

FAQ's

POP AI SOUTH AFRICA 2015 AWARDS

Deadline for entries: Friday, 30th June 2015



Remember to enter at:

awards.popai.co.za

Deadline for entries:

30th June 2015

Q. Can I enter the POPAI Awards online?

A. This is now the only way to enter – go to awards.popai.co.za

Q. What is the maximum number of entries I can submit?

A. The maximum number of entries is 15 per company. Discounts are available for multiple submissions.

Q. Is there a discount for multiple entries?

A. Yes. Various discounts will be applied depending on the number of entries.

Q. Can I enter the Emerging / Main Market Award only?

A. Yes. You may enter a display into any one of the other categories as well as the emerging market category or only in the emerging market category.

Q. Can I enter the same display into more than one category?

A. No. You may only enter one of the main categories. The only exception is, you may enter a display to any one of the main categories as well as the emerging market category.

All entries are automatically entered into the 'Display of the Year' category free of charge.

Q. Can I enter a display which has been designed and/or produced outside of the South Africa?

A. Yes. However, displays must have been rolled out in-store in South Africa. Entries designed and/or produced in South Africa for a client abroad are also accepted.

Q. How current does a display have to be?

A. To be eligible for the competition, a display must have been placed in-store between 1st August 2014 and 30th June 2015.

Q. What do I need to include in my case history?

A. Please refer to the 'Example Case History Entry Form' in the POPAI Awards 2015 Entry Guide.

Q. Do I have to complete all entry criteria for it to remain eligible for the competition?

A. Yes. It is critical for all entry requirements to be fulfilled including the cost and number of units. Otherwise, the judges will not be able to fully assess the merit of the display and the entry will be rejected with no refund of the entry fee.

Q. Is there a limit on the amount of copy I can use in support of my case study?

A. No. However, you should ensure that all material submitted is relevant to the set criteria upon which judges will base their decisions. Try and resist the temptation to 'waffle.'

All references to your company name will be removed from your case study.

Please do not include them in the first place.

Q. Will my case study be published online?

A. Yes. All submitted entries will be posted on the POPAI website following the announcement of nominations. Sensitive information such as unit cost will not be made public at any stage before, during or after the Awards competition.

Please ensure that all the information you supply is both accurate and approved by your client as amendments will not be possible after the competition deadline of 30th June 2015.

POPAI reserves the right to use entry photographs and case studies for any other purposes.

Q. Is there a minimum production run?

A. Yes. The minimum production criteria is 50 units. This does not apply to the Digital Media in marketing at retail.

Q. Can I submit an actual display as part of my entry?

A. No. Only photographs and/or video clips are accepted in support of entries.

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

A. Five. The minimum number of photographs required is three.

Q. Can I submit video files in the digital categories?

A. Yes. Video clips are restricted to a maximum of two per entry, each lasting no longer than 30 seconds in duration. It is recommended that these videos are uploaded as .wmv files with a recommended size of no more than 5mb.

Q. Can I include CAD images in support of my entries?

A. Yes. However, these may only be used to highlight technical aspects of the entry. Any entries which use CAD images as the main illustration may be disqualified without refund.

It is essential to use photographs of the display in-store.

Q. Can I supply sample materials and/or a mood board?

A. No.

Q. When will the nominations be announced?

A. On the 01 October 2015

Q. When do the Awards open for entries?

A. Entries are open now.

Q. When is the closing date for entries?

A. On the 30th of June 2015

Q. How do I enter the sustainability category?

A. Case studies entered into the Sustainability category must have been entered into another 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 most appropriate

