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| ISSUE 44 | 2020

POPAI
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RESEARCH REPORTS

SHOPPER INSIGHTS

POP AI AWARDS 2020

WINNERS

See the creative and innovative entries which won big at the POPAI Awards 2020.

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A trend which is booming – what opportunities does this present to retailers?

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GLOBAL TRENDS



Future-proof Formats

How can physical retail weather the COVID storm? We explore how retailers can future proof their formats.

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In the year 2020,
**retail changed
forever.**



Every single one of us has been faced with unprecedented challenges this year. Challenges that not only have had a significant impact on how we do business, but indeed, how we live our lives.

It is now more important than ever that, as an industry, we are looking forward, looking to adapt and looking to find solutions.



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Welcome to your latest issue.

This time, we're all about Shopper Insights, but not just in store. We all know what this year has brought, and with so many stores shut under national lockdown we've had to swerve slightly from our usual approach. We're very much looking forward to getting back out into stores to conduct our research in the usual way, hopefully very soon.

Turning now to the POPAI Awards. These are our 14-year-old repository of excellence, the perfect answer to the question 'what does good look like?' You'll find all our winners on [pages 12-17](#), and I'd like to extend huge congratulations to them all. This year in particular we're enormously proud of, and grateful for, the support our industry has shown us. Although this year's Awards were delayed, and ultimately held virtually, entry levels were comparable with previous years. This is in spite of furlough, client restructures and other obvious disruption. Entries this year were bursting with creativity and innovation – clear evidence of an industry that can, and will, push forward.

As I write, we are in various stages of national, regional and local lockdowns and tier measures, which clearly continue to have a significant impact on retail. Looking ahead, our Awards contest in 2021 will reflect the enormous effort our industry has gone to in order to not just carry on but also reassure shoppers during this time. To which end, we're pleased to announce two new categories relating to COVID safety display solutions and efforts to reassure and enhance the shopper experience. Watch this space for more details. Early indications are that 2021 will be a bumper year for the POPAI Awards, as suppliers and clients alike use the competition to shout about their continued excellence in store, and we're looking forward to celebrating together.

Now to this issue. Click & collect is nothing new, but has seen a jump in popularity of late. On [page 5](#), we explore just who is clicking and collecting, and what their short but hugely important in-store experience is like.

[Page 9](#) sees us take a slight change of tack, as we were unable to conduct in-store research. Instead, we turn our spotlight onto the world of e-commerce, taking an in-depth look at how retailers operate online. Our report investigates promotions, communication, social media, chat facilities and images, asking: who is making the most of their online retail space?

Meanwhile, gardening has long been one of our nation's favourite pastimes, perhaps even more so of late. But what types of shopper should stores and garden centres be looking out for? Our Shopper Segmentation report ([page 18](#)) looks at the eight most typical types of shopper, investigating their shopping mission, what they are purchasing and which in-store P-O-P drives them to purchase.

Finally, on [page 22](#) our GDR report lays out four tactics for the long-term survival of physical retail, in the wake of accelerated change and challenge presented by the pandemic.

Enjoy the issue!

Phil Day

POPAI



SHOPPER INSIGHTS

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SHOPPER INVESTIGATION



Click & collect

The click & collect trend continues to rise. But just who is clicking and collecting, and what opportunities does this present to retailers?

p5

E-STOREDITS X DISPLAY INVESTIGATION



E-commerce

How do retailers use their online presence to communicate with shoppers? Our in-depth report asks: who is on it online and who needs a reboot?

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POPAI AWARDS



Winners

See the creative and innovative entries which won big at the POPAI Awards 2020.

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SHOPPER SEGMENTATION



Gardening

A favourite pastime for many. But just who is shopping for gardening products? Our report explores the eight typical types of shopper.

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GLOBAL TRENDS



Future-proof formats

Physical retail has taken a blow this year. How can retailers future proof their formats to stand the test of time?

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Visit our website for the latest news, reports and events from POPAI. In addition, you will find a back catalogue of industry research and the POPAI Awards gallery.

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SHOPPER INVESTIGATION

CLICK & COLLECT



Click & collect has been around for a long time, but its popularity has, unsurprisingly, jumped recently. In this report, we take a look at who is clicking and collecting, what their short in-store experience is like, and how retailers could seize even more opportunity from this ever-growing trend.



Retailers estimate they could **save over £178,500 each year** if more shoppers collected their online purchases

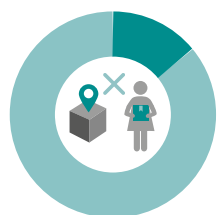
Source: Barclaycard

The click & collect phenomenon

Click & collect has become an increasingly popular way for shoppers to conveniently buy their goods, with restrictions and lockdowns making it even more appealing for many to not have to set foot in store.

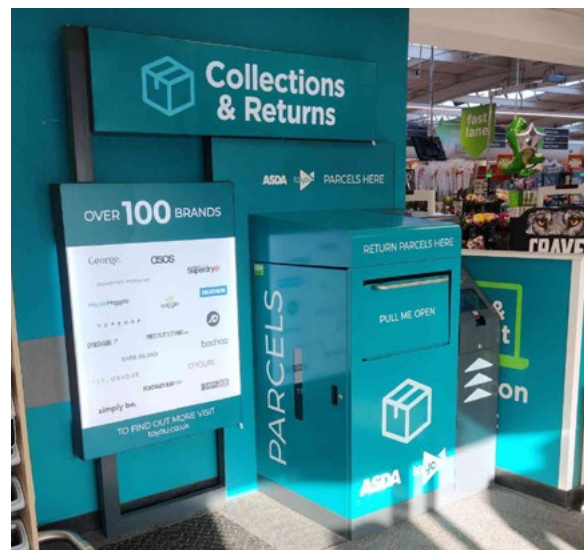
The UK click & collect market is big business, forecast to account for nearly 14% of online sales by 2023. It seems that retailers – whether by necessity or strategy – are quickly getting in on the act. The number offering the service has risen since 2019, with at least 80% of retailers now on board the click & collect movement.

However, research from Barclaycard revealed that one in seven shoppers admit to 'clicking' but not 'collecting', resulting in a staggering amount of items uncollected each year.



15% of shoppers admit to not collecting their purchases in-store

Source: Barclaycard



Our shoppers

In November 2020, we asked 100 shoppers to tell us about their experiences using click & collect services in supermarkets and convenience retail stores.

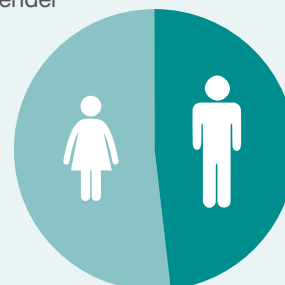
Convenience, price, ease of shopping and product range were the most popular reasons for using the service, with location the key factor in where to collect.

The method of shopping varied between our shoppers. Most said they used their mobile device when ordering online. However, computers and desktop devices are still a popular choice.

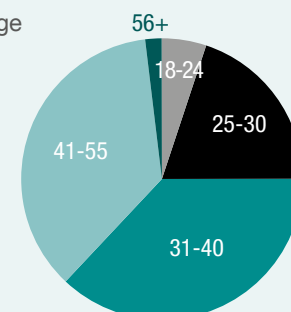
Due to pandemic restrictions, many of our shoppers had been put off hitting the high street, with queuing outside a store and wearing a face covering inside cited as the main reasons.

However, this is not all good news for click & collect. Some shoppers decreased their use, either not wanting to go in store at all, or being more likely to be at home to receive parcels.

Gender



Age



roamler

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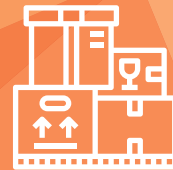
RETAIL AUDITS

On-Shelf Availability
Promotional Compliance
Store Profiling



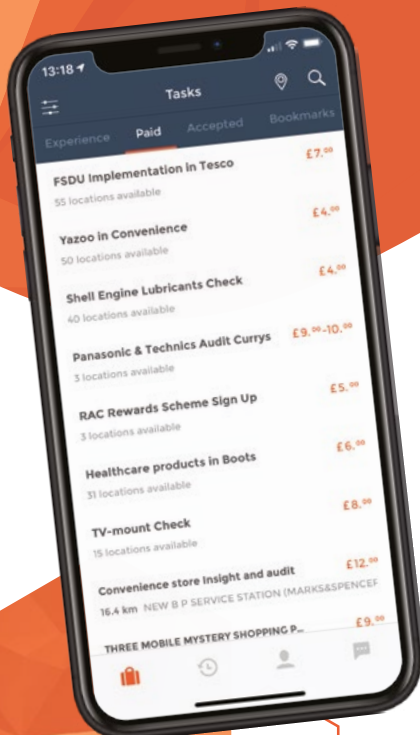
MYSTERY SHOPPING

Brand Standard Visits
Consumer Insights
Online Reviews



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Check and Fix
POS Placement
Replenishment



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AND ROI

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- 100% reviewed data and photos in real-time
- Cover multiple areas simultaneously



SHOPPER INVESTIGATION

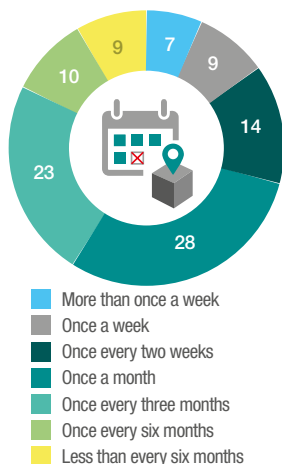
CLICK & COLLECT



Click to the future

The future of click & collect looks pretty rosy, with 84% of our shopping planning to use the service in 2021, mainly because they do not foresee any changes to their shopping habits in the coming year.

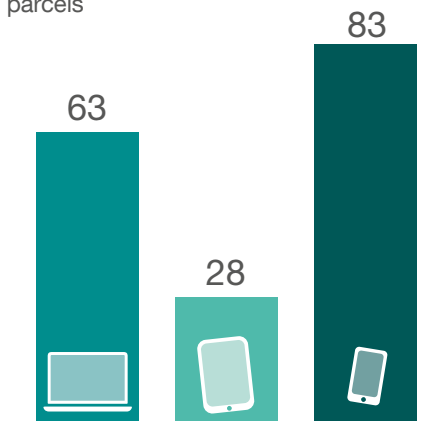
How often shoppers used click & collect services **before** the first UK nationwide lockdown in March



Source: POPAI/Roamlar

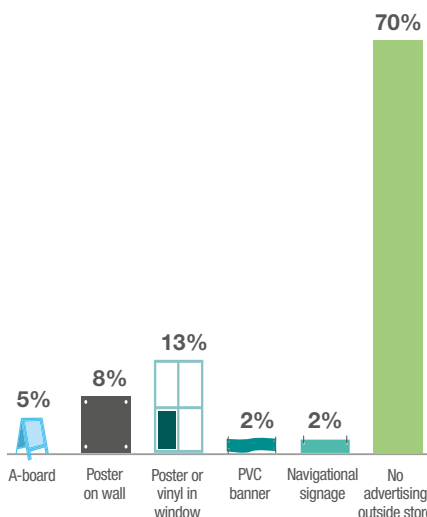


Devices used by our shoppers to order parcels



Source: POPAI/Roamlar

P-O-P outside the store promoting click & collect



Source: POPAI/Roamlar

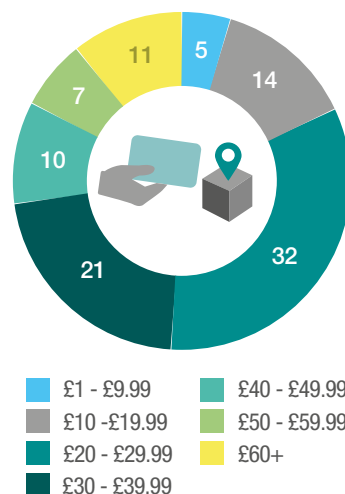
Call collect

While click & collect can minimise time spent in store, shoppers still have to physically visit to pick up their parcels. The in-store experience for our shoppers varied. Problems included being kept waiting and lack of navigational signage.

Collection methods included using an automated machine, collection points serviced by staff, using a greeter at the door, and collecting at the checkout.

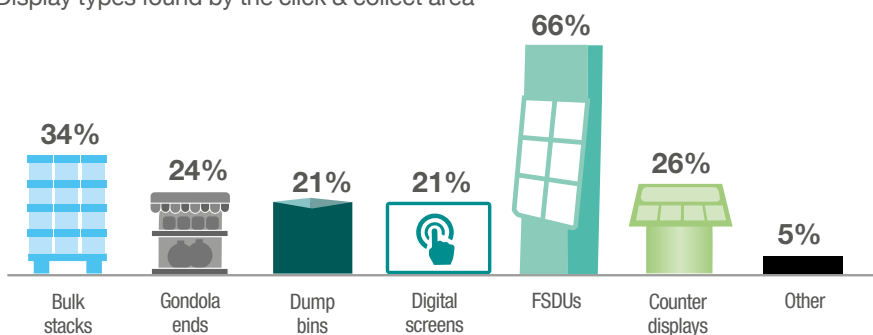
The click & collect service has been offered by a wide range of retailers for some years now. But as shoppers seek new ways of shopping, it has become one of the 'go-to' solutions of the COVID era. Retailers can look to shoppers' in-store experience to turn click & collect into much more than a simple transactional service.

Average spend online for parcels delivered to store



Source: POPAI/Roamlar

Display types found by the click & collect area



Source: POPAI/Roamlar

Sources

Barclaycard – August 2019

Retail Gazette – February 2019

Retail Times – May 2020

Access our full findings about click & collect.



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E-STOREDITS X DISPLAY INVESTIGATION

E-COMMERCE



Over the past 10 years, internet shopping has firmly found its place in the retail portfolio. In our combined e-Storedits and Display Investigation report, we take a detailed look at retailers' online presence, how they communicate products, pricing and promotion, and how they harness a variety of social media platforms to communicate and engage with shoppers.

Our research

This report combines two of our methodologies, Storedits [stor-ditz] and Display Investigation, to create a new-style investigation into the online retail space.

Storedits [stor-ditz] is an analytical qualitative survey (or store audit) of a retail space carried out by POPAI.

The rise and rise of online shopping

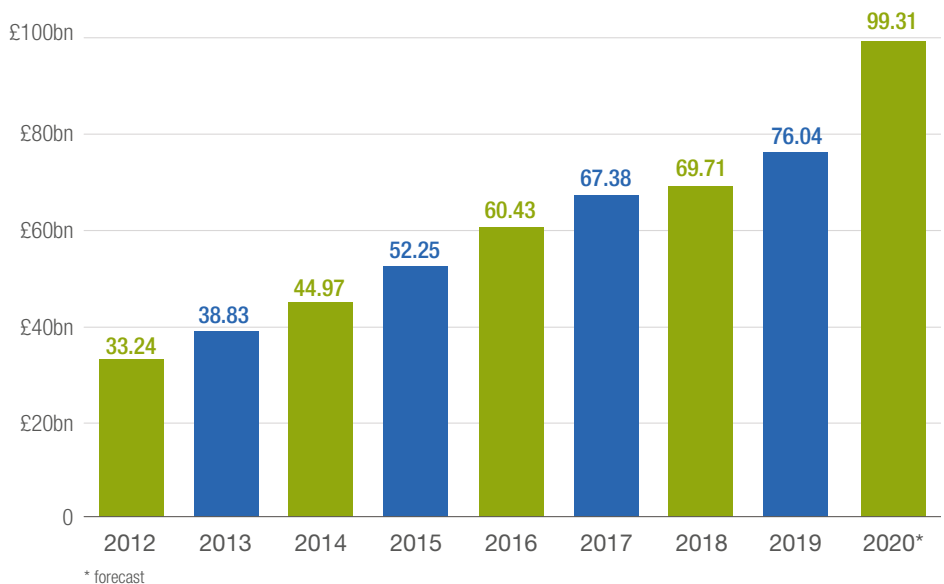
Online shopping has long been part of the retail landscape, gaining huge traction in particular over the past decade. For some shoppers, internet shopping has completely replaced the high street, while others would not dream of browsing and buying anywhere other than a traditional bricks-and-mortar store.

But, along with so many industries in 2020, retail has been upended by the onset of COVID-19. Even those who generally prefer shopping in store have, in some cases, been forced to visit the online versions instead.

Retailers online

Starting with our retailers' home pages, we found that the vast majority heralded their online value proposition immediately. Fast or free delivery and quick turnaround click & collect were the top two values that retailers were offering shoppers.

Value of online retail sales in the UK



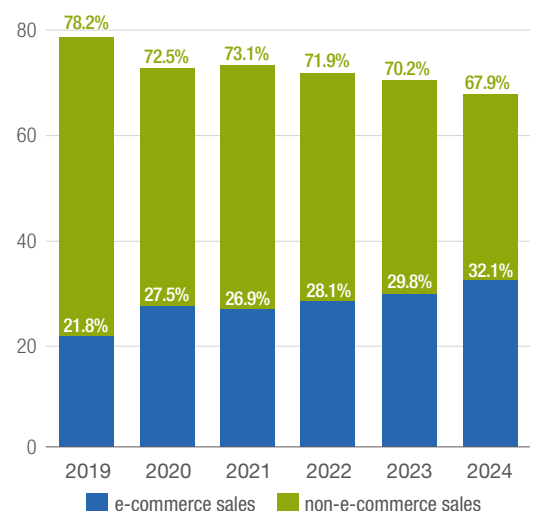
Source: Statista

All retailers displayed on average two or more images on each product page, while 60% displayed four or more. Pricing was a much-used mechanism and an important stand-out feature on most product pages.

Online chat facilities were in fairly short supply, used by just a fifth of our retailers for customers to ask questions and seek advice on products and purchases. Also, just 30% of retailers audited had a newsletter sign-up option on their home page for shoppers to enter and submit their email address.

Many people like to browse using their tablet or mobile, and without exception our retailers had responded to this. All those we audited were found to have either a responsive or dedicated website for tablet or mobile devices.

Retail e-commerce vs non-e-commerce sales share in the UK



Source: eMarketer

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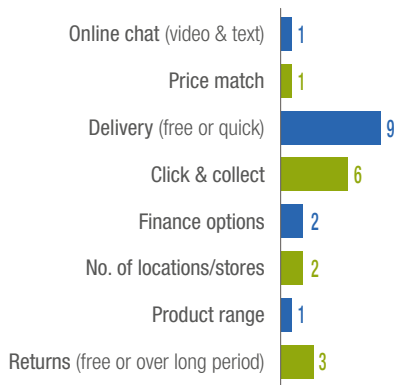
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E-STOREDITS X DISPLAY INVESTIGATION

E-COMMERCE



Benefits retailers were offering shoppers



Source: POPAI e-StoreDits

Social butterflies?

All of our audited retailers had a presence on established social media channels Facebook, Twitter, Instagram, YouTube and Pinterest. However, we found just three out of 10 retailers on relative newcomer Snapchat.

In spite of many retailers having a presence across multiple platforms, our investigations found not all of them proactively promoted all of their social media channels on their websites. In terms of popularity, fashion retailer ASOS was leading the way, with four out of its six platforms having over a million followers.

Product promotion was the main use of social media, apparent across all 10 retailers. Other popular content types included customer engagement and sharing discounts and special offers.

Our investigation brought some very interesting observations to light. Use of images and promotions were quite consistent, while shopper engagement and social media use was much more varied.

Sources

Social Films – TikTok UK Statistics 2020 – July 2020
Statista – Value of online retail sales in the United Kingdom – May 2020
eMarketer – UK Ecommerce 2020 – May 2020

Access our comprehensive StoreDits and Display Investigation report.



Read the **FULL REPORT**

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Retailers with a clear online value proposition on home page

Currys PCWorld	✓
go	✓
SMYTHS	✓
Entertainment	✓
B&Q	✓
HOMEBASE	✓
ASOS	✗
next	✓
FEELUNIQUE	✓
LOOKFANTASTIC	✓

Source: POPAI e-StoreDits

Retail home page primary campaign

Currys PCWorld	Seasonal
go	Seasonal
SMYTHS	Services (c&c, delivery)
Entertainment	Special offers
B&Q	Seasonal
HOMEBASE	COVID-19 message
ASOS	Special offers
next	Seasonal
FEELUNIQUE	Seasonal
LOOKFANTASTIC	Special offers

Source: POPAI e-StoreDits

Average number of images on the product page

Currys PCWorld	5+
go	5+
SMYTHS	2 or 3
Entertainment	4 or 5
B&Q	2 or 3
HOMEBASE	2 or 3
ASOS	4 or 5
next	5+
FEELUNIQUE	4 or 5
LOOKFANTASTIC	2 or 3

Source: POPAI e-StoreDits

Social media accounts promoted on the retailer website

	f	t	i	s	d	YouTube	p	x
Currys PCWorld								✓
go								✓
SMYTHS	✓	✓	✓			✓		
Entertainment	✓	✓	✓		✓	✓		
B&Q	✓	✓	✓			✓	✓	
HOMEBASE	✓	✓	✓			✓	✓	
ASOS	✓		✓	✓				
next	✓	✓	✓			✓	✓	
FEELUNIQUE	✓	✓	✓			✓	✓	
LOOKFANTASTIC	✓	✓	✓			✓		

Source: POPAI e-StoreDits

POPAI AWARDS 2020

WINNERS

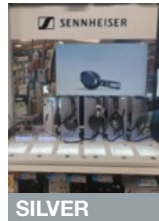


Consumer Electronics



GOLD

HL Display (UK)
Denon Soundbar Wall
MyPlayer



SILVER

Horizon Retail Marketing Solutions
Travel Retail
Headphone Bay
Sennheiser



BRONZE

arken POP International
Intel All-in-One
Riser
Intel

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EXPERIENCE SOLUTIONS

Pharmacy & Wellbeing



GOLD

Pivotal Retail Marketing
Vitality CBD Tasting Station
Vitality CBD



SILVER

Displayplan
Oral-B POC
Centre
Procter & Gamble
France SAS



BRONZE

InContrast
Solait FSDU
Superdrug

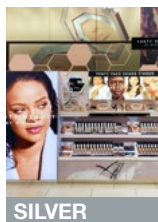
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Project Management & Installation



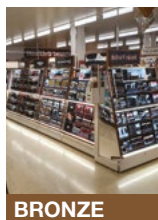
GOLD

100 Percent Group
Amazon - Q4 European
Display Installation
Amazon EU



SILVER

DIAM
Fenty Beauty
Boots
Installation
Kendo Brands



BRONZE

DIAM
Sainsbury's
Installation
Sainsbury's

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Grocery & General Merchandise - Temporary Display



GOLD

Communisis in conjunction with StormDFX
Jack Daniel's 2019
Christmas Campaign
Bacardi Brown Forman Brands



SILVER (JOINT)

Cepac Group
Beefeater
Gin
Scented
Pink FSDU
Pernod Ricard



InContrast
Nutella
Christmas
Tree FSDU
Ferrero UK

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horizon
see the difference



BRONZE (JOINT)

Cepac Group
PepsiCo
Walkers
MAX FSDU
PepsiCo UK



Paragon Customer Communications
Rice Fusion
Bowl
Kellogg
Company

Merchandising



GOLD

Quantum 4
JUUL Vape Wall
JUUL



SILVER

Colart
LB Four Theme
Anniversary
FSDU
Colart



BRONZE

Kolorcraft
Decorating
Range Review
Wickes

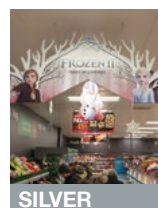
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Retail Services & Signage



GOLD

arken POP International
Cross Track Media Wall
Global



SILVER

HH Global
Iceland - Disney
Frozen 2 POS
Iceland Foods



BRONZE

Augustus Martin
Tesco Christmas
Decorations
Tesco

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3A
COMPOSITES

POPAI AWARDS 2020

WINNERS



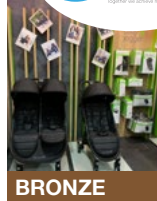
Sports, Fashion & Visual Merch

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SILVER

ISI Global (In-Store Initiatives)
Wahoo KICKR Station
Wahoo



BRONZE

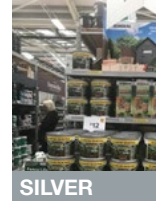
ISI Global (In-Store Initiatives)
Baby Jogger - SIS
Baby Jogger

Home & Garden



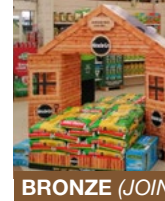
GOLD

Blackdog
Dreams - Revived Mattress
Range Creative
Dreams



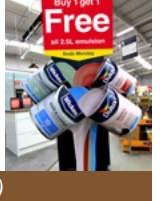
SILVER

Principles Agency
Ronseal 12L
One Coat
Fence Life
Sherwin-Williams



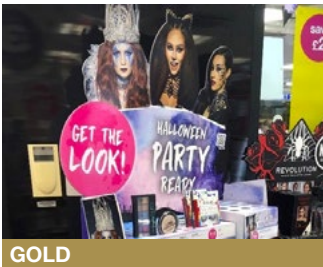
BRONZE (JOINT)

Display UK
Evergreen Shed
Evergreen Garden Care



Kolorcraft
May Bank
Holiday Paint
Standee
Wickes

Cosmetics & Beauty - Temporary Display



GOLD

InContrast
Superdrug Get the Look FSDU
Superdrug



SILVER

Communis
P&G Olay
Retinol Display
Procter & Gamble

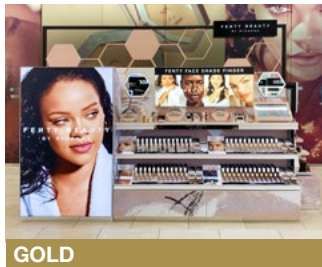


BRONZE

arken POP International
Holler and Glow
Launch FSDU
Holler and Glow

Cosmetics & Beauty - Permanent Display

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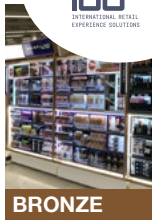
GOLD

DIAM
Fenty Beauty Boots Installation
Kendo brands



SILVER

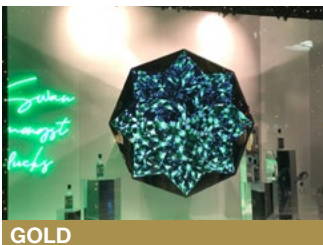
arken POP International
Flower Beauty
Island
Maesa



BRONZE

DIAM
Sainsbury's Tile
System
Sainsbury's

Window Display



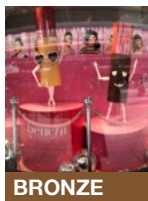
GOLD

Clemons
Sipsmith's Christmas Window
- Selfridges
Sipsmith London



SILVER

Communis
EE Pride
Window Vinyls
EE



BRONZE

arken POP International
Hello Happy
Foundation
Window Display
Benefit Cosmetics

Entertainment & Leisure



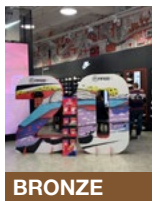
GOLD

DS Smith Retail Marketing
Mamma Mia DVD Launch
Universal Pictures Home Entertainment



SILVER

Fastrak Retail (UK)
Illinois Lottery
PPOS
Camelot Illinois



BRONZE

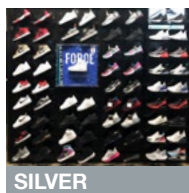
Communis
EA Sports -
FIFA 20
EA

Insights



GOLD

dunnhumby Media
Emotional drivers in POS
Tesco



SILVER

Spark Emotions (SMP Group)
Foot Locker Nike
NSX Wall
Foot Locker

Store Design



GOLD

Briggs Hillier
Revolutionising the Pet Care
Experience
Pets at Home



SILVER

FITCH Design Consultants
Vype Inspiration Store
BAT

Wholesale

Sponsored by



GOLD

InContrast
Tic Tac Wholesale Wow
Ferrero UK & Ireland

POPAI AWARDS 2020

WINNERS



Short Run - Permanent Display

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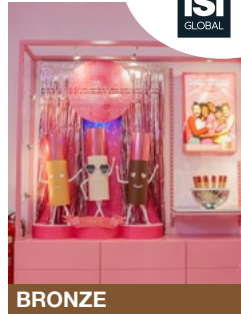
GOLD

Principles Agency
Ronseal Ultimate Decking
Stain Aisle
Sherwin-Williams



SILVER

Solutions Diverse
BT In Store Bookcase
EE



BRONZE

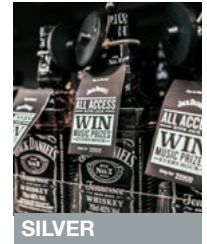
arken POP International
Multi-Purpose Product
Showcase
Benefit Cosmetics

Shopper Marketing Campaigns



GOLD

Britvic Soft Drinks
Pepsi Max Taste Challenge
Britvic Soft Drinks



SILVER

Haygarth
All Access with Jack
Jack Daniel's

Short Run - Temporary Display



GOLD

Cepac Group
Hallmark Cards M&S Postbox
Hallmark



SILVER

McGowans Print
Coca-Cola Christmas Truck
Coca-Cola HBC Ireland



BRONZE

Birds Eye
Shop in Full Colour
Birds Eye



BRONZE (JOINT)

arken POP International
Revolution Halloween
Takeover
Revolution Beauty London



DS Smith Retail Marketing and United
Healthier Habits at Asda
John West Foods

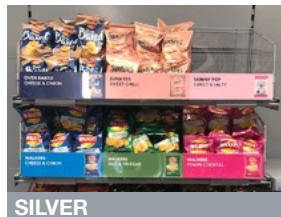
Grocery & General Merchandise - Permanent Display

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GOLD

Eden
Duracell M&S FSDU
Duracell UK



SILVER

Displayplan
Walkers Co-op in-fixure
Walkers/PepsiCo



BRONZE

Quantum 4
JUUL FSDU
JUUL

Shop-in-Shop & Pop-Up



GOLD

Ball & Socket
Caramico Authentic Italian Pizza
Musgrave Retail Partners Ireland

Confectionery



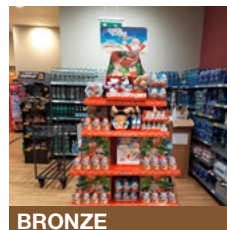
GOLD

Hilltop Display Services
Push Pop Magnetic Tree
Bazooka Candy Brands International



SILVER

Superior Creative Services
Cadbury's Treasures Pirate Ship
Total Marketing Support/ Mondelēz



BRONZE

CP Arts
Kinder Christmas Island
Ferrero UK



SILVER

L'Oréal UK
Viktor&Rolf Selfridges
Trafford Site
L'Oréal UK



BRONZE

L'Oréal UK
The Lancôme Christmas
Eiffel Tower
L'Oréal UK

POP AI AWARDS 2020

WINNERS



Concept Store

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GOLD

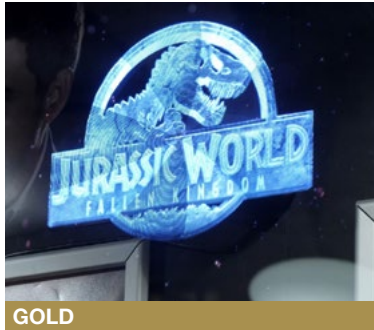
SMP Group
Waitrose Unpacked
Waitrose



SILVER

Barrows
Holland & Barrett Clean
& Conscious Beauty
Holland & Barrett

Shopper Technology



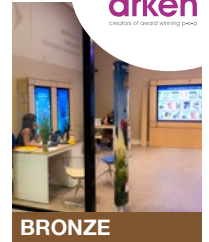
GOLD

Universal Pictures Home Entertainment
Universal HMV Hologram Installation
hmv



SILVER

ISI Global (In-Store Initiatives)
HP - Print Digital POS
HP International



BRONZE

Pixel Inspiration
Carrefour Voyages
Carrefour Voyages

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Experiential



GOLD

Clements
Heinz Beanz Muzeum
Kraft Heinz Company



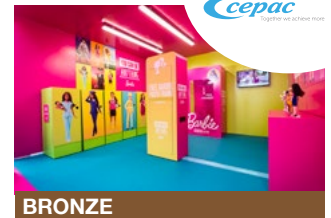
SILVER (JOINT)

Horizon Retail Marketing Solutions
Steering Rig Display
Dixons Carphone



N2O

Superdrug Presents
Superdrug



BRONZE

Backlash Creative
Barbie's 60th Birthday Celebration
Mattel UK

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Innovation



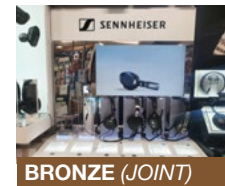
GOLD

SKU-Driver
KP Nuts Card Display Unit
KP Snacks



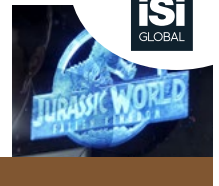
SILVER

Augustus Martin
Tesco Christmas Decorations
Tesco



BRONZE (JOINT)

Horizon Retail Marketing Solutions
Travel Retail
Headphone Bay
Sennheiser



Universal Pictures Home Entertainment
Universal HMV
Hologram Installation
hmv

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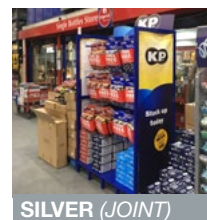


Sustainability



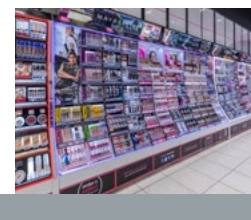
GOLD

Haygarth
Kiehl's - Under the Sustainabilisea
L'Oréal Luxe



SILVER (JOINT)

SKU-Driver
KP Nuts Card Display Unit
KP Snacks



Willson & Brown
Maybelline Superdrug
Sustainability Update
L'Oréal



BRONZE

Valley Group
Upcycled Window Banners
Levi Strauss & Co Europe SCA

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POPAI AWARDS 2020

WINNERS



Display of the Year - Temporary Display

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horizon
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GOLD AWARD



Communisis in conjunction with
StormDFX
Jack Daniel's 2019 Christmas Campaign
Bacardi Brown Forman Brands

POPAI
UK & IRELAND
AWARDS.20
Display of
the Year

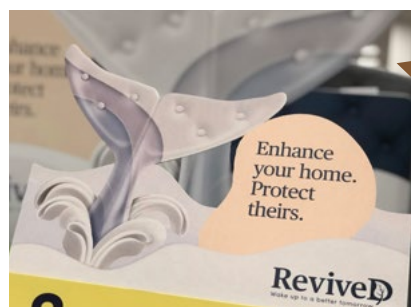
SILVER AWARD



POPAI
UK & IRELAND
AWARDS.20
Display of
the Year

DS Smith Retail Marketing
Mamma Mia DVD Launch
Universal Pictures Home Entertainment

BRONZE AWARD



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AWARDS.20
Display of
the Year

Blackdog
Dreams – Revived
Mattress Range Creative
Dreams

Display of the Year - Permanent Display

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GOLD AWARD



HL Display (UK)
Denon Soundbar Wall
MyPlayer

POPAI
UK & IRELAND
AWARDS.20
Display of
the Year

SILVER AWARD



POPAI
UK & IRELAND
AWARDS.20
Display of
the Year

arken POP International
Cross Track Media Wall
Global

BRONZE AWARD



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AWARDS.20
Display of
the Year

Hilltop Display Services
Push Pop Magnetic Tree
Bazooka Candy Brands International

SHOPPER SEGMENTATION

GARDENING



The garden has been a haven for some of us over the turmoil of recent months. It is a category which attracts a broad and diverse range of shoppers. In our report, we look at the most common types of garden shopper, investigating their shopping mission, what they are purchasing and which types of in-store P-O-P drive them to purchase.

The landscape of the UK garden industry

The UK is a nation of garden lovers, with the market worth a staggering £5.8bn and an average £678 annual spend per household.

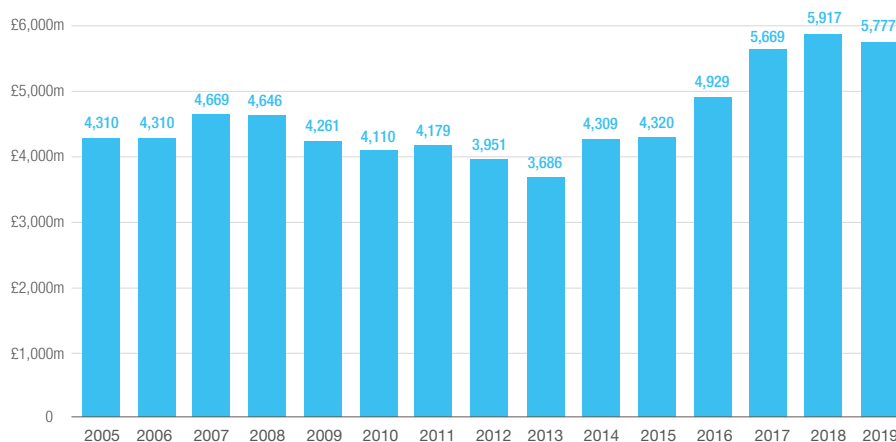
In terms of where to shop, there is plenty of bricks-and-mortar choice for the horticultural enthusiast. In 2019, there were an estimated 6,500 physical garden retail stores in the UK, from garden centre chains to independent stores.

The growth of the garden centre

DIY and gardening retailers have evolved over the years, transforming themselves from simply places for the keen gardener to shop into much, much more. Today's garden centres are hives of activity, encompassing catering, giftware and food halls, with many reinventing themselves as leisure destinations that offer a family-friendly shopping experience.



UK annual expenditure on garden, plants and flowers



Source: Office for National Statistics UK – 2005 to 2019

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Screen example for Sustain's visually rendered results

Visit www.popai.co.uk/Sustainability for more information or alternatively call us on **01455 613 651** or email: sustainability@popai.co.uk

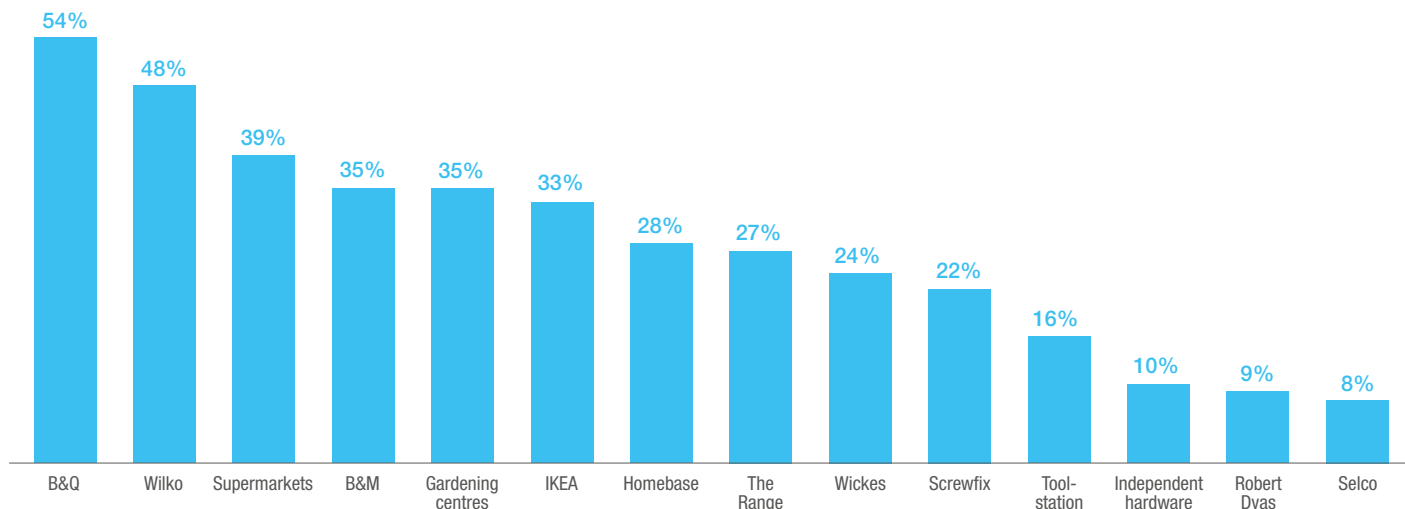
Companies undertaking POPai's sustainability standard can use Sustain™ to demonstrate how their P-O-P has been designed with the entire life cycle in mind.

SHOPPER INVESTIGATION

GARDENING



UK retail brand choice of consumers for DIY and gardening projects 2020



Source: Statista 2020

SHOPPER SEGMENTATION

Budding competition

Currently, the majority of garden product sales are in the DIY sector and garden centres, reflecting their diverse product range, especially in garden equipment and leisure products.

However, these shops are now facing increasing competition from other channels, in particular online specialists. Discount chains and grocery stores are also posing a competitive threat.

Who is shopping for garden products? We investigated different types of shopper behaviour, examining shopping missions, behaviours and purchases, and also looking at the type of in-store P-O-P which drives decision making. We established that there are eight most common types of shopper, each with a different mission and purchasing habits.



The Gift Buyer

Gift Buyers often arrive at the garden centre without a clear idea of what they are looking for. Therefore, they rely heavily on in-store merchandising displays to trigger ideas for gifts.

They are attracted by premium displays with products specifically promoted as ideal gifts, such as a gardener's caddy, kneeling mat or a set of hand tools.



Grow-Your-Owner

The Grow-Your-Owner visits a garden centre to get hints, tips and advice on how to plant seeds and grow vegetables. Not price conscious, they have a keen interest in gardening and are happy to spend on what they consider to be the right products for them, including specialist equipment and accessories...

[Read more in the full article.](#)



Sources

¹ AMA Research – October 2020

² Statista – March 2020

³ The Horticultural Trades Association

⁴ The Guardian

Access our report to find out the full findings about the eight most common types of garden shopper.



Read the FULL REPORT

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GLOBAL TRENDS

FUTURE-PROOF FORMATS



Recently, the GDR reports have been focusing extensively on the brand and retail trends most accelerated by the COVID-19 pandemic. Arguably the most fundamental acceleration of all – certainly the one that poses the most difficult questions – is the decline of physical retail.

Now is the time to tear up the physical retail rulebook and to imagine new purposes and formats that complement and even enhance the best of digital commerce. In this article, GDR lays out four tactics for the long-term survival of physical retail, which will stand the test of time.



Thinking beyond the store

It is now clear that retailers can no longer think about their stores as standalone spaces; they must build their physical locations around social media and local community groups to extend their reach far beyond their physical footprint.

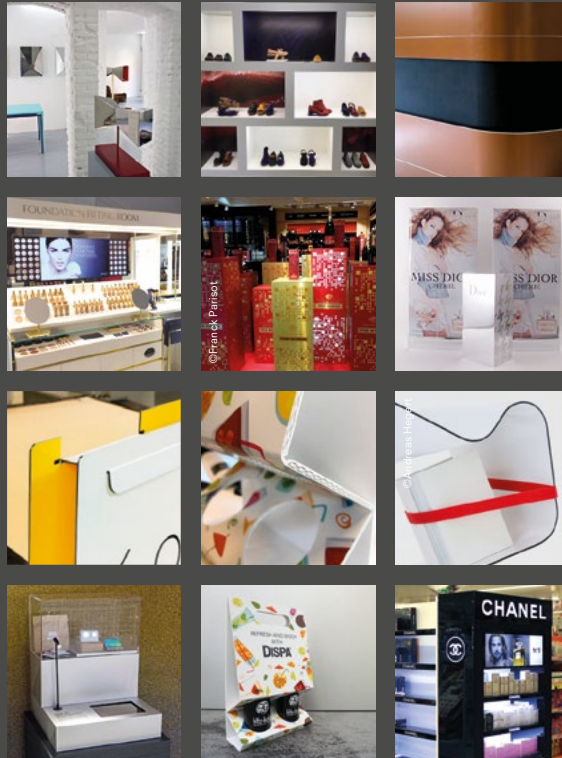
For example, Nike's 22,000 square foot Rise format in Guangzhou, China is built around local experiences that take place both within the store, and throughout the city of Guangzhou. To power this, Nike has created the new Nike Experiences section in its app, which it claims will "turn the city into a digitally-enabled playground for Members". Nike App users in Guangzhou will be invited to "weekly sport-minded activations designed to get them moving" and will also be given exclusive access to "in-store workshops and events hosted by the city's network of Nike athletes, experts and sport influencers."



Offering unique experiences

With the act of buying now so easy to do online, consumers need a reason to go into store, making it essential for retailers to offer them unique and fresh experiences they simply cannot get anywhere else. Samsung's new flagship store in Seoul, for example, is built around the unique Tower Infinity digital experience, a colourful construction that stands out in the middle of the floor space. As customers enter the Tower, they are asked to hand over access to their smartphone and answer a few questions. This data is then used to create a unique sensory experience for each customer.

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GLOBAL TRENDS

FUTURE-PROOF FORMATS



Taking a hybrid approach

Physical stores now play different roles in the supply chain and in the customer journey from that in the last decade. We now need to create hybrid, multifunctional, ultra-efficient physical spaces that can serve a range of different customer needs by using automation and technology, or by leveraging every square inch of the location. 7-Eleven has launched a new tech-enabled hybrid convenience store concept in Seoul that is staffed during the day and automated at night.



Getting closer to consumers

Driven by the shifts of the pandemic experience, retailers are having to use new formats and partnerships to position their products and services around their customers' daily routines. UK supermarket Sainsbury's has entered a partnership with garden centre chain Dobbies that will see Sainsbury's grocery items stocked in Dobbies garden centres.

Access our complete report about future-proof formats.



Read the **FULL REPORT**

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GDR Creative Intelligence is a London-based foresight agency, which provides the world's leading retailers and brands with all the intelligence and analysis they need to make smarter choices – online, in-store and in person.

These case studies were featured in its quarterly trends publication, the Global Innovation Report, and on its digital platform.

An in-depth report will be available to POPAI members soon.

To find out more, contact john@gdruk.com Follow GDR Creative Intelligence @gdruk on Twitter and sign up to the weekly newsletter, Strategic Inspiration for Retail: <http://eepurl.com/dg5arH>

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