



Shopper Research

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

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
 - Planning
 - Methodology
 - Complexity and challenges
 - Resource Management
 - Project Impact
1. Describe the challenge or opportunity requiring shopper research (max 200 words)
 2. Describe why the research methodology was used (max 150 words)
Helpful Hints: Why was this the most appropriate way to do it? What about value-for-money?
 3. What was the output? What did you find? (max 300 words)
 4. What impact did the results have on the end project/ campaign/ work? (max 200 words)

Client Quote (Max 50 words)

Your entry must be supported with at least 3 images and a maximum of 5 in total. These may be graphical montages but 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

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- 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. **No words or annotations are allowed on video unless annotating a technical element, e.g. hidden bracket.**

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.

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.

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...**