



## Shopper Marketing Campaign

1. Itemise what is included in this entry (50 words max)

Helpful Hints: It's not always obvious from the photos exactly what is to be judged, particularly when the display is in situ amongst other in-store items. Be clear, for example "The base shelf tray and header board" or "The interactive, smaller touchscreen"

2. Describe how you creatively provided the solution (Max 200 words)

3. What added value did you bring to the project? (Max 100 words)

4. Why is this entry award worthy? (Max 100 words)

Helpful Hints: Your chance to deliver the killer blow - sell your entry in just a few words

5. What is the entry's targeted retail environment? (Max 50 words)

Helpful Hints: No need to go OTT here, but let the judges know the sector and any nuances related to it e.g. "Travel stores with small footprints"

6. What were the mechanics and channels used and why? (Max 100 words)

Helpful Hints: Judges are looking to understand your choice of mechanics, any design considerations and challenges delivering in the channels

7. Live/In Store date:

Comments:

8. Production Run:

Comments:

9. Price per unit to client: ex VAT £

This is confidential and only shared with judges.

Individually list all the marketing objectives (50 words max) up to 10 objectives. You will be required to give evidence of objectives met.

Client Quote (50 words max) Optional.

For each objective, explain how you achieved/hit the objective. (max 100 words PER OBJECTIVE)



Your entry must be supported with at least 3 images and a maximum of 5 in total. At least one of these must be of the entry in the retail environment of at least 300dpi at A4 size. When uploaded these will display below and you can replace these if necessary.

Image guidance:

- Only use .jpg or .png files. Max file size 10mb.
- Use high resolution images where possible
- Visuals or technical drawings must only be used if they provide detail not clear from the photograph
- Collages of images are not accepted (except in Shopper Marketing Campaigns, these will not be used as your main image for any marketing of your entry with POPAI)
- Consider using a before and after image for entries where it may add value to the entry

(Optional) Include a video to demonstrate the practical use of your entry in its retail context, demonstrate a particular feature or bring the entry to life for the judges.

Upload your video in MP4 format, a maximum of 1 video of 1 minute in duration and no more than 15MB.

Upload your PDF as proof of shipment/delivery. This may be a statement letter from a brand/retailer, shipment receipt or delivery note.