

shop! Marketing at
Retail Awards

2018

P  **PAI**

PART OF THE **shop!** GLOBAL NETWORK

**How to Enter
Online**

Welcome

Thank you for entering the industry benchmark awards program, the 2018 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 detailed instructions on using the Marketing at Retail Awards entry website.

Please note the following key dates & milestones:

- 1 May 2018 - Entries Open Online
- Friday 6 July - Entries Close Online
- Monday 16 July: FINAL cut off late entries
 - *\$100 late fee per entry after 6 July. No entries will be accepted after 16 July.*
- July 30 to August 13 - Online Judging Commences
- August 14 to 21 – Pinnacle Award Judging
- Thursday 13 September
 - Awards Gala Dinner – Winners Announced
 - Doltone House Jones Bay Wharf, Sydney, 7pm-11:30pm – [Book tickets here](#).

This handbook is designed to provide you with 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 2017 there were more than 70 judges.
- Global pathways – Gold winners have the opportunity to vie for the Shop! Global Awards and MAA Globes 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 13 September, at Doltone House Jones Bay Wharf, 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. In 2018, there are three 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.

Gold-winning category campaigns are then judged for Pinnacle Awards, and finally Best in Show. All award winners will be announced at 2018 Marketing at Retail Awards Gala Dinner, on Thursday 13 September at Doltone House, Jones Bay Wharf.

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 won't 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.

2018 shop Marketing at Retail Awards

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!

Register

First name
Last name
Email
Password
Confirm password

Verification

Please solve this FunCaptcha so we know you are a real person

Verify

Patented pending

Register

Log in

Email or mobile ⓘ
carla@popai.com.au

Password
.....

Remember me

Log in

[Reset password](#)

- 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 16 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 non-member cost per entry. **If you are a member, you must select 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.
- For full Awards entry guidelines [click here](#)

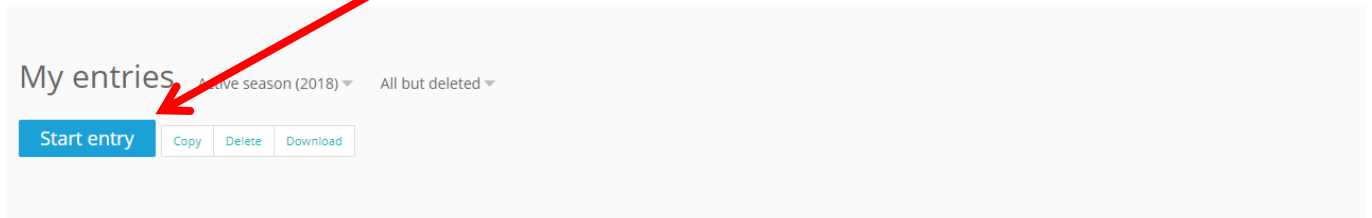
DATES AND DEADLINES

3. Scroll down and hit 'Start Entry.'

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)



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 | Client & Co-Entrant details | Criteria | Tech specs | Eligibility checklist | Attachments

Category

i. Physical store categories

04. Grocery Store (Non-Food)

Campaign name

Tes

Description

Awarded to the best temporary or permanent Non-Food installation across all categories in any major or independent Grocery Store Eg. Woolworths, Coles, IGA, Aldi Campbells, Harris Farm etc.

Judging

For all displays judges will be considering how the entry 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, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability will be considered.

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.

6. Now enter your client and co-entrant details (if applicable).

My entries > Edit entry

All questions must be answered, unless marked optional.

- Details
- Client & Co-Entrant details
- Criteria
- 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 job title (optional)

Client's email address (optional)

7. Hit Save & Next and 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.

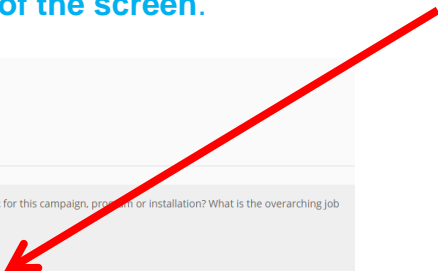
- Details
- Client & Co-Entrant details
- Criteria
- Tech specs
- Eligibility checklist
- Attachments

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
- Product & category skills



8. 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 'Grocery Store (Non-Food) category:

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.

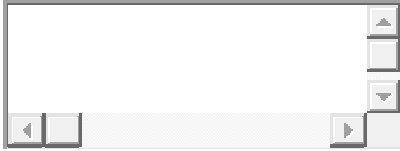
- Design impact, fit for purpose
 - Stock weight & management
 - Flexibility & campaign-ability
 - Shopper engagement
 - Navigation & shop-ability
 - Function & education
 - Integration within retail space
 - Materials and production
 - Ease of distribution & installation
-

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?

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.

Q5: Innovation (over & above, distinguishing factors) – what’s unique about your entry

0 / 150 words



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

For **SHOPPER EXPERIENCE** stream entries:

Outline any innovation or distinguishing factors that make your campaign distinctive or unique. How did this aid in its execution and/or effectiveness?

Q6: Environmental Stewardship State your entry's environmental credentials (optional)

0 / 220 words



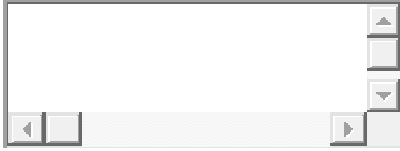
OPTIONAL

If you would like to be considered for entry in the Megara Environmental Stewardship Award for campaigns with a physical component, you may wish to include:

- How your choice of materials environmentally friendly
- How it was packed for transport to customer/ store,
- What happens to your product when its life instore is over,
- Can it be used more than once
- What steps you have taken towards reducing the carbon footprint of your product.

Entry Summary: Entry synopsis for publishing

0 / 200 words



Please ensure that your **Entry Summary** summarises points 1 through 5 above. This is the information that will be publicly displayed on the POPAI/Shop! website and used for People's Choice voting.

DO NOT INCLUDE YOUR COMPANY NAME - we add entrant company names after judging is complete. Entries must be anonymous for judging. Your entry will be disqualified if your brand name is included anywhere in your text - check your previous question responses.

Please ensure that your **ENTRY SUMMARY** summarises points 1 through 5 above.

9. 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.

10. Hit 'Save & Next,' then enter your tech spec details for your physical entry to provide an understanding of physical size and scale.

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 your physical exhibition entry format under 'unit description,' e.g. 'video,'

My entries > Edit entry

All questions must be answered, unless marked optional.

Details Client & Co-Entrant details Criteria **Tech specs** Eligibility checklist Attachments

Production Unit(s) Information

Unit description (optional) <input type="text"/>	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) <input type="text"/>	
Country of Production (optional) <input type="text"/>	If your campaign involves multiple executions, please use the country where the majority of the elements were produced.
Country(s) of Placement <input type="text"/>	Where was the campaign activated? Australia, New Zealand, anywhere else?

11. 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.

My entries > Edit entry

All questions must be answered, unless marked optional.



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 

12. 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). This image must demonstrate scale and size. **Renders will not be accepted as the Hero Image and will result in disqualification.**
- Please label these attachments 'High Res Hero' and 'Lo Res Hero.'
- Please also upload your company logo file in print-ready jpeg.

Material may be supplied as follows:

1. There are no file size limits, but please consider download times. A maximum of 10 pieces can be uploaded with your entry. Please 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.
 3. 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.**
 4. You may provide website URLs 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.
 5. **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.**
-

6. **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 (if you have added one) 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.

My entries > Edit entry

All questions must be answered, unless marked optional.

Details Client & Co-Entrant details Criteria Tech specs Eligibility checklist Attachments

Attachments information

Please select the attachment type for every attachment. Especially company logo files, as these will be hidden from the judges.

All PHYSICAL STORE and SHOPPER EXPERIENCE stream entries must upload:

- A hero 'in market' image in both high res (suitable for print - up to 10MB) and lower res (1 MB or less for online). Any entries that do not include an in market image will be disqualified. Renders are not permitted. Please ensure this image shows scale and size.
- 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:

- Upload JPEG or PDF files. Maximum file size is 5MB per piece. A maximum of ten pieces can be uploaded with your entry.
- Video attachments may be uploaded direct to this platform. Ensure there is no company branding on the video. Do not provide links to branded video URLs.
- 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.
- 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.
- 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

Add attachments

Add link or video

Save + next Save + close Submit entry

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 optimised 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:

Add attachments

URL ? Delete

Extra (optional) ?

Add link or video

Save + next Save + close Submit entry

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.

13. 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 and will send you an email with link.

- 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

Search list

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	POPAI Awards	05. Liquor – Temporary Display	In progress	10 minutes ago	
<input type="checkbox"/>	X (copy)	POPAI Awards	02. Large or Department Store (all categories) – Permanent Display	In progress	1 hour ago	
<input type="checkbox"/>	X	POPAI Awards	18. Environmental Stewardship	In progress	20 hours ago	

« < 1 > » 10 ▾

14. 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.
 - You can also add subsequent existing entries to your cart following the initially entry by hitting the 'Add more entries to cart' button when you are on the 'cart' screen.
-

- Follow the prompts through the payment process to pay and submit your entries.
- 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 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. There will be NO physical displays are exhibited in 2018, so it is recommended that your in market images are of high quality and of high resolution to paint them in the best light.

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

A. You may submit up to 10 different images, however, the submission of two (2) images is required. 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 'High res HERO', 'Low res HERO', and 'Company Logo.'

Please review the comprehensive 'Award Entrant Information' booklet, available at <http://popai.com.au/what-we-do/awards/>.

This booklet details all entry categories and criteria.

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

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General Manager Carla Bridge can be contacted on + 61 412 727 774.

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