

MARKETING@RETAIL

AWARDS

2016



THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL
AUSTRALIA & NEW ZEALAND

How to Enter
Online

Welcome

Thank you for entering the industry benchmark awards program, the 2016 Marketing at Retail Awards! We look forward to reviewing your entries.

Please review the comprehensive 'Award Entrant Information' booklet, available at www.popai.com.au/awards.

This booklet details all entry categories and criteria, along with important information about exhibiting your entry at the public awards expo on 15-17 September at Sydney Showground.

Please note the following key dates & milestones:

- 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

This handbook is designed to give you an overview of how to enter, using the online awards system.

Please do not hesitate to contact us with any questions or issues.

Kind Regards,

The POPAI team

About 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. In 2015 there were more than 70 judges.
- Global pathways – Gold winners have the opportunity to vie for the Global Awards the following year.
- 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 15th September, at Doltone House Hyde Park, in Sydney.

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.
- **There is no limit to the number of entries you can enter into the awards.** Just review the Awards Entrant Information booklet to select the most appropriate categories for your case studies,

What is the process?

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 four rounds of judging in total. The first round is done online, in which judges review the entrants' comprehensive written case history and submission, on our digital awards platform.

The second round of judging is done in person, on the Awards Exhibition floor in Sydney, where they judges evaluate the actual display case studies and physical entry representations to formulate a final score. Gold-winning category campaigns are then judged for Pinnacle Awards, and finally Best in Show. All award winners are then announced at 2016 Marketing at Retail Awards Gala Dinner, on Thursday 15 September.

Please review the comprehensive 'Award Entrant Information' booklet, available at www.popai.com.au/awards.

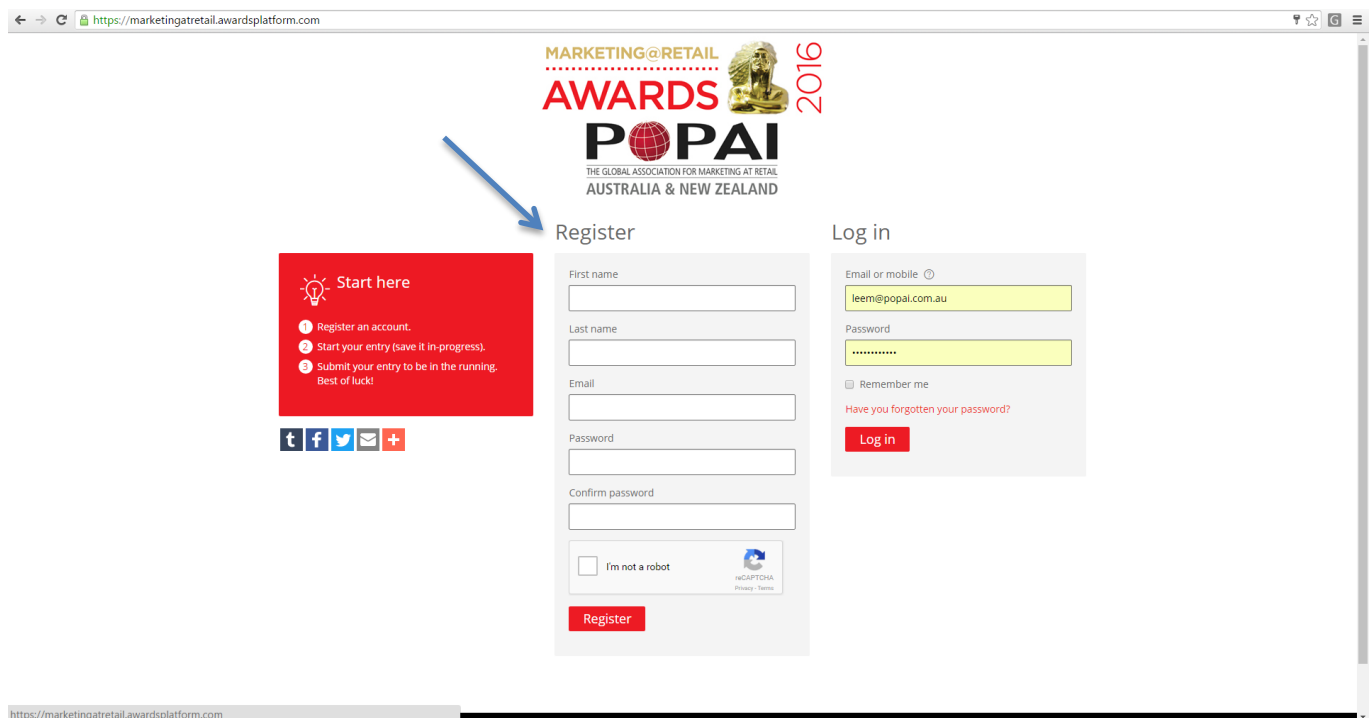
How to enter online

Go to <http://marketingatretail.awardsplatform.com>

1. Register using the simple registration form. If you used the system last year, you'll need to register again.

The system will ask you to enter your email address, then create a password that you will continue to log in with, every time you use the system. If you are a POPAI member, this *does not* need to be the same as your POPAI website password. Then you need to enter the additional details.

Please note, when selecting POPAI member or non-member, that your current membership status will be verified by POPAI staff members when your entries are submitted.



Marketing@RETAIL AWARDS POPAI 2016
THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL
AUSTRALIA & NEW ZEALAND

Start here

- 1 Register an account.
- 2 Start your entry (save it in-progress).
- 3 Submit your entry to be in the running. Best of luck!

t f t e +

Register

First name
Last name
Email
Password
Confirm password
☐ I'm not a robot
Register

Log in

Email or mobile
leem@popai.com.au
Password
.....
☐ Remember me
Have you forgotten your password?
Log in

- Once you have registered, locate the awards confirmation email (sent to the email address you registered with).
- Confirmation emails are usually received within a minute of registration.
- Click the 'link' in the confirmation email, this will confirm you as a registered user in the awards platform.
- If you don't see the email in your inbox, first check you spam/junk folders, if it's not there then contact award support – popai@popai.com.au

2. Review the Entrant Information on the opening page.



Entrant home

GENERAL INFORMATION

- Please note the entry deadline - this date is final and there will be no extensions provided.
- You may edit your entry after submitting and paying, right up until the entry deadline 15 July.
- Please make sure all your personal details are entered accurately, including contact details.
- You are eligible to enter more than one category, as long as the work submitted meets the criteria.
- You can use the 'copy' feature to create a copy of your entry and change the category as required.
- Entry fees may be paid by credit card only and must be paid online at time of completing submissions. If your submissions have not been paid for at close of entry they may not be included for judging.
- A merchant fee will be applied to entries paid by Visa, MasterCard and American Express. These fees will be added to your total and outlined in the payment summary.
- This system defaults to member cost per entry. **If you are a non-member, you must select non-member when you get to payment.** POPAI staff will validate that you have selected the correct price point.
- Membership fees must be paid and up-to-date for you to be eligible for member rate.

DATES AND 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.

3. Scroll down and hit 'Start Entry.'

The screenshot shows the 'My entries' section of the POPAI Awards website. A blue arrow points from the top right towards the 'Start entry' button. The page displays a table of entries with columns for Entry, Award type, Category, Status, Updated, and PDF. There are two entries listed, both with a status of 'In progress'. The first entry is for 'POPai Awards' in the '02. Large or Department Store (all categories) - Permanent Display' category, updated '1 hour ago'. The second entry is for 'POPai Awards' in the '18. Environmental Stewardship' category, updated '20 hours ago'. The page also includes a search bar and pagination controls at the bottom right.

ingatretail.awardsplatform.com/entry/entrant

- 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

COSTS

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 (with the exception of Individual Achievement awards)

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
- **Please note the POPAI Hall of Fame Lifetime Achievement Award nominees can only be employed and nominated by POPAI member companies.**

My entries

Active season (2016) All but deleted

Start entry Copy Delete Download

Displaying 1 - 2 of 2

	Entry	Award type	Category	Status	Updated	PDF
	X (copy)	POPai Awards	02. Large or Department Store (all categories) - Permanent Display	In progress	1 hour ago	
	X	POPai Awards	18. Environmental Stewardship	In progress	20 hours ago	

Navigation: < 1 > 10

4. Select your Category.

Then fill out the name of your entry.

My entries > Start entry

All questions must be answered, unless marked optional.

Details Criteria Client & entrant details Tech specs Eligibility checklist Attachments

Category
05. Liquor - Temporary Display

Campaign name
Test

Description
Awarded to the best temporary display in any on-premise or off-premise liquor retailer or venue Eg. Dan Murphy's, Liquorland, Celebrations, Bottle Mart, Clubs, pubs, bars, restaurants etc.

Judging
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.

Save + next Cancel

Note that your category description will pop up automatically on the right, when you select a drop down from the category list. Scroll down the category description to view the judging criteria.

5. After you've filled out the entry name (this can be any working title – you can make changes right up until close date), hit the 'Save & Next' button.

You will see your entry form appear, with guidelines for the specific category you have entered, to the right of the screen.

My entries > Edit entry

All questions must be answered, unless marked optional.

Details Criteria Client & entrant details Tech specs Eligibility checklist Attachments

Q1: Why (background, context & task) 0 / 120 words
What is the **background and market context** for this campaign, program or installation? What is the overarching job to be done? Why was the brief issued?

Q2: What (objectives, insight & critical criteria) 0 / 180 words
Detail the **objectives and insight** that defined this installation or program. What was the key challenge that needed addressing? (include metrics and quantify where possible)

Q3: How (activities, solution) 0 / 220 words
For **PHYSICAL STORE** stream entries: Describe the key factors that enabled the entry to maximise the execution in the retail environment.

- 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
- Ease of distribution & installation

Q4: Results (Outcomes - sales, ROI, impact, influence, inputs) 0 / 180 words
For **SHOPPER EXPERIENCE** stream entries, consider the following: 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?

Q5: Innovation (over & above, distinguishing factors) - what's unique about your entry 0 / 150 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 and retailer. Substantiate with brand metrics and sales results where possible.
For **PHYSICAL STORE** stream entries: Outline the innovative elements of design, construction & function, which have maximised efficiency for the client, supplier, & shoppers.

- Material choice
- Manufacturing process
- Sustainability considerations

Save + next Cancel

6. If you wish to work on the main body of your entry offline, you can simply copy your specific category blank entry form straight off this page, into a Word Document.

It will look like the below: just delete the box images to leave a blank space for your text.

Also keep in mind that you can keep working on your entry online, even after you have paid and submitted your entry – right up to closing deadline.

Below is the example generated when the ‘Large Department Store Non-Food – Temporary Display’ category is selected.

Q1: Why (*background, context & task*). A brief description of the context with which the creative solution was founded upon. *0 / 120 words

A brief description of the context with which the creative solution was founded upon.

Q2: What (*objectives, insight & critical criteria*) *0 / 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)

Q3: How (*activities, solution*) *0 / 220 words

Describe the key factors that enabled the entry to maximise the execution in the retail environment.

Consider the following:

- Design impact, fit for purpose
- Stock weight & management
- Easy of distribution & installation
- Function & shop-ability
- Integration within retail space
- Materials and production

Q4: Results (*Outcomes – sales, ROI, impact, influence, inputs*) *0 / 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 and retailer.

Substantiate with brand metrics and sales results where possible.

Q5: Innovation (*over & above, distinguishing factors*) – *what's unique about your entry* *0 / 150 words

Outline the innovative elements of design, construction & function, which have maximised efficiency for the client, supplier, & shoppers.

- Material choice
- Manufacturing process
- Sustainability considerations

FACT CARD: Entry synopsis for publishing (200 words max) *0 / 200 words

Please ensure that your FACT CARD summarises points 1 through 5 above.

7. Once you have draft text in, hit ‘Save and Next.’ Don’t worry, you can go back and change your entry text right up to closing deadline. Now enter your client and secondary entrant details (if applicable).

My entries > Edit entry

All questions must be answered, unless marked optional.

Details

Criteria

Client & entrant details

Tech specs

Eligibility checklist

Attachments

Client details

This is your end-user brand or retailer client, not a client agency and not yourself as an agency. Do not re-enter your own company name here, you entered that when you registered. For brands and retailers entering their own campaign without agency involvement, please write 'SELF' in these fields.

Client's contact name

Client's title (i.e. Mr, Mrs, Dr.) (optional)

Client's email address

Company name

8. Upload your attachments.

You may upload up to 10 attachments. Use the 'Attachments' tab to do this:

All PHYSICAL STORE and SHOPPER EXPERIENCE stream entries must upload:

- A hero 'in market' image in both high res JPEG (suitable for print - up to 10MB) and lower res (1 MB or less for online).
- Please label these attachments 'High Res Hero' and 'Lo Res Hero.'
- Please also upload your company logo file in print-ready jpeg.

Retail Marketer of the Year and Lifetime Achievement award entries must upload one headshot (1 MB or less, min 300 dpi resolution).

Material may be supplied as follows:

1. There are no file size limits, but please consider download times. A maximum of ten pieces can be uploaded with your entry. Please do include JPEG format for hero images and company logos, for ease of use by POPAI.
2. Select the correct attachment type for every attachment. Especially company logo files, as these will be hidden from the judges.
2. Video attachments may be uploaded direct to the awards platform in a number of formats. Ensure there is no company branding on the video. Do not provide links to branded video URLs.
3. You may provide website URL's to the publicly accessible campaign or active URL of a landing page on the following condition: This landing page must be to the client program (brand or retailer) and may not include your company name - all entries are anonymous and unbranded until after judging. Please ensure any applicable usernames and passwords are provided and active.
4. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.
5. DO NOT INCLUDE YOUR COMPANY NAME in any text or attachments or on your hero in-market image, or your entry will be disqualified. Your company name and logo will be added to your campaign after judging is complete. You may upload your company logo file. Please select the attachment type 'company logo' so that the file may be hidden from judges.

The screenshot shows the 'My entries > Edit entry' interface. At the top, there is a navigation bar with tabs: 'Details', 'Criteria', 'Client & entrant details', 'Tech specs', 'Eligibility checklist', and 'Attachments'. The 'Attachments' tab is selected and highlighted in red. Below the tabs, there is a section for adding attachments. It contains two buttons: 'Add attachments' (with a plus icon) and 'Add link or video'. At the bottom of the form, there are three buttons: 'Save + next', 'Save + close', and 'Submit entry'. A blue arrow points from the left margin to the 'Attachments' tab, and another blue arrow points from the left margin to the 'Add attachments' button.

Please ensure photographs are actual in-market photos (renders are not acceptable as a primary image). Ensure there is no company branding.

Please note we prefer you upload your video files direct to the system, as it is optimized for judge viewing. If you decide to use a link instead; any external video channel must be anonymous and unbranded. Passwords for protected video links can be included here:

My entries > Edit entry

All questions must be answered, unless marked optional.

Details Criteria Client & entrant details Tech specs Eligibility checklist Attachments

Add attachments ⓘ

URL ⓘ Delete

Extra (optional) ⓘ

Add link or video

Save + next Save + close Submit entry

Saving changes...

9. Hit 'Save & Next,' then enter your tech spec details for your physical entry in the Awards Exhibition.

If you are in one of the Shopper Experience categories, or another category where a physical display unit is not representative of the program, you can describe what your physical exhibition entry format will be under 'unit description,' e.g. 'video,' or 'detailed storyboard.'

My entries > Edit entry

All questions must be answered, unless marked optional.

Details Criteria Client & entrant details Tech specs Eligibility checklist Attachments

Production Unit(s) Information

Unit description (optional)

If your campaign is not a single POS unit, but involves multiple executions, please use a summary title for the total activation.

Country of Design/Origin (optional)

Country of Production (optional)

If your campaign involves multiple executions, please use the country where the majority of the elements were produced.

Country(s) of Placement

Where was the campaign activated? Australia, New Zealand, anywhere else?

Primary retailer(s) (optional)

Intended length of use

For display-based campaigns: Temporary – up to 4 months (original intended use) Permanent – over 4 months (original intended use) **For Shopper Experience and Digital campaigns:** Indicate whether the program is a promotion (and period length of promotion) versus a permanent ongoing program (such as loyalty).

Production date (optional)

For campaigns with physical elements, select the date that the main production run occurred. For purely digital campaigns with no physical production run, select a date that best represents when development was finalised.

Production Run / number of units: For display-based campaigns, this is the number of displays produced. For integrated

10. Hit 'Save & Next,' then check the 'Eligibility Checklist' boxes to provide validation of your client approval to enter, and to verify the in-market activation of your program.

ingatetail.awardsplatform.com/entry/entrant/qarMXPkQ

[My entries](#) > Edit entry

All questions must be answered, unless marked optional.

Details **Criteria** **Client & entrant details** **Tech specs** **Eligibility checklist** **Attachments**

Client approval

If your company is not the client / brand, you must declare the following for the entry to be eligible

Is the campaign for a client?

Client details for verification

Company

Contact name

Phone number

☐ I hereby verify that I have client approval to enter and publish this case study

In Market Verification

You selected that your campaign is **not** for a client / brand, therefore you must declare the following for the entry to be eligible:

☐ I hereby verify that this entry pertains to a client-funded, market-activated program, in the Australian and/or New Zealand market at some time between 1 July 2015 and 30 June, 2016.

Save + next **Save + close** **Submit entry**

11. At this point, you can hit 'My Entries' on the top left, to go back to a page that will show a summary of all your entries.

Once you have one draft entry in the system, 'Entries' will be your default home page every time you log in.

12. From the 'Entries' page, you can view all your entries and their status, and download each as a PDF if you wish to share them with stakeholders and clients. Just click the PDF symbol to the right of each entry.

Or, if you wish to download multiple entries at once, you can check the boxes to the left of each, and hit the 'download' tab. This is a bulk download, & will send you an email with link.

ingatretil.awardsplatform.com/entry/entrant

- 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 (with the exception of Individual Achievement awards)

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
- Please note the POPAI Hall of Fame Lifetime Achievement Award nominees can only be employed and nominated by POPAI member companies.

My entries Active season (2016) All but deleted

Start entry Copy Delete Download

Displaying 1 - 3 of 3

Bulk downloading has started. An email will be sent to you with a link to the file when it's ready. This may take a few minutes.

<input type="checkbox"/>	Entry	Award type	Category	Status	Updated	PDF
<input type="checkbox"/>	Test Liquor	POPAL Awards	05. Liquor - Temporary Display	In progress	10 minutes ago	
<input type="checkbox"/>	X (copy)	POPAL Awards	02. Large or Department Store (all categories) - Permanent Display	In progress	1 hour ago	
<input type="checkbox"/>	X	POPAL Awards	18. Environmental Stewardship	In progress	20 hours ago	

« 1 » 10

13. Submission and Payment – you may submit and pay for your entries all at once, or individually, as you complete them.

- **If you are a non-member, you must select non-member price here again in your cart. It's on the top right under 'Entry Fee.'** Correct prices for members and non-members will be checked by POPAI staff. Your entry will be ineligible for submission if the wrong price is paid, until the difference is paid.
- Click on the 'Submit & pay' button to submit your entry. The 'Submit & pay' button will activate only once you have completed all mandatory requirements.
- All submitted entries will have a 'status' of 'submitted'.
- **The system will automatically deduct your subsequent entry discount of \$100 on each entry after the first.**
- The awards platform uses a cart to process your entries (like a shopping cart). You can add one or more entries into a single cart simply by clicking the 'Submit & pay' button on each entry you want to enter. As long as you have not processed your cart, any entry you submit will be added to the same cart.
- Follow the prompts through the payment process to pay and submit your entries.
- You may d
- Once successful, you will be notified via email of your successful payment, a link to your PDF invoice, and confirmation that your entry has been submitted.

FAQs

Q. What is the maximum number of entries I can submit?

A. There is no limit on the number of entries, as long as each entry submitted meets the eligibility criteria.

Q. Do I have to complete all entry criteria for it to be eligible for the competition?

A. Yes. Otherwise, the judges will not be able to fully assess the merit of the entry, or verify its eligibility.

Q. Can I submit the actual display as part of my online entry?

A. No. Only photographs and video clips are accepted in support of online entries in Round 1. Physical displays are exhibited only in Round 2, as part of the awards exhibition.

Q. How many photographs can I submit for each entry?

A. You may submit up to ten different images, however the submission of two (2) images is required, in addition to your company logo file. It is essential to use photographs of in-market activation, rather than renders. Ensure there is no company branding on any image or video. Clearly mark your images 'Hi res HERO', 'Lo res HERO', and 'Company Logo.'

Please review the comprehensive 'Award Entrant Information' booklet, available at www.popai.com.au/awards.

This booklet details all entry categories and criteria, along with important information about exhibiting your entry at the public awards expo on 15-17 September.

We're here to support you with your entry process. Feel free to contact popai@popai.com.au or (02) 9281 2630 with your questions, or to ask any further advice.

popai.com.au

More information about POPAI may be found at www.popai.com.au
P +61 (2) 9281 2630 E popai@popai.com.au A 4/321 Midson Rd, Epping, NSW, 2121 Australia.
General Manager Lee McClymont can be personally contacted on + 61 414 941 585.

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