

**shop!** Marketing at  
Retail Awards

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**2018**

**POP**  **PAI**

PART OF THE **shop!** GLOBAL NETWORK

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**Entrant  
Information**

# Table of Contents

<b>1</b>	Table of Contents	2
<b>2</b>	Dates & deadlines	3
<b>3</b>	About the Awards	4
<b>4</b>	Why enter the Awards?	5
<b>5</b>	What's new in 2018?	6
<b>6</b>	Eligibility	7
<b>7</b>	Costs	8
<b>8</b>	Categories	9
<b>9</b>	Entry questions	14
<b>10</b>	Judging criteria	17
<b>11</b>	Judging process	19
<b>12</b>	2018 awards entry checklist	21
<b>13</b>	Awards celebration	23
<b>14</b>	How to enter online	24

# Dates & deadlines

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## Tuesday 1 May

[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.*

## Monday 30 July – Monday 13 August

Online Judging

## Tuesday 14 August – Tuesday 21 August

People's Choice Voting

## Tuesday 14 August – Tuesday 21 August

Pinnacle judging

## Thursday 13 September

[Awards Gala Dinner – Winners Announced](#)

[Doltone House Jones Bay Wharf, Sydney, 7pm-11:30pm](#)

# About the awards

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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.

## The Marketing at Retail Awards

Entries vie for gold, silver, and bronze honours in 20 categories, across two streams; Physical Store and Shopper Experience.

Pinnacle Awards for Best Shopper Experience and Best 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.

In addition, all entries are eligible for consideration for the *Megara* Environmental Stewardship Award, should they choose, selected from the highest scorings on the Environmental portion of entry.

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

A People’s Choice Award is voted for online – with submissions available for online viewing. Each voter has online three votes and cannot vote for an entry more than once.

Awards can be entered at the official online entry site at [www.marketingatretail.awardsplatform.com](http://www.marketingatretail.awardsplatform.com).

# Why enter the awards?

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## 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 – in 2017, five Australian entries won Global Awards
- 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.

## Comprehensive Profiling Package for Winners

In 2018, Winners will enjoy comprehensive profiling for their case study and company, including:

- Image of statue
- Winner/client with statue image
- Email tag and hyperlink
- Winners badge (electronic) for use in email signatures and on website
- Official awards statement for use in email signatures/website
- Approved judges' quote
- POPAI website profiling
- Profiling in 2018 Awards Annual publication
- 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 2018?

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Following the 2017 Awards the POPAI Awards Steering Committee reviewed all Awards categories and criteria in the interests of ensuring the Marketing at Retail Awards program remains relevant to the industry it serves.

Following this advice, 2018 sees a slight reduction in categories to remove underperforming categories with few or no entries, while allowing winners in divisions with higher numbers of entries more opportunities to secure a prize. This is also designed to help with the length of the presentation at the Awards Gala Dinner and maximise networking opportunities on the night.

In 2018, Grocery, the Awards largest category, has been broken out into food and non-food. The *Megara* Environmental Stewardship Award has also been changed to allow all entries (excluding digital and Field Marketing) to be eligible for this Special Award, reflecting the growing importance of sustainability within the industry.

A full list of contest categories and criteria may be found in the following pages.

# Eligibility

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## 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](http://www.popai.com.au) or contact General Manager, Carla Bridge at [carla@popai.com.au](mailto:carla@popai.com.au) / 0412 727 774.*

## What can be entered?

There are 20 categories covering all retail channels and activity types across two streams: Physical Store, and Shopper Experience.

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.

Entries must have been in the Australian and/or New Zealand market at some time between **1 July 2017 – 30 June 2018.**

## Minimum Production Runs and Store Numbers

No minimum production runs apply in 2018. 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. Each entry, however, will be required to state production numbers in order to be evenly judged. The minimum requirement is that the campaign must have been a client-funded campaign and 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)

## No Physical Awards Exhibition

In years gone by, POPAI has hosted a physical awards exhibition, with all entrants required to submit a physical display. As with the previous year, in 2018 the Awards will be entered and judged completely online. This decision has been taken in an effort to lower entry costs and make the Awards more inclusive of interstate entrants. In addition, with the introduction of a range of new Shopper Experience categories in recent years, a proportion of entrants in categories such as experiential, have been unable to physically represent their submissions to the best of their ability in the physical exhibition format. This will mean that all Award submissions will be required to include a **high quality in market image**. In addition, a video may also be added demonstrating size and scale. **Renderers will not be permitted, and any entry not including an original, high resolution in market photo will be ruled ineligible.**

# Costs

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**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)

# Categories

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There are a total of 20 categories across two streams – Physical Store and Shopper experience. For the “Physical Store” stream, 3 of the categories provide for two divisions with separate awards for Temporary and Permanent displays. \*Pinnacle and Special Awards are selected from entries / winners of the above categories. Definitions are:

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

## I. Physical store categories:

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

## ii. Shopper experience categories

- Digital Instore, Mobile, Social & Online
- Experiential
- Sales Promotion
- Occasion-based Shopper Campaign
- Integrated Path to Purchase Campaign
- Field Marketing Excellence

## iii. Pinnacle and Special Awards\*

- Best Design & Innovation
- Best Display
- Best Shopper Experience
- *Megara* Environmental Stewardship
- People’s Choice Award
- Tom Harris Marketing at Retail Excellence Award (Best in Show)

# Detailed category descriptions

CATEGORY	DESCRIPTION	JUDGING
<b>PHYSICAL STORE – Gold, Silver and Bronze</b>		
<b>1. Large or Department store</b> including department stores, discount department, major hardware and electrical / home	Awarded to the best temporary or permanent display in a large format, multi category retail store Eg. Myer, David Jones, Target, Kmart, Bunnings, Masters , Harvey Norman etc.	For all 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. Interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability will be considered.
<b>2. Grocery store – (Food)</b>  TEMPORARY DISPLAY	Awarded to the best temporary food 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.
<b>3. Grocery store – (Food)</b>  PERMANENT DISPLAY	Awarded to the best fixed/permanent food-related 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.
<b>4. Grocery store – (Non-Food)</b>	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	For all 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. Interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability will be considered.
<b>5. Liquor</b>  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.
<b>6. Liquor</b>  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
<b>PHYSICAL STORE – Gold, Silver and Bronze</b>		
<b>7. Petrol, convenience and route</b>	Awarded to the best display in any service station, corner store, milk bar, forecourt shop, mini-mart, express store or newsagent – permanent or temporary.	For all 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. Interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability will be considered.
<b>8. Health and beauty</b>	Awarded to the best temporary or permanent 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 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. Interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability will be considered.
<b>9. Consumer electronics</b>	Awarded to the best temporary or permanent display across all consumer electronic categories including telco, IT, small appliances, major appliances, home entertainment and office equipment	For all 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. Interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability will be considered.
<b>10. Specialty, retail, lifestyle &amp; service providers</b>  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 engagement, ease of distribution and installation and if the display is sturdy, cost effective and recyclable, Judged in context of size of production run.
<b>11. Specialty retail, lifestyle &amp; service providers</b>  PERMANENT DISPLAY	Awarded to the best fixed/ permanent installation in any specialty retailer including fashion, footwear, accessories, stationary, art, postal, finance, pet, travel and 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 shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability
<b>12. Category management</b>	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.

CATEGORY	DESCRIPTION	JUDGING
<b>PHYSICAL STORE – Gold, Silver and Bronze</b>		
<b>13. Window displays</b>	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.
<b>14. Store design</b>	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.
<b>SHOPPER EXPERIENCE – Gold, Silver and Bronze</b>		
<b>15. Digital Instore, Mobile, Social &amp; Online</b>	Awarded to the best integration of digital technology into the retail environment or 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 looking for world class, cutting edge technology integration into the physical in-store retail experience or out of store experience to enhance 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.
<b>16. Experiential</b>	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.
<b>17. Sales promotion</b>	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.
<b>18. Occasion-based shopper campaign</b>	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.
<b>19. Integrated path to purchase campaign</b>	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.

CATEGORY	DESCRIPTION	JUDGING
<b>SHOPPER EXPERIENCE – Gold, Silver and Bronze</b>		
<b>20. Field Marketing</b>	Awarded to the best field marketing execution in retail This includes brand ambassador, merchandising, sales, field training, and mystery shopping programs, both long term and blitz/project based programs.	Judges will be looking for programs that are sound in structure, cost effective, deliver exceptional results, drive innovation and focused on the end customer experience. Programs should show retailer and brand partnerships via clear and demonstrated understanding of retailer practices and preference that programs are customised around.
<b>SPECIAL AWARDS</b>		
<b>21. Megara Environmental stewardship</b>	Awarded to the in-store activation that shows the most consideration for environmental impact in design, production, shipping, use, and end-of-life. (Digital, Sales Promotion & Field Marketing categories not eligible.)	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).
<b>22. People’s Choice Award</b>	Awarded to the entry that attracts the most votes from members of the industry and public.	By public vote online
<b>PINNACLE AWARDS – Gold only</b>		
<b>23. Best Design and Innovation</b>	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.
<b>24. Best Display</b>	Best of all Gold Awards in the display categories.	Finalists include Gold winners of Display categories. Winner determined by highest overall score. In the case of a tie, winner will be awarded at the judges’ discretion.
<b>25. Best Shopper Experience</b>	Best of all Gold Awards in the Shopper Experience categories	Finalists include Gold winners of Shopper Experience categories. Winner determined by highest overall score. In the case of a tie, winner will be awarded at the judges’ discretion.
<b>26. Tom Harris Marketing at Retail Award</b>	Best of Show	Finalists include Gold winners of categories. Winner determined by highest overall score. In the case of a tie, winner will be awarded at the judges’ discretion.

# Entry questions

Entry questions for each stream are as follows. See following pages for Field Marketing Excellence awards questions.

	PHYSICAL STORE Temporary	PHYSICAL STORE Permanent and other	Shopper Experience
<b>Q1: Why</b> (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
<b>Q2: What</b> (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
<b>Q3: How</b> (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"> <li>• Design impact, fit for purpose</li> <li>• Stock weight &amp; management</li> <li>• Ease of distribution &amp; installation</li> <li>• Function &amp; shop-ability</li> <li>• Integration within retail space</li> <li>• Materials and production</li> </ul> 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"> <li>• Design impact, fit for purpose</li> <li>• Stock weight &amp; management</li> <li>• Flexibility &amp; campaign-ability</li> <li>• Shopper engagement</li> <li>• Navigation &amp; shop-ability</li> <li>• Function &amp; education</li> <li>• Integration within retail space</li> <li>• Materials and production</li> </ul> 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
<b>Q4: Results</b> 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	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	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

<p><b>Q5: Innovation</b> (over &amp; above, distinguishing factors) – what’s unique about your entry</p>	<p>Outline the innovative elements of design, construction &amp; function, which have maximised efficiency for the client, supplier, &amp; shoppers.  <ul style="list-style-type: none"> <li>•Material choice</li> <li>•Manufacturing process</li> <li>• Sustainability considerations</li> </ul> Max 150 words.</p>	<p>Outline the innovative elements of design, construction &amp; function, which have maximised efficiency for the client, supplier, &amp; shoppers.  <ul style="list-style-type: none"> <li>•Material choice</li> <li>•Manufacturing process</li> <li>• Sustainability considerations</li> </ul> Max 150 words.</p>	<p>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.</p>
<p><b>Q6: Environmental Stewardship</b> *OPTIONAL – State the project’s environmental credentials to be eligible for entry.  <i>*Digital, sales promotion &amp; field marketing campaigns not eligible.</i></p>	<p>Detail how your choice of materials environmentally friendly, how it was packed for transport to customer/ store, what happens to your product when it’s life instore is over, can it be used more than once and what steps you have taken towards reducing the carbon footprint of your product.  Max 220 words</p>	<p>Detail how your choice of materials environmentally friendly, how it was packed for transport to customer/ store, what happens to your product when it’s life instore is over, can it be used more than once and what steps you have taken towards reducing the carbon footprint of your product.  Max 220 words</p>	<p>Detail how your choice of materials environmentally friendly, how it was packed for transport to customer/ store, what happens to your product when it’s life instore is over, can it be used more than once and what steps you have taken towards reducing the carbon footprint of your product.  Max 220 words</p>

## FIELD MARKETING EXCELLENCE AWARD - QUESTIONS

<p><b>Q1: Why</b> (background, context &amp; task)</p>	<p>What is the background and market context for this campaign? What is the overarching job to be done? Max 120 words</p>
<p><b>Q2: What</b> (objectives, insight &amp; critical criteria)</p>	<p>Detail the objectives and parameters that define this program. What was the key challenge that needed addressing? (Be specific around applicable metric, including but not limited to frequency, completion, compliance, conversations, demonstrations, conversions etc where possible.) Max 220 words</p>
<p><b>Q3: How</b> (components, engagement)</p>	<p>Describe the components of your program. Included retailer/s? Type of engagement? (store environment/staff/customer) Size and scale? How well did it reflect the brand and showcase the product/service? What outcomes of the work impacted the shopper journey and enhanced the customer experience? How did it impact the retailer? Max 280 words</p>
<p><b>Q4: Results</b> Outcomes (compliance, conversion)</p>	<p>Outline the effectiveness of the work, specifically, how it achieved the objectives and reflected the challenge as stated in Question 2. Include all aspects of results relating to the program. Include execution-based metrics – frequency, completion, compliance, conversion etc, in addition to any brand metrics, shopper, category, and retailer (and retail staff). Substantiate with brand metrics and sales results where possible. Max 280 words</p>
<p><b>Q5: Innovation</b> (over &amp; above, distinguishing factors) – what's unique about your entry</p>	<p>Outline any innovation or distinguishing factors that make your program distinctive or unique. This can be either proprietary systems/technology that manage the program or customer (shopper or retailer). How did this aid in its execution or effectiveness? Max 180 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. Judges will 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 Field Marketing Excellence 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 based on the resources provided.
- Full marks 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.
- If the category is scored out of 10, 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
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)	/7
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 pre-store, instore, post store, out of store experiential, and / or digital)	/10
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)	/10
4	How well has the entry fulfilled the overall brief set by the client?	/10
5	Were there any innovative or unique aspects of the entry that made it "stand out"? Does the entry demonstrate thought leadership?	/8

Final comment:

SCORE /45

**ENVIRONMENTAL STEWARDSHIP AWARD: QUESTION 6****SCORE  
(out of 10)**

How well does the entry minimise environmental impact through design and production? How efficient is the shipping strategy in reducing environmental footprint through choice of packing materials, freight methods and distribution plan? How have environmental outcomes been considered in the instore use of the display (length of use, multiple usage opportunity, ease of assembly / disassembly)? How has the entry considered environmental impact at end-of-life? Has the entry demonstrated a commitment to reducing overall carbon footprint?

Final comment:

SCORE /10

# Judging process

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## 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 more than 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 also not permitted to judge.

To register your interest as a judge, [click here](#).

## What is the Process?

### **CATEGORY JUDGING: CATEGORY JUDGING TEAM**

**Online: 30 July – 13 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. Judges review the entrants' comprehensive written case history and submissions on our digital awards platform.

### **PINNACLE JUDGING: PINNACLE JUDGING TEAM**

**Online: 14 August - 21 August**

The third round of judging is also done online, 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. Following category judging, the Pinnacle team 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 Display: from Gold-scoring entries across the Temporary & 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 Display or Best Shopper Experience.

#### **BEST IN SHOW/TOM HARRIS: PINNACLE JUDGING TEAM**

Winner of Best in Show, known as the Tom Harris Award, is determined by the highest scoring entry across all Awards categories, including first round and Pinnacle judging.

#### **PEOPLE'S CHOICE AWARD**

##### **14-21 August**

The People's Choice Award is an online voting tally where members of the public and industry can vote for their favourite entry from any of the entries in the competition. Award entries will be exhibited online for 1 week, with each voter allowed three votes each.

After the Awards Gala Dinner, all POPAI 2018 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, including the 2018 Awards Annual.

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# 2018 awards entry checklist

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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 market) and lo res JPEG format, NO RENDERS
  - Supporting video where applicable
  - Completed 200-word Entry summary (used for public display and people's choice voting)
- 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 the closing date on July 16.

## **ENTRY INFORMATION**

Provides 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, 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.

## **ENTRY SUMMARY AND IMAGE**

The Entry Summary should provide a brief synopsis of the objectives and outcomes of the case study. The Entry Summary in your online awards entry needs to clearly and concisely represent your whole case study, and contain only information for public use. Your Entry Summary is the only written part of your case study that will represent it in media and on the POPAI website after the competition. It will also be used in People's Choice judging. One 'hero' high resolution image, clearly marked, must be supplied.

## **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. Should queries be raised regarding entry details (including contributing parties) the client's choices or decisions will be adhered to by POPAI ANZ.

## 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: High Resolution and Low Resolution versions of your primary 'hero' image.

The images should depict the entire entry/program and must show **in-market activation**.

**Entries without an in market original image with not be eligible.** It is advantageous to use high quality color electronic images – remember that judges will use these images to score your entry, as well as being used in publicly as representation of the project.

## 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.**
- Your one HERO high res image must be at least 300 dpi, and at a reasonable native size (3"x 4" is appropriate) Please do not "upsample" to achieve the size. Please keep file size to 10MB or less if possible. Please label it 'HERO high res'
- You must provide the same HERO image in low res for online use. Please label it 'HERO low 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.

## VIDEO

- Video specs are: .mov, 120 sec. or less.
- Your video **must not contain 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 image that is found to be markedly different than the actual display will be disqualified. 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
- Entry not paid for prior to the start of judging
- Word limits not adhered to
- High resolution or original in market images not provided
- Client approval assurance not provided

# Awards celebration

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The announcement of Gold, Silver, and Bronze winners, along with the other special awards, will take place in Sydney during the POPAI 2018 Marketing at Retail Awards Gala Celebration on Thursday 13 September 2018, at Doltone House, Jones Bay Wharf, Sydney, 7pm-11:30pm.

For more information and bookings for the Gala Dinner, [click here](#).

## Liability and Other Important Information

POPAI reserves the right to use entrant information and images in POPAI's Creative Gallery, website, and publications. Judges decision is final and cannot be overturned.

# How to enter online

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Using the Awards system is easy.

When entries open in May, the following URL will become active:

**From 1 May, visit <http://marketingatretail.awardsplatform.com>**

A separate set of instructions on how to use the online awards platform is downloadable from the website [here](#). It's simple and user friendly.

We wish all 2018 entrants the very best of luck, and 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](mailto:popai@popai.com.au) or 02 9281 2630

**popai.com.au**

More information about POPAI may be found at [www.popai.com.au](http://www.popai.com.au)  
P +61 (2) 9281 2630 E [popai@popai.com.au](mailto:popai@popai.com.au) | PO Box 2346 Taren Point NSW 2229 Australia.  
General Manager Carla Bridge can be contacted on 0412 727 774, or [carla@popai.com.au](mailto:carla@popai.com.au)

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