



ENTRY GUIDE

Celebrating creativity,
innovation and
excellence

SPONSORED BY

GOLD



SILVER



NEW
categories
for 2021



Contents

Welcome	3
Key dates	3
Entry fees	3
Why enter?	4
Details on entering	5
Categories	6
Minimum run 50+	6
No minimum run	7
No minimum run	8
Judging process	9
Judging criteria	9
Terms and conditions of entry	10

NEW categories

SPONSORED BY

GOLD



SILVER





Welcome

The POPAI Awards celebrate creativity, innovation and excellence in-store and throughout the shopper experience. They are the ultimate showcase for those dedicated to achieving excellence in shopper engagement – a hallmark that provides the benchmark for success and the catalyst for continuous improvement.

This guide contains everything you need to know about entering the POPAI Awards: entry criteria, categories, key dates, details of the judging process and more.



Key dates

30 April 2021	Entry deadline (<i>early bird fees apply</i>)
14 May 2021	Final deadline
June 2021	Judging
June 2021	Nominations announced at POPAI Expo 2021
5 October 2021	POP AI Awards 2021 Gala Dinner



Save more if you enter before the **30th April 2021**

Entry Fees

POP AI Members

Single entries: **£335** before 30 April 2021 / **£385** from 1 May 2021

5+ entries: **£300** before 30 April 2021 / **£350** from 1 May 2021

Non-Members

Single entries: **£405** before 30 April 2021 / **£455** from 1 May 2021

5+ entries: **£365** before 30 April 2021 / **£425** from 1 May 2021

Special categories

Sustainability (as add-on): **£175** (*Stand-alone entries will incur main entry fees*)

Innovation: **£175**

All prices above are exclusive of VAT



Why enter?

Winning an Award is highly prized by industry clients and suppliers alike and sends the message that your business is dedicated to creativity, innovation and excellence in shopper engagement.

With a broad range of categories, the awards cover all aspects of the industry. Your submission will be judged by an independent panel of esteemed retail and brand professionals.

You will:

- Gain unparalleled recognition for your project on a national and potentially international platform
- Associate with the Award's core values: creativity, innovation and excellence
- Celebrate your team's achievements
- Raise the profile of your business amongst leading retail brands



[Click here to view the POPAI Awards 2020 Winners](#)

What do you win?

All nominated entries will receive a POPAI Award. The level of Award given is determined by how the entry meets the Judging Criteria as set out in this guide. There is no requirement for each Award category to receive a **Gold**, **Silver** and/or **Bronze** Award.



BRONZE - Represents a fine example of how to enhance the total shopper experience



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



GOLD - The ultimate accolade, reserved for only the most outstanding work that achieves true excellence in terms of idea, context, implementation and retail performance



DISPLAY OF THE YEAR - Presented to one permanent and one temporary entry from all of the year's Gold Award winners from the eligible categories

Details on entering



How to enter

- Log in or register at popai.co.uk and select 'Enter now' from the Awards page
- Fill out your entry title (*max 5 words*) and select the appropriate category
- Complete all entry questions with as much relevant information as possible
- Upload your images (*max 5*) to highlight key elements of your entry and supporting information (*e.g. video, proof of shipment*)
- Submit your entry along with full payment

Tip

You can save your entry online and return at a later date to complete and submit

What can be entered?

- ✓ Entries live **from 31st March 2018 to 28th February 2021** are eligible to enter
- ✓ Displays, campaigns and projects that haven't previously been entered into the POPAI Awards
- ✓ Work produced as a response to a genuine brief from a client and not altered for the purpose of the award entry
- ✓ Work placed in ANY market around the world (*as long as the entry was designed/manufactured by a company based in the UK or Ireland*)

Who can enter?

- ✓ POPAI members and non-members
- ✓ Creative agencies, P-O-P manufacturers, shopper technology specialists, brands and retailers from across the UK & Ireland
- ✓ Suppliers involved in the technical construction of an entry or just the design (*with appropriate permissions*)
- ✓ Suppliers from outside the UK & Ireland providing the entry was placed in the UK or Ireland

You won't be able to enter

- ✗ Work previously entered into the POPAI Awards
- ✗ Prototypes that have not been commercially released
- ✗ Concept designs or works created only for the purpose of entering the awards
- ✗ Work already entered in a different category (*apart from Sustainability, which can be entered in multiple categories*)
- ✗ Mention of the entrant name or logos in the imagery or entry is forbidden and will be removed by POPAI prior to judging

What you need to enter

1. Client approval
2. Three or more photos of your work, including one taken in-store
3. Answers to the entry questions
4. Production date / run quantity / unit price / proof of shipment
5. Payment

Categories (minimum run 50+)



Gold winners from these categories will be eligible for the Display of the Year Award, chosen by judges and announced at the Awards dinner.

Tip

Remember that your entry will not be judged by anyone currently working in that sector. Please describe any nuances/specifics to your entry to assist the judge.

Entertainment & Leisure

What can I enter? Toy products, games (including video games), stationery, books, magazines, collectables, DVDs, cinema and theatre, casinos and other leisure activities.

Sports, Fashion & Visual Merchandising

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

Grocery & General Merchandise

Permanent Display

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

Grocery & General Merchandise

Temporary Display

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

Confectionery

What can I enter? Confectionery products.

Home & Garden

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

Consumer Electronics

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

Cosmetics & Beauty

Permanent Display

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

Cosmetics & Beauty

Temporary Display

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

Pharmacy & Wellbeing

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

Retail Services & Signage

What can I enter? Financial services, travel agents, betting shops, out-of-home and other retail outlets where no physical product is sold. Also, signage display from any retail sector.

Pandemic Safety Solutions

A special category recognising how retailers implemented safety, sanitisation & health-related solutions directly as a result of the coronavirus pandemic, in order to allow as near a normal shopper experience as possible.

- Can be from any retail category
- Likely to be, but not limited to permanent display solutions such as screens, guards, sanitisation and solutions to allow shoppers to try products.

Not eligible for Display of the Year

Pandemic Retail Experience

A special category recognising the innovative ways in which brands and retailers adapted to and managed the shopper experience during the pandemic of 2020.

- Can be from any retail category
- Can be temporary or permanent display, navigation & signage
- Judges will be looking at the whole in-store experience
- This category will include elements such as trust, loyalty, reassurance, communication & navigation
- Not hygiene of health & safety units

Not eligible for Display of the Year

Categories (no minimum run)



Short Run

Permanent Display

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

Short Run

Temporary Display

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

Wholesale

What can I enter? Temporary or permanent displays which have been placed in to wholesale retail environments.

Merchandising

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

Window display

What can I enter? Any display designed to be placed into store windows.

Tip



Make sure your supporting images demonstrate high retail standards such as merchandising and store placement

**Entries to the Insights or Project Management & Installation categories are not eligible for the Innovation category.*



Online Retail Experience

A new category to recognise the best retail experiences across digital platforms. To include, but not limited to:

- Online advertisements
- Online product experience
- Bridging the physical - digital divide
- App-based
- Digital campaigns (e.g app, email, social, web)
- Event/ seasonal-related

Tip



Bring your work to life by including a short video in your entry for the judge (max. 1 minute long) **(.mp4 only & max. file size 15MB each)**

[Click here for entry questions >>>>>>](#)

Categories (no minimum run)



Sustainability

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

Shopper Technology

What can I enter? Projects which include the most applicable uses of shopper-facing digital technology, either as part of a retail display or as a standalone application.

Insights

What can I enter? Shopper research/ insights projects that have been used to influence display solutions.

Experiential

What can I enter? Physical activations and events providing an immersive shopper experience.

Shopper Marketing Campaigns

What can I enter? Single activation or a multiple-touchpoint campaign. May include an in-store element.

Store Design

What can I enter? Whole-store spaces. May include updates, store refreshes and rebrands.

Concept Store

What can I enter? Store design which pushes retail boundaries, trialling future retail trends and technologies.

Shop-in-Shop & Pop-Up

What can I enter? Display concepts forming a branded retail area as part of a larger store or mall. Also, temporary retail spaces.

Project Management & Installation

What can I enter? Installation/ implementation and post-placement activities, with entries covering the project management of display being rolled out into store, along with compliance, maintenance, merchandising and staff training projects.

Tip

Keep explanatory text short, clear and relevant

Supporting information



Images – minimum of 3 and maximum of 5 (*.jpgs only*) at least one showing the work in-store, or online and NO collages (*maximum file size 10MB each*)



Proof of shipment – Delivery note or order form (*.pdf*)



Videos – optional 1 minute video (*.mp4 only & maximum file size 15MB each*)

Innovation: add-on category

Any entry* to the POPAI Awards can also be entered in the Innovation category by answering one extra question.

What can I enter? Work that pushes the boundaries of what can be done with retail display and shopper engagement, using creative thinking, materials and/ or technology in a novel way. The judges will see the main entry and your answer to the question below.

Sustainability: add-on category

Any entry* to the POPAI Awards can also be entered in the Sustainability category by answering a few extra questions.

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

[Click here for entry questions >>>>>](#)



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 duration of the process.

Judging criteria

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

- meets the brief and satisfies both brand objectives and shopper needs
- overcomes practical in-store challenges and demonstrates original thinking
- performs in terms of retail impact - was it well executed and relevant to its context?
- communicates brand and promotional messages
- performs against key performance measures

Tip



Remember – judges can only critique entries based on the info they are given

Using the whole entry case study, along with photos and video, the judges look for evidence to score your entry out of 10 for each of the applicable criteria in your category from the below:

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
General Categories / Short Run / Wholesale / Merchandising / Window Display	✓	✓	✓		✓	✓	✓										
Pandemic categories	✓	✓	✓		✓	✓											
Store Design / Concept Store / Shop-in-Shop & Pop-up	✓	✓	✓		✓	✓	✓										
Shopper Marketing Campaigns / Experiential	✓	✓		✓	✓	✓	✓										
Online Retail Experience	✓	✓		✓		✓	✓										
Insights	✓							✓	✓	✓						✓	✓
Shopper Technology	✓	✓		✓	✓	✓	✓										
Project Management & Installation	✓						✓	✓	✓	✓	✓						
Sustainability		✓	✓									✓	✓	✓	✓		



Terms & conditions of entry

1. Full payment (cheque, credit card (2.5% admin fee), BACS transfer) must be received and cleared before the entry deadline.
2. No entry fees will be refunded under any circumstances.
3. The entrant must, and confirms and warrants that it does, own all the rights and/or have all the permissions needed to enter the entry in the competition on these terms. If POPAI asks it to do so, the entrant must promptly provide whatever proof of those rights and permissions POPAI reasonably requires. The entrant agrees to indemnify POPAI against the consequences of the entrant being in breach of this clause 3.
4. The entrant irrevocably grants POPAI the right: (i) To make and reproduce images and details of the entry, and any images, text and information provided by the entrant, in any form and in any medium (including on POPAI's website and its printed and electronic publications); and (ii) To distribute all the aforesaid, and to display and communicate all the aforesaid to the public, anywhere in the world.
5. If the entrant provides the relevant information with the entry, POPAI will ensure that any images of the entry it reproduces will be accompanied by appropriate details of any rights related to the entry.
6. POPAI may move an entry into a different category without prior notice or consultation if it considers the alternative category is more appropriate. No entry fees will be refunded if it does.
7. POPAI reserves the right to combine, divide and change categories, and to create new categories, without prior notice or consultation.
8. POPAI may disqualify the entry if: (i) The entrant has broken any rule set out in the entry form or has breached any of these terms; or (ii) A third party challenges or disputes the entrant's right to enter the entry in the competition and does not withdraw that challenge or dispute when invited to do so. No entry fees will be refunded if POPAI disqualifies the entry.
9. All entries are made available to members on the POPAI website after nominations have been announced. If any entry has sensitive information within the case study, please mark this with ** before and after ** the text you wish to omit from the public domain. This does not include the cost of a project which is already for judges eyes only and will not be shown on POPAI website.
10. If POPAI establishes that an entrant has broken the awards rules, the offending entry may be disqualified from the Awards.
11. POPAI will not provide feedback on an individual entry's performance in the Awards.
12. POPAI reserves the right to validate any of the entry content.
13. Client permission must have been received for an entry to compete in the POPAI Awards and that the entrant holds copyright for the entry, or have written permission from the copyright holder and in this case that the copyright holder does not require recognition
14. By entering the POPAI Awards entrants confirm that they will abide by the rules, and that they accept the terms and conditions of entry.



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

ENTER NOW >> Visit popai.co.uk/awards



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

✉ info@popai.co.uk

🐦 Follow us @twitter.com/popaiuki

www.popai.co.uk