



THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL

SOUTH AFRICA

PROMOTING RETAIL MARKETING

MARKETING INTELLIGENCE

INITIATIVES

EVENTS

EDUCATION

COLLABORATION & BRAND EXPOSURE

WHAT IS POPAI?



WHAT IS POPAI?

POINT OF PURCHASE ADVERTISING INTERNATIONAL

The only global, not for profit, trade association exclusively dedicated to the retail marketing industry

20 national offices covering 45 countries

1700 members worldwide



WHAT IS POPAI?

POINT OF PURCHASE ADVERTISING INTERNATIONAL

Unique global network:

MARKET INTELLIGENCE

INITIATIVES

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OUR OBJECTIVES



OUR OBJECTIVES

- To promote the importance of marketing at retail in the total marketing mix
- To elevate it as a measured medium on par with print and broadcast
- To improve levels of education in the industry
- To develop and encourage high standards of practice
- To represent industry views
- To promote a better understanding of the medium
- To provide an opportunity to exchange ideas and experiences
- To conduct research for more effective strategy
- To implement standardization of the industry terminology and measures

WHAT WE DO 

MARKET INTELLIGENCE



WHAT WE DO | MARKET INTELLIGENCE

- The largest online archive of retail marketing research studies, industry presentations and guides in the world
- Distribution of the latest studies from our sister chapters around the world
- Local research into topical areas such as the size of the BTL market
- Latest news & trends on the industry
- Development of how to guides on specific industry topics

FREE TO MEMBERS!

WHAT WE DO 

INITIATIVES



WHAT WE DO | INITIATIVES

- **Research**
 - Emerging Market
 - C-Stores
 - Shopper Marketing
- **Green Project**
 - Sustainability in POP
- **What's In Store Magazine**
- **In-Store Snapshot**
- **Guide to...**



WHAT WE DO

Emerging Market Research



WHAT WE DO | Emerging Market Research

- Understanding the rapidly evolving Emerging Market and the opportunities within it for M@R
- Immersion Days in Cape Town, Durban and Johannesburg
- Key objectives of this day:
 - Understand Marketing at Retail in this environment
 - What techniques are unique to this market
 - Strategies that can be utilised for brands and retailers
 - Interact with consumer in their home to understand their needs
 - What challenges need to be overcome from a supply and presentation perspective



WHAT WE DO | Emerging Market Research



WHAT WE DO

POPAI GREEN PROJECT

POPAI
green project

The logo for the POPAI Green Project. It features the word "POPAI" in a bold, black, sans-serif font. The letter "O" is replaced by a small globe icon. Below "POPAI" is the word "green" in a bold, green, sans-serif font, followed by a stylized green leaf icon. To the right of the leaf is the word "project" in a bold, green, sans-serif font. The background of the slide features a large, faint, light gray globe graphic.

WHAT WE DO | POPAI GREEN PROJECT

- Reducing the environmental impact of P-O-P across the entire industry
- Collaborative process with key industry role-players
- Self regulate industry before state mandated regulation is applied
- Key areas that are the focus of this project
 - Design
 - Materials & Processes
 - Plant & Premises
 - Supply Chain
 - Installation & Fulfillment
- Leading to industry benchmarks & accreditation
FREE TO MEMBERS

WHAT WE DO | POPAI GREEN PROJECT



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Projects Overview Product Packaging Use End of Life Results

My projects

[Create Project](#)

Title: POPAI Presentation
Description: Generic Display Unit
[View / work on this project](#) [Delete Project](#)
 Date Created: 17/09/2010 12:41:11 Last Updated: 17/09/2010 12:41:11

Title: test
Description: test
[View / work on this project](#) [Delete Project](#)
 Date Created: 14/09/2010 11:22:08 Last Updated: 14/09/2010 11:22:08

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Projects Overview Product Packaging Use End of Life Results

Display: Products Only Packaging Only

Please check or uncheck your versions listed below

GENERIC DISPLAY VERSION 1 ✖
 GENERIC DISPLAY VERSION 2 ✖

TITLE	VERSION 1	VERSION 2	VERSION 3	VERSION 4	VERSION 5	VERSION 6
SUPPLY CHAIN LOGISTICS	1.74	1.04				
MATERIALS AND PROCESSES	0.38	0.44				
END OF LIFE	1.00	30.00				
DELIVERY LOGISTICS	9.06	9.26				
RECYCLED CONTENT	4.00	18.63				
DESIGN	1.00	12.00				



WHAT WE DO

What's In-Store

POP Gallery



WHAT WE DO | POPAI What's in Store

- POP photo collage
- Showcasing what the latest POP displays that are in store currently
- Sent to members only

FREE TO MEMBERS



WHAT WE DO | POPAI What's in Store



WHAT WE DO

EVENTS



WHAT WE DO | EVENTS

- GlobalShop 2017
- Retailer & Brand Forums
- Captains of Industry Breakfast Meetings
- Shopper Marketing Seminars
- Innovation and Technology Seminars
- Emerging Market Immersion Days (both general and personalized)
- Industry Awards

WHAT WE DO | EVENTS | POPAI AWARDS

- The POPAI SA Awards recognises excellence in point-of-purchase advertising displays and in-store communication activity produced and placed in South Africa
- This year is the 6th edition of the awards and it has been growing exponentially since its launch in 2011.
- 26 categories are available for entry including Display of the Year (Temporary and Permanent)
- Contact POPAI SA for the awards date and venue



WHAT WE DO | EVENTS | POPAI AWARDS



Sponsored by:



WHAT WE DO

EDUCATE & INFORM



WHAT WE DO | EDUCATE & INFORM

- Knowledge Center

Includes:

- All global papers
- All previous conference presentations
- Research reports from around the world focusing on POP
- Best practice



WHAT WE DO

COLLABORATION & BRAND EXPOSURE



WHAT WE DO | COLLABORATION & BRAND EXPOSURE

- Networking at events
- Thought leadership
- Collaboration of one industry vision
- Providing guidance to industry players to improve the overall standard of implementation
- Provide the consumer with more informed choices in store

WHAT YOU'LL GAIN

- Improve your marketing strategy through global research
- Keep abreast of industry trends
- Raise professional & corporate standards
- Increase your knowledge of P-O-P
- Visibility on www.popai.co.za and corporate brochure
- Join other P-O-P professionals
- Meet regularly for networking
- Preferential rates for the industry trade events
- Be part of a global network
- Add to your company's credibility

ATTENDEES | LEADING BRANDS, RETAILERS & SERVICE PROVIDERS



Change it. Love it.



HOW TO JOIN

To take advantage of all these benefits, join POPAI today for only R11 000 - R16 500 per year for a corporate membership

CONTACT:

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suko@popai.co.za

Join online at www.popai.co.za

Download an application at www.popai.co.za