)
Seasonal & Signage	Superior Creative Services
Retail Furniture	Kesslers International
Entertainment & Leisure	Displayplan
Cosmetics, Beauty, Hair & Fragrance - Temporary Display	StormDFX & Williams Lea Tag
Cosmetics, Beauty, Hair & Fragrance - Permanent Display	arken P-O-P
Retail Services	HH Global
Home & Garden	Kolorcraft
Short Run - Permanent Display	Beaver Group
Insights	Sony Pictures Home Entertainment
Flagship & Store	Dalziel & Pow
Wholesale	InContrast
Campaign & Experiential	YourStudio
Short Run - Temporary Display	Haygarth Group
Grocery, Convenience & General Merchandise - Permanent Display	Blueshoes
Confectionery	Easypack/POP Displays Group
Shop in Shop	arken P-O-P
Sustainability	Linney
Innovation	Augustus Martin
	Beaver Group
Display of the Year - Temporary Display	StormDFX & Williams Lea Tag
Display of the Year - Permanent Display	Big Group Retail

The entries this year have produced the strongest shortlist we have seen for a long time, the standard is excellent and they are all credible candidates. The presentations have been developed to a very high standard; each one is excellent for different reasons! It was incredibly difficult to choose an overall winner!

## GOLD AWARD



### Bhavisha Chavda

A-site for Marc Jacobs Decadence

De Montfort University

### What our judges say:

A thorough presentation and well thought through solution. It's a design that really works and could easily be progressed to realisation and execution in-store.



## SILVER AWARD

### Aurelie Grimont

Resource or Trash Problem of Clothes Recycling

De Montfort University

### What our judges say:

Clothes recycling: this topic is very current and the solution includes a high level of insight. The design, thinking and solution is highly commended. The potential for a workable solution is huge.



## BRONZE AWARD

### Khushi Gami

Rimmel Cosmetic Display

De Montfort University

### What our judges say:

A great deal of preparation has clearly been carried out as part of the design solution. The result is excellent and delivers a brilliant experience capable of being shared to a wider audience via social media.

**We had a total of 33 entries including 17 international entries from the USA.**



## How to enter for the Student Design Award 2019

You'll be amazed what you'll learn by entering the POPAI Student Design Award competition. Discover what life is like creating in-store display concepts for a leading global business, explore your own strengths, and begin your journey to gaining experience for the future.

We are looking for amazing design concepts submitted alongside a short case study in one of six categories. The briefs are all the same: ***Design a WOW! piece of retail display, explaining what it is and why it's WOW!***

All entries must be submitted digitally via our entry site.

Previous award winners have gone on to work for major players in our industry, as well as some of the biggest brands on the high street.

Learn more online at:  
[www.popaistudent.design](http://www.popaistudent.design)

## POPAI members, we need your help!

The role of the Student Design Award is to raise awareness of our industry amongst young, creative talent and to nurture them as they choose their design career path. POPAI recognises that bringing fresh young talent into our industry is key to its continued development.

The Student Design Award plays a key role in achieving these objectives but the ongoing success of the Awards depends on the involvement of our creative members.

If you would like to get involved by linking up with a local university or college and mentoring students through the entry process, please get in touch with the POPAI office. There is no minimum (or maximum!) time requirement but the more members that get involved, the greater the success of the Awards in achieving our goals.

## International Winners

Such was the reach of the Student Design Award, we received a number of overseas entries and recognised these in their own category.



### GOLD AWARD

**Daniel Ayala**  
Off the Wall Fixture  
California State University



### SILVER AWARD

**Eric Askeland**  
Nintendo Labo for Nintendo Switch Popup Display  
California State University



### BRONZE AWARD

**Arely Guzman Roldan**  
Hydro Flask Point of Purchase  
California State University



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**GOLD AWARD**

**Big Group Retail**  
 Samsung Q-Drive Displays  
 Samsung Electronics UK

**What our judges say:**

The display does a great job of making the product the hero. The messaging communicates the Q-Drive's use and benefits in a way that will be well understood by the shopper. Simple use of corporate colours made it stand out as a Samsung product.

**SILVER AWARD****Alrec In Store**

Amazon Alexa Super Tables  
 Dixons

Amazon sarl.

**What our judges say:**

A highly interactive and well branded display, reminiscent of something one might see in the Science Museum! The video content clearly demonstrated how the product worked, with the use of Alexa's voice key in reinforcing the product's credentials.

**BRONZE AWARD (JOINT)****arken P-O-P**

Core i7 Upgrade VR Gondola  
 Intel Corporation (UK)

**What our judges say:**

A scalable unit, demonstrating good use of modularity. The robust design will last the rigour of the store environment, at the same time as being compact enough to be easily moved, enabling it to unlock additional retail space.

**BRONZE AWARD (JOINT)****arken P-O-P**

Logitech Circle Home Security Display  
 Logitech Europe SA

**What our judges say:**

The premium feel of this display enables Logitech to demonstrate its credentials and compete with brand leaders in the category. Simple messaging clearly communicates the brand and the product's purpose.



**At 100% we provide international retail display installations with unrivalled experience that makes us the perfect partner for your next in-store campaign.**

Giving you one point of contact, we offer seamless delivery of in-store campaigns across the globe, with market-leading coverage that spans from Manchester to Melbourne, via most countries in between.

Our innovative reporting and estate management portal gives you control, visibility and transparency of worldwide retail activity at the click of a button.

We approach each project with the enthusiasm, innovation and agility needed to solve complex problems for our customers because that is what we're great at. We believe all retail installations should have the same level of excellence and consistency, regardless of whether they are within a single store or 10,000 stores across 15 countries.

Whether you've got big ideas for a new product launch or need to execute a retail campaign in short timescale, we can make it happen in-store.

A dark blue background with a grid of small white dots. A red line with square markers connects several points, forming a shape that resembles a stylized '100%' or a network. The text 'GOT A RETAIL INSTALLATION CHALLENGE?' is in large, white, sans-serif font. Below it, 'WE MAKE IT HAPPEN IN-STORE' is in red, sans-serif font. A world map is shown in the background, with the Americas in red and the rest of the world in blue. Overlaid on the map are five white icons: a square with a 'G' and a plus sign, a ruler and pencil, a stack of three rectangles, a gear with a circular arrow, and a circular arrow with a plus sign. Below each icon is a label: 'INSTALLATION', 'MAINTENANCE', 'SURVEYS & AUDITS', 'UPDATES', and 'REDEPLOY'. At the bottom left, contact information is listed. At the bottom right is the 100% International Retail Installations logo.

**GOT A RETAIL  
INSTALLATION  
CHALLENGE?**

**WE MAKE IT HAPPEN IN-STORE**

INSTALLATION MAINTENANCE SURVEYS & AUDITS UPDATES REDEPLOY

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INTERNATIONAL  
RETAIL INSTALLATIONS



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## GOLD AWARD


**Creo**
**J&J Colds Travel Fast**

Johnson &amp; Johnson

**What our judges say:**

Hit the brief for promotion of the full product portfolio and a two-year life span. Really good use of interchangeable graphics to accommodate changing promotions. The display is clearly durable, uses space well, can easily be repositioned and represents great value for money.

## SILVER AWARD

**HRG**
**Nurses Permanent Pharmacy Tray**

GlaxoSmithKline

**What our judges say:**

Well designed unit wins space in the category and achieves visibility for the product beyond the pharmacy counter. Provides good product education and achieved strong sales uplift on full price products.



## BRONZE AWARD

**Creo**
**J&J Spinner Unit**

Johnson &amp; Johnson

**What our judges say:**

Excellent use of revolving tumblers to cut through the confusion, and helps the shopper with their purchase decision, whilst the imagery provides clear health cues.





Retail Design | POP | Digital

We design, develop & deploy engaging retail environments and POP displays for leading brands globally. We form retail identities, develop experiences and provide an expert end-to-end service to bring brand stories to life. We are your full-service Retail Design Agency.

**As Retail experts**, we are the visual authors of your brand story. We have a deep understanding of shopper behaviour and the ever-changing retail landscape. We are proud of our ability to design and deliver engaging experiences that convert shoppers to consumers.

**As POP specialists**, we ensure that our design concepts are innovative, targeted and cost effective. From design to deployment, we make things happen on plan, on time and on budget. Our in-house design, development, production and deployment teams collaborate to deliver well-executed temporary or permanent Point of Sale across the globe.

**As Digital masters**, we drive engagement using the latest technologies in meaningful ways to create enriched retail experiences. Understanding the importance of merging the physical and digital, our aim is to seamlessly link on-line, mobile and in-store executions. We have embraced the evolution of retail.

From retail stores to global rollouts, we apply ourselves to a wide variety of projects across different sectors but always with the same quality standards and passion.

**Your Brand Story, our Creative Expression.**



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Retail Design Agency.

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

## GOLD AWARD



### 100 Percent Group

Sonos Field Day European Implementation

Sonos Europe

### What our judges say:

This project was completely thought through to the 'nth' degree, enabling 1,200 units to be installed across Europe in just six weeks. The project employed great use of on-line technology to both track and troubleshoot installations, achieving a 99% success rate.



## NEW category for 2019 Project Management and Installation

Recognising the developments in this part of the industry, from 2019, as well as being open to installation projects, entrants will be able to submit work into a new category that involves the project management of display being rolled out into store, along with compliance, maintenance, merchandising and staff training projects.



# SHOPPER MARKETING FOUNDATION COURSE

After receiving some great feedback from delegates, we are rolling out the next course in 2019. This is a fantastic opportunity for retail marketing professionals to build their knowledge around the fundamentals of P-O-P best practice or to refresh their existing knowledge and skills.

The course is run by POPAI's senior leadership team, who together are a powerhouse of retail knowledge. During this intensive one-day session, they share their best-practice insights, offering a 360° overview of core industry disciplines, including relevant theory.

## The course offers:

- Interactive and engaging sessions
- Small group breakout sessions, discussions and networking
- Learning in a professional, friendly environment
- Takeaway 'support pack' to capture knowledge



## Want to know more?

Visit [www.popai.co.uk/education](http://www.popai.co.uk/education) to download the prospectus and find out dates for 2019 courses.

**Runs twice a year. For the prospectus scan here...**



Category Sponsor:



## GOLD AWARD



**Weedon Packaging Solutions Centre**  
Tesco Wine Display  
Tesco Stores

### What our judges say:

This unit has great impact in-store with only a minimal footprint and is a natural fit for gondola end locations. Brand and offer messaging is very clear and it works well in communicating the wine awards. Achieved excellent sales uplift results.



## SILVER AWARD (JOINT)

### InContrast

'Pancakes Love Nutella' Kitchen FSDU

Ferrero UK

### What our judges say:

The display unit creates great in-store theatre and brand standout. It cleverly links both Pancake and St Valentine's Day through clever use of heart imagery.



## SILVER AWARD (JOINT)

### Communis in conjunction with SPS

Gillette Lions Prefilled Goalpost Arches

Procter & Gamble

### What our judges say:

The display is disruptive and is sure to engage with the customer. Great visibility of both the Gillette and The British & Irish Lions branding, as well as the promotional offer, combining to attract male and female customers alike.



## BRONZE AWARD (JOINT)

### Creo

Batchelors Super Noodles  
Premier Foods

### What our judges say:

The display delivers strong brand presence in a highly competitive category and uses the space well in the food-to-go area. Good visibility of both the products and pricing, which generated impressive incremental sales.



## BRONZE AWARD (JOINT)

### Display UK

Sensations Feast for the Senses  
PepsiCo

#### What our judges say:

Striking design guaranteed to disrupt the shopper journey. Tied in with above-the-line activity, was well executed, and the high levels of stockholding make replenishment easy.

# POP AI

UK & IRELAND

## AWARDS.18

had **73** entrant  
companies

# POP AI

PART OF THE **shop** GLOBAL NETWORK

[www.popai.co.uk](http://www.popai.co.uk)

## SEARCH ENGINES



## NOW AVAILABLE ONLINE



### Boxfile

This search engine contains almost 400 case study presentations, insight reports, global retail trends and magazine back issues.



### Benchmark

This powerful best-in-class search engine contains 2,000+ POPAI Award entries across all retail categories & formats since 2007.



### POPwatch

With 7,000+ in-store photos covering 100's brands and retailers since 2012, this search engine is an essential tool for scanning the in-store environment.



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 A part of the Smurfit Kappa Group
**GOLD AWARD**

**HL Display (UK)**  
 Fresh Category Eco Shelves  
 System U, Auchan, K-Supermarket

**What our judges say:**  
 Introducing curved shelves made the fixture more dynamic, attracting the shoppers' attention and at the same time increasing selling space. Perforation in the trays allows circulation of air and reduces wastage of fresh food in this premium look and feel display.

**SILVER AWARD**

**HL Display (UK)**  
 Bulk Bins Dispense Healthy Snacks  
 Eat17 Spar

**What our judges say:**  
 These units sit well within the Eat17 environment, being a creative and eye-catching way to merchandise snack food. Like the way the front hopper remains full, displaying the product, whilst the rear one dispenses the product and is easily replenished.

**BRONZE AWARD**

**Maxim Design Group**  
 Gravity Loop  
 Asda Stores

**What our judges say:**  
 This simple technology ensures a fully faced-up fixture, improving both brand and category navigation and shopability, resulting in significant full-price sales uplifts.

# The clock is ticking

Your shoppers only spend 7 seconds  
looking at displays\*

Modern retail environments are busy, cluttered and competitive and with a 7 second window to get your display noticed, does your POS stand out?

We are the experts in creating engaging and eye catching point-of-sale displays that attract shopper attention and maximise your sales with every in-store promotion.

Talk to us and learn more about how we can help you realise your brand objectives.

\*Source: OgilvyAction 2015

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Discover our full display offering at;  
[www.display.uk.com](http://www.display.uk.com)





Category Sponsor:

Alrec

**GOLD AWARD**

**Superior Creative Services**  
NIVEA Christmas Train Suite  
Beiersdorf UK

**What our judges say:**

This display created unprecedented standout for a health and beauty product in a supermarket environment at Christmas. The modular design maximised placement opportunities, whilst the colours and graphics delivered strong brand messaging.

**SILVER AWARD (JOINT)****Communis**

Pringles Christmas Tree Display  
Kellogg's UK and Ireland

**What our judges say:**

The display did a great job of re-establishing Pringles as a seasonal 'must have' product. Eye-catching, with a flexible footprint, this cost-effective display was rolled out across European retailers.

**SILVER AWARD (JOINT)****SMP Group**

B&Q Tooltime Giftbox  
B&Q

**What our judges say:**

Created superb standout and seasonal theatre in the busy DIY environment. The cost-effective display held good quantities of several different products, easing replenishment challenges at this busy trading time.

**BRONZE AWARD****The Delta Group with Creative Race**

Asda Halloween 2017  
Asda

**What our judges say:**

The suite of display materials delivered an eye-catching and uniform Halloween theme across Asda stores using innovative imagery and strong colours.

# Alrec

We partner with the world's biggest brands to deliver the ultimate customer experiences at retail. Founded in 1958, and with a team of 500 professionals, we have a 60 year heritage in bringing brands to life at retail.

We use a powerful combination of creativity, innovative technical engineering, manufacturing know-how and exceptional services to connect products with customers through display, shop in shop and brand store solutions.

With an ethos of continual improvement and focus on innovative products and processes we work in partnership with our clients to deliver outstanding results based on a value proposition.

**We are Alrec, experts in delivering experience at retail and dedicated to every client's success.**

## Alrec

## Delivering in-store excellence through innovation



### Our projects

Providing display and shop in shop solutions for Nespresso.

- ▲ Engineering
- ▲ Production
- ▲ Implementation

#### Clare Feather

Client Services Director | UK

T +44 (0) 1276 601 960 E [clare.feather@alrec.com](mailto:clare.feather@alrec.com)

[www.alrec.com](http://www.alrec.com)



Category Sponsor:



## GOLD AWARD



**Kesslers International**  
Yankee Candle Retail  
Yankee Candle

**What our judges say:**

The design and choice of colour of the furniture really reflects the brand's heritage. Most importantly, the fixtures do not compete with the products; instead they complement them, particularly the hero bays and promotional tables. Finally, the modular flexibility of the furniture allows the furniture to be adapted to different store sizes and layouts.

## BRONZE AWARD



**Aspen Concepts**

Consumer Electronics  
Department - John Lewis  
John Lewis Partnership

**What our judges say:**

Good use of premium materials, creating a high-quality look and feel, as well as being easy to clean and maintain. The design offers excellent opportunities for customer interaction.

**POP AI**  
UK & IRELAND  
**AWARDS**

had **2,200** entries  
in the past 12 years





# Shopper<sup>®</sup>

Customer insight

# Reinventing retail marketing

Female 34	Male 41	Male 18	Female 24
Mood V Pos	Mood Pos	Mood Neut	Mood Pos
Campaign 1	Campaign 2	Campaign 3	Campaign 3



## Connecting customers to campaigns



Age



Gender



Mood



Attention



Shoppers



Interactivity

Get in touch today to find out how you can measure the effectiveness of your POS and Digital Media campaigns.  
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Targeted marketing to increase conversion



Capture live customer data



Measure POS & Digital effectiveness

Category Sponsor:

horizon  
see the difference

## GOLD AWARD



### Displayplan

My Little Pony Interactive Experience

Hasbro

### What our judges say:

Clever design with strong branding, excellent use of logos and key characters in terms of impact. The virtual reality experience delivers exactly what children will want in this environment whilst using only a small amount of in-store space. Delivered a great brand experience, increasing shopper dwell time, and received great retailer feedback.



## SILVER AWARD

### Hope Print Group

Trainspotting 2 Toilet

Sony Pictures Home Entertainment

### What our judges say:

Unique and fun. Good use of visual cues from the original film, creating a sense of nostalgia to attract target demographic. Great photo opportunity for sharing on social media.



## BRONZE AWARD

### Alrec In Store

GAME Xbox Shelf

GAME Digital

### What our judges say:

Simple design but delivered a premium and exciting feel for the shopper. Bang on in terms of meeting all aspects of the brief and utilised store space that would otherwise be redundant.

# h o r i z o n

see the difference

Horizon are a **retail design and brand communications agency** based near Cambridge in the UK.


For over 10 years Horizon has been designing and producing exciting and innovative retail displays for brands and retailers.

We work in partnership with our clients, providing concepts grounded in research and insight.

Leading brands and retailers trust us to bring their campaigns to life in-store because ultimately we help them sell more.

Horizon have a truly international reach. We have built up a strong understanding of the different shopper types, local cultures and retail nuances throughout multiple markets.

Visit our website and see the difference.



POP with added bite.

#we help brands sell more

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we make marketing happen.

**GOLD AWARD**

**StormDFX & Williams Lea Tag**  
L'Oréal Hydra-Genius Launch  
L'Oréal

**What our judges say:**

Excellent example of using colour to segment different products and achieve standout. Branding, stockholding and use of space are all well addressed, as are the retailer's recyclability guidelines. Good sales results and cross-selling into other categories.

**SILVER AWARD****arken P-O-P**

I Heart Christmas FSDU  
Revolution Beauty

**What our judges say:**

Strong brand call-out and good imagery alignment to products and on-line advertising through use of heart-shaped shelves. The compact display had a high level of stockholding whilst also containing samples. Delivered a really strong sales performance.

**BRONZE AWARD (JOINT)****Creo**

J&J Neutrogena Mask  
Johnson & Johnson

**What our judges say:**

The display created theatre in a space where this is traditionally hard to do. Good use of a spinner to highlight the product and for educational messaging.

**BRONZE AWARD (JOINT)****Superior Creative Services**

NIVEA Body Senses Box FSDU  
Beiersdorf UK

**What our judges say:**

The colourful display brings excitement and disruption to the category. Cube design creates more impact than traditional FSDUs and clear brand communication from all angles.



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**GOLD AWARD****arken P-O-P****Makeup Revolution Island Display**

Revolution Beauty

**What our judges say:**

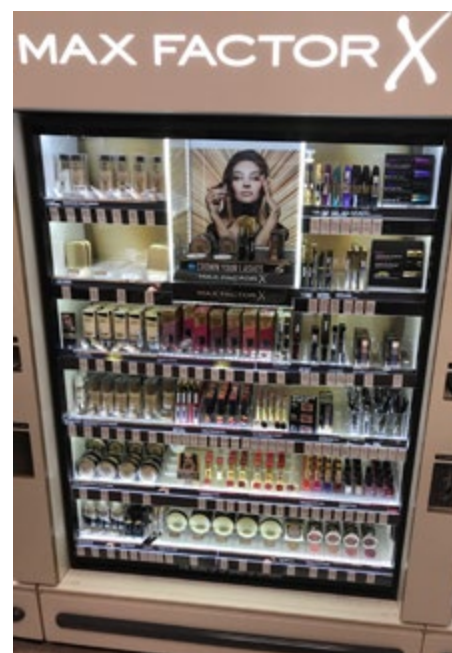
Based on forensic research, the display can easily be adapted to accommodate the brand's longer-term NPD requirements. The unit can accommodate a wide range of current and new products, whilst remaining visually appealing and easy to shop. Outstanding sales results were delivered in the first month of its installation.

**SILVER AWARD****Kesslers International****V&R Christmas Wrapping Station**

L'Oréal

**What our judges say:**

This experiential display clearly meets the marketing objectives: to showcase products beyond the brand's usual range and to encourage gift purchases. The display beautifully complements the brand's other units.

**BRONZE AWARD****Melita Group****Max Factor Sainsbury's Relaunch**

Coty UK

**What our judges say:**

A highly engaging display installed in a challenging space with strict retailer guidelines. The unit is clear and functional, with well presented products that can be easily updated. Sales uplift easily exceeded the cost of the unit.



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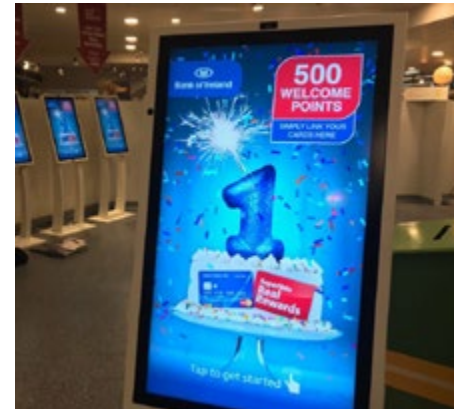
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 Retail Design | POP | Digital
**GOLD AWARD****HH Global**
 SSK Small Size Guide Campaign  
 Post Office
**What our judges say:**

This display provides a simple answer to a massive challenge. Good use of Post Office colour and branding, the unit is eye-catching and intuitive to use.

**SILVER AWARD (JOINT)****Intouch.com**
 SuperValu Shopper Acquisition  
 Kiosks

Musgrave Retail Partners Ireland

**What our judges say:**

A well executed, eye-catching display, delivering good shopper engagement. Great use of technology, with remotely updatable content.

**SILVER AWARD (JOINT)****SMP Group**
 Paddy Power Grand National  
 Paddy Power
**What our judges say:**

Imaginative and innovative range of P-O-P executions used to bring theatre and excitement to all 617 Paddy Power stores for the 2017 Grand National, all of which were on brand with the client's promotional theme.

**BRONZE AWARD****SMP Group**
 WHSmith Store of the Future  
 WHSmith Travel
**What our judges say:**

Good execution of a complicated programme, using the in-store space in different and interesting ways. The installation was highly praised by the customer and was subsequently rolled out to other airport locations.

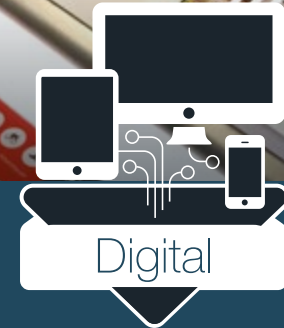




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## GOLD AWARD



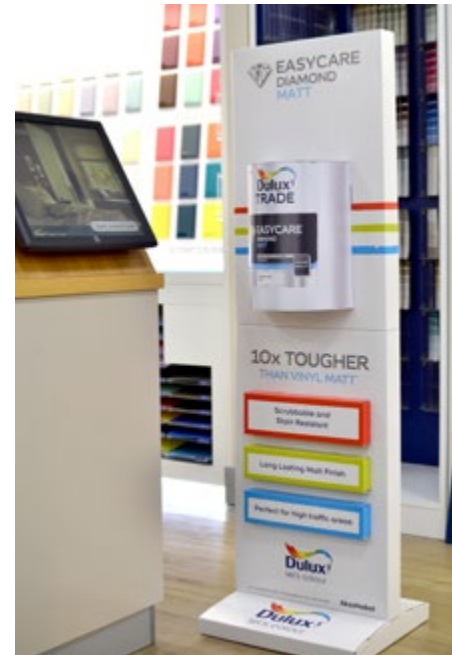
**Kolorcraft**

Wickes Paint Offer FSDU

Wickes

**What our judges say:**

Strong yet simple design, with clever use of cardboard to simulate paint pots. Returned impressive sales uplift figures for both Wickes own label and the Dulux brand.



## SILVER AWARD

**P+D**

Dulux Diamond Matt Standee

Dulux Paints Ireland

**What our judges say:**

Felt evocative of the Dulux brand. Good standout from a small footprint. The unit is good value and achieved a strong performance.



## BRONZE AWARD

**Linney**

Ronseal 6-in-1 display

Sherwin-Williams Diversified Brands

**What our judges say:**

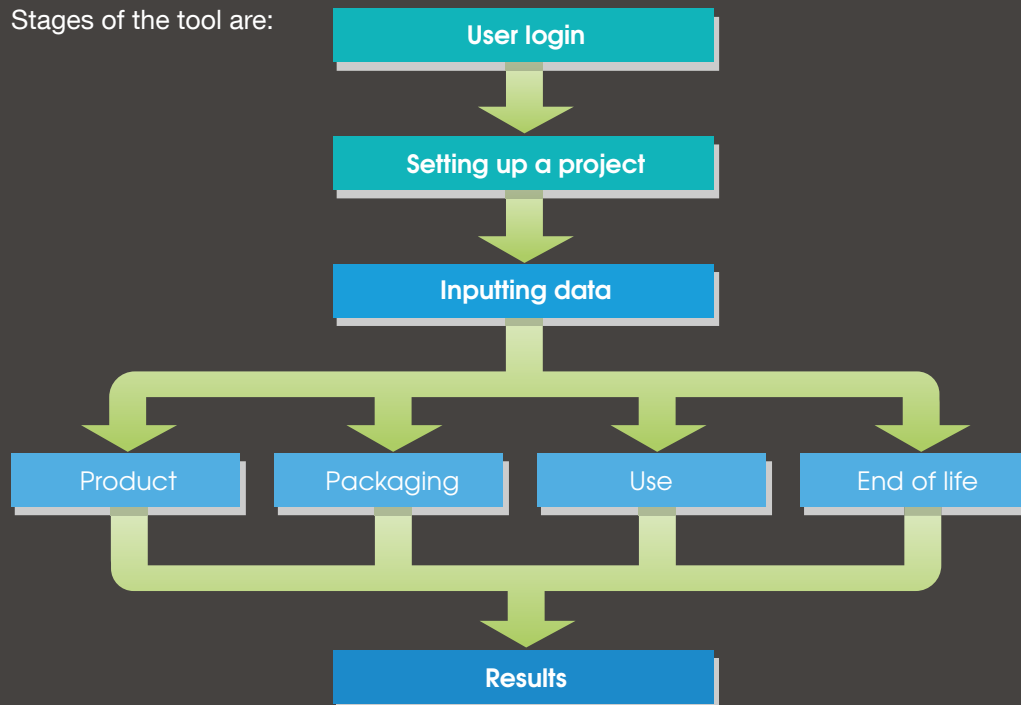
Highly flexible unit able to fit up to six different gondola dimensions, resulting in significant production savings.



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Stages of the tool are:



POPAI members receive **FREE unlimited access** to **ConVert** – **the world's first online environmental design calculator**. It has been developed specifically for the P-O-P industry, enabling industry professionals to measure and compare the environmental impact of up to six P-O-P displays at any one time.

Example of the graphical results for products:



Example of the statistical results:

WEIGHTS	VERSION 1	VERSION 2	VERSION 3	VERSION 4	VERSION 5	VERSION 6
TOTAL PACKAGING WEIGHT PER PRODUCT (KG)	0.200	0.200	0.200			
WEIGHT OF PACKAGING AS A PERCENTAGE OF PRODUCT WEIGHT	142.857	142.857	142.857			

VOLUMES	VERSION 1	VERSION 2	VERSION 3	VERSION 4	VERSION 5	VERSION 6
TOTAL PACKAGING VOLUME PER PRODUCT (DRL)	10,100,000	10,100,000	0.000			
PACKAGING / PRODUCT VOLUME	1.010	1.010	0.000			

PACKAGING CARBON	VERSION 1	VERSION 2	VERSION 3	VERSION 4	VERSION 5	VERSION 6
EMBEDDED CARBON (CO2E) IN PACKAGING PER USE (KG)	0.150	0.150	0.150			
TOTAL CARBON (CO2E) FROM TRANSPORT OF PACKAGING (KG)	0.005	0.005	0.005			

Visit [www.popai.co.uk/sustainability](http://www.popai.co.uk/sustainability) for more information

Category Sponsor:

**display**uk  
 A part of the Smurfit Kappa Group
**GOLD AWARD**

**Beaver Group**  
 Rug Sizer - IKEA  
 IKEA

**What our judges say:**

Genius! Such a simple idea that fits the shoppers' needs perfectly. The technology is easily updateable with new rug shapes and sizes. It is easy to install, and operational issues have been 100% addressed.

**SILVER AWARD**

**Alrec In Store**  
 Alexa Future Home Concept  
 Amazon sarl.

**What our judges say:**

Shoppers' needs are completely met by showcasing visually all the capabilities of the product as it would apply to their own homes. The display is sleek, visually stunning, clean and neat, with great functionality.

**BRONZE AWARD**

**PLB Group**  
 WHSmith Tech Express Reading  
 WHSmith

**What our judges say:**

This sleek and stylish display completely repositions WHSmith in the technology category, being far more what shoppers would expect in a specialist consumer electronics store.



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### Say Hello to Display UK.

Modern retail environments are busy, cluttered and competitive. Bring your brand to life in-store and get it noticed.

We are the experts in **creating, engaging, eye-catching Point of Sale Displays** that attract shopper attention and will maximise your sales with every in-store promotion.

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At Display UK we take the time to understand how the consumers really shop both now and in the future, so we can create displays that are engaging to look at, easy to navigate, simple to implement and hard to ignore. With our vast range of POS display solutions, we can improve the effectiveness of your brand promotions, whatever challenge the retail environment brings.

Put simply, **we make ideas possible.**

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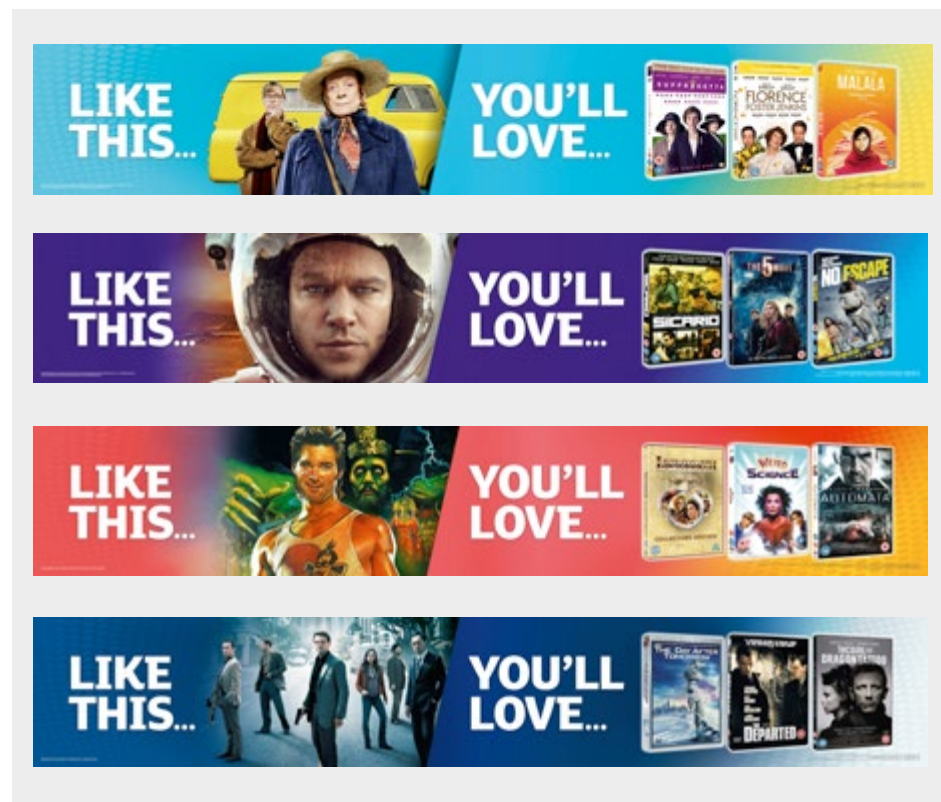
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**display uk**  
A part of the Smurfit Kappa Group

Category Sponsor:



## GOLD AWARD



**Sony Pictures Home Entertainment**  
Affinity Ranging Solution  
Sony Pictures Home Entertainment

**What our judges say:**  
The brand employed quantitative and qualitative research to really understand the shoppers' frustrations at each touchpoint when shopping the category. The resultant execution was innovative and would not have been arrived at without the insights gathered.



## SILVER AWARD

**Vitamin**  
Beauty from the inside out  
Sally

**What our judges say:**  
Great example of how research can gain insight into the way shoppers interact with fixture and point-of-purchase materials, and then how this can be translated into a robust set of principles governing in-store messaging.



## BRONZE AWARD

**Geometry Global**  
GSK Winter Remedies  
GlaxoSmithKline

**What our judges say:**  
A far-reaching piece of research that explored shoppers' behaviour and decision-making paths both in and out of the store environment. The comprehensive insights gleaned were translated well into in-store messaging on display.



# BENEFITS OF MEMBERSHIP

POPai is a progressive industry association, promoting best practice, dedicated to enhancing the total shopper experience. Visit our website to learn more about how members benefit from:

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Category Sponsor:



## GOLD AWARD



**Dalziel & Pow**  
Etude House  
Etude

### What our judges say:

A really great job of bringing products to life as well as being a beautiful expression of the brand. Well lit and easy to navigate and shop. The technology employed is actually useful.



## SILVER AWARD

### TRO

Mercedes-Benz Vans Lifestyle Store

Mercedes-Benz Trucks UK

### What our judges say:

The mixed media approach on the display is fantastic, combining physical demonstration of the product with digital and virtual reality technology. Completely brought to life the concept of weekends away with a Mercedes-Benz van.



## BRONZE AWARD

**Quantum 4** in collaboration with **Quinine**

EE - Showcase Stores

Everything Everywhere

### What our judges say:

Great job of creating a chilled, less intimidating atmosphere than is sometimes the case in this channel. Easy to navigate, with good use of lighting and mixed media to help the shopper relax.





In today's retail environments, expectations are high. We focus on developing in-store solutions that differentiate brands and move shoppers to act. **Sleek. Seamless. Intuitive. Interactive.**

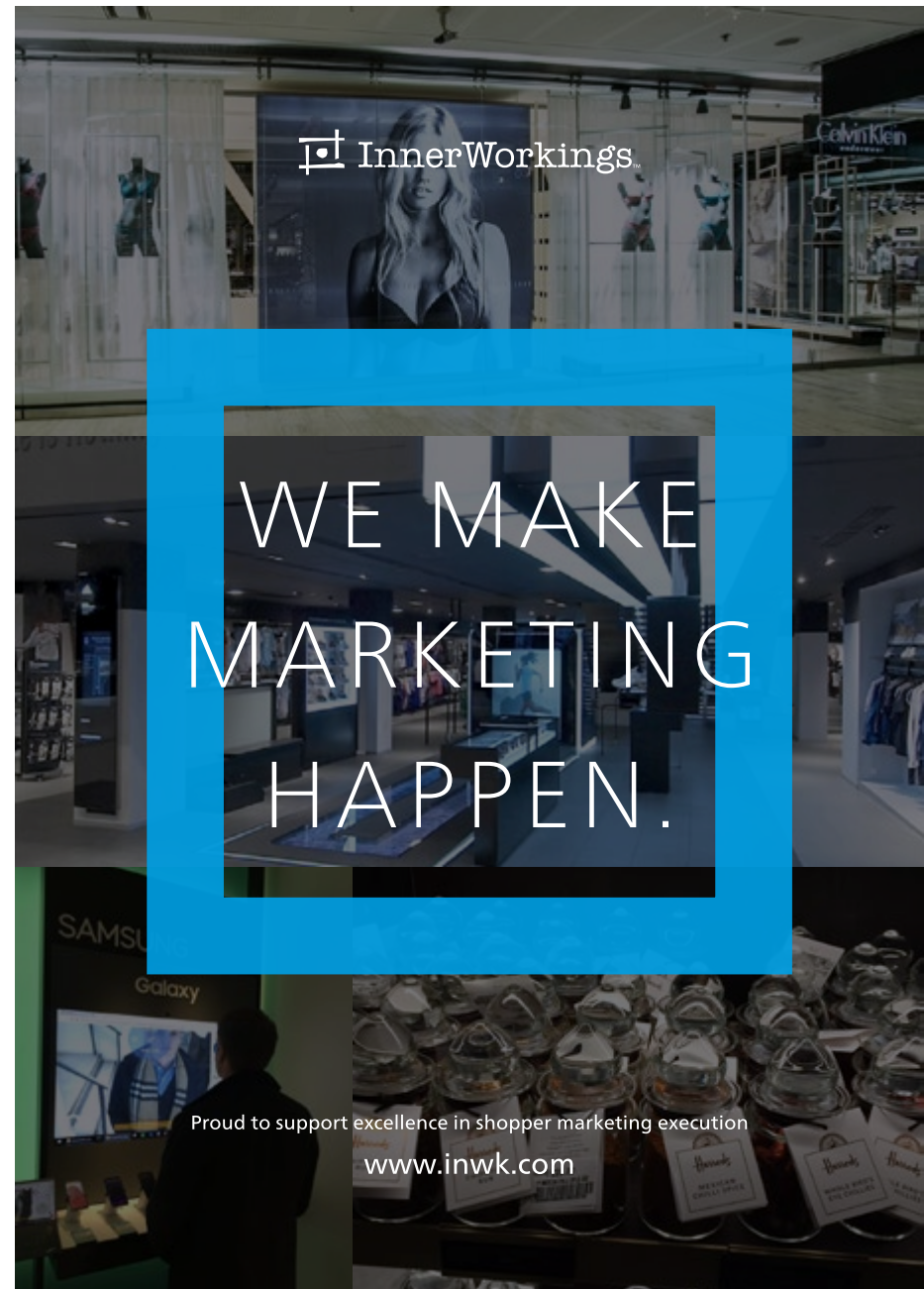
Impactful displays remain critical to brand introduction and visibility, while digital touchpoints build excitement and drive engagement, creating a seamless customer experience from online to in-store.

We're laser focused on retail marketing and deliver solutions for some of the world's largest and most admired brands and retailers. More importantly we're able to do this globally with our 2,000 staff, 60 offices and a supply chain extending to over 10,000 approved vendors.

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## Category Sponsor:



## GOLD AWARD



## InContrast

Sensations Wholesale TukTuk  
WOW Display

PepsiCo UK & Ireland

## What our judges say:

The display really addressed the objective of bringing the brand up-to-date in the wholesale environment. The unit's eye-catching design not only attracted praise from cash and carry managers but also secured extra space across the channel.



## SILVER AWARD

## The Delta Group

Weetabix Win A Van

The Weetabix Food Company

## What our judges say:

This impactful display creates high levels of disruption which, combined with simple and clear messaging, generated impressive results.



## BRONZE AWARD

## Augustus Martin

Red Bull Sugar Free Activation

Red Bull

## What our judges say:

This unit creates fantastic disruption and standout. Good use of premium materials in the cash and carry environment and great reference in the display to the Red Bull can.



**POLYCASA**

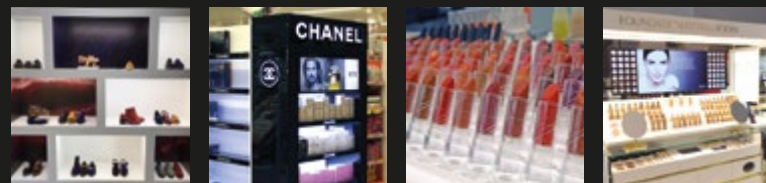
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As the **market-leading supplier of sheet material**, 3A Composites offers a unique variety of branded products such as DIBOND® aluminium composite panels, FOREX® and FOAMALITE® rigid PVC foam sheets, KAPA® and SMART-X® lightweight foam boards, DISPA® paper boards and LUMEX® APET and PETG polyester sheets. The core markets include direct-to-substrate digital printing, exhibition, shop and furniture design, signage as well as POS/POP applications. The diversified use of the various display products impressively shows the broad range of creative possibilities.

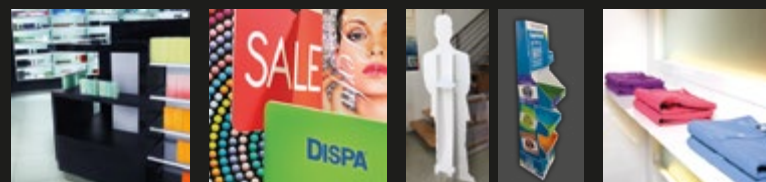
With Polycasa, as part of 3A Composites, the company has extended its product portfolio with a wide choice of transparent and non-transparent plastic sheets (cast acrylic glass sheets CRYLUX™, extruded acrylic glass sheets CRYLON®, polycarbonate sheets IMPEX®, polyester sheets HIPEX®) to strengthen its position as a diverse and leading manufacturer of materials for display, building and industrial applications in Europe.

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Category Sponsor:



## GOLD AWARD



**YourStudio**  
Topshop Splash!  
Topshop Topman

**What our judges say:**  
Fantastic use of virtual reality and light to simulate a water flume ride within the store, supported by fragrance to recreate the whole holiday experience. Created a massive social media sharing opportunity, delivering excellent exposure in the store and beyond.

## SILVER AWARD

**TracyLocke UK**  
Ferrero Rocher: Behind the Layers

Ferrero Rocher UK

### What our judges say:

This installation took pop-up activity to a new level of impact, premium execution and branding. User-generated social media content created reach far beyond the installation, reaching more than 3.6 million people.



## BRONZE AWARD (JOINT)

**Haygarth Group**  
#MerryGIFmas

Vodafone UK

### What our judges say:

Impactful, interactive out-of-store display encouraged significant social media activity and gifting opportunities, in conjunction with promotional offers which simultaneously drove store sales.



## BRONZE AWARD (JOINT)

**N2O**  
Magnum Made to be broken  
Unilever

### What our judges say:

Clever linking of cracking a chocolate ice cream on a stick with the display tub. Effective use of the display pot to encourage shoppers to see the brand in a completely new format.





The Shoppar customer analytics platform was developed out of a need **to measure and understand POP performance in-store**. Developed in 2016 and deployed globally with large clients, the technology has grown to operate in a large variety of store environments to understand customer interactions and engagement. The software measures store traffic enriched with demographics, POP display interactions and digital screens to measure their ROI.

Delivering in-store shopper data to improve our clients' marketing activities is at the core of everything we do. Customer interactions with marketing campaigns can be accessed in real-time in the form of data measuring demographics, emotional state and engagement levels. Shoppar delivers more than just data; artificial intelligence runs on the platform providing the end user with actionable insights. Campaign testing and optimisation can be achieved within just a few hours to ensure the desired sales outcomes are achieved.

The foundation of the platform has been developed with GDPR compliance at its core. Whilst computer vision is key to Shoppar's technology the algorithm does not require images to be stored or sent to servers. A further level of compliance is achieved through data aggregation so an individual shopper's data cannot be identified.

# Reinventing retail marketing

Female 34	Male 41	Male 18	Female 24
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Campaign 1	Campaign 2	Campaign 3	Campaign 3

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see the difference

## GOLD AWARD



**Haygarth Group**  
Vodafone Roaming at Harrods  
Vodafone UK

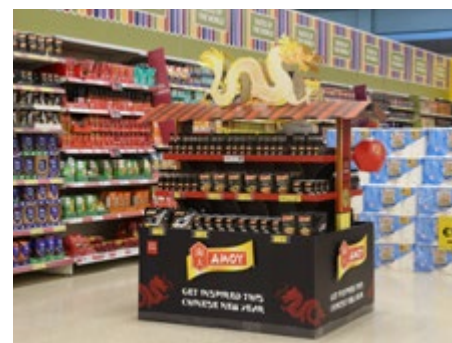
**What our judges say:**  
Stunning example of using a 3D display without product to drive brand and promotion awareness, as well as gain space and act as a navigation beacon, which resulted in increased footfall during the installation.



## SILVER AWARD

**The Delta Group**  
Lavazza Vespa  
Applegreen

**What our judges say:**  
Wow! This display was completely on brand with the Italian heritage of Lavazza and achieved ideal placement in the forecourt environment. Stores with the display saw a sustained sales uplift.



## BRONZE AWARD (JOINT)

**P+D**  
Amoy Tesco Pallet Display  
Verve Marketing

**What our judges say:**  
This display created high-impact disruption and delivered high stock loading, encompassing the whole range. Brilliantly designed, created and produced.



## BRONZE AWARD (JOINT)

**Custodian**  
Get Rosemantic This Valentines Day  
Edward Dillon & Co

**What our judges say:**  
Lovely use of rose petals on the header and floor graphic to complement the rose champagne. Single sales message on the unit keeps the display effective, producing excellent sales uplift.



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2007



2008



2009



2010



2011



2012



2013



2014



2015



2016



2017



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Category Sponsor:



## GOLD AWARD



### Blueshoes

Tesco Front Of Store Display

PepsiCo International

### What our judges say:

Perfect execution of the brief, helping the grab-and-go shopper to easily identify meal deal products. Stores also liked the improved ease of replenishment and stock rotation that the display provides. Initial 200-store installation now being rolled out nationally.



## SILVER AWARD

### Creative Instore Solutions (Europe)

Multi-Brand Convenience Side Rack

Ferrero UK & Ireland

### What our judges say:

Met the brief to establish a stand-out unit and gain extra space in a dream location for many FMCG suppliers. Metal construction will ensure robustness and longevity in the busy convenience store environment.

267 different retailer and brand owners have won

POP AI  
UK & IRELAND  
AWARDS



Ledridge is a **market leading provider of bespoke LED lighting** enabling the creation of innovative retail design with the use of light.

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We believe that by working with customers rather than servicing them, ideas are created rather than found.



Congratulations to all nominees and winners.

Ledridge are proud sponsors of the POPAI awards and would like to thank all members for their business and support in 2018.

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

## GOLD AWARD

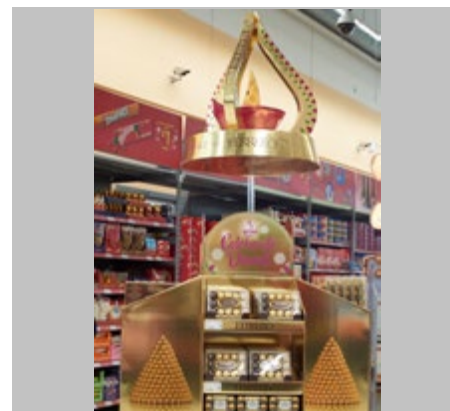


**Easypack/POP Displays Group**  
Oreo Dunked - Submarine Pallet Display

Total Marketing Support

**What our judges say:**

Strong design and bold use of colour, with the implied movement linking to the dunking theme. The unit is easily shoppable and carries plenty of stock. It works well, is different and represents good value.



## SILVER AWARD

**InContrast**

Diwali Gold Centrepiece

Ferrero UK

**What our judges say:**

Great interpretation of the brief, with the use of movement to attract shoppers' attention. The display is well constructed and carefully thought out, and it achieved great results.



## BRONZE AWARD (JOINT)

**InContrast**

Ferrero Grand Rocher

Ferrero UK

**What our judges say:**

Makes an excellent job of making a cardboard display look premium and replicates a chocolate feel. The Ferrero band is unmistakable. A striking display that does the job really well.



## BRONZE AWARD (JOINT)

**Impact Creative Partnership**

Mentos Say Hello CTU

Perfetti Van Melle-PVM UK

**What our judges say:**

The unit uses limited counter space really well, with good stockholding. Strong graphics and standout. Achieved good results in a difficult market.

# arken

creators of award winning p-o-p

arken are **award winning, creative-led retail display specialists**. Established in 1948, we design and manufacture bespoke point-of-purchase display solutions across a wide range of sectors including cosmetics, consumer electronics, sport and fitness, and tobacco. In the last 20 years, arken have won over 60 P-O-P industry awards for our retail display excellence.

With a deep understanding of what drives shopper engagement and product sales, we create displays that enhance the brand experience at the point-of-purchase and deliver an immediate and visible return on investment.

arken's dedicated poster display division also produces a range of bespoke and off-the-shelf solutions for retailers and brands. Perfect for internal or external use, these include poster frames, lightboxes, poster-hanging systems, pavement signs, forecourt signs and literature dispensers.



# arken

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Category Sponsor:

Alrec

## GOLD AWARD



### arken P-O-P

Makeup Revolution SIS in Superdrug

Revolution Beauty

### What our judges say:

Incredibly functional design that is space-efficient, durable and future-proof. Like the way the modular design can be adapted to accommodate future range development. Demonstrated excellent sales performance.



## SILVER AWARD

### Displayplan

Braun Pop-up Shop

Procter & Gamble

### What our judges say:

This display demonstrates great use of modular concept and is highly flexible. Spectacular branding and great attention to detail, it is suitable for placement in multiple environments. Has strong sales performance.



## BRONZE AWARD

### BBDO Shop

Maltesers Christmas Pop-up

Mars Ireland

### What our judges say:

A fun display that brought the brand alive in a way that is relevant to Christmas. A great use of space, and attracts shoppers from 360 degrees. Successfully drove sales, brand penetration and footfall.



# YOU ONLY GET ONE CHANCE TO MAKE A FIRST IMPRESSION



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 Retail Design | POP | Digital

## GOLD AWARD



### Linney

Ronseal 6-in-1 display

Sherwin-Williams Diversified Brands

### What our judges say:

Simple but flexible unit saving 14 tonnes of material compared with producing six different sized units. The use of water-based ink and a display that can be distributed in cars rather than vans further contributes to this unit's environmental credentials.



## SILVER AWARD

### Display UK

Mondelez EasyRep FSDU

Mondelez Europe Procurement

### What our judges say:

The unit uses 100% recyclable materials, with a 21% decrease in weight and 64% reduction in components compared with the previous year's display. The unit can be flat-packed for efficient end-of-life disposal.



## BRONZE AWARD (JOINT)

### Display UK

 PepsiCo 5th Pallet Header  
 Sustainability

PepsiCo

### What our judges say:

Small but significant reductions in waste and ink usage on each unit translate to huge benefits across the whole programme. Clever attachment of header to the display, ensuring that it can't be separated, lost and need replacing.



## BRONZE AWARD (JOINT)

### Raccoon

 Sustainable flagship store  
 concept

Vivienne Westwood

### What our judges say:

Used the ConVert tool for guidance to minimise environmental impact. Use of card and water-based ink whilst avoiding PVC ensured that all materials used can easily be absorbed into a regular recycling system.

# RESEARCH & CONSULTANCY SERVICES

AUTHORITATIVE, INDEPENDENT AND EFFECTIVE  
INFORMATION ON THE P-O-P INDUSTRY



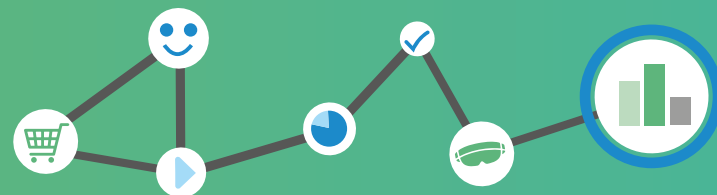
## Shopper Behaviour Analysis

Our research can be used to support a range of in-store delivery objectives including how shoppers shop, category insight and competitor benchmarking.



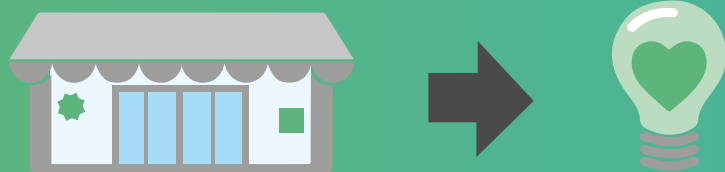
## In-Store Audits

Our in-store audits can provide a detailed analysis and objective feedback on the current performance and scope of activity at the point-of-purchase.



## Display Effectiveness

Using the latest technology and the skills of expert research teams, we are able to provide a range of techniques to delve deeper into how and why your displays perform and how they can be improved. Our services include eye- and vision-tracking, in-store filming, and intercept interviews.



## Digital Signage Consultancy

We can provide end-to-end consulting on DS networks and stand-alone screen applications. We are experts in technology and infrastructure, content excellence training and client support.

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### GOLD AWARD (JOINT)



#### Augustus Martin

Malteaster gondola end topper

Mars Wrigley Confectionery

#### What our judges say:

Simple and neat, this design shows real innovation against the design brief. This design fits numerous different retail environments, with reduced variants and costs. Innovation done really well on a small budget.

### GOLD AWARD (JOINT)



#### Beaver Group

Rug Sizer - IKEA

IKEA

#### What our judges say:

Perfect solution, simple, elegant and clever. 3D projection is not new, but its application here is innovative and makes a major impact to both in-store and the key customer challenge. This is an excellent example of taking exciting technology and re-applying it.



## SILVER AWARD

### Displayplan

My Little Pony Interactive Experience

Hasbro

### What our judges say:

A really innovative piece of work, bringing digital, virtual reality and physical display together to produce an immersive and exciting experience. The application of technology in this environment is outstanding, particularly in a children's category.

There have been  
over **200** different  
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**POPAI**  
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**RDE**

Retail Design Expo  
1-2 MAY 2019, OLYMPIA, LONDON

# MEET WITH KEY DECISION MAKERS AND INFLUENCERS

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RETAILERS FROM AROUND THE WORLD

"Similar to previous years we experienced a good level of leads over the two days from high quality decision makers from retailers and brands alike" All three shows were extremely busy and we very much look forward to the 2019 show."

Vicki Cox Sales & Marketing Manager, arken POP



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**GOLD AWARD**



**StormDFX & Williams Lea Tag**

L'Oréal Hydra-Genius Launch

L'Oréal

**What our judges say:**

Excellent example of using colour to segment different products and achieve standout. Branding, stockholding and use of space are all well addressed, as are the retailer's recyclability guidelines. Good sales results and cross-selling into other categories.



## SILVER AWARD



### Kolorcraft

Wickes Paint Offer FSDU

Wickes

### What our judges say:

Strong yet simple design, with clever use of cardboard to simulate paint pots. Returned impressive sales uplift figures for both Wickes own label and the Dulux brand.



## BRONZE AWARD



### Easypack/POP Displays Group

Oreo Dunked - Submarine Pallet Display

Total Marketing Support

### What our judges say:

Strong design and bold use of colour, with the implied movement linking to the dunking theme. The unit is easily shoppable and carries plenty of stock. It works well, is different and represents good value.



Category Sponsor:



**GOLD AWARD**



**Big Group Retail**

Samsung Q-Drive Displays

Samsung Electronics UK

**What our judges say:**

The display does a great job of making the product the hero. The messaging communicates the Q-Drive's use and benefits in a way that will be well understood by the shopper. Simple use of corporate colours made it stand out as a Samsung product.



## SILVER AWARD



### Displayplan

My Little Pony Interactive Experience

Hasbro

### What our judges say:

Clever design with strong branding, excellent use of logos and key characters in terms of impact. The virtual reality experience delivers exactly what children will want in this environment whilst using only a small amount of in-store space. Delivered a great brand experience, increasing shopper dwell time, and received great retailer feedback.



## BRONZE AWARD



### arken P-O-P

Makeup Revolution Island Display

Revolution Beauty

### What our judges say:

Based on forensic research, the display can easily be adapted to accommodate the brand's longer-term NPD requirements. The unit can accommodate a wide range of current and new products, whilst remaining visually appealing and easy to shop. Outstanding sales results were delivered in the first month of its installation.





This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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FINAL DEADLINE

GALA DINNER

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**22<sup>ND</sup> MARCH 2019**

**8<sup>TH</sup> OCTOBER 2019**

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**POP AI UK & Ireland**  
7a Lakeside Court, Maple Drive, Tungsten  
Park, Hinckley, Leicestershire LE10 3BH

email: [info@popai.co.uk](mailto:info@popai.co.uk)

tel: +44(0) 1455 613 651

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## SILVER SPONSORS

