

shop!

GLOBAL

AWARDS<sup>20</sup><sub>24</sub>

ENTRY KIT

Questions? Email [globalawards@shopassociation.org](mailto:globalawards@shopassociation.org).

# ENTRY KIT



**Enhancing Retail**  
Environments & Experiences

**The Shop! Global Awards** recognize excellence in point-of-purchase advertising display, marketing-at-retail activations and retail design. This competition welcomes gold award-winning projects from individual Shop! Affiliates' own industry awards around the world to celebrate international best in class.

## HOW IT WORKS

Shop! POPAI Countries from around the world are able to invite all gold award winners from their local industry award program to enter the Shop! Global Awards 2024. The entries will be judged by a distinguished panel of Global industry professionals!

Open for entries: **Nov. 1, 2023**

DEADLINE: **11:59 p.m. EST, Feb. 2, 2024**

## WHO CAN ENTER

All gold winners from a Shop! POPAI country award program.

## ENTRY FEES

Fees help cover the costs of contest software, publicity, trophies and more. Entry fees will not be refunded if your entry is disqualified at any stage of the judging process.

All fees must be paid before **Feb. 2, 2024**.

Entry fee Shop! POPAI members: **\$399/entry**

Entry fee non-members **\$499/entry**

## AWARDS WINNER RECOGNITION

The Shop! Global Awards winners will be announced in an awards ceremony at Shop! MarketPlace in Cincinnati, OH, on April 10, 2024 and will appear in an exclusive online gallery hosted on **shopawards.org** that will be distributed to Shop's U.S. and global networks via email.

## STUDENT DESIGN AWARD

The nine international Shop! chapters that host a student award competition locally may each submit one gold winner to enter the Global Awards' Student Design Award category. Each international Shop! chapter will volunteer one person to be on the panel of judges for this award. Only one Student Design Award will be presented.

## ENTRY SUBMISSIONS

Entries will be judged on the following criteria:

- 01** What were the client's objectives?  
(maximum 250 words)
- 02** How were the objectives met?  
(maximum 250 words)
- 03** Describe the materials, design and construction. (maximum 250 words)
- 04** How many were manufactured?  
(Note: for entries in permanent and temporary categories only.)
- 05** Life expectancy.  
(Note: for entries in permanent and temporary categories only.)

Judges look to the case study to provide all the information they require that is not visible from the images and videos submitted. Remember, if you don't include it, the judges won't know.

# CATEGORIES

The following list is designed to provide individual Shop! affiliates and entrants with guidance on choosing the appropriate awards category to enter. Categories with an asterisk (\*) are subdivided into Permanent Displays (for use over six months) and Temporary Displays (for use under six months)

## Market Segments — where design is used in retail

### 01 FOOD, GROCERY & CONVENIENCE\*

- Supermarkets
- Route-stores
- Fuel stations
- Ambient & refrigerated
- Non-alcoholic drinks

### 02 ALCOHOL & TOBACCO\*

- On trade
- Off trade

### 03 BEAUTY & COSMETICS\*

- Skin care
- Makeup
- Fragrances

### 04 HEALTHCARE\*

- Pharmacy
- Medical
- Veterinary

### 05 MASS MERCHANTS, NON-FOOD\*

- Department stores
- Home & garden
- DIY

### 06 TOYS, SPORTS & FASHION\*

- Sports equipment
- Fashion, accessories & textiles
- Toys & accessories • Footwear

### 07 CONSUMER ELECTRONICS\*

- Mobile, smart & home phones
- Tablets & e-books
- Home & personal AV
- Gaming systems
- Computers
- Appliances – home & small
- Satellite navigation
- Cameras

### 08 SERVICE RETAILER\*

- Financial services
- Books
- Stationery & office supplies
- Automotive
- QSR
- Travel & leisure
- Specialty retail
- Hair salon

### 09 DEPARTMENT STORE DESIGN

- Traditional department store
- Hardline store
- Softline store

### 10 FOOD RETAILERS & HOSPITALITY DESIGN

- Restaurants
- Convenience store
- Supermarket
- Specialty food store

## Means — how design is used in retail

### 11 SHOPPER MARKETING CAMPAIGNS

- Multi-touch point
- Multi and omnichannel campaigns
- Online & social media campaigns
- Pre-store, in-store, post-store

### 12 SPECIALTY STORE CONCEPTS

- Service retailer
- Pop-up store
- Department within a store
- Branded shop within a store

### 13 DIGITAL, MOBILE, INTERACTIVE TECHNOLOGY & MEDIA

- Digital in-store
- Mobile, social, online
- Interactive content and material
- Digital signage
- Data & Analytics

### 14 SIGNAGE & GRAPHICS\*

- Illuminated & non-illuminated
- Off trade branded & non-branded
- Seasonal

### 15 FIELD AND IN-STORE PROMOTION

- In-store demonstrations
- Coupons
- Leaflets
- Competitions
- Sampling
- Field marketing

### 16 VISUAL MERCHANDISING & WINDOW DRESSING

- Window display
- Table decoration

### 17 STORE FIXTURE & ELEMENTS

- Commercial fixture
- Kiosks
- Shop fitting
- Retail interior equipment

### 18 CATEGORY MANAGEMENT

- Category design

## Specialty Categories

### 19 SUSTAINABILITY

### 20 INNOVATION

- Concepts
- Prototype

### 21 STUDENT DESIGN AWARD

Subcategories are listed as examples and are not all-inclusive. If you have any questions about category placement, contact

[globalawards@shopassociation.org](mailto:globalawards@shopassociation.org).

## FAQs

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

**A.** There is no limit to the number of entries, as long as each entry submitted won a gold award in your own local market or the U.S. Shop! OMA Awards in 2023.

However, each entry can be submitted only once. If two companies submit the same entry, Shop! will reach out to the entrants and decide which entry will stay in the competition.

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

**A.** Yes. Despite having already won gold in your local market, each entry will be judged again by a different panel, and so it is therefore critical that you complete all entry requirements. Otherwise, the judges will not be able to fully assess the merit of the display.

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

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

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

**A.** Eight. The minimum number of photographs required is three. It is essential to use photographs of the display in-store. Photos must be 350 dpi and a minimum of 4 x 6 inches in size. Two video clips are also acceptable. Video clips can be no longer than 30 seconds and cannot include sound. Videos should be MP4 or WAV files.

### Q. When are the trophies available?

**A.** Trophies are all shipped directly to the winners six to eight weeks following Shop! Market Place.

### Q. How many trophies are presented?

**A.** One per winning entry.

### Q. How do I order additional trophies?

**A.** You can order duplicate trophies AFTER you have received your trophies. Duplicate trophies cost \$250 plus shipping and can be ordered directly from the trophy supplier's website: [\*\*societyawards.com/shopassociation\*\*](https://societyawards.com/shopassociation).

### Q. Can I see my score?

**A.** Shop! does not make individual scores available.

### Q. What if I have more questions?

**A.** Visit [\*\*shopawards.org\*\*](https://shopawards.org) for more information and the latest on the Shop! Awards. For specific questions about the Global Awards, contact [\*\*globalawards@shopassociation.org\*\*](mailto:globalawards@shopassociation.org).

### Q. How can I exhibit at Shop! MarketPlace?

**A.** If you are interested in exhibiting at Shop! Marketplace, April 9-11, 2024 in Cincinnati, OH, contact Leo van de Polder: [\*\*lpolder@shopassociation.org\*\*](mailto:lpolder@shopassociation.org).