

POPAI 2016

inspiring Marketing@retail exhibition

WHAT'S INSPIRING NOW,
WHAT'S INSPIRING NEXT.

Australia's only **FREE** major exhibition dedicated exclusively to marketing@retail.

RETAIL
EXPERIENCE

RETAIL
MARKETING

REAL WORLD
RETAIL AND
BRAND CASE
STUDIES

IN-STORE, ONLINE,
MOBILE, POP-UP
- WHEREVER &
HOWEVER
SHOPPERS ARE
BEING INSPIRED

2016 MARKETING @ RETAIL AWARDS CASE STUDY EXHIBITS

BEST PRACTICE CAMPAIGNS, AUSTRALIA'S BIGGEST RETAILERS AND BRANDS

More than 100 best-in-market case study exhibits from POPAI's benchmark Marketing @ Retail Awards – real campaigns, real results, all on show in the one location. See the best of what has hit the market in the past 12 months.

Previous case study exhibits have included campaigns from Australia's largest brands and retailers including MYER, Freedom, The Body Shop, Officeworks, Nestle, Red Bull, Jack Daniel's, Kellogg, Wrigley, Microsoft, GsK, Walt Disney Studios, Covergirl, Moet Hennessy, Tip Top, Arnott's, Ferrero, Levi's, Bacardi Lion, and many more.

MARKETING @ RETAIL INSPIRATIONS GALLERY

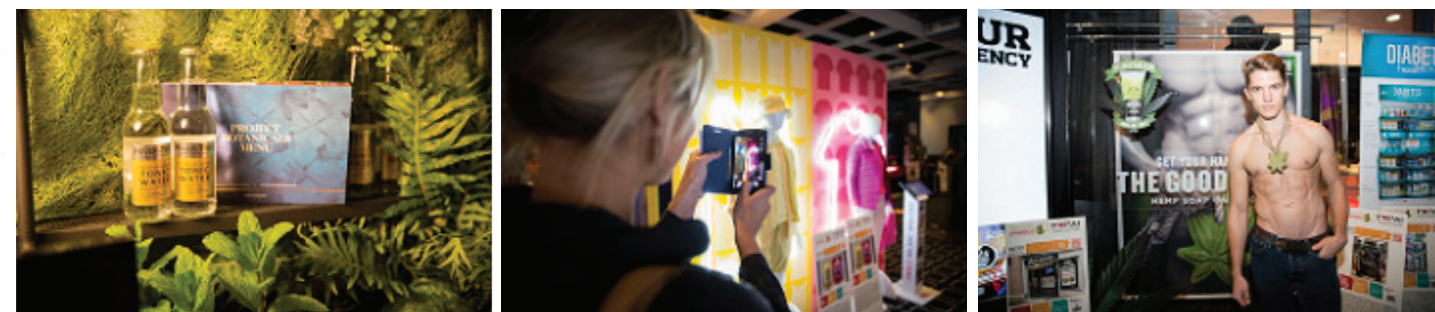
What's next? See the innovations and inspirations you can expect to see in market in the next 1-2 years. New technologies, new ways of inspiring shoppers.

MARKETING @ RETAIL LEADERS SHOWCASE

See the best of the industry showcase what's possible now in Marketing @ Retail, with Australia's finest creative and activations agencies and industry suppliers.

Presented in collaboration with VISUAL IMPACT 2016.

For more information and to reserve your place in advance, visit popai.com.au or email popai@popai.com.au



15-17 September 2016
Hall 5, Sydney Showgrounds

POPAI
THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL
AUSTRALIA & NEW ZEALAND



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