

Thursday 15 September, 2016

And the POPAI 2016 Marketing at Retail Awards go to...?

The industry's 'best of the best' were honoured at 2016 POPAI Marketing at Retail Awards, announced last night at Doltone House Hyde Park, Sydney. Toyota, Revlon, St George Bank and Rebel took out major awards, in an evening that celebrated excellence and innovation in a rapidly changing retail environment.

POPAI's General Manager Lee McClymont says the record 157 award entries in 2016 epitomised the diversification of retail and shopper marketing.

"The retail environment is changing at breakneck speed, with the integration of new technologies, and the industry is rising to the shopper sophistication challenge," Ms McClymont says.

"The breadth and scope of the record number of entries this year demonstrate that shopper marketing is being wholeheartedly embraced by sectors well beyond traditional retail and FMCG."

PINNACLE AND SPECIAL AWARD WINNERS

- 1. Tom Harris Marketing @ Retail Award,**
- 2. Best Design and Innovation Award ,**
- 3. Best Permanent Display Award**

All won by - **Toyota Showroom 360, ROTOR Studios for Toyota Australia**

An interactive real-time vehicle configuration and discovery tool available in car dealerships that features multiple models and accessories and 78,000+ vehicle combinations interactively displayed in real-time. 280+ units were deployed across the entire Australian Dealer Network and required no dealer IT requirement (managed network, automated system). Accessory sales increased, shopper engagement scores improved and the tool is now being rolled out across the dealership network.

The Best Design and Innovation Award was chosen from the best of the Gold award winners from each category, re-judged with a focus purely on design and innovation. Best Permanent Display was chosen from the Gold award winners from each category of permanent displays. The Tom Harris Marketing @ Retail Award (Best in Show) was selected from all four Pinnacle award-winning entries.

Best Shopper Experience Award:

This award was chosen from the Gold award winners from each category within the Shopper Experience stream.

St George Bank 'Touch and Unwrap', TRO with Saatchi & Saatchi for St George Bank

St.George branches were transformed using advanced through-glass touch technology and the public were invited to 'unwrap the branch'. A digital wall of wrapping paper on the windows enabled people to move their hands across the glass to tear the animated digital paper accompanied by sound effects. Once unwrapped the window revealed a message 'Thanks for getting in the Christmas spirit! Here's a present from us to you'. Cue St.George branch staff who immediately appeared presenting surfboards, cameras, bikes and other gifts.

Best Temporary Display Award:

This award was chosen from the Gold award winners from each category of temporary displays.

Revlon Ultra HD Matte Lipcolour Launch Free Standing Display Unit, POP this POP that Pty Ltd

An impactful merchandising solution to display a new lip innovation off-location, for a 12 week launch period. The new product shape is glorified and creates a beacon in-store from 5 meters, or from across the store. As the shopper moves closer to the display, layers of communication educate and lead the shopper to test and try the new product. The launch significantly exceeded all objectives and KPIs. It was the #1 Colour Cosmetics Launch in Australia & New Zealand and held the Top 5 Lip SKUs in the Lip category in month of launch. Sales volumes were more than double forecast.

People's Choice Award:

This award was voted on by the general public during the free public awards exhibition, Thursday 15 September.

Rebel Accelerate Store – Ideaworks Sydney for Rebel

Each new rebel accelerate store aims to push the retail boundaries. All elements create an immersive customer experience, evoking the emotion of being at the arena, amongst fellow fans and heroes. Unique local community references play a significant part in the custom design of each store. From the time the customer arrives in store, the visual replication of world-class stadiums set the tone for the shopping experience. In-store services enhance the customer experience and add value by offering expert, personalised advice.

POPAI Packing Room Award:

This award was chosen by POPAI staff and crew from the floor of the Awards exhibition.

eBay/Myer Virtual Department Store, Traffik Group for MYER

To reposition eBay as leaders of retail innovation, eBay partnered with Myer. Aim was to transform the fledgling VR technology into a true utility. Identified the factors customers expect in future retail experiences: Speed, personalization, intelligence, range and immersion. Developed Sight Search, a new VR navigation system allowing users to sort, browse and purchase products using their eyes. Pricing, inventory levels and product data were updated in real time by integrating with eBay's APIs, whilst artificial intelligence learned about users, serving relevant items and remembering preferences

NEW INDIVIDUAL AWARD WINNERS

In two new awards introduced in 2016, a retailer and a longstanding POS supplier emerged victorious.

The Lifetime Achievement Award , for more than 25 years of service to the industry, went to Steve Howell of Creative Instore Solutions, for his “constant quest for the boundary pushing, technologically innovative perfect POS solution”.

The Retail Marketer of the Year went to Daniel Gillard, Insights Manager at The Good Guys for his “delivering insights that led to the transformation of The Good Guys instore and digital content and media strategy across shopper journeys ”.

A full list of the winners across all 25 categories, encompassing physical store, POP campaigns and shopper experience programs - including integrated campaigns and digital technologies, may be found in the below table. All winning case studies and entries may be found in the online case study gallery at

<https://marketingatretail.awardsplatform.com/gallery/mxoWbxar>

The 2016 Marketing at Retail Awards were presented in conjunction with the 2016 Marketing at Retail Expo, held at Sydney Showground. Judging panels were comprised of more than 70 industry-leading retailers, brand marketers, agencies and POP suppliers.

More information on the 2016 POPAI Marketing at Retail Awards may be found at www.popai.com.au.

POPAI is the only global, not-for-profit, industry association exclusively operating as the focal point for Marketing at Retail excellence. POPAI has 20 offices covering 45 countries and more than 1,700 members worldwide. POPAI General Manager Lee McClymont can be contacted on popai@popai.com.au or 0414 941 585.

2016 POPAI Marketing At Retail Award Winners - Gold, Silver, Bronze

Category	Gold	Silver	Bronze
01. Large or Department Store (all categories) – Temporary Display	Cadbury Easter egg bag station, Megara for Mondelez	MYER GIFTORIUM, Active Display Group for MYER	Nutella & Go, Sainsbury (SPG) for Ferrero
02. Large or Department Store (all categories) – Permanent Display	Samsung Open House, Virtual Display Group for Samsung	DULUX Bunnings End Board Project, Active Display Group for DULUX	Big W Side Walk Sale Permanent Units, Blue Star Display for Mattel
03. Grocery Store (all categories) – Temporary Display	Cadbury Easter egg bag station, Megara for Mondelez	Bref WC – Australia, GPS Group for Henkel Australia	Twinnings Discovery Collection, GPS Group for Twinnings
04. Grocery Store (all categories) – Permanent Display	-	Coles HBB Cosmetics, EDA Australasia for Coles	COLES HEALTH AND BEAUTY ISLE, Popcorn Displays for Coles
05. Liquor – Temporary Display	-	BWS JD Smokey Mountain Cooker Display Solution, Blue Star Display for Brown-Forman	Bundaberg Legends, Blue Star Display with The Zoo Republic for Diageo
06. Liquor – Permanent Display	Pinnacle of Premium Wine, Creative Instore Solutions for Treasury Wine Estates	Grant Burge PMS202, What to Do for Accolade Wines	Sparkling In Store, Creative Instore Solutions for McWilliams
07. Petrol, Convenience & Route – Temporary Display	-	TERMINATE HUNGRY THIRSTY POS SUITE, Active Display Group for Parmalat	Kit Kat Counter Unit BP, Ergo Asia with Pop Star for Nestlé Australia Ltd

Category	Gold	Silver	Bronze
08. Petrol, Convenience & Route – Permanent Display	-	Iconic Counter Freshness, Creative Instore Solutions for Ferrero Australia	Multibrand Counter Display, ID POP Pty Ltd for Stuart Alexander and Co
09. Health & Beauty – Temporary Display	Revlon Ultra HD Matte Lipcolor Launch FSDU, POP this POP that for Revlon	Winter Wellness, IdeaWorks Sydney with Blue Star Display for GSK	NIVEA Q10 PEARLS DISPLAY, Popcorn Displays for Beiersdorf
10. Health & Beauty – Permanent Display	-	Avene Pharmacy Wall Units, Point Retail for Pierre Fabre Australia Pty Limited	Wellness Health Hubs, EGR Display for Sanofi
11. Consumer Electronics – Temporary Display	-	Microsoft Band - Product Display Suite, Mills Echo with SPARK! For Microsoft	Oppo lightbox fixture, Double Impact Displays for Oppo Mobile
12. Consumer Electronics – Permanent Display	Optus Store Design, Greater Group for Optus	Samsung Studio Kiosk, Virtual Display Group for Samsung	Foxtel Retail Experience Upgrade Project, Foxtel with Synergy Australasia
13. Specialty Retail, Lifestyle & Service Providers – Temporary Display	Leaps & Bounds Pallet Wrap, iD8 Studio for PetBarn	UNIQLO ULD VISUAL MERCHANDISING, Active Display Group for UNIQLO	DULUX WASH & WEAR LAUNCH, Popcorn Displays for Dulux
14. Specialty Retail, Lifestyle & Service Providers – Permanent Display	Toyota Showroom 360, ROTOR Studios for Toyota Australia	Samsung Studio Kiosk, Virtual Display Group for Samsung	Petstock Pet Protection Unit, EGR Displays for Petstock
15. Category Management	-	Retail Modular Pallets (RMP), CHEP Australia for Tru Blu Beverages	ARNOTT'S TIM TAM WORLD SQUARE SHELF DISPLAY, ACTIVE DISPLAY GROUP - MARKITFORCE for Campbell Arnott's
16. Window Displays	St.George Christmas Windows, TRO with Saatchi & Saatchi for St George Bank	Telstra Summer of Wi-Fi, TRO for Telstra	rebel Chatswood LED installation, Ideaworks Sydney for rebel
17. Store Design	rebel Accelerate Store, Ideaworks for rebel	STAR WARS - THE FORCE AWAKENS STORE DRESS-OUT, Active Display Group for Walt Disney Company	Optus Warringah Mall, The Greater Group for Optus
18. Environmental Stewardship	Retail Display Pallets and Beverage Trays, CHEP Australia for Tru Blu Beverages	-	-
19. Digital In-store	Samsung Open House, Virtual Display Group for Samsung	Toyota Showroom 360, ROTOR Studios for Toyota Australia	rebel Accelerate Concept, Ideaworks for rebel
20. Mobile, Social & Online	It's On Us - Great Northern Super Crisp Lager Sampling, Zoo Republic for Carlton United Breweries	eBay/Myer Virtual Department Store, Traffik Group for MYER	Kit Kat Ultimate Break Social Media Photo Booth, Ergo Asia with Look Print and Blink republic for Nestlé Australia Ltd

Category	Gold	Silver	Bronze
21. Experiential	St.George Touch and Unwrap, TRO with Saatchi & Saatchi	TIE The Bloquet, Y&R Group for Ribs and Rumps WITH Campbell's Soup Exchange, Traffik Group with The Kitchen Table for Campbell Arnott's	Toyota Showroom 360, ROTOR Studios for Toyota Australia
22. Sales Promotion	-	QV Family National Promotion, Geometry Global for Ego Pharmaceuticals	[yellow tail] 'The antidote to serious', OnePartners for Casella Wines
23. Direct Marketing & Loyalty	-	Mad Mex, The Big Burrito Challenge, Dashing Print for Mad Mex	-
24. Occasion-based Shopper Campaign	NUTELLA - Personalise your jar today, Active Display Group for Myer	Oats Season, XPO Brands for Nestle CPW	Kinder Christmas 2015, Sainsbury (SPG) for Ferrero
25. Integrated Path to Purchase Campaign	Oats Season, XPO brands for Nestle CPW	Kit Kat Ultimate Break Campaign, Ergo Asia, Extravert and Blue Star Display for Nestlé Australia Ltd	MYER GIFTORIUM, Active Display Group for MYER TIE with Bref Launch, XPO Brands for Henkel

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