

ENTER NOW



**Recognising creativity, innovation and excellence
in the South African P-O-P industry**

NEW FOR 2015

- Additional awards categories
- Exclusive nominations event
- Prestigious Awards Dinner
- Amendments to awards evening

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CONTENTS

ENTRIES

- Why enter? How to enter.
- Past Winners
- What do you win?
- Categories

JUDGES

- How your work is judged
- Past judges

RULES

- Terms and Conditions



WHY ENTER?

The POPAI SA Awards showcase the best the South African retail marketing industry has to offer. Set to reward, showcase and further excellence in all areas of in-store communication, winning a POPAI Award is prized by industry clients and suppliers alike.

Whether you work with Temporary Display, Permanent Display, Retail Design and Shopper Technology or Implementation, there's a category for you.

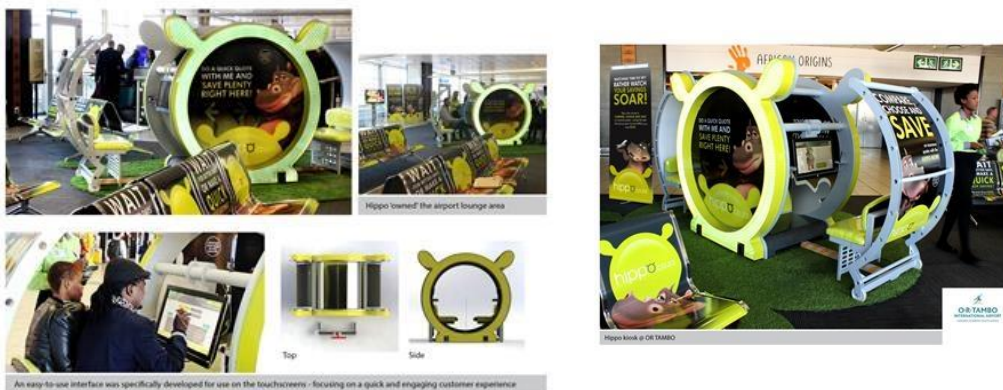
Your work will be judged and awarded according to POPAI SA's set criteria by a panel of esteemed retail and brand professionals, exposing your expertise, creativity and talent to the top people in each field.

And it's not just tough and impartial judging standards that set the POPAI Awards apart from other awards that have gone before. Of importance to note is that your entry fee helps support our commitment to continuously improving industry best practice, education and the development of future generations of talent within the world of retail marketing.



PAST WINNERS

Some of the headline winners from 2014 POPAI S.A. Awards
See all past winners: www.popai.co.za



Display of the Year

POD Communications | Hippo Insurance Kiosk | Hippo



Product – FMCG – Food & Soft Drinks – Temporary

34 Group | Lindt Mother's Day | Lindt & Sprüngli



Product – FMCG – Cosmetic & Personal Hygiene – Temporary

Hewitt & Associates | Nivea Cocoa Butter FSU | Beiersdorf



Short Run (Under 50 units)

Kansai Plascon | Custom Colour Creation in Mass Retail | Massmart Rivonia



BEGIN THE ENTRY PROCESS

- Go to <http://awards.popai.co.za/> register.
- Log in to begin your entry.
- For new entrants, please save your login details should you wish to amend your entry before the judging commences.

7 STEPS TO CREATING AN ENTRY

- Click on Enter Awards.
- Click on 'I would like to make a NEW ENTRY.'
- Fill out your entry.
- Choose the category you wish to enter.
- Complete all required sections with as much relevant, substantiating information as possible.
- Upload your supporting visual evidence. Entries should be supported by high resolution, quality photographs (300dpi, with minimum of 3 and maximum of 5 per entry), providing sufficient visual detail to highlight key elements of your work.
- Ensure all required supporting information including proof of shipment, unit cost and date of project delivery is complete.
- Ensure that your company name is removed or covered as judges will have access to this.
- Submit full payment for relevant number of entries with a PO number where necessary.



- You can save your entry at any time and return to complete it at a later stage.

PLEASE NOTE: Only completed entries with proof of full payment will be judged.



COST PER ENTRY

SINGLE ENTRY FEES

POP AI Members (1 - 4 entries)

On-line: R1750.00 excl. VAT per entry

Post-deadline: R2050.00 excl. VAT per entry

Non-POP AI Members (1 - 4 entries)

On-line: R2200.00 excl. VAT per entry

Post-deadline: R2500.00 excl. VAT per entry

MULTIPLE ENTRY FEES

5 - 9 entries POP AI Members

Online: R1650.00 excl. VAT per entry

Post-deadline: R1750.00 excl. VAT per entry

10 or more entries POP AI Members

On-line: R1480.00 excl. VAT per entry

Post-deadline: R1600.00 excl. VAT per entry

5 - 9 entries Non-POP AI Members

On-line: R2050.00 excl. VAT per entry

Post-deadline: R2200.00 excl. VAT per entry

10 or more entries Non-POP AI Members

Online: R1925.00 excl. VAT per entry

Post-deadline: R2050.00 excl. VAT per entry



YOUR GUIDE TO THE AWARDS

Here's what you need to know – what can be entered, key dates, judging criteria, new categories for 2015 and more.

WHO CAN ENTER?

Creative agencies, P-O-P manufacturers, retail design experts, shopper technology specialists' even brands and retailers themselves - from all over SA.

You don't need to be a member of POPAI SA to enter.

WE DO NOT ACCEPT:

- Concept designs or works created only for the purpose of entering the Awards.
- Work entered by another party into the same category.
- Work entered in the POPAI Awards in a previous year.
- Prototypes that have not been commercially released.



WHAT CAN I ENTER?

To be eligible, work must:

- Have been **placed in-store between 01 August 2014 and 30 June 2015** in South Africa or abroad. However, yearly programmes such as automotive campaigns scheduled for the 2014/2015 model year are eligible.
- Be produced in response to a genuine brief from a client.
- Be submitted as it was originally released in-store with no alterations for the purpose of award entry.
- Be created by an agency, manufacturer or other business based in South Africa for either local or overseas retail markets or by an international company for use within a retail environment within the South Africa.
- Approved and paid for by the Client.
- Not have been entered in previous years.
- Retailers and brands may enter work that has been produced in-house.
- Be accompanied by documentary evidence to demonstrate the work was produced and shipped within the guidelines for entry.



WHAT DO YOU WIN?

All nominated entries will receive a POPAI Award.

BRONZE AWARD

- Recognizes a fine example enhancing the total shopper experience, worthy of a place at the POPAI Awards.

SILVER AWARD

- Rewards work that stands out and that is well-executed with an original and inspiring idea at its heart.

GOLD AWARD

- The ultimate accolade, a Gold POPAI Award is reserved for only the most outstanding work that achieves true excellence in terms of idea, context, implementation and retail performance.



WHEN WILL I KNOW IF MY WORK IS NOMINATED?

Judging is scheduled to take in August / September and we will announce the shortlisted entries on **Thursday, 01 October 2015** via our weekly newsletter as well as telephonically and via email. All nominated entries will also be confirmed at www.popai.co.za

KEY DATES

Entries open:	16 March – 30 June 2015
Extended deadline:	22 July 2015
Judging:	August - September 2015
Nominations announced:	01 October 2015
Awards dinner:	12 November 2015



CATEGORIES

Product: FMCG

Food and Soft Drinks: Permanent (1)

Food and Soft Drinks: Temporary (2)

Cosmetic and Personal Hygiene: Permanent (3)

Cosmetic and personal Hygiene: Temporary (4)

Cleaning and Pharmaceutical: Permanent (5)

Cleaning and Pharmaceutical: Temporary (6)

Tobacco and Liquor: Permanent (7)

Tobacco and Liquor: Temporary (8)

Product: Non-FMCG

Non-FMCG: Permanent (9)

Non-FMCG: Temporary (10)

Services

All Services: Permanent and Temporary (11)

Digital Media in Retail (DMIR)

All DMIR: Permanent & Temporary (12)



Short Run

*Both: Permanent & Temporary (13 & 14) **NEW!!***

- A special category to reflect displays whose planned roll-out was a run of less than 50 units.
- There must be clear evidence that such entries were not simply a trial or a component part of a larger display project.
- Entries into this category can relate to any retail sector.

Flagship and Store

All: Permanent & Temporary (15)

- This category reflects integrated displays where an entire flagship, single store or shop-in-shop was created.
- There must be clear evidence that such entries were not simply a trial or the initial element of a full store roll-out.
- Entries into this category can relate to any retail sector.

Emerging / Main Market

All: Emerging/ Main Market: Permanent & Temporary (16)

Campaign **NEW!!**

All: Permanent & Temporary (17)

- This category includes integrated campaigns that include a core shopper element.
- Entrants must have been directly responsible for a campaign that includes the use of multiple touch points either all within the store or partly in-store (e.g. online, mobile and social media, sampling and experiential, ambient media, out of home) and other shopper marketing channels.
- Entries can relate to any retail sector.



Sustainability

All: Permanent & Temporary (18)

Case studies entered into the Sustainability Award must have been entered into at least one (1) other category.

The POPAI Sustainability Award recognises displays which have been created and executed with the minimum of impact on the environment.

A 'green' display isn't just about the design or use of recycled materials; entries should demonstrate their environmental credentials across the board paying specific attention to the areas below, where appropriate.

As part of your entry you will be asked to include the following:

- Practices employed in the design stage of the project that reduced the environmental impact of the display.
- Materials used and how the production process helped reduce the environmental impact.
- How changes made to the physical infrastructure impacted upon production such as reduced utility consumption, reduced wastage/waste treatment and improved process control.
- How the supply chain was included in the process to drive environmental efficiencies.
- The role that installation and fulfilment played in reducing the environmental impact and how changes in practices were employed.

PLEASE NOTE: In preparing case study information for all of these areas, please bear in mind that judges will be looking for evidence of how new working practices differed from traditional methods.



Overall – Display of the Year (No submission needed)

Display of the Year: All Permanent (19)

Display of the Year: All Temporary (20)

There are 20 categories which cater to all the following industries:

- Automotive and Leisure
- Sports, Toys and Fashion
- Grocery, Convenience & General Merchandise
- Confectionery
- Home and Garden
- Hotels, Restaurants, Cafes and Clubs
- Consumer Electronics
- Cosmetics, Beauty, Hair and Fragrance
- Pharmacy
- Retail Services and Stationery



HOW YOUR WORK IS JUDGED

Since POPAI began organising the industry awards we have continuously maintained a high standard of being rigorous, but fair.

Your work is judged according to criteria set by a panel of esteemed retail and brand professionals appointed by POPAI S.A.

Each judge is allocated one or more categories (although not a category which they currently work within). After a preliminary round of judging online, the panel of judges gather in JHB / CT for a day of final judging, where there is the opportunity for full and frank discussion of initial nomination recommendations before a final selection is made.

In the first round, entries are scored based on how well they perform against the set judging criteria. For example, if entrants are unable to submit supporting evidence of return on investment, sales uplift or positive client testimonials as a result of their work, then that entry will not be eligible to receive a Gold standard score.

The identities of individual entrants remain undisclosed to judges throughout the duration of the process.



JUDGING CRITERIA

Judges are asked to consider several important factors when deciding on whether an entry is worthy of nomination.

In order of importance:

- Did the entry meet the Client's objectives?
- Were the needs of the shopper clearly defined and met?
- Was the entry well-considered, original and relevant to its context?
- Did it perform well in terms of retail impact, functionality and flexibility?
- Was the entry exceptionally well-executed?
- Did it perform well against key performance measures?



IMPRESSING THE JUDGES

Have a look at our short entry guide below to increase your chances of winning.

Top tips:

- Take time to consider and compile a concise case study that explains the important aspects of your work (e.g. how it met objectives, creative thought process, key challenges, design and construction considerations, retail performance improvements achieved - sales uplift, greater brand awareness, removal of barriers to purchase, more informed shopper decision making etc.)
- Keep explanatory text short, clear and relevant.
- Please **DO NOT** use any references to the entrant company within your entry submission.
- **DO NOT** submit computer rendered images of your work – show finished work.
- **Show your work in situ** within the retail environment and in its intended context.
- Entries should be supported by high resolution, quality photographs (300dpi, with minimum of 3 and maximum of 5 per entry), providing sufficient visual detail to highlight key elements of your work.
- Include video files to demonstrate practical use for your entry in its retail context. Videos must be no more than 30 seconds in duration and 5MB in size (maximum of 2 videos per entry).
- Ensure your work is presented in the best light, with photographs that demonstrate high retail standards e.g. stock loading, merchandising and appropriate in-store placement.



- Remember – judges can only critique entries based on the information they are given. They are not allowed to draw on personal experiences of anything which they may have seen in the market or additional information from any other source(s) outside of the Awards process.

PAST JUDGES



Nestlé

Good Food, Good Life



brands in trade®

Building Brands. Driving Sales.



TERMS & CONDITIONS

- Full payment (credit card / EFT transfer) must be received and cleared before the entry deadline.
- POPAI SA reserves the right to make use of award entry content and related images, whilst at all times acknowledging individual copyrights related to award entries.
- We reserve the right to amalgamate, split and alter categories as well as create new categories without prior notice or consultation with award entrants.
- Entries may be moved into an alternative category, if deemed more appropriate, without prior notice and no refunds shall be given.
- Once an entry is submitted, paid for and approved by POPAI S.A., no refund of entry fees shall be given under any circumstances.
- If POPAI S.A. establishes that an entrant has broken the awards rules, the offending entry will be immediately be disqualified from the Awards.
- Entrants must declare that Client permission has been received for the entry to compete in the POPAI S.A. Awards and that they hold copyright for the entry or have written permission from the copyright holder to enter the Awards and in this case that the copyright holder does not require recognition.



**Make sure your work receives the recognition
that's in store!**

Visit awards.popai.co.za

The POPAI SA Awards are sponsored by:

