POPAI
UK & IRELAND
AWARDS
2025

Retail Technology

Based solely on the text, photos and video supplied, judges will score the entries online equally amongst the criteria below, before meeting face-to-face to debate final places.

- Interpretation of brief and marketing objectives
- Design
- Touchpoints
- Use of retail space
- Branding
- Performance

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. 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

3. 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"

4. What technology was employed and why was it chosen? (Max 300 words)
   Helpful Hints: Why was this tech used? Was it the most appropriate way to deliver the solution?

5. Live/In Store date:
   Comments:

6. Production Run:
   Comments:

7. Price per unit to client: ex VAT £
   This is confidential and only shared with judges.

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

Client Quote (50 words max) Optional.

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

Your entry must be supported with <mark>at least 3 images and a maximum of 5 in total</mark>. 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 or 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. <mark>No words or annotations are allowed on video unless annotating a technical element, e.g. hidden bracket.</mark>

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.

<mark>Any entries which have logos, marks, names, or other identifying features of the entrant in any of the photos or videos submitted, will not have that element submitted to the judges and may be disqualified altogether.</mark>

If you want to stop a piece of text appearing on the POPAI website, use this convention: **The secret to our success is [START-HERE] we source our materials from a supplier in Iceland [STOP-HERE] and we don't want customers to know this…** This will then on the PUBLIC PDF appear and POPAI

website as: **The secret to our success is ** REDACTED TEXT ** and we don't want customers to know this…**