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Celebrating creativity, innovation and excellence in-store



AWARDS
Book



POPAI UK & Ireland
7a Lakeside Court
Maple Drive
Tungsten Park
Hinckley
Leicestershire
LE10 3BH

AWARDS SPONSORSHIP
E: phil@popai.co.uk

MEMBERSHIP, EVENTS
& ADVERTISING
T: +44(0) 1455 613 651

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Foreword

Welcome to the POPAI Awards Book 2019. This is the thirteenth year we have recognised success and excellence across the industry. Yet again the standard has been very high across all the entries.

As we go to press, the uncertainty surrounding Brexit continues to cloud the thinking of politicians, businesses and the public. It seems certain that client investment has been reduced in areas of our industry and it is testament to the resilience and creativity of the retail and display sector that the effects have not been as dramatic as they might have been.

Partly because of Brexit, and partly in continuation of the trend seen in the last few years, the areas of competence that many companies have are extending to encompass other parts of the shopper journey, retail design or technology. 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 the members.



These Awards have never been stronger, both in entries and in the standard shown. In this book you have the chance to see some high-quality winners across Gold, Silver and Bronze.

I would like to thank our judges. They do a fantastic 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 2019 and selecting the cream of the crop in the industry.



Amelia Macdonald
Head of
Retail Experience
Colart



Andy Bodley
ISM Print &
Operations Manager
Boots



Cara Mott
Senior Merchandising
Manager
PepsiCo



Charlene Kharbada
Brand Manager -
Channel Marketing
Vodafone



Dan Porter
In-Store Campaign &
Activation Marketing
Manager
Tesco



Gary Stevens
Physical Retail
Manager
Sonos



Karen Corbett
Marketing Executive
SPAR



Kenny Chisholm
Category & Shopper
Marketing Controller
EverGreen



Louise Gratton
Merchandising &
POS Manager
Häfele



Louise Rippin
Shopper Marketing
Manager
Twinings



Mark Court
Retail Marketing
Manager
The Entertainer



Nick Widdowson
Merchandising &
Creative Controller
Unilever



Nikki Ratcliff
Marketing & Customer
Experience - Brand
Manager
TUI



Oliver Lewin
Brand and In-Store
Comms Manager
B&Q



Paul Phillips
Channel Marketing
Manager - Retail
Camelot



Steve Gell
Format Development &
Equipment Manager
Co-op



Suzanne Hammond
Merchandising
Manager
Garnier L'Oréal

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.

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	Project Impact	Methodology
Shopper Marketing Campaigns / Experiential	✓	✓		✓	✓	✓	✓										
Insights	✓							✓	✓	✓						✓	✓
Shopper Technology	✓	✓		✓	✓	✓	✓										
Project Management & Installation	✓						✓	✓	✓	✓	✓						
Sustainability		✓	✓									✓	✓	✓	✓		
All Other Categories	✓	✓	✓		✓	✓	✓										

Categories

2019 Gold Winners

Student Design Award	Sarah Hickin
Consumer Electronics	ISI Global
Pharmacy	P+D
Project Management & Installation	CJ Retail Solutions and Momentum Instore
Grocery & General Merchandise - Temporary Display	Display UK
Merchandising	Colart
Retail Services & Signage	SMP Group
Sports & Fashion	ISI Global
Entertainment & Leisure	Shop Equipment
Cosmetics & Beauty - Temporary Display	Communis in conjunction with Wilmot-Budgen
Cosmetics & Beauty - Permanent Display	Willson & Brown
Window Display	Clements
Home & Garden	InContrast
Short Run - Permanent Display	Shop Equipment
Insights	Linney
Store Design	YourStudio
Wholesale	DS Smith Retail Marketing
Shopper Marketing Campaigns	StormDFX
Short Run - Temporary Display	Edge Retail
Grocery & General Merchandise - Permanent Display	Metalfacture
Confectionery	InContrast
Shop-in-Shop & Pop-Up	Displayplan
Concept Store	The Honest Brand
Shopper Technology	PLB Group
Experiential	N2O
Innovation	Metalfacture
Display of the Year - Temporary Display	InContrast
Display of the Year - Permanent Display	Willson & Brown

The Student Design Award has once again produced some outstanding entries. With more universities than ever taking part, the award is going from strength to strength.

GOLD AWARD



Sarah Hickin

Tiffany & Co. – Shop-in-Shop

De Montfort University

What our judges say:

The design captures the essence of the Tiffany brand really well, bringing the shopping experience to life effectively.

We had 36 UK entries from 11 universities as well as 15 international entries.



SILVER AWARD

Megan Jackson

Walkers Family-Night-In

Loughborough University

What our judges say:

This design creates some excitement in-store, capturing the family-night-in shopping mission really well.

BRONZE AWARD (JOINT)

Youna Choi

Dr. Martens Customisation Pop-Up

De Montfort University



What our judges say:

A well designed activation that brings the brand to life with great effect.

BRONZE AWARD (JOINT)

Maya-Yves Leighton

Urban Decay Cherry Collection

Teesside University



What our judges say:

A very well researched display, that fits well with the retail environment.



How to enter for the Student Design Award 2020

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

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

Sarah Al-Hamadani
Vegan Rob's Puffs
California State University



SILVER AWARD

Sophia Huang
POP Display Design
California State University



BRONZE AWARD

Sarah Clark
Dolce & Gabbana Rosa Excelsa
California State University

Category Sponsor:

**GOLD AWARD****ISI Global**

Google-Nest: EMEA Re-design

Nest

What our judges say:

The combinations of materials used, positioning of graphics and introduction of screens makes this an immersive zone for the shopper as well as truly promoting the brand. The display provides all the information necessary for customers new to this technology, whilst the use of updatable graphics and lenses will ensure that the unit fulfils its anticipated three-year life span.

SILVER AWARD**HL Display**

LG AV CTU

LG Electronics

**What our judges say:**

A neat interactive shelf unit allowing customers to engage and educate themselves. Simple and clear graphic use, interactive screen and halo effect around the product encourage shoppers to engage with the display.

BRONZE AWARD**Horizon Retail Marketing Solutions**

Gaming Hardware Catman

Dixons Carphone

**What our judges say:**

Well executed retail solution using existing shelving to merchandise and power related products from multiple brands. The unit has been future-proofed, with the capacity to accept further accessories, and has already generated triple-digit sales growth.



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.

**HAVE A RETAIL
INSTALLATION
CHALLENGE?**

WE MAKE IT HAPPEN IN-STORE

INSTALLATION MAINTENANCE SURVEYS & AUDITS UPDATES REDEPLOY

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hello@100percentgroup.com

POPAL AWARDS 14 POPAL AWARDS 18 100% INTERNATIONAL RETAIL INSTALLATIONS

The advertisement has a red background with a white dotted pattern. At the top, the headline 'HAVE A RETAIL INSTALLATION CHALLENGE?' is in large, white, bold, sans-serif capital letters. Below it, the sub-headline 'WE MAKE IT HAPPEN IN-STORE' is in a smaller, white, bold, sans-serif font. In the center, there is a white world map outline. Overlaid on the map are five white icons: a square with a 'T' and a plug (Installation), a wrench and screwdriver (Maintenance), a checklist with a magnifying glass (Surveys & Audits), a gear with a circular arrow (Updates), and a circular arrow with a square (Redeploy). Below each icon is its corresponding label in white, all-caps, sans-serif font. At the bottom left, contact information is provided in white text. At the bottom right, there are two circular award logos for 'POPAL AWARDS 14' and 'POPAL AWARDS 18', followed by the '100% INTERNATIONAL RETAIL INSTALLATIONS' logo.

Category Sponsor:

**GOLD AWARD****P+D**

Nurofen Rapid Relief
Launch POS

Reckitt Benckiser

What our judges say:

Fantastic brand visibility and with display materials addressing every aspect of the shopper journey. Designed for durability and longevity, the displays attracted great client feedback, exceeded placement targets and helped grow market share.

Category Sponsor:

**SILVER AWARD****arken POP International**

Arden Grange Pet Food Display

Leander Pet Foods t/a Arden Grange

**What our judges say:**

Great example of how to re-use a unit with no compromise on design. Clearly designed for longevity and reduction of long-term card footprint, with minimum parts needed to refresh the look. Strong example of sustainability being top of mind.

BRONZE AWARD**Willson & Brown**

Boots Sweetshop

Boots UK

**What our judges say:**

The design displays clear sustainability benefits with recycling, production techniques and transportation all taken into consideration. This is a great example of what production standards should adhere to when considering sustainability.



We're ISI Global...

A forward-thinking Retail Design Agency specialising in Retail Design, POP Display and Digital integration.

We bring brands to life in store and connect with shoppers across physical & digital touch-points.

We are a full-service creative agency and have production facilities globally with direct to store capabilities throughout the UK and EMEA.

Our Expertise spans across multi disciplines including, Retail Design, POP Display, Shop-in-shop, Digital, Exhibitions and Window Display.

Our services include:

- Creative Design
- Technical Design
- Digital integration
- Global Production
- Global Deployment & Maintenance Programs

Your brand story. Our creative expression.



Retail Design

POP Display

Digital

Your Brand Story. Our Creative Expression.



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arken
creators of award winning p-o-p

GOLD AWARD



CJ Retail Solutions and Momentum Instore
Boots Cosmetics H&B Installation
Boots

What our judges say:

Installed in 2,252 stores, by 2,400 teams, encompassing 19 different brands, the programme demonstrated meticulous planning throughout, with nothing overlooked. Delivered to a high standard, this fantastic project was delivered through brilliant planning, training and attention to detail.



SILVER AWARD

Solutions Diverse

O2 VM18 Remerchandising Rollout
O2/Telefónica UK

What our judges say:

Thorough preparations included store audits and contingency plans for logistical challenges presented by the short lead time. This really impressive installation was completed on time, with excellent account management, during a critical trading period with no trading hours lost.



BRONZE AWARD

Pivotal Retail Marketing

Johnstone's Paint Colour Station
PPG - Johnstone's

What our judges say:

The project was well managed given the level of complexity involved. Coordination of stakeholders and production schedules was executed very well, as was the control of timelines.



arken is a creator of award-winning retail display

We are the trusted manufacturer of bespoke point-of-purchase display solutions for both brands and retailers across the world.

We provide instore retail display, signage and poster display for a wide range of retail sectors including cosmetics, consumer electronics, sport and fitness, transport and food and beverage.

With over 60 years' experience in supporting the growth of the brands we work with, arken the customer and their brand is at the centre of everything we do – which is why brands and retailers trust us.

As brand partners we create display that enhances and upholds the brand experience at the point-of-purchase and delivers an immediate and visible return on investment. The collaboration of our talented design and production teams result in the highest standard of manufacturing to deliver the very best for our clients.

Our extensive global insights, trend research and market analysis ensures we have a comprehensive understanding of what drives both shopper engagement and product sales, informing and enabling our award-winning innovative design. We pride ourselves in the collaborative approach and working relationships we have with our clients, and we are proud to represent the brands we work with.

A vibrant, abstract background image featuring a dense, overlapping pattern of neon signs in various colors (pink, purple, blue, green) and shapes, creating a dynamic and energetic visual effect.

THE MOST AWARDED P.O.P. COMPANY EVER.

The logo for arken, featuring the word 'arken' in a bold, lowercase, sans-serif font. Below it, in a smaller, lowercase, sans-serif font, is the tagline 'creators of award winning p-o-p'.

creators of award winning p-o-p

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Category Sponsor:

horizon
see the difference

GOLD AWARD



Display UK

Quaker Nuffield Health FOS

PepsiCo

What our judges say:

Using symmetrical units to simplify production, this display represents good value for money, achieved all design objectives and was well received in-store and on online forums. Part of a well communicated health and fitness campaign, the display is also easy to shop and replenish, used digital technology well to engage with shoppers, and has great brand presence.



SILVER AWARD (JOINT)

Superior Creative Services

19 Crimes FSDU

Treasury Wine Estates EMEA

What our judges say:

Created strong brand presence, with ideal placement in the wine aisle for maximum visibility. The design displayed good use of app technology to create a clear call to action for shoppers. Robust enough to cope with a heavy loading, end of life recyclability was also built in to the design.



SILVER AWARD (JOINT)

Communis

Jack Daniel's Asda

Christmas Display

Bacardi Brown-Forman

What our judges say:

Thoughtful choice of materials made this display look and feel right on brand, whilst the graphics communicated the Christmas theme well, without overpowering the brand. Easily adaptable to different store formats, the unit delivered great sales uplift in a declining category.



BRONZE AWARD (JOINT)

Adare International in conjunction with **Display UK and United**

CCEP Fanta Halloween Train

Coca Cola European Partners GB

What our judges say:

This easy-to-shop unit created shopper engagement as soon as they entered the store. Flexible enough to work in different retail formats, an installation guide was also provided to ensure quick and accurate construction. The display delivered strong double-digit growth.



BRONZE AWARD (JOINT)

Communis in conjunction with **Wilmot-Budgen**

Gillette Asda World Cup Stadium

Procter & Gamble

What our judges say:

Highly impactful display creating great brand presence. Clever concept, recreating a football stadium, with use of real artificial turf really completing design.

Spot the odd one out...

POP AI AWARDS.19
NOMINATED



Triple nominee

- Entertainment & Leisure
- Consumer Electronics
- Short Run Permanent Display



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horizon

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displayuk
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GOLD AWARD**Colart**

Liquitex Modular Merchandising

Colart

What our judges say:

A very attractive and eye-catching design. Practical, with good functionality, the unit has been constructed using robust materials. A well executed display that looks great in-store.

**SILVER AWARD****Heartbeat**

ProGlide 500 Shelf Management

Tesco

What our judges say:

Designed for longevity, this unbranded dampened fronting system is the only one offering a five-year guarantee in the UK. Its controlled fronting motion allows it to be used in multiple categories across multiple channels as opposed to the traditional constant force fronting systems, offering a superior shopper experience.

**BRONZE AWARD****Solutions Diverse**

Samsung Dual Merchandising & Showcase Display

Everything Everywhere - BT Centre

What our judges say:

An innovative and effective solution to the limited space available in telecoms retail. The eye-catching and engaging display also retains strong branding and is future-proofed, being able to accommodate new products.

Making waves for a better planet

We are experts in creating engaging and eye-catching POS displays that won't cost the earth

Our Better Planet Packaging initiative seeks to reduce waste and address the problem of plastic that ends up in our oceans.

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#Sustainability

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Discover our full display offering at;
www.display.uk.com

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**GOLD AWARD****SMP Group**

Aldi 3D Story Book

McCann Manchester

What our judges say:

Highly impactful designs created by a three-dimensional look and feel. Flat-packed for cost-effective transportation, and easy to install, the hanging signs cleverly combined the Christmas theme with the retailer's price and quality messages.

**BRONZE AWARD****Augustus Martin**

Xmas Star Mobile 2018

Tesco

What our judges say:

The Christmas star decoration met all the client's objectives, providing movement and light without using batteries, being easy to transport and install, and an eight-week display life, all against a very tight budget.

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SHOPPER Snapshot

Quick, accessible insight report providing key information about shopping habits and what shoppers see in-store.



All this for **less than £10** per shopper!



Tap into POPAI & Roamler's nationwide network of almost 3,000 shoppers



Ask questions of 100 shoppers!



Shoppers are ordinary members of the public that are registered, qualified users of Roamler's proprietary crowd-sourcing mobile app and are familiar with such tasks



Set your own questions about them and their journey in-store



Understand what they see along the store journey, what impacts on them and why



Access hundreds of photos taken by shoppers in-store, bespoke for your project



Find out about their personal shopping habits; understand them in more detail



Receive an outline report from POPAI to understand the headline result

Contact the POPAI Office on 01455 613 651 for more information

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ledridge

GOLD AWARD



ISI Global

Oakley Prizm Project

Oakley - Luxottica

What our judges say:

Innovative display which tells a story with the design, delivering multiple points of interaction and education for the shopper. Ticks all the boxes for durability and modularity with the unique prism design achieving excellent standout in-store.



SILVER AWARD

Displayplan

Garmin Z80 Golf Range
Finder Launch

Garmin

What our judges say:

Exceeded internal expectations both on execution and sales performance. This display ticked a lot of the boxes for launching a new product in a new category. Flexible to capitalise on available space in-store at each level of the digital experience.



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

We offer one of the most comprehensive selections of LED tape available in the industry, with over 170 variations across 16 ranges. Our team of technical advisors are always on hand to help with their extensive experience of working alongside design consultants, shopfitters, electrical contractors and end clients for retail, POS and exhibition markets.

As specialists in POS lighting and market leaders in bespoke LED strip we understand how effective illumination can be in enhancing consumer engagement, brand awareness and ultimately boosting sales.

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

Bespoke LED Lighting

ledridge.com



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GOLD AWARD



Shop Equipment

Irish Times Perspex Clock Stand

The Irish Times

What our judges say:

Material choice was top of mind for The Irish Times, with quality and aesthetic as the driving forces in the thought process. The result was an eye-catching and well merchandised unit that delivered double-digit sales growth.



SILVER AWARD

ASG Spark

EA Anthem Theatrical 3D Display

Sony DADC

What our judges say:

This display deserves an award because of its impactful and simple, yet brilliant design. Increased competition in the marketplace means brands have to stand out from the crowd to produce the 'wow' factor, which is what EA Anthem has done.



BRONZE AWARD

Horizon Retail Marketing Solutions

Promotional Hero Bay

SteelSeries

What our judges say:

The display clearly communicated product features and benefits, allowing the shopper to compare with the competition. Market share for Game rocketed as a result of the great unit.



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 as well as LUMEX® and HIPEX® APET and PETG polyester sheets, CRYLUX™ cast acrylic glass sheets, CRYLON® extruded acrylic glass sheets and IMPEX® polycarbonate sheets.

The core markets include direct-to-substrate digital printing, retail, 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. The branded products are available from specialized distribution partners in the paper, plastics and metal industry.

3A Composites has offices and manufacturing operations in 27 locations in Europe, the Americas and Asia with approx. 4,000 employees. 3A Composites belongs to the listed company Schweiter Technologies headquartered in Steinhausen, Switzerland.



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THE FULL RANGE OF DISPLAY MATERIALS TO STAGE RETAIL WORLDS.

Communicating brand value and the associated lifestyle over an extended period of time and all around the world is what makes unique retail worlds.

3A Composites develops, manufactures and markets high-quality material for these retail worlds: a broad variety from aluminium composite panels, rigid plastic sheet material, paper boards through to transparent and translucent panels used for shop and interior design, furniture construction, product shelves and price signage, directional information or changing room number tags.

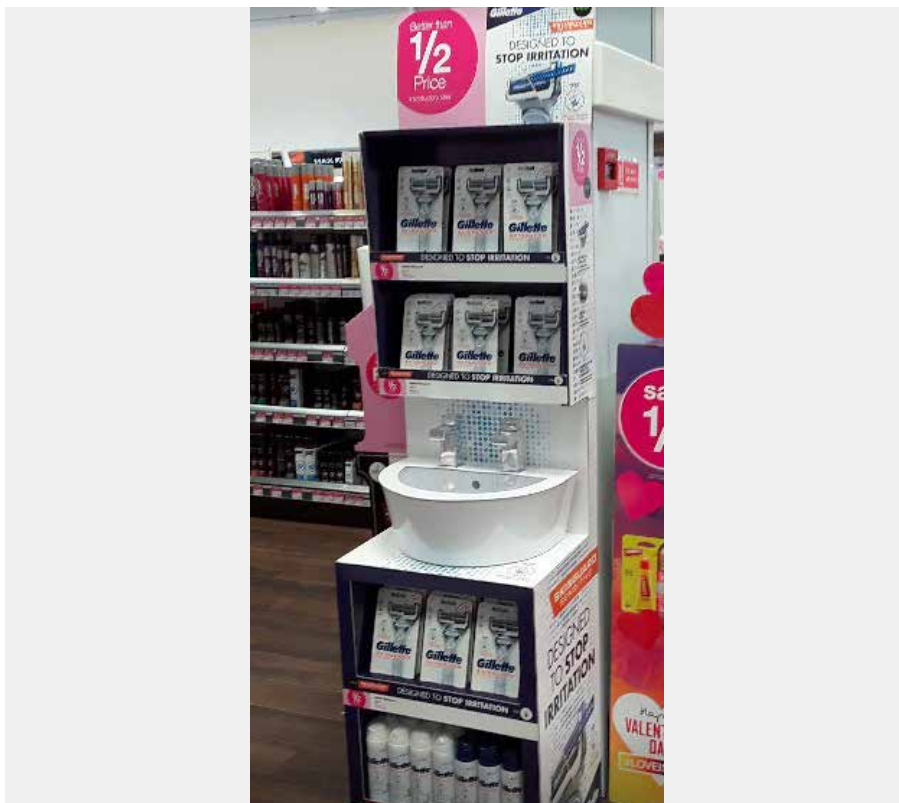
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**GOLD AWARD**

Communis in conjunction with
Wilmot-Budgen

Superdrug Gillette SkinGuard
Bathroom Sink

Procter & Gamble

What our judges say:

Creates a complex eye-catching structure that is incredibly impactful. Incorporating a sink into a temporary cardboard display certainly met the brief to create an innovative piece of point-of-sale. Excellent detail and rationale in material choices, the unit still has a good stockholding despite its small footprint. Can't help but love it.



SILVER AWARD (JOINT)

DS Smith Retail Marketing

Superdrug Beauty Egg Unit

Superdrug

What our judges say:

The simple shape clearly illustrates the type of product being sold. A lot of thought has gone into the practical aspects of assembly, shoppability, replenishment, stockholding and pricing changes. Simple yet brilliant.



SILVER AWARD (JOINT)

InContrast

Unilever TRESemmé

Unilever UK

What our judges say:

Simple, shelved unit, but once fully clad it achieves a standout look. Clever use of waste board to provide additional material and reduce cost. Strength, simplicity and return on investment make it unsurprising that the client is asking for more of the same.



BRONZE AWARD (JOINT)

Linney

CYO Brand Launch FSDU

CYO

What our judges say:

Love the symmetrical nature of the unit and how it can be used to cover a bigger floor space on an originally small footprint. The client's feedback and sales uplift showed that the display clearly worked well. Simple yet indeed brilliant.



BRONZE AWARD (JOINT)

StormDFX

Revlon Lip Plumping FSDU

Revlon

What our judges say:

Great standout with design details that differentiate from previous Revlon and other lip cosmetic displays. Delivered to store assembled for ease of placement, the waterfall shelves also make replenishment easier. Outperformed against target in a declining market sector and delighted the client.

Delivering the future of retail, today

Big Group Retail produce award winning, technically advanced, innovative retail solutions.

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www.biggroup-retail.co.uk

Category Sponsor:



GOLD AWARD



Willson & Brown
Boots Sweetshop
Boots UK

What our judges say:

Designed to harmonise over 20 brands, but still allows each brand to shine. Consideration has been given to store staff and stock management, as well as overall impact for shoppers. The design is modular and flexible, as well as being highly sustainable and energy efficient. Very well executed, and is delivering double-digit sales growth.



SILVER AWARD

Willson & Brown
Rimmel MiBar in Tesco
Coty

What our judges say:

The shopper is at the heart of this design with eye-tracking to optimise product planograms and push feeders for shoppability. The clear and unmistakable branding also makes it easy for them to find, whilst the materials chosen provide flexibility and longevity.



BRONZE AWARD

arken POP International
Revolution Pro Display
Revolution Beauty

What our judges say:

Cleverly designed to fit within the constraints of existing infrastructures, the design incorporated modular options to provide scalability and maximise placement. It also achieved the premium look and feel so important in this sector.

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INSTALLATION



MAINTENANCE



SURVEYS
& AUDITS



UPDATES



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INTERNATIONAL
RETAIL INSTALLATIONS

Category Sponsor:



GOLD AWARD



Clements

Heinz Windows Fortnum & Mason
Kraft Heinz

What our judges say:

Highly effective, well thought through and on brand. The display tells a story as well as being innovative and eye-catching. It links back to the original heritage of the brand and the retailer perfectly. Well crafted and executed to a very high level.



SILVER AWARD

The Honest Brand

Halifax Flagship

Lloyds Banking Group

What our judges say:

Brilliantly executed, highly brand focused, innovative and seasonally relevant. This eye-catching and fun display helps to bring the client's products to life in an exciting and thought-provoking way.



BRONZE AWARD

InContrast

Vita Coco Window Display

Vita Coco

What our judges say:

Simple, bold, eye-catching design. Cost effective and clever, it conveys its story very well through 3D elements and natural movement. It uses space very well and has been well received by shoppers.



Retail Design

We are creative experts with in-house design and development teams that understand the challenges of retail spaces.

POP Display

We have the skills to design, develop, manufacture and deploy permanent and temporary Point of Purchase globally.

Digital

We are digital professionals, with knowledge and expertise to create an emotive connection between consumers and your brand.

GOLD AWARD



InContrast

Kärcher Detergent Bottle FSU

Kärcher

What our judges say:

The display facilitates the placement of detergents next to the power washers, creating easy navigation for the customer. Adding curves to the free-standing display made the unit more eye-catching. Clever use of materials and unmistakable branding to deliver a strong customer offer and generate significant sales uplift.

SILVER AWARD

Linney

Ronseal 3D Display Aisle Takeover

The Sherwin-Williams Company



What our judges say:

A great example of how, through collaboration and customer insight, you can zone an awkward space to create a theatrical area to engage and educate shoppers. A clear example of how historic learnings can deliver a solution to provide the information to aid a purchase. Achieved 100% compliance achievement along with increased basket spend.

BRONZE AWARD

Pivotal Retail Marketing

Johnstone's Paint - Ireland

PPG



What our judges say:

Clean and uncluttered unit incorporating all the shopper's needs, such as leaflet holders and swatches. The unit looks great, presenting the range and brand to the customer and helping them understand the options available. A great example of how, through good design, products can be merchandised in a way that is both exciting and educational.

SEARCH ENGINES



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 and 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.



Category Sponsor:

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

Heineken Zero Zone Display

Heineken Ireland

What our judges say:

Transformed the no-alcohol beer space, creating an instantly recognisable subcategory, now owned by the brand. The use of lighting and inclusion of a fridge creates a 'wow' look and strong standout in the aisle, with the display material also capable of creating a free-standing solution as well. Both brand and category performance have experienced double-digit growth.

**SILVER AWARD (JOINT)****Horizon Retail Marketing Solutions**

Game Interactive Category Management

Game Retail

What our judges say:

An exciting concept, making great use of space and providing something for all levels of shoppers in Game. Challenged the retail space by bringing the walls to life. Good balance of promoting games and adverts for Game's loyalty scheme.

**SILVER AWARD (JOINT)****arken POP International**

Revolution Hero Display

Revolution Beauty

What our judges say:

A great brand activation that creates a true shopper-enhancing experience, enabling customers to browse, trial and get product demonstrations. The unit is also designed so that it is easy to replenish and update product details. Client feedback indicates that the interactive experience is driving multiple purchases.

**BRONZE AWARD****FATHOM**

V4 Showroom

V4 Flooring

What our judges say:

Very clever use of space to accommodate large flooring samples in a visually stunning solution. Well engineered, the high quality of the display equipment underpins the quality of the retailer's products.



A part of the Smurfit Kappa Group

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.

Display UK is a multi-site specialist Point of Sale design and manufacturing organisation, unifying three of the leading players in the UK Point of Sale market, with the resources of a global organisation. Display UK is now uniquely positioned to service your entire brand in-store needs.

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.

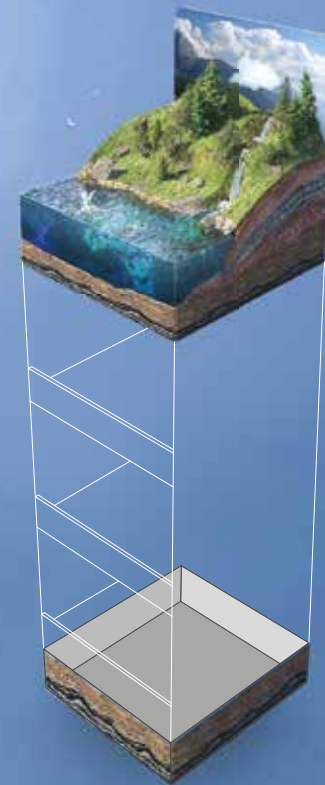
Put simply, **we make ideas possible.**

From concept to delivery, we design in a way that combines visual appeal with practical integrity for maximum impact in-store. Through our cutting edge design and investments in the fastest Digital and Litho printing technology, Display UK are the trusted partner to get your brand noticed.

Smurfit Kappa | display

For what it's earth

We are committed to having no more plastic in our displays by 2020



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No more plastic

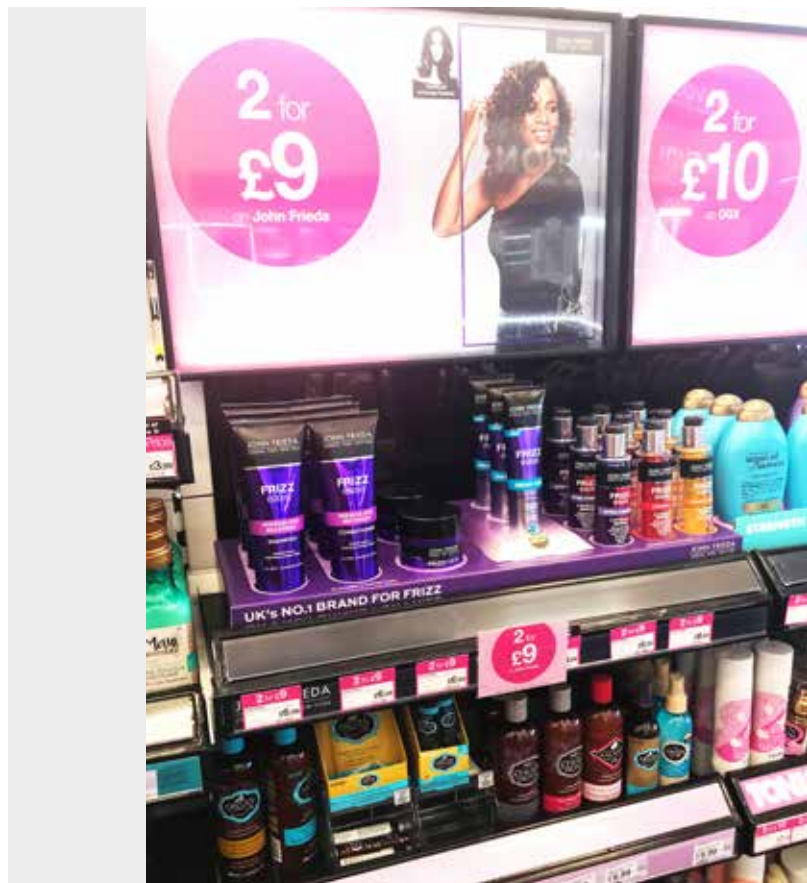
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#Sustainability

Find out more:

www.display.uk.com



GOLD AWARD



Linney

John Frieda Creative Insight Project

John Frieda UK

What our judges say:

To challenge opinion on design with insight is key to any P-O-P display. The complexity, planning and level of insight driven through this project to deliver what could be seen as 'another shelf tray' is excellent. Sales prove how effective it has been.

SILVER AWARD

Impact Creative Partnership

Veganuary Back-to-Back FSDU

Samantha Galloway



What our judges say:

Really interesting insight capturing the thoughts of the nation, utilising key data and key trends around veganism. Insights fed into all areas of planning, from ranging to design, and had a real impact on success, as indicated by customer feedback and increased sales



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Our process and solution

Big Group Retail delivered a message that would easily communicate the key benefits of QuickDrive™ both in 3D retail fixtures and in 2D assets.

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2018

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Dan on 01635 524055

dan.vangeen@biggroup.co.uk

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Category Sponsor:

ledridge

GOLD AWARD**YourStudio**

Virgin Holidays Launches
New Concept

Virgin Holidays

What our judges say:

Great use of space to entertain the whole family whilst choosing a holiday. Good use of innovation, including virtual reality, to create a range of in-store experiences showcasing holiday activities.

SILVER AWARD**Kesslers International**

Leicester City Football Club Shop
Leicester City Football Club

**What our judges say:**

Really shouts that this is Leicester City and a football club. A lot of thought has been given to the use of space to accommodate busy trading periods, whilst maintaining the replica kit displays as the centre of attention.

BRONZE AWARD**Design4Retail**

Daring to Be Different
The Sports Edit

**What our judges say:**

The store is well built and has the feel of a high-end retailer. The bright, clean fit-out is well built, using lots of durable materials for longevity.

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DATING BACK TO 2007



2007



2008



2009



2010



2011



2012



2013



2014



2015



2016



2017



2018



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Category Sponsor:

**GOLD AWARD****DS Smith Retail Marketing**

AB InBev Bud Castle

AB InBev

What our judges say:

This execution was strong on all the key points and aligned with the extended marketing campaign, creating something different at a cost-effective price. Well thought through from a shipping and installation perspective, the execution and design were fun and unique, much like the rest of the same campaign.

**SILVER AWARD****Display UK**

Walkers Bestway Win A Van

PepsiCo

What our judges say:

Cost effective, with standout in mind and a high consideration for stockholding and replenishment. The display's design achieves good standout in the vast wholesale environment and demonstrates consistent branding with a clear and strong emphasis on the promotion.

BRONZE AWARD**Mercieca**

Heets Wholesale POP

Philip Morris International

**What our judges say:**

The display created standout in the category, using consistent colourcoding to help educate the shopper and identify different products within the range. Hits the mark in terms of intercepting, educating and being memorable in a creative and cost-effective way.

RESEARCH & CONSULTANCY SERVICES

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



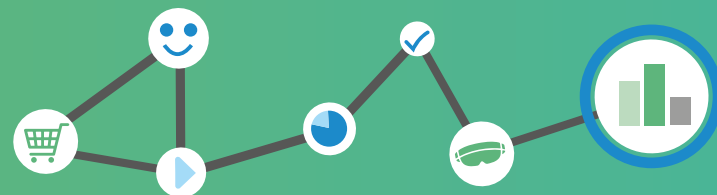
Shopper Behaviour Analysis

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.

Visit www.popai.co.uk/research

Category Sponsor:



GOLD AWARD



StormDFX

Viagra Connect Launch

Pfizer Consumer Healthcare

What our judges say:

Met all the design requirements, using integrated messaging focusing on launching the new product and providing plenty of information for shoppers. The campaign was a huge success in promoting a brand new product, with all targets exceeded.



SILVER AWARD (JOINT)

Haygarth

Jack Daniel's Asda BBQ

Bacardi Brown-Foreman

What our judges say:

Impactful design with clear promotional messages across all touchpoints. Clever linking to two key seasonal events, the barbecue season and Father's Day, aligning well to the retailer's objectives, resulting in strong sales uplift.



SILVER AWARD (JOINT)

Field Day

Reese's Easter Crème Egg Launch

The Hershey's Company

What our judges say:

The campaign made good use of in-store opportunities, including sampling, experiential activity and off-shelf P-O-P. This brand took an alternative approach to Easter by targeting an older market, achieving excellent results.



BRONZE AWARD

Haygarth

Heinz Z Factor

Kraft Heinz

What our judges say:

Aligned creative messaging across all touchpoints. Creative was strong, retaining brand identity as well as a clear promotional on-pack design. Simple yet effective campaign, delivering strong results.



Customer experience is one of the most important aspects of selling in a challenging retail environment. Having tools that help you understand your customer interactions and make improvements to marketing campaigns quickly is essential. Data is important, but more important is actionable insights to make your next campaign a success.

Shoppar has developed tools to **measure customer insights with a live data dashboard to inform your marketing efforts**. Simple plug and play hardware measures age, gender and mood of your customers as well as how many people are dwelling around your display stand and are attracted towards it to make a purchase.

Installation and implementation used to be the last step in delivering retail displays. From there it was fingers crossed and hopefully it performed. Now you can stop hoping and start measuring effectiveness from day 1 of deployment and monitor the true impact it has.

Cost effective and simple to deploy marketing research tools with understandable metrics to gauge performance.

Stop guessing if your campaign is effective and start knowing.



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Gender


Mood


Attention


Shoppers


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Category Sponsor:

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see the difference**GOLD AWARD****Edge Retail**

Jo Malone London T2 Site

Estée Lauder

What our judges say:

Fulfilled the brief, creating the 'wow' display needed to make a social media statement, and the interactivity and awareness to drive sales increase. The beautiful execution and design oozed Jo Malone's style and included interactive games and activities as well as sampling to help shoppers experience the brand. The display was also successful in its aim of creating a viral social media presence.

**SILVER AWARD (JOINT)****DS Smith Retail Marketing**

Chinese New Year Pagoda Unit

Premier Foods

What our judges say:

A fantastic execution, fairly simple but very well done, and offering good value for money. Eye-catching displays created shopper disruption and were successful in the aim of gaining incremental space and prime front-of-store locations. Incredibly positive feedback from all partners concerned.

**SILVER AWARD (JOINT)****Smurfit Kappa Display (Ireland)**

CyT Halloween Display

Concha y Toro UK

What our judges say:

The design echoes the products' somewhat gothic and theatrical branding. A fairly simple execution, super-quick and easy to install, and importantly, easy to disassemble for future use. The display has a high-quality look with good sustainability credentials, and delivered triple-digit sales growth.



BRONZE AWARD

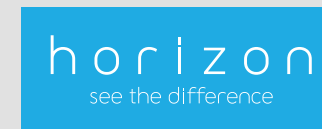
SMP Group

M&S Chelsea Flower Show

Marks & Spencer

What our judges say:

Clearly conveyed M&S's award-winning status in a simple and stylish way, where the flowers and the awards did most of the talking. The premium feel perfectly suited the demographic that was being targeted in the campaign. The old flower market creative is also a simple, non-imposing backdrop, but it emphasises heritage, as required by the brief.



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.

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GOLD AWARD



Metalfacture Vertical Vendor

Carlsberg c/o Adare

What our judges say:

Innovative display with great branding. Easy to replenish and provides continual product visibility. Well designed, with a small footprint and materials chosen for strength, durability and sustainability. Simple, strong and engaging.

SILVER AWARD

arken POP International Logic Pro Showcase Display

JTI t/a Gallaher



What our judges say:

Very strong permanent display. Impactful and innovative, it fits well in numerous retail environments, offering strong impact and engagement. Its multiple applications make it really good value for money.

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GOLD AWARD



InContrast

Kinder Halloween Monster Dumpbin

Ferrero UK

What our judges say:

Surpassed a dumpbin brief! Shows how a simple dumpbin can be elevated into a unit that is visually impactful, engaging and practical. Fabulous use of key assets and such a clever use of the main asset to create a 3D pop-up unit from a flatpack. Cute and scary in equal measure, and superb value for money.

SILVER AWARD

TMS/ Easypack/ MARKS R5

Oreo Shark Theatre Display

Mondelēz International



What our judges say:

Really strong and confident execution to use the shark in a way that is visually impactful but does not compromise the stockholding. A great example of the creativity that can be achieved in cardboard without compromising on the functionality of the unit.

BRONZE AWARD

Print & Display

Lindt Valentine's Day Pallet Display

Lindt & Sprüngli (UK)



What our judges say:

Innovative rethinking of a pallet space to create what looks like a one-stop shop for Valentine's Day. Really clever use of top display area and multiple shopper touch points to make tags and bows easily accessible at point of purchase.



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GOLD AWARD



Displayplan

Pampers Pop-Up Shop

P&G

What our judges say:

The clean and crisp design works well in the retail environment. The modular design and materials all work well together, combining use of space, good stocking, education and theatre. A real stand-out design that works well.



SILVER AWARD

arken POP International

Revolution Explosion Pop-Up

Revolution Beauty

What our judges say:

Good mix of technology, stock and space for shoppers. The design is clean and subtle yet still delivers great brand visibility. Really nice unit, great presence and standout.



BRONZE AWARD

Mad About Design

Maison Francis Kurkdjian

Maison Francis Kurkdjian

What our judges say:

Displays good use of materials appropriate both for the fragrance category and the retailer. The design is disrupting and engaging, as well as using space well, generating double-digit sales uplift.

AWARDS EVENTS CALENDAR 2020

MONTH	DATE	DAY	EVENT	LOCATION	TIME
February	13 th	Thu	Retail Marketing Conference	Woburn House, London	9.00 - 16.00
April	22 nd	Wed	POPAI Shopper Seminar	Woburn House, London	9.00 - 12.30
	29 th - 30 th	Wed - Thu	Retail EXPO	Olympia, London	9.00 - 17.00
June	16 th	Tue	POPAI Workshop	Woburn House, London	9.30 - 15.30
July	TBC	Thu	Shopper Marketing Foundation Course	TBC	10.00 - 16.30
	9 th	Thu	POPAI Shopper Seminar	Woburn House, London	9.00 - 12.30
September	TBC		POPAI Shopper Seminar	Manchester	9.30 - 13.00
October	6 th	Tue	POPAI Awards Dinner	Royal Lancaster, London	18.30 - 02.00
November	TBC		Irish In-Store Seminar	Dublin	8.30 - 11.30
	TBC		Shopper Marketing Foundation Course	TBC	10.00 - 16.30
December	3 rd	Thu	POPAI Shopper Seminar	Woburn House, London	9.00 - 12.30



Big Group Retail produce award winning, technically advanced, innovative retail solutions - from concept to installation - for some of the world's best-known brands and retailers.

With our in-house team leading the way in Virtual Reality, Augmented Reality and Shopper Insights, we enhance your retail presence, reducing lead times, waste and the overall cost of retail projects.

Retail Display

We live and breathe retail from concept design to in-store installation or if you just fancy a friendly consultation, you've come to the right place.

Retail POS

From pop-up shops and displays to counter-top fixtures, Big Group Retail will have you covered with a team of experts ready to deliver the big idea.

Shopper Marketing

We'll work with you to understand, analyse and leverage shopper behaviour to offer engaging experiences to your customers.

Digital

We're not just experts in the physical space, we have in-house staff with expertise in web development, design and management.

To find out more about what we do and how we can help you be part of the future of retail, today – just get in touch.

GOLD AWARD



The Honest Brand
Halifax Flagship
Lloyds Banking Group

What our judges say:

Using shopper insights to meet shoppers' needs, the design is a clear break from traditional banking environments, using a variety of colours and materials to create multifunctional spaces.



SILVER AWARD

Bartuf

Urban Express - London Bridge
SSP Select Service Partners

What our judges say:

This store definitely has the X-factor, retaining its own brand identity whilst clearly showcasing brands within it. Designed to provide lots of shelving and fixtures whilst still leaving plenty of space for shoppers to browse the store.



BRONZE AWARD

The Shopper Agency

Karndean Designflooring New Retail Concept
Karndean International

What our judges say:

As well as looking elegant, this innovative retail concept has completely revolutionised how customers shop for flooring by introducing technology into the retail space to support the path to purchase.

Making waves for a better planet

We are experts in creating engaging and eye-catching POS displays that won't cost the earth

Our Better Planet Packaging initiative seeks to reduce waste and address the problem of plastic that ends up in our oceans.

We create innovative display solutions, that removes all plastic and provides sustainable alternatives for our customers, our planet and our future.

No more plastic

#BetterPlanetPackaging
#Sustainability

Find out more:

Discover our full display offering at;
www.display.uk.com

GOLD AWARD



PLB Group
Samsung Immersive Zones
Samsung Electronics UK

What our judges say:

A high level of thought has been put into these displays to deliver new features and remove operational issues. The directional sound is perfect for this type of display, enabling many units in store to work at the same time and enabling customers to have a personal experience.

SILVER AWARD

Haygarth

Vodafone Internet of Things
Vodafone

What our judges say:

Very nicely designed and built. The display is high quality for a temporary display and looks more like a permanent display. Shopper needs have been fully considered, taking away the fear of gadgets by placing the customer at the heart of the design.



BRONZE AWARD

Pixel Inspiration

Halifax Bank London Flagship
Halifax Bank

What our judges say:

It is a stand-out piece of retail design that will have customers and industry experts flocking into the store. It changes the game for flagship banks.





Retail Design

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POP Display

We have the skills to design, develop, manufacture and deploy permanent and temporary Point of Purchase globally.

Digital

We are digital professionals, with knowledge and expertise to create an emotive connection between consumers and your brand.

Category Sponsor:

arken
creators of award winning p-o-p

GOLD AWARD



N2O

Diet Coke Igloo

The Coca-Cola Company

What our judges say:

Fun, physically engaging and sustainable without being prohibitively expensive. The display owns the surrounding space well with good use of physical interaction and a quality finish.



SILVER AWARD

Communisys and Arc

EE Christmas Showcase 2018

EE

What our judges say:

A very well designed and made unit which catches the eye, is on brand and is engaging, with the game element creating shopper immersion.



BRONZE AWARD

Haygarth

#VodafonePocketCinema

Vodafone

What our judges say:

The display fits well into a busy space, creating disruption in the shopping centre environment. Both brand and product are well presented, with results exceeding expectations.

SHOPPER MARKETING FOUNDATION COURSE

After receiving some great feedback from delegates, we are rolling out the next course in 2020. 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?

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



Category Sponsor:

display uk
A part of the Smurfit Kappa Group



Metalfacture
Vertical Vendor
Carlsberg c/o Adare

What our judges say:

It is often the simplest ideas that provide the best innovation. This idea takes the age-old problem of a dwindled stock display from the supplier and retailer, and provides the consumer with the perfect presentation to shop easily.

**SILVER AWARD (JOINT)**

TC Communications
As Individual As You Are
O2

What our judges say:

This display has innovation in spades. It takes customer interaction to another level and then again. It not only builds on interaction, it strengthens customers' affiliation to the brand and creates a talking point. It is everything it set out to be by bringing more than one innovation to store.

**SILVER AWARD (JOINT)**

Heartbeat
ProGlide 500 Shelf Management
Tesco

What our judges say:

A very good and nice piece of innovation – it dampens the effects of spring-loaded shelf pushers. Solves the issue of product flying out and eases both loading and unloading of stock.

**BRONZE AWARD**

Haygarth
Vodafone Internet of Things
Vodafone

What our judges say:

The use of lighting paths and linking them to interactive displays is particularly engaging for shoppers. It is especially interesting as it puts shoppers in different situations to experience how the products work.

BENEFITS OF MEMBERSHIP

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

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EDUCATION & TRAINING

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Category Sponsor:



GOLD AWARD



InContrast

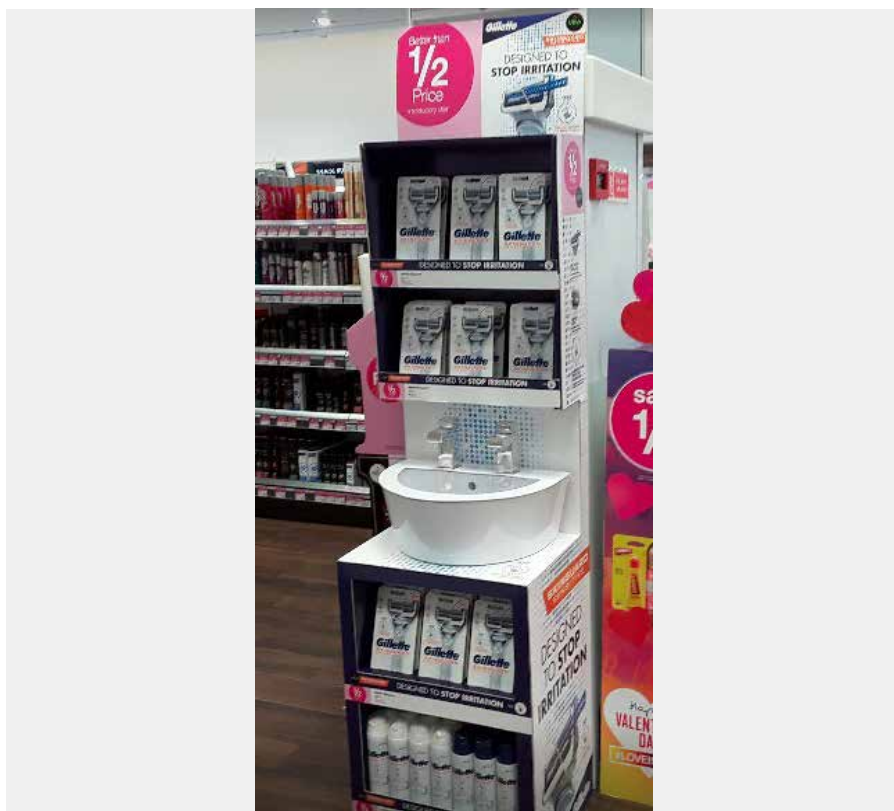
Kinder Halloween Monster Dumpbin

Ferrero UK

What our judges say:

Surpassed a dumpbin brief! Shows how a simple dumpbin can be elevated into a unit that is visually impactful, engaging and practical. Fabulous use of key assets and such a clever use of the main asset to create a 3D pop-up unit from a flatpack. Cute and scary in equal measure, and superb value for money.

SILVER AWARD



Communis in conjunction with
Wilmot-Budgen

Superdrug Gillette SkinGuard Bathroom Sink
Procter & Gamble

What our judges say:

Creates a complex eye-catching structure that is incredibly impactful. Incorporating a sink into a temporary cardboard display certainly met the brief to create an innovative piece of point-of-sale. Excellent detail and rationale in material choices, the unit still has a good stockholding despite its small footprint. Can't help but love it.



BRONZE AWARD



Display UK

Quaker Nuffield Health FOS
PepsiCo

What our judges say:

Using symmetrical units to simplify production, this display represents good value for money, achieved all design objectives and was well received in-store and on online forums. Part of a well communicated health and fitness campaign, the display is also easy to shop and replenish, used digital technology well to engage with shoppers, and has great brand presence.



Category Sponsor:

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GOLD AWARD



Willson & Brown

Boots Sweetshop

Boots UK

What our judges say:

Designed to harmonise over 20 brands, but still allows each brand to shine. Consideration has been given to store staff and stock management, as well as overall impact for shoppers. The design is modular and flexible, as well as being highly sustainable and energy efficient. Very well executed, and is delivering double-digit sales growth.

SILVER AWARD



ISI Global
Oakley Prizm Project
Oakley - Luxottica

What our judges say:

Innovative display which tells a story with the design, delivering multiple points of interaction and education for the shopper. Ticks all the boxes for durability and modularity with the unique prism design achieving excellent standout in-store.



BRONZE AWARD

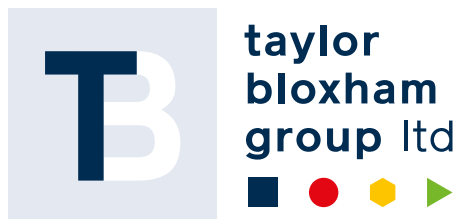


Metalfacture
Vertical Vendor
Carlsberg c/o Adare

What our judges say:

Innovative display with great branding. Easy to replenish and provides continual product visibility. Well designed, with a small footprint and materials chosen for strength, durability and sustainability. Simple, strong and engaging.





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7a Lakeside Court, Maple Drive, Tungsten
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