

MARKETING@RETAIL

AWARDS

2016



POP  **PAI**

THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL
AUSTRALIA & NEW ZEALAND

Entrant
Information

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Dates & deadlines

Friday 15 April

Entries Open Online

Friday 15 July

Entries Close Online

Friday 29 July: FINAL cut off late entries

\$100 late fee per entry after 15 July. No entries will be accepted after 29 July.

Friday 5 August

Round 1 Online Judging Commences

Friday 26 August

Online Judging Aggregation Commences

Tuesday 13 September

Awards entry exhibitor bump in from 7am – 4pm

Round 2 Physical Judging 5-9pm: Exhibition, Sydney Showground

Thursday 15 September

Exhibition open to the public, Sydney Showground 10am – 5pm

People's Choice Voting, POPAI Packing Room Voting

Awards Gala Dinner – Winners Announced

Doltone House Hyde Park, 7 – 11.30pm

Saturday 17 September

Awards entry exhibitor bump out 4pm – 9pm

About the awards

POPAI is the only global, not-for-profit association exclusively advocating for Retail Marketing and Shopper Experience. POPAI has over 1700 corporate member companies representing brand manufacturers and retailers, designers, agencies and producers of retail marketing from six continents and over 45 countries around the world.

When it comes to all things Shopper, “what works and why?” is a question constantly being asked by marketers charged with growing successful brands whilst increasing ROI. POPAI Australia & New Zealand holds an annual Awards Contest with the intent of raising the bar by recognising and rewarding excellence. Specifically, to:

- Encourage, reward and share industry best practice and thought leadership
- Showcase innovation in design, manufacturing & highlight best practice & cost effective executions
- Facilitate interaction between retailers, brand owners, designers & producer/suppliers

What makes the POPAI Awards program unique, is that we offer a physical showcase experience to entrants, judges and industry. When you enter the POPAI Awards, your entry is physically exhibited – in 2016, for three full days. More than 1000 senior industry executives visit the Awards exhibition each year, and the showcase attracts strong media coverage.

The Marketing @ Retail Awards

Entries vie for gold, silver, and bronze honours in 25 categories, across two streams; Physical Store, and Shopper Experience.

Pinnacle Awards for Best Shopper Experience, Best Temporary and Best Permanent Display are selected from the Gold Winners from relevant categories. A Pinnacle Award for Design and Innovation is awarded to the entry that demonstrates the highest innovation and design principles, selected from all Gold-winning entries.

POPAI’s highest honour, the Tom Harris Marketing at Retail Award, is selected from amongst the Gold Award winners from each category.

A People’s Choice Award is voted on from the floor of the public Awards Exhibition. POPAI also awards a Packing Room Prize, selected by POPAI and exhibition management staff.

In 2016, POPAI also introduces two awards for individual achievement: Retail Marketer of the Year, and the Lifetime Achievement Award.

Why enter the awards?

The Industry Standard Marketing at Retail Awards, with Global Pathways

The POPAI Marketing at Retail Awards are the Industry Benchmark for Marketing at Retail, enjoying:

- Comprehensive media coverage, including profiling winning case studies.
- Senior, experienced industry experts judging the entries – exposure of your best work to future clients and retail partners.
- Global pathways – Gold winners have the opportunity to vie for the Global Awards the following year, with exposure to international markets and media.
- Professional development of your teams – benchmarking their work against the best of the best in the industry, and receiving feedback via the judges.
- Networking – at THE industry event of the year; the POPAI Marketing at Retail Awards Gala Dinner, on Thursday 15 September, at Doltone House Hyde Park, in Sydney.

Comprehensive Profiling Package for Winners

In 2016, Winners will enjoy comprehensive profiling for their case study and company, including:

- Image of statue won
- Winner / client with statue image
- Photos of POS / winning entry (outside in gallery) with the award statue (where applicable)
- Email tag and hyperlink
- Winners badge (electronic) for use in email signatures and on website
- Official awards statement for use in email signatures / website
- 1 approved judges' quote per award
- POPAI website profiling
- Complete profiles and case studies for winners provided to industry media for editorial consideration
- Winning case studies promoted on social media
- *All entrants, whether or not they win, will also be provided with one approved judge's quote per entry, that can be used for PR purposes.*

What's new in 2016?

In the 2016 POPAI Marketing @ Retail Awards, we offer a wide range of entry categories in the Physical Store stream, in line with POPAI's long heritage at the forefront of best practice In-store Marketing. The Shopper Experience Stream, introduced in 2015, includes categories for experiential, total path-to-purchase, occasion-based shopper campaigns, digital, social & mobile, direct marketing and loyalty programs. The full list of contest categories and criteria may be found in the following pages.

In addition, we offer new and exciting individual Award opportunities for our members and industry:

New Individual Achievement Awards

In 2016, we introduce two new individual achievement awards:

Retail Marketer of the Year:

Awarded to an individual from a creative agency, brand manufacturer, retailer, research / shopper behaviour or POP company with less than 25 years of service, who merits recognition for thought leadership and industry achievements.

Lifetime Achievement Award:

Awarded to individual with more than 25 years of experience in the POP industry, who has significantly contributed to the industry and his/her personal community; and who has demonstrated ethical business practices.

New Environmental Stewardship Award

Awarded to the in-store activation with where the highest care has been taken to minimise environmental impact through design, production, shipping, usage and end-of-life.

Eligibility

Who can Enter?

- Any designer or producer of shopper and retail marketing programs, including agencies, brand owners, point of purchase material suppliers and retailers
- The Awards are open to both POPAI members and non-members.

To receive the discounted POPAI Member pricing, all membership dues must be current and paid, or non-member rates will be invoiced. To apply for membership, visit www.popai.com.au or contact General Manager Lee McClymont on leem@popai.com.au / 0414 941 585.

What can be entered?

There are 25 categories covering all retail channels and activity types across two streams: Physical Store, and Shopper Experience.

Entries must have been in the Australian and/or New Zealand market at some time between **1 July 2015 – 30 June 2015**

Minimum Production Runs and Store Numbers

No minimum production runs apply in 2016, as we recognise the need to reward trials as well as large-scale campaigns; these are not a 'like for like' comparison, however, and each will be judged on its merits and outcomes versus objectives. The minimum requirement is that the campaign must have been a client-funded campaign, activated in market, which is also the minimum requirement for store design.

Divisions

Temporary – up to 4 months (original intended use)

Permanent – over 4 months (original intended use)

Awards Exhibition & Showcase Participation

All entrants must exhibit their entries in the physical awards exhibition at Sydney Showground, 15-17 September.

For trials, short-run and shopper experience programs where actual physical display is not possible, or where economics do not allow, high quality video must be produced of the case study, to be shown on loop at the Exhibition, with screen kiosk installation and hire at the cost of the entrant. Alternatively, a high quality, detailed storyboard that provides a genuine experience of the case study. Please note: The final round is a physical judging, and the quality of your entry for physical judging has direct impact on your score. General photographs and posters are not adequate representation for participation in the Exhibition and for final judging.

Bronze, Silver or Gold award winning entries from any previous POPAI Marketing at Retail contests may not be entered into this year's Contest. A display or case study may not be re-entered from a prior year. More than one company cannot enter the same display or case study. There is provision for co-entrants in the online entry process. Clients must authorise all entries submitted to the Marketing at Retail Awards.

Costs

All entry fees must be paid prior to the start of judging or entries will be disqualified. Payment can be made by credit card during the online awards submission process. For entrants requiring EFT invoice, provision is made for this during the awards submission process. Please note that credit card payment is preferred, and EFT invoices unpaid by the submission date will result in entry disqualification. All entries must be submitted prior to the closing date, in order for judging to commence. No exceptions will be made.

Case Study Entry Fees

- Members: Initial entry \$595 + GST, all subsequent \$495 + gst each
- Non Members: Initial entry \$795 + gst, all subsequent \$695 + gst each
- ALL FEES MUST BE PAID IN AUSTRALIAN DOLLARS (AUD)
- Costs include – Entry, Exhibition Floor space of max 1m W x 1m L x 2.5m H
- Please note: All entrants must physically exhibit their entry to be eligible for judging*

**Individual achievement award categories exempt*

Not covered in entry fees

The following items are to be paid for and organised by the entrant. POPAI reserves the right to assess and charge additional fees in circumstances where an entrant has not made sufficient arrangements.

- Cost of freight handling entry to exhibition venue
- Cost of freight handling on the show floor
- Cost of freight handling from exhibition venue back to entrant
- Cost of warehousing / storage
- Drayage (moving freight from loading dock to the Awards Exhibition area)
- Installation, dismantling and disposal of an entry
- Power Access - charged at cost
- Electrical – Over 110 charged at cost
- Entries exceeding size limit - \$20 per additional 30cm
- Rigging assistance and hanging signs from ceiling
- Rubbish removal
- Hire items e.g. screen kiosks, display counters etc. These can be hired direct from the Exhibition Organiser.

A detailed Exhibition Manual will be provided for entrants for planning purposes.

Individual Achievement Award Entry Fees

- Retail Marketer of the Year: Members \$125 + GST Non-Members \$195 + GST
- POPAI Hall of Fame Lifetime Achievement Award – Members Only - FREE

Categories

There are 25 total categories, across two streams – Physical Store, and Shopper Experience. For the “Physical Store” stream, 7 of the categories provide for two divisions with separate awards for Temporary and Permanent displays. Definitions are:

- Temporary – up to 4 months
- Permanent – over 4 months

I. Physical store categories:

- Large or Department Store (all categories) – Temporary Display
- Large or Department Store (all categories) – Permanent Display
- Grocery Store (all categories) – Temporary Display
- Grocery Store (all categories) – Permanent Display
- Liquor – Temporary Display
- Liquor – Permanent Display
- Petrol, Convenience & Route – Temporary Display
- Petrol, Convenience & Route – Permanent Display
- Health & Beauty – Temporary Display
- Health & Beauty – Permanent Display
- Consumer Electronics – Temporary Display
- Consumer Electronics – Permanent Display
- Specialty Retail, Lifestyle & Service Providers – Temporary Display
- Specialty Retail, Lifestyle & Service Providers – Permanent Display
- Category Management
- Window Displays
- Store Design
- Environmental Stewardship

ii. Shopper experience categories

- Digital In-store
- Mobile, Social & Online
- Experiential
- Sales Promotion
- Direct Marketing & Loyalty
- Occasion-based Shopper Campaign
- Integrated Path to Purchase Campaign

lii. Pinnacle and special awards*

- Best Design & Innovation
- Best Temporary Display
- Best Permanent Display
- Best Shopper Experience
- Tom Harris Marketing at Retail Excellence Award (Best in Show)
- People's Choice Award
- Packing Room Award
- Retail Marketer of the Year (Individual Achievement)
- Lifetime Achievement Award (Individual Achievement)

*Pinnacle and Special Awards are selected from entries / winners of the above categories, with the exception of the Individual Achievement Awards, which are entered as separate categories.

Detailed category descriptions

CATEGORY	DESCRIPTION	JUDGING
PHYSICAL STORE – Gold, Silver and Bronze		
1. Large or Department store (all categories): including department stores, discount department, major hardware and electrical / home TEMPORARY DISPLAY	Awarded to the best temporary display in a large format, multi category retail store Eg. Myer, David Jones, Target, Kmart, Bunnings, Masters , Harvey Norman etc.	For all temporary displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Judged in context of size of production run.
2. Large or Department store (all categories): including department stores, discount department, major hardware and electrical / home PERMANENT DISPLAY	Awarded to the best fixed/ permanent installation in a large format, multi category retail store Eg. Myer, David Jones, Target, Kmart, Bunnings, Masters, Harvey Norman etc.	For all permanent/fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability
3. Grocery store – (all categories) TEMPORARY DISPLAY	Awarded to the best temporary display across all categories in any major or independent Grocery store Eg. Woolworths, Coles, IGA, Aldi Campbells, Harris Farm etc	For all temporary displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Judged in context of size of production run.
4. Grocery store – (all categories) PERMANENT DISPLAY	Awarded to the best fixed/ permanent installation across all categories in any major or independent Grocery store Eg. Woolworths, Coles, IGA, Aldi Campbells, Harris Farm etc	For all permanent/fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability.
5. Liquor TEMPORARY DISPLAY	Awarded to the best temporary display in any on-premise or off-premise liquor retailer or venue Eg. Dan Murphy's, Liquorland, Cellarbrations, Bottle Mart, Clubs, pubs, bars, restaurants etc.	For all temporary displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Judged in context of size of production run.
6. Liquor PERMANENT DISPLAY	Awarded to the best fixed/ permanent installation in any on-premise or off-premise liquor retailer or venue Eg. Dan Murphy's, Liquorland, Cellarbrations, Bottle Mart, Clubs, pubs, bars, duty free etc.	For all permanent/fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability.

CATEGORY	DESCRIPTION	JUDGING
PHYSICAL STORE – Gold, Silver and Bronze		
7. Petrol, convenience and route TEMPORARY DISPLAY	Awarded to the best temporary display in any service station, corner store, milk bar, forecourt shop, mini-mart, express store or newsagent	For all temporary displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Judged in context of size of production run.
8. Petrol, convenience and route PERMANENT DISPLAY	Awarded to the best fixed/permanent installation in any service station, corner store, milk bar, forecourt shop, mini-mart, express store or newsagent	For all permanent/fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability.
9. Health and beauty TEMPORARY DISPLAY	Awarded to the best temporary display representing any health or beauty orientated product in a cosmetic store, beauty spa or centre, pharmacy, medical centre, therapist, optometrist, gym etc.	For all temporary displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Judged in context of size of production run.
10. Health and beauty PERMANENT DISPLAY	Awarded to the best fixed/permanent installation representing any health or beauty orientated product in a cosmetic store, beauty spa or centre, pharmacy, medical centre, therapist, optometrist, gym etc.	For all permanent/fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability.
11. Consumer electronics TEMPORARY DISPLAY	Awarded to the best temporary display across all consumer electronic categories including telco, IT, small appliances, major appliances, home entertainment and office equipment	For all temporary displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Judged in context of size of production run.
12. Consumer electronics PERMANENT DISPLAY	Awarded to the best fixed/ permanent installation across all consumer electronic categories including telco, IT, small appliances, major appliances, home entertainment and office equipment	For all permanent/fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability.

CATEGORY	DESCRIPTION	JUDGING
PHYSICAL STORE – Gold, Silver and Bronze		
13. Specialty retail, lifestyle & service providers TEMPORARY DISPLAY	Awarded to the best temporary display in any specialty retailer including fashion, footwear, accessories, stationary, art, postal, finance, pet, travel and automobile.	For all temporary displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Judged in context of size of production run.
14. Specialty retail, lifestyle & service providers PERMANENT DISPLAY	Awarded to the best fixed/ permanent installation in any specialty retailer including fashion, footwear, accessories, stationary, art, postal, finance, pet, travel automobile.	For all permanent/fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the (lighting, moving parts), navigation, education, flexibility and campaign-ability
15. Category management	Awarded to the best installation demonstrating application of category management principles. Covers 'multi-brand' installations designed to maximise stock placement and/or organise a specific category to make it easier to shop. Open to all stores & categories.	Judges will be considering how it addresses the brief, the application of shopper insight, representation of and impacts on both category and product, ease of navigation, opportunity for education and practicality for stock management.
16. Window displays	Awarded to the best window display across all retail channels. May be interactive, 3D or static.	Judges will be considering how it addresses the brief, relevance to target audience, the design impact from far away and close up as well as different times of day, interaction and potential for instore footfall conversion, engineering and materials.
17. Store design	Awarded to the best whole or part store design and refurbishment including concept stores, store within store, category re- invention and pop up stores.	Judges will be considering how it addresses the brief, relevance to target audience, the design impact and visibility, navigation, education, interaction, flexibility and campaign-ability, fit with categories and brands ranged, innovation and engagement of the five senses.
18. Environmental stewardship	Awarded to the in-store activation that shows the most consideration for environmental impact in design, production, shipping, use, and end-of-life.	Judges will be considering how it addresses the brief whilst achieving environmental impact efficiencies, from design, material choice and production methods, through distribution, to in-store usage, and end-of-life (e.g. recycled or re-used).

CATEGORY	DESCRIPTION	JUDGING
SHOPPER EXPERIENCE – Gold, Silver and Bronze		
19. Digital in-store	Awarded to the best integration of digital technology into the retail environment	Judge will be looking for world class, cutting edge technology integration into the physical in-store retail experience. Importantly, this technology enhances the experience vs technology for technology's sake.
20. Mobile, Social & Online	Awarded to the best retail campaign that most successfully uses digital media, internet tools, social media, and was specifically designed for or enabled by a mobile device (including mobile phone, tablet, mobile payment solution, in-field devices etc)	Judges will be considering how digital, social and mobile is integrated into the physical in and out of store experience to enhance the interaction, product/service education, enablement of purchase and extended relationship with the brand/retailer pre and post leaving the store, as well as means of capturing data, user sharing and viral potential.
21. Experiential	Awarded to the best activity that engages directly with shoppers, delivering an interactive experience including events, stunts, sampling, demos, interactive kiosks, etc	Judges will be looking for strategic relevance, innovative thinking, creative execution and quantitative measurable results.
22. Sales promotion	Awarded to the best promotional activity for retailer or brand that delivered an increase in sales including sweepstake, GWP, MBG, cashback, sales incentive etc	Judges will be looking for a creative idea, innovative prize/reward solutions that fit the target audience, clarity of message and a strong call to action.
23. Direct marketing & loyalty programs	Awarded to the best retail campaign targeting a specific individual or audience profile group. Includes local area marketing.	Judges will be looking for a unifying idea that drives the campaign, the best use of data that delivers successful targeting and the tools leveraged to achieve the set objectives.
24. Occasion-based shopper campaign	Awarded to the best shopper campaign focused on an occasion Eg. Seasonal, event based, cultural, consumption occasion, commemorative etc . Could be single brand, category wide or cross category.	Judges will be looking for a strong shopper insight driving the creative idea and how well it identifies with the target shopper. They will be considering how complete the solution is for the nominated occasion and how it will deliver incremental sales volume.
25. Integrated path to purchase campaign	Awarded to the best integrated retail campaign that covers multiple touchpoints across the shopper experience and multiple stage of the path to purchase from awareness to consideration, purchase and beyond	Judges will be looking for a big idea that executes seamlessly across the various touchpoints (utilising at least 3), with consistency and relevance as well as intelligent use of media and whether the objectives have been supported by the media mix.

PINNACLE AWARDS – Gold only

26. Best Design and Innovation	Awarded to the entry that demonstrates the most innovation and strong design principles. Award will be judged from all entries in all categories above.	Judges will be looking for creative inspiration, technical innovation, use of innovative materials and sustainable practice. Finalists determined by the highest score on entry criteria 5.
27. Best Temporary Display	Best of all Gold Awards in the Temporary display categories	At the judges' discretion
28. Best Permanent Display	Best of all Gold Awards in the Permanent and other display categories	At the judges' discretion
29. Best Shopper Experience	Best of all Gold Awards in the Shopper Experience categories	At the judges' discretion
30. Tom Harris Marketing at Retail Award	Best of Show	At the judges' discretion

SPECIAL AWARDS

31. People's Choice Award	Awarded to the entry that attracts the most votes from members of the industry and public, during the Awards Exhibition, Tuesday 8th September, 9-5pm.	By public vote online, from the floor of the Exhibition
32. Packing Room Award	Awarded to the entry that attracts the most votes from POPAI permanent and temporary staff involved in the management of the Awards Exhibition.	At the discretion of POPAI staff

INDIVIDUAL ACHIEVEMENT AWARDS

33. Retail Marketer of the Year	Awarded to an individual from a creative agency, brand manufacturer, retailer, research / shopper behaviour or POP company with less than 25 years of service, who merits recognition for thought leadership and industry achievements.	Judges will be looking for demonstrated industry leadership – e.g. a program demonstrating innovation and best-practice thinking, understanding of industry challenges, positive influence in - and contribution to - the retail marketing and shopper experience industry.
34. Lifetime Achievement Award – POPAI Hall of Fame POPAI Members Only	Awarded to individual with more than 25 years of experience in the POP industry, who has significantly contributed to the industry and his/her personal community; and who has demonstrated ethical business practices. POPAI Alumni (former Chair, Company Secretary or Founding Directors) are automatically included in the POPAI Hall of Fame and are therefore not eligible for the Award.	Judges will be looking for demonstrated POP industry contribution, commitment to personal community, and examples of ethical business practice with clients and other companies within the industry.

Entry questions

Entry questions for each stream are as follows. See following pages for Environmental Stewardship and Individual Leadership awards questions.

	PHYSICAL STORE Temporary	PHYSICAL STORE Permanent and other	Shopper Experience
Q1: Why (background, context & task)	A brief description of the context with which the creative solution was founded upon. Max 120 words	What is the background and market context for this installation? Why was the brief issued? Max 120 words	What is the background and market context for this campaign? What is the overarching job to be done? Max 120 words
Q2: What (objectives, insight & critical criteria)	Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) Max 180 words	Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) Max 180 words	Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) Max 180 words
Q3: How (activities, solution)	Describe the key factors that enabled the entry to maximise the execution in the retail environment. Consider the following: <ul style="list-style-type: none"> • Design impact, fit for purpose • Stock weight & management • Easy of distribution & installation • Function & shop-ability • Integration within retail space • Materials and production Max 220 words	Describe the key factors that enabled the entry to maximise the execution in the retail environment. Consider the following: <ul style="list-style-type: none"> • Design impact, fit for purpose • Stock weight & management • Flexibility & campaign-ability • Shopper engagement • Navigation & shop-ability • Function & education • Integration within retail space • Materials and production Max 220 words	Describe the components of your campaign. What touchpoints was it executed across? How well did it reflect the brand and showcase the product? How did it fit into the shopper journey and enhance the customer experience? How did it fit into the retail environment and impact the retailer? Max 220 words
Q4: Results Outcomes – sales, ROI, impact, influence, inputs)	Outline the effectiveness of the campaign specifically how it achieved the objectives and reflected the insight as stated in Question 2. Include results relating to the brand, shopper and retailer. Substantiate with brand metrics and sales results where possible. Max 180 words	the campaign specifically how it achieved the objectives and reflected the insight as stated in Question 2. Include results relating to the brand, shopper and retailer. Substantiate with brand metrics and sales results where possible. Max 180 words	Outline the effectiveness of the campaign specifically how it achieved the objectives and reflected the insight as stated in Question 2. Include results relating to the brand, shopper, category and retailer. Substantiate with brand metrics and sales results where possible. Max 180 words
Q5: Innovation (over & above, distinguishing factors) – what's unique about your entry	Outline the innovative elements of design, construction & function, which have maximised efficiency for the client, supplier, & shoppers. <ul style="list-style-type: none"> • Material choice • Manufacturing process • Sustainability considerations Max 150 words.	Outline the innovative elements of design, construction & function, which have maximised efficiency for the client, supplier, & shoppers. <ul style="list-style-type: none"> • Material choice • Manufacturing process • Sustainability considerations Max 150 words.	Outline any innovation or distinguishing factors that make your campaign distinctive or unique. How did this aid in its execution and/or effectiveness? Max 150 words.

ENVIRONMENTAL STEWARDSHIP AWARD - QUESTIONS

<p>Q1: Product development and production (200 words)</p>	<p>How is your choice of materials environmentally friendly? i.e. Recycled materials, carbon neutrality, sustainable resource.</p>	<p>How is your product designed to have a minimal environmental impact? What innovations make your design environmentally friendly? i.e. Efficient use of material, small amount of processing, flat packed.</p>	<p>Is there something unique to your production techniques that creates a small environmental impact?</p>
<p>Q2: Shipping (200 words)</p>	<p>How was your product packed for transport to customer/ store? i.e. Flat packed, cardboard boxes, bubble wrap, Styrofoam.</p>	<p>How many KM did your product travel to be delivered to your customer? i.e. Shipped locally or imported from overseas.</p>	<p>What was the method of transport? i.e. Air freight, sea freight, road freight.</p>
<p>Q3: Instore use (200 words)</p>	<p>How long is your product used in store?</p>	<p>Can your product be used more than once?</p>	<p>How easy is it to assemble / disassemble your product?</p>
<p>Q4: End of life (200 words)</p>	<p>What happens to your product when it's life instore is over?</p>	<p>Is your product recycled?</p>	
<p>Q5: Carbon Neutrality (200 words)</p>	<p>What steps have you taken towards reducing the carbon footprint of your product?</p>	<p>Is any part/ whole of your product carbon neutral?</p>	

INDIVIDUAL ACHIEVEMENT AWARDS

RETAIL MARKETER OF THE YEAR AWARD

LIFETIME ACHIEVEMENT: POPAI HALL OF FAME

<p>Q1: Why (background, context)</p>	<p>Provide a 1 page resume detailing career, roles, achievements and academic background. Max 200 words</p>	<p>Explain why your nominated individual should be inducted into the Hall of Fame? Max 200 words</p>
<p>Q2: What (evidence of contribution)</p>	<p>Detail a program you have led which has aligned retail marketing or shopper experience to the overall business objective and delivered best practice or innovation in market. Describe the context, the objectives you set, how you executed and the result explaining challenges and how you overcame them. Max 200 words</p>	<p>Detail the individual's contribution to the POP industry in Australia? (Include years of service and examples of industry-wide contribution including industry bodies, any patents held or ideas developed, examples helping establish in-store marketing as a recognized medium in Australia). Max 200 words</p>
<p>Q3: How (activities, examples of how)</p>	<p>What is the biggest opportunity (or challenge) that the Shopper Marketing and retail experience Industry faces, and how you might address this challenge? Max 200 words</p>	<p>Cite examples of how he or she has observed ethical practices in dealing with point-of-purchase producer or client professionals and companies within the industry? Max 200 words</p>
<p>Q4: Results (impact, influence, inputs)</p>	<p>What impact do you personally want to have on the Shopper Marketing Industry? 120 words</p>	<p>Provide examples of the individual's commitment and contributions to the welfare of his or her community. 120 words</p>
<p>Q5: Reference</p>	<p>Please provide a reference from a current employer or client / customer. 120 words</p>	<p>Please provide a reference from a current employer or client / customer. 120 words</p>

Judging criteria

Judges are asked to consider the clarity and veracity of the written information for each of the scoring criteria, as outlined in the below example judge's scoring card. This, along with the resulting Exhibition Entry Display will provide the basis for the judging process. Judges evaluate the entry on how well the case study adheres to these criteria and provides "proof" of the presented information. Judging Criteria for Environmental Stewardship and Individual Achievement Awards are specific to those awards, with responses to each question (outlined in previous pages) scored.

Example judging criteria

Scoring Instructions:

- Please read the questions below carefully and give a score from 1 to 10 based on the resources provided.
- 10 should be awarded for entries that have gone beyond the criteria for example displays that went viral or produced results above the targets that were set.
- 8-9 should be awarded if they have adequately met the criteria of the questions.
- Entries scored 8 or above should be 'gold worthy'.
- 7-8 for entries that met the criteria but execution or other elements weren't perfect.
- 6-7 for entries that met criteria in terms of concept but not delivery.
- 4-6 for entries that met some of the criteria but not all.
- Under 3 for entries that met criteria poorly or not at all.
- You cannot award half points.

CATEGORY AWARDS: QUESTIONS		SCORE (out of 10)
1	How well does the entry demonstrate understanding of the brief, problem/opportunity and outline the task to be done? (May include demonstrated understanding of shopper insights relevant to brief)	
2	How effective was the entry design in maximizing its execution opportunity and environment/s? How well did the solution both aesthetically and functionally engage the shopper and drive interaction? (Execution environments may be prestore, instore, post store, out of store experiential, and / or digital)	
3	How have the entry's results performed against the set brief/objectives? (Results could include sales outcomes, ROI, shopper impact and influence, input measures such as display placements achieved, reach & frequency)	
4	How well has the entry fulfilled the overall brief set by the client?	
5	Were there any innovative or unique aspects of the entry that made it "stand out"? Does the entry demonstrate thought leadership?	

Final comment:

SCORE /50

ENVIRONMENTAL STEWARDSHIP AWARD: QUESTIONS		SCORE (out of 10)
1	How well does the entry minimize environmental impact through design and production?	
2	How efficient is the shipping strategy in reducing environmental footprint through choice of packing materials, freight methods and distribution plan?	
3	How well have environmental outcomes been considered in the instore use of the display (length of use, multiple usage opportunity, ease of assembly / disassembly)?	
4	How well has the entry considered environmental impact at end-of-life? Have opportunities been explored to re-use or recycle? How easy is this to do for the retailer? Who drives, tracks and manages end-of-life?	
5	How well has the entry demonstrated a commitment to reducing overall carbon footprint?	

Final comment:

SCORE /50

RETAIL MARKETER OF THE YEAR: QUESTIONS		SCORE (out of 10)
1	How well does the entrant demonstrate technical competence in marketing at retail and shopper experience, via their resume?	
2	To what extent has the entrant demonstrated thought leadership, best practice or innovation in shopper marketing through a program they have led and delivered?	
3	How well does the entrant demonstrate understanding of industry challenges, and an ability to drive thought leadership on potential solutions?	
4	How committed is the entrant to contributing to the industry as whole?	
5	To what degree is the entrant endorsed by her / his employer and / or client or customer?	

Final comment:

SCORE /50

POP AI HALL OF FAME LIFETIME ACHIEVEMENT: QUESTIONS		SCORE (out of 10)
1	How compelling are the reasons for nominating the entrant into the Hall of Fame?	
2	To what extent has the entrant demonstrated overall industry leadership and contribution over more than 25 years of service?	
3	How well does has the entrant demonstrated ethical practice with clients, customers and other POP companies within the industry?	
4	How committed is the entrant to contributing to her or his community?	
5	To what degree is the entrant endorsed by her / his employer and / or client or customer?	

Final comment:

SCORE /50

Judging process

Who can judge?

More than 70 senior industry representatives judge the POPAI Awards each year. While judges must be a POPAI Member, POPAI does reserve the right to use a non-member as a judge to balance the judging teams as needed. Applicants must have a minimum five years of experience in the Marketing at Retail Industry. Many of our judges have 25!

For the judging process, judges are divided into teams with representation from all areas of the industry, including retailer, brand, POP, agency, and shopper insights. The groups are then assigned to categories that do not conflict with their companies' primary areas of business or with any entry assigned to them. No judge can judge a category their company is entering.

Current POPAI Board Members are not permitted to judge. Specific Awards including Environmental Stewardship and the Individual Leadership Awards, have specialist judging teams.

What is the Process?

ROUND 1 CATEGORY JUDGING: CATEGORY JUDGING TEAM

Online: 5-26 August

A panel of judges comprised of brand marketers, retailers, agency representatives, shopper insights professionals, researchers and producers score the entries in a range of categories. There are multiple rounds of judging. The first round is done online, in which judges review the entrants' comprehensive written case history and submission, on our digital awards platform.

ROUND 2 PHYSICAL CATEGORY JUDGING: CATEGORY JUDGING TEAM

5-7pm, Tuesday 13 September

The second round of judging is done in person, on the Awards Exhibition floor in Sydney, where the same category judging team that judged online may evaluate (or re-evaluate) the actual display case studies to formulate their final scores. This is done online from the site. Each individual judge logs into the system from their laptop or tablet, views their original scores, and either validates or modifies them to arrive at the final score for each entry. Each judge may discuss the entries with judging team members, and each judging team has a senior team leader from the Pinnacle team available for moderation of the group.

ROUND 3 PINNACLE JUDGING: PINNACLE JUDGING TEAM

7-8.30pm, Tuesday 13 September

The third round of judging is also done in person, on the Awards Exhibition floor, by a team of industry leaders including retailers, brands, agency, POP and shopper insights. Pinnacle judges cannot be from companies that are primary awards entrants. A Pinnacle judge serves as a moderator on every category team for the Round 2 Physical judging (above). Then the Pinnacle team go through and select the Pinnacle Awards from gold-scoring entries in the previous round.

Pinnacle Awards in 4 categories are selected from the Gold Winners:

- Best Design & Innovation: from all Gold-scoring entries
- Best Temporary Display: from Gold-scoring entries in the Temporary Display categories
- Best Permanent Display: from Gold-scoring entries in the Permanent Display categories
- Best Shopper Experience: from Gold-scoring entries in the Shopper Experience categories
- Each of the gold-scoring entries will be assessed by the judges against two potential awards: Best Design & Innovation, and one of either - Best Temporary, Best Permanent or Best Shopper Experience.

ROUND 4 BEST IN SHOW JUDGING: PINNACLE JUDGING TEAM AND POPAI ALUMNI

8.30 – 9.30pm, Tuesday 13 September

The fourth round of judging sees 20+ judges from the Pinnacle Team and POPAI Alumni (former Chairs and Company Secretaries of POPAI) judge the Tom Harris Best in Show Award, from the 4 Pinnacle Awards chosen in the round prior.

PACKING ROOM PRIZE AND PEOPLE'S CHOICE AWARDS

The packing room prize is selected by POPAI staff, from all the awards entries, at the end of judging evening, Tuesday 13 September.

The People's Choice Award is an online voting tally taken from the Awards Exhibition Floor on the opening day of the Awards Exhibition, Thursday 15 September, where members of the public, industry and delegates from the POPAI Shopper Summit (next door) can vote for their favourite entry from any of the entries in the competition. The Exhibition is free to the public from 10am -5pm, when People's Choice voting closes.

After the Awards Celebration, all POPAI 2015 Marketing at Retail Awards entries become a permanent part of POPAI's online case study gallery, and winning displays are featured in a trade industry media and in POPAI's own publications.

INDIVIDUAL LEADERSHIP AWARDS

The **POPAI Hall of Fame Lifetime Achievement** nominations are reviewed and scored online 5-26 August by a panel of senior industry representatives. The winner achieves the highest overall score from the industry leadership panel.

The **Retail Marketer of the Year** entries are first reviewed and scored online 5-26 August by a senior panel of senior industry representatives, and six finalists are chosen. The public can commence voting for finalists from 27 August, with public vote accounting for 20% of overall winner selection. Entrants must be available on Thursday 8 September for a round panel discussion with the judges, should they be selected as finalist. Entrants must also be available to sit on a discussion panel at the POPAI International Summit on Friday 15 September.

Exhibiting your awards entry

All entries must be exhibited on the Awards Exhibition Floor at Sydney Showground, with an appropriate display (including video and storyboard alternative), or they will be disqualified.

Displays cannot be set-up on the show floor unless entrant has paid in full. Detailed set up information will be provided to entrants via exhibitor manual. Setup and teardown are the full responsibility of the entrant, not POPAI. If entrant is unavailable for setup and teardown they may contract a service provider for these services.

**Set up: Tuesday, 13th September, Sydney Showground Hall 5, 7:AM – 4:00 PM.
Tear down: Saturday, 17th September, Sydney Showground Hall 5, 4:PM – 9PM.**

Set-up of all entries must be completed by 4:00 PM on Tuesday, 13th September 2015 for the display to be judged. Any displays not set up by this time will be disqualified and no refund will be given, at the discretion of the POPAI team.

COSTS OF EXHIBITING NOT COVERED BY YOUR AWARD ENTRY FEE

Your award entry fee costs include – Entry, and Exhibition Floor space of max 1m W x 1m L x 2.5m H

The following items are to be paid for and organised by the entrant. POPAI reserves the right to assess and charge additional fees in circumstances where an entrant has not made sufficient arrangements.

- Cost of freight handling entry to exhibition venue
- Cost of freight handling on the show floor
- Cost of freight handling from exhibition venue back to entrant
- Cost of warehousing / storage
- Drayage (moving freight from loading dock to the Awards Exhibition area) – however, complimentary forklift service is provided
- Installation, dismantling and disposal of an entry
- Power Access - charged at cost
- Electrical – Over 110 charged at cost
- Entries exceeding size limit - \$20 per additional 30cm
- Rigging assistance and hanging signs from ceiling
- Rubbish removal
- Hire items e.g. screen kiosks, display counters etc. These can be hired direct from the Exhibition Organiser.

A detailed Exhibition Manual will be provided for entrants for planning purposes

REGISTRATION AND ADMISSION

All competition entries are set up and displayed on the Awards Exhibition Floor, which will be free to the public on from Thursday 15 to Saturday 17 September. Having an entry in the competition permits you access to the trade show floor on set-up and tear down days, and you may register to attend the free exhibition on any other open days.

However, access to POPAI 2015 International Summit at Sydney Showground on Thursday 15th and Friday 16th September, and the Awards Gala Dinner at Doltone House Hyde Park on Thursday 15th September at 7pm is regulated by POPAI admission policies and procedures, including having purchased separate tickets for these events. All POPAI Award Entrants are encouraged to attend the POPAI Summit and Awards Gala Dinner. Purchase your tickets prior, via www.popai.com.au.

RESTRICTIONS

Entrants must exhibit in their assigned award areas. POPAI volunteers and staff will instruct entrants during the set-up process on where to exhibit their display. There may be minor changes made at the discretion of the Area Marshal due to space considerations. No entries will be allowed to change category or division on the show floor. Please be careful to enter the correct category in your initial awards entry.

FACT CARDS

Large, free-standing fact cards for each entry will be produced by POPAI and placed next to your entry after judging is complete, in time for public exhibition. Fact Cards show your hero image, the 200 word Fact Card Summary of your case study as entered in our online awards platform, and your entrant company information.

When entering your awards submission, please ensure you have one high resolution image that is clearly marked 'Hi res hero' to represent your entry. Please also ensure that your Fact Card summary is a clear summary of the whole case study and contains only information that can be made available to the public.

2016 awards entry checklist

A complete entry includes the following:

- Full payment by credit card
(EFT by application direct to POPAI only and remittance advice received by POPAI prior to submission)
 - Entry form completed online
 - Entry display footprint and / or Information
 - At least one primary hero image in hi and lo res JPEG format
 - Supporting video where applicable
 - Completed 200-word fact card summary to represent your entry at the expo and website
- Entries cannot be submitted without all of these items. Changes cannot be made to your entry after closing date. You can continue to make changes up until closing date.

ENTRY INFORMATION

Gives POPAI all the basic information about your entry; including entry title, category and division.

ENTRANT INFORMATION

Details about entrant company information, co-entrant company information and client information must be given. PLEASE MAKE SURE EMAIL AND ADDRESS ARE CORRECT. The emails and addresses given will be used for the full duration of the contest.

CO-ENTRANT INFORMATION

If two companies worked to develop an entry, and both would like to be listed on the display information and fact card, the correct information must be given.

CASE STUDY INFORMATION

Describe in brief detail the marketing achievements of your entry. Contest judges use the case study information during both phases of judging and it is crucial in conveying to the judges why the entry merits a POPAI Marketing at Retail Award.

FACT CARD SUMMARY AND IMAGE

The Fact Card is displayed on the Awards Exhibition show floor and provides attendees and Round 2 Judges with a brief synopsis of the objectives and outcomes of the case study. The Fact Card Summary in your online awards entry needs to clearly and concisely represent your whole case study, and contain only information for public use. Your Fact Card Summary is the only written part of your case study that will represent it in media and on the POPAI website after the competition. One 'hero' high resolution image, clearly marked, must be supplied.

ENTRY FOOTPRINT INFORMATION

In order to allocate the appropriate amount of floor space to each category and division this information provides POPAI with the size and placement needed to exhibit your display on the show floor.

CLIENT APPROVAL ASSURANCE

Evidence of client approval of the entering case study must be provided during online entry completion. Client contact details for verification must be provided in the online form.

PHOTO AND VIDEO

You may submit up to 10 different images, however the submission of two (2) images is required, in addition to your company logo file: Hi Res and Lo Res versions of your primary 'hero' image.

The images should depict the entire entry/program and must show in-market activation. It is advantageous to use high quality color electronic images.

FILE REQUIREMENTS

Entrants must adhere to the following image requirements or be subject to disqualification.

- **File names must be anonymous – do not include your company name in file names.** The only exception is the file name of your company logo image which is hidden from judges during online judging.

- Your one HERO high res image must be at least 300 dpi, and at a reasonable native size (3"x4" is appropriate)...please do not "upsample" to achieve the size. Please keep file size to 10MB or less if possible. Please label it 'HERO hi res'

- You must provide the same HERO image in low res for online use. Please label it 'HERO lo res'. All uploaded low res images must be no larger than 2MB each

- Images may be horizontal ("landscape") or vertical ("portrait") appropriate to the relative proportion of the image(s) contained.

- All uploaded images must be standard compressed image files in JPEG format. Your high resolution HERO image may be provided in vector if preferred (this image will be printed on your fact card).

VIDEO

- Video specs are: .mov, 120 sec. or less.

- Your video needs to contain no company branding, with an anonymous file name, and uploaded to the POPAI Awards Vimeo channel, password protected (instructions provided in the separate How to Enter instructions).

** Any display that is found to be markedly different than the image will be disqualified from the Show Floor at the time of set-up. No refund will be given with disqualification*

** Photographs may not include producer/manufacture information. Any image that includes producer/ manufacturer name will be disqualified. No refund will be given with disqualification.*

Disqualification

An entry may be disqualified for the following reasons:

- Entrant company name on submitted images, video content or written case study
- Display not set up at Awards Exhibition (including video alternative for relevant non-display categories, trials and short run)
- Entry not paid for prior to the start of judging
- Word limits not adhered to
- Images not provided
- Client approval assurance not provided

Awards celebration

The announcement of Gold, Silver, and Bronze winners, along with the other special awards, will take place in Sydney during the POPAI 2016 Marketing at Retail Awards Gala Celebration on Thursday, 15th September, 2016, at Doltone House Hyde Park, 7 – 11.30pm.

More information and bookings for the event may be made at www.popai.com.au

Liability and Other Important Information

POPAI reserves the right to use entrant information and images in POPAI's Creative Gallery, 2015 Yearbook and industry publications.

The entrant is responsible for the security of entries and products. Plan to protect your property throughout the show, especially through the teardown period of the entry's outbound shipment from the exhibit hall. Do not give or 'trade' displays or products.

All property shipped to or from the exhibit is at sole risk of the entrant. Each entrant shall obtain on his or her own behalf such insurance as he or she deems necessary to protect against loss or damage and agrees to indemnify POPAI against, and hold it harmless from, any liability whatsoever resulting from participation in the exhibit by the entrant or any person thereon with the consent of the entrant, whether or not caused by the negligence or fault of POPAI or any of its agents. POPAI urges contest entrants to use 'dummy' product on displays.

While every reasonable precaution will be taken to protect persons and property during installation, exhibit period, and removal, neither the association, management, service contractors, the management of the exhibit facility, nor any of the officers, staff, members, or directors of any of the same, are responsible for loss or damage to an entrant's property through theft, fire, accident, or any other cause or for any injury that might occur to show visitors, entrants or their agents, employees, or others. Entrants must comply with the safety, fire, and health ordinances regarding installation and operation of equipment. All displays, exhibit material, and equipment must be reasonably located, protected by security guards, and fireproofing to prevent fires, hazards, and accidents.

How to enter online

Using the Awards system is easy.

When entries open, on 15 April 2016, the following URL will become active:

After 15 April 2016, go to
<http://marketingatretail.awardsplatform.com>

A separate set of instructions on how to use the online awards platform will be downloadable on popai.com.au from 15 April, 2016.

It's simple and user-friendly.

We wish all 2016 entrants the very best of luck. We can't wait to see your fabulous work.

Feel free to contact the POPAI team for support at any time on popai@popai.com.au or 02 9281 2630

popai.com.au

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