

2011 MARKETING AT RETAIL AWARDS




***CONTEST RULES,
REGULATIONS &
ENTRY INSTRUCTIONS***

***DEADLINE FOR ENTRIES:
Tuesday 26th July, 2011***

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1. A QUICK OVERVIEW OF THE POPAI MARKETING AT RETAIL AWARDS

What is the aim of the Awards?

- Encourage, recognise, reward & improve standards
- Showcase innovation in design, manufacturing & highlight best practice & cost effective executions
- Facilitate interaction between retailers, brand owners, designers & producer/suppliers

Who can enter?

- Entry is open to POPAI Member Companies and Non-Members of POPAI who are either Brand Owner/Marketers or Retailers

What can be entered?

- Displays must have been in market at some time between - **1 July 2010 – 30 June 2011**
- There must be a minimum production run of 100 units
- Digital & Interactive categories – minimum 25; Short run & Flagship categories – less than 25 units
- Divisions
 - Temporary – up to 6 weeks
 - Semi-permanent – 2 to 6 months
 - Permanent – over 6 months

How do you enter?

- Entries are open now and **close 5pm Tuesday 26th July, 2011**
- ALL entries must be completed on www.popai.com.au and displayed at the Marketing at Retail Expo in Melbourne – 13-15th September, 2011

What does it cost?

- Initial entry \$500 + gst, all subsequent \$450 + gst each
- Costs include - Floorspace of max 1.5m x 1m x 2.5m + 1 x power outlet if required
- Cost of freight/handling/installing is the responsibility of the entrant company

Entry Form – JUDGES ONLY – Strictly no company references

- Objectives / Design & Engineering / Shopper Engagement / Retail Experience / Results
- All information is confidential and will only be viewed by POPAl Administration Staff and Judges allocated to judge that particular entry

Fact Card – PUBLIC INFORMATION – Company information permitted – Max. 1,000 characters per section

- Marketing at Retail Objectives / Shopper Engagement & Retail Experience / Results
- The Fact Card is public information – it will be displayed on the entry at the Expo, may be used in the Annual Awards presentation, the Annual Awards publication, on-line and in press releases

Images

- Primary image – in store is preferable
- Other images as required to give the judges a better understanding of the entry
- Maximum 1MB - No logos or company branding or pdf. Images may also be used in the Annual Awards publication, on-line and in press releases

Acknowledgement

- Your assurance to POPAI that you have your clients approval to enter

Judging

- Judges invited to participate by POPAI - Teams of 4 – Retailer, Brand, Designer, Producer/Supplier - 50/50 Male/Female within each team
- Round 1 Judging – Online: Round 2 Judging – On-site - Team based – allows discussion
- All entries must be complete and on-site at the MCEC by **3pm on Monday 12th September** to qualify for judging – no exceptions will be made

Any other tips?

- **REMEMBER YOUR PASSWORD – POPAI cannot retrieve it for you**
- **Please do not click the 'back' button on your browser. If you wish to make changes to your entry, complete the entry process & then use the password supplied to re-enter & then edit**
- **CHECK YOUR SPELLING** – do you want the public to see spelling mistakes in your entry??

2. ABOUT POPAI & THE MARKETING AT RETAIL AWARDS

POPAl is an international organisation with over 1700 member companies and offices in 20 countries around the world.

POPAl's Marketing at Retail Awards is the premier awards program for the Marketing at Retail industry. The Awards recognises the most innovative and effective instore retail displays and showcases innovation in design and manufacturing. Entries vie for gold, silver, and bronze honours. POPAl's highest honour, Display of the Year (DOY) Awards, are chosen from the Gold Awards winners and given to the best temporary, semi-permanent and permanent displays.

The competition has been designed to facilitate interaction of retailers, brand owners, designers and producer/suppliers on the subject of retail marketing.

3. MARKETING AT RETAIL DEFINED

POPAl defines retail marketing as "audio, visual and sensory" communication which precedes the sale of any product or service.

This can and does include many varied retail marketing communication techniques which impact on the conscious and subconscious mind – from traditional media like packaging, point of sale display, sampling and demonstrations to new media like floor signage, in-store radio, interactive kiosks, mall media, category management, promotions and digital delivery of the brand message.

4. DATES and DEADLINES

- To be eligible to enter, all submissions/displays must have been in market at some time between: **July 1st 2010 to June 30th 2011**
- **FINAL DATE FOR ALL ENTRIES TO BE RECEIVED BY 5.00PM TUESDAY 26th JULY, 2011**
- **ALL ENTRIES MUST BE LODGED ONLINE AT: www.popai.com.au**
- **ENTRY SET-UP: 11TH & 12TH September 2011 Melbourne Convention & Exhibition Centre (MCEC)**
- All entries must be complete and on-site at the MCEC by **3pm on Monday 12th September** to qualify for judging – no exceptions will be made
- Awards will be announced and presented at the POPAl Gala Award Dinner on Wednesday 14th September at the Palladium at Crown, Crown Towers - SOUTHBANK

5. ELIGIBILITY - WHO CAN ENTER?

Entry is open to all POPAl Members and Non-Members of POPAl who are either Brand Owner/Marketers or Retailers.

Non-Member producer/suppliers may enter by becoming a Member of POPAl Australia and New Zealand. Contact Lyn Shields, Member Services Manager on 02 9938 5150 or lyns@popai.com.au for more information.

6. RETAIL ENVIRONMENT

In recognition that in certain cases a particular display designed and manufactured at the same time, under the same client order, may target multiple retail environments – a display may be entered more than once as follows:

a) Primary Retail Environment

This covers the main or primary retail environment for the display in the Marketing Brief.

b) Secondary Retail Environment

This covers activity that would not necessarily have merited a production order in its own right. To be entered in this secondary category the unit may be altered or enhanced by altered panels and/or headers etc.

7. PRODUCTION QUANTITIES

With the exception of:

- CATEGORY 10 – DIGITAL & INTERACTIVE MEDIA – minimum 25 units
- CATEGORY 11 – INTERACTIVE DISPLAY SOLUTIONS – minimum 25 units
- CATEGORY 12 - IN-STORE CATEGORY MANAGEMENT – SHORT RUN (12CMSR) – less than 25 units
- CATEGORY 16 – SHORT RUN & FLAGSHIP – less than 25 units

there must be a minimum production run of 100 (one hundred) units per specific retail channel.

For Categories 10 & 11 the minimum production run is 25 (twenty five) deployed units. For Categories 12 & 16 it is less than 25 (twenty five) deployed units. Proof of Shipment, such as a bill of lading, will be required to substantiate entry.

8. JUDGING

Judging will be undertaken by industry professionals selected by POPAL Australia & New Zealand. For the principal category awards, the judging panels will be comprised of retailers, brand marketers and producer/suppliers.

Each panel member will be recruited in accordance with strict qualification guidelines, including a minimum of 5 years experience in their chosen field (10 years for Technical Awards).

All judging is kept strictly confidential and judges' decisions are final.

9. ENTRY FEES

FIRST ENTRY: **AUD500.00 + GST**

SECOND AND ALL SUBSEQUENT ENTRIES: **AUD450.00 + GST**

ENTRIES WILL ONLY BE CONSIDERED AS FINAL ONCE PAYMENT HAS BEEN MADE

Size: Each entry must fit within a 1.5m (wide), 1m (deep),
2.5m (high) space on the "Awards" Show Floor.

Any entry exceeding these dimensions – in any direction – **must** be approved by POPAL Australia & New Zealand.

Oversized displays: If approved, will be subject to an **additional fee of AUD100.00 + GST per additional 0.5m in each and every direction.**

10. INCLUDED IN THE ENTRY FEE

Show Floor Space

POPAl Australia & New Zealand is providing show floor space.

Each entry will be allocated a maximum space of: 1.5m x 1m x 2.5m

The entire display of each entry must fit into this space.

Electricity

Each entrant is allocated one (1) x 240 volt power point with a maximum loading of 1000 watts (4amps) per entry. Entrants requiring more than one power point must have the approval of POPAl Australia & New Zealand and will be subject to an **additional fee of AUD50.00 + GST per power point outlet.**

N.B. ALL FEES MUST BE PAID IN AUSTRALIAN DOLLARS (AUD) PLUS GST @ 10%

11. EXCLUDED FROM THE ENTRY FEE

The following **is not** included in the entry fee:

- Cost of freight and handling to and from the show floor in Melbourne
- Installation and dismantling of an entry
- Additional electrical requirements

(THESE COSTS MUST BE PAID FOR BY THE ENTRANT)

12. GENERAL INSTRUCTIONS - "HOW TO ENTER"

For **each** entry submission a **separate** entry must be completed. These include:

- **PART 1 – ENTRY FORM**
- **PART 2 – FACT CARD**
- **PART 3 – CLIENT SUTHORISATION ACKNOWLEDGEMENT**

All entries must be lodged online at www.popai.com.au before the closing date of 26th July 2011.

13. ENTRY FORM INSTRUCTIONS

The Entry Form information is confidential and will only be viewed by POPAl Administrative Staff and Judges allocated to judge that particular entry. Below is a guide for each section. All sections must be completed, but not all entries will have all this information available:

1. Marketing at Retail Objectives

Brief overview of market situation preceding this activity identifying important factors relative to success of activity e.g. brand position, market share, retailer restrictions or aspects of consumer buying habits. Identify specific marketing/sales objectives of this campaign e.g. create awareness, generate trial, create brand switching, drive volume, build market share, spoil competitive launch. Please quantify where possible.

2. Design & Engineering

Identify all relevant elements including creative concept, type and construction of display material, function and use of retail space, integration with overall marketing objectives and strategies, ease of display erection by trade. *Please note how entry integrates with other media and/or advertising support as appropriate.*

3. Shopper Engagement

Identify creative & design features of the entry incorporated to maximise interaction with the shopper.

4. Retail Experience

Identify the key components of the entry that define the "Retail Experience" within its specific category and/or channel and consider the following (where appropriate):

- How the entry complements and communicates the product or service it is selling?
- Any innovative or unique attributes within the category/channel?
- How successfully the entry functions within the category/channel environment?
- Technical proficiency of the entry in the context of the retail category/channel?

5. Results

Please explain the effectiveness of the activity in achieving stated objectives. Wherever possible, supply quantified data or information to substantiate results and/or cost effectiveness of activity.

14. FACT CARD INSTRUCTIONS

The Fact Card must include the "**Public Information**" about the display (ie. who produced the display, the client, the retail channel/s used, marketing objectives etc. along with Shopper Engagement and Retail Experience.

This will be placed next to the display after judging is completed to allow attendees a brief synopsis of the display and its background. Contest Judges do not see the Fact Card as it is not part of the Judging process however it may be used for case studies of winning entries. Please ensure that all clients have approved the use of fact card information for public release.

Fact card information may also be used as part of the Awards presentation, the Awards Annual, press releases and on-line. Entrants are responsible for the accuracy and legibility of information provided on the Fact Card. Please complete a Fact Card for every entry submission.

Note – there is a limit of 1,000 characters per section in the Fact Card

15. ACKNOWLEDGMENT FORM INSTRUCTIONS

At the completion of each entry you are required to acknowledge the authorisation from both your client and your company that this submission is approved for entry. Please note: This acknowledgement is the responsibility of the Entrant Company.

16. SAMPLES AND REFERENCE MATERIALS

An inputted 300 dpi high resolution JPEG digital file, suitable for A4 reproduction, of the main feature visual (same image) must be submitted online with the completed entry form.

IMPORTANT:

- First Round Judging will be completed online and judges will have access to images.
- Please ensure images are truly representative of the physical unit. In addition, one image should ideally show the unit in its Retail Environment to help the judges evaluate the display's use of retail or other space and see it in the context of its environment.
- Image **MUST NOT** include logos or company references of any kind.
- JPEG files are limited to 1MB. **Please DO NOT include PDF files as they are unreadable.**
- For Digital Entries, video files are limited to 5MB. Please contact POPAL.
- The photographs may also be displayed on the big screen at the Awards Dinner and used in future media releases – good quality images are essential

Remember – if you don't include it, the judges won't know it

Production units of all entries complete with relevant stock must be available for judging at the:
"2011 MARKETING AT RETAIL AWARDS"

Venue: Melbourne Convention & Exhibition Centre - South Wharf, Melbourne VIC

Judging to commence at 4pm Monday 12th September, 2011.

ALL entries must be ready by 3pm – no exceptions will be given

Please ensure that entry submissions and all relevant judging material do not display any agency or manufacturer's identification or logo. (This information is only to appear on the "Fact Card")

**FULL DETAILS OF DELIVERY & SETUP TIMES AS WELL AS DISMANTLING & REMOVAL SCHEDULE
WILL BE PROVIDED TO ENTRANT COMPANIES
NO LATER THAN WEDNESDAY 1st SEPTEMBER 2010**

17. SUBMITTING YOUR ENTRY

To qualify for entry and to be considered by the Judging Panel, each entry must be accompanied by the following items:

ENTRY CHECKLIST

- COMPLETED ONLINE ENTRY FORM
- COMPLETED ONLINE FACT CARD INFORMATION SHEET
(ensure that Clients have approved the public release of the fact card information)
- COMPLETED ONLINE ACKNOWLEDGEMENT WITH CLIENT APPROVAL
- MINIMUM OF **ONE** INPUTED 300dpi HIGH RESOLUTION JPEG DIGITAL FILE, SUITABLE FOR A4 REPRODUCTION, (OF THE MAIN FEATURE VISUAL). MAX 1MB FILE SIZE.
- PROOF OF SHIPMENT/ DELIVERY
- THE APPLICATION FEE MADE PAYABLE TO POPAI AUSTRALIA & NEW ZEALAND (PAYMENTS MADE BY CREDIT CARD WILL INCUR A SERVICE FEE – VISA & MASTERCARD 2%, AMERICAN EXPRESS & DINERS CLUB 3.75%)

**ALL ENTRIES AND MUST BE SUBMITTED VIA www.popai.com.au ON OR BEFORE THE CLOSING DATE:
5.00P.M. TUESDAY 26 JULY 2011**

**ANY ENTRY WHICH IS NOT COMPLETED CORRECTLY OR ACCOMPANIED BY CORRECT PAYMENT
WILL NOT QUALIFY FOR THE COMPETITION**

18. AWARD STRUCTURE

Awards will be subject to entries achieving qualifying benchmark scores set for GOLD-SILVER-BRONZE levels.

- A)** A maximum of 9 Awards will be given for each of the 11 entry categories **1-9 and category 16 & 17:**
- 3 Awards Gold, Silver and Bronze for entries classified as **“Temporary”**.
 - 3 Awards Gold, Silver and Bronze for entries classified as **“Semi-Permanent”**.
 - 3 Awards Gold, Silver and Bronze for entries classified as **“Permanent”**
- B)** A maximum of 6 Awards will be given for entry in **Category 10 ‘Digital & Interactive Media’:**
- 3 Awards Gold, Silver and Bronze for entries classified as **“Kiosks” (10DK)**
 - 3 Awards Gold, Silver and Bronze for entries classified as **“Content” (10DC)**
- C)** A maximum of 6 Awards will be given for entry in **Category 12 ‘In-store Category Management’:**
- 3 Awards Gold, Silver and Bronze for entries classified as **(12CM)**
 - 3 Awards Gold, Silver and Bronze for entries classified as **“Short run” (12CMSR)**
- D)** A maximum of 3 Awards will be given for entry into each of **Category 11, 13, 14 & 15**
- 3 Awards Gold, Silver and Bronze for entries classified as **“Interactive Display Solutions” (11IDS)**
 - 3 Awards Gold, Silver and Bronze for entries classified as **“In-Store Retail Sales Promotion” (13N)**
 - 3 Awards Gold, Silver and Bronze for entries classified as **“Instore Marketing & Communications Campaign” (14IMC)**
 - 3 Awards Gold, Silver and Bronze for entries classified as **“Instore Media” (15IM)**

There will be **3 Special Awards** made at the discretion of POPAL Australia & New Zealand for entries of exceptional merit:

- **Innovation Award**
- **Technical Award**
- **Sustainability Award**

A **“Display of the Year Award”** will be selected from all Gold winners and voted for by a panel of retailers and brand marketers in:

- **Temporary (up to 6 weeks),**
- **Semi-Permanent (2 to 6 months)**
- **Permanent (over 6 months)**

19. ENTRY CATEGORIES

Entry categories reflect key retail channels and recognise different communication conditions and controls in each channel. Please note that retailers quoted are examples only.

The seventeen (17) categories are described below:

- A) There are three (3) entry divisions per category for each of the 11 categories 1 – 9 & category 16 & 17:
(T) Temporary POP Advertising - Designed to be in-market for maximum of 6 weeks.
(S-P) Semi-Permanent POP Advertising - Designed to be in-market for between 2 - 6 months.
(P) Permanent POP Advertising - Designed to be in-market for over 6 months.
- B) There are two (2) entry divisions for Category 10:
Kiosk: (DK)
Content: (DC)
- C) There are two (2) entry divisions for Category 12:
Category Management: (CM)
Short run: (CMSR)
- D) There is one (1) entry division each for Category 11, 13, 14 & 15:
Category 11: (IDS) Interactive Display Solution
Category 13: (N) In-store Retail Sales Promotion
Category 14: (IMC) In-store Marketing & Communications Campaign
Category 15: (IM) In-store Media

CATEGORY 1. BEAUTY & HEALTHCARE

ENTRY CODE: 1(T), 1(S-P), 1(P):

Including Vitamins, Cosmetics, Cough & Cold.

e.g Priceline, Chemist Warehouse, The Body Shop, The Shaver Shop, Retail Chemists.

CATEGORY 2. CONVENIENCE/ ROUTE STORES

ENTRY CODE: 2(T), 2(S-P), 2(P):

7Elevens, Milk bars and forecourt shops, e.g. Caltex Star Mart.

CATEGORY 3. DEPARTMENT STORES/MASS MERCHANTS

ENTRY CODE: 3(T), 3(S-P), 3(P)

Including; Sporting goods retailers, Hardware & D.I.Y, Toy Retailers etc

e.g David Jones, Myer, Bunnings, Toys R Us, Rebel Sport etc.

CATEGORY 4. FASHION & PERSONAL ACCESSORY RETAILERS

ENTRY CODE: 4(T), 4(S-P), 4(P)

Apparel, Eyewear, Luggage, Footwear.

CATEGORY 5. FOOD RETAILERS

ENTRY CODE: 5(T), 5(S-P), 5(P):

Supermarkets, Delis, Fresh Food & Fruit Markets, Fishmongers etc.

e.g Woolworths, Coles, IGA, Harris Farm, De Costi Seafoods etc.

CATEGORY 6. LIQUOR RETAILERS (ON AND OFF PREMISE)**ENTRY CODE: 6(T), 6(S-P), 6(P):**

On premise e.g. Clubs, Pubs, Hotels

Off-premise e.g. Liquorland, Dan Murphy's, BWS

CATEGORY 7. PROFESSIONAL HEALTH CARE - MEDICAL/PHARMACIST/VETERINARY**ENTRY CODE: 7(T), 7(S-P), 7(P)**

Hospitals, Medical Centres, Doctors, Vets, Pharmacies (OTC). Optometrists, Chiropractors, Health professionals, Massage Therapists Physios, Vet Clinics, etc

CATEGORY 8. RETAIL SERVICES & LIFESTYLE PROVIDERS**ENTRY CODE: 8(T), 8(S-P), 8(P)**

Airlines, Book stores, Financial Services, Newsagents, Pet shops, Postal services, Stationery & Art supplies, Travel Agents. Car retailers, Spare parts, Tyres and Aftermarket accessory retailers. e.g. Toyota, Mitsubishi, Ford, Beaufort, Bob Jane T-Mart, Midas and Repco. Cafés, Concert venues, Fast food outlets, Restaurants, Sporting venues e.g. McDonalds, KFC, Pizza Hut, MCG, Acer Arena.

CATEGORY 9. TELECOMMUNICATIONS, HOME ENTERTAINMENT & ELECTRICAL RETAILERS**ENTRY CODE: 9(T), 9(S-P), 9(P):**

Computers, Printers, Software, Mobile phones, Phones and Internet service providers, DVD & music retailers e.g. Dick Smith, Tandy, ReTravision, Telstra Shops etc

CATEGORY 10. DIGITAL & INTERACTIVE MEDIA

KIOSKS ENTRY CODE: 10(DK) Retail – In-store stand alone, Directional &/or Product Selection; Corporate – Infrastructure – Airports & Transportation, Hospitality – Pubs, Clubs, Sporting Venues etc. Minimum of 25 units deployed.

CONTENT ENTRY CODE: 10(DC) Retail – In-store stand alone, Directional &/or Product Selection; Corporate – Infrastructure – Airports & Transportation, Hospitality – Pubs, Clubs, Sporting Venues etc. Minimum of 25 units deployed.

CATEGORY 11. INTERACTIVE DISPLAY SOLUTION**ENTRY CODE: 11(IDS)**

For displays that have both 'interactivity' (digital & interactive media) and 'product display' designed & manufactured as an integral part of the one display. Minimum of 25 units deployed.

CATEGORY 12. IN-STORE CATEGORY MANAGEMENT**ENTRY CODE: 12(CM)**

This category covers "Multi-Brand" category fixturing designed to maximise stock placement and/or organize a specific category in-store. Entries can cover major installations through shelf delivery systems, but by definition, must clearly enhance and lift Category delivery across all brands in its stated environment. Production run must be **25 or more units**.

ENTRY CODE: 12(CMSR)

This category covers "Multi-Brand" category fixturing designed to maximise stock placement and/or organize a specific category in-store. Entries can cover major installations through shelf delivery systems, but by definition, must clearly enhance and lift Category delivery across all brands in its stated environment. A special category to reflect displays whose planned roll-out was a run of **less than 25 units** or for those in flagship stores - 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

CATEGORY 13. IN-STORE RETAIL SALES PROMOTION**ENTRY CODE 13(N)**

Australian &/or New Zealand In-Store Promotions in any retail channel. Note: All entries must include the relevant Lottery/Permit numbers

CATEGORY 14. IN-STORE MARKETING & COMMUNICATIONS CAMPAIGN**ENTRY CODE: 14(IMC)**

An integrated campaign held within a retail outlet where multiple types of instore marketing are deployed.

CATEGORY 15. IN-STORE MEDIA**ENTRY CODE: 15(IM)**

Out-of-home and media solutions for the retail environment including instore, mall and shopping precincts.

CATEGORY 16. SHORT RUN & FLAGSHIP**ENTRY CODE 16(T), 16(S-P), 16(P)**

A special category to reflect displays whose planned roll-out was a run of less than 25 units or for those in flagship stores - 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

CATEGORY 17. OPEN**ENTRY CODE: 17(T), 17(S-P), 17(P)**

Any retail categories not covered by the above.

IMPORTANT: Entry to this category will be at the discretion of POPAl Australia