

shop!

GLOBAL

AWARDS ²⁰₂₅

ENTRY KIT

Questions? Email globalawards@shopassociation.org.
or Leo van de Polder at lpolder@shopassociation.org

ENTRY KIT



The Shop! Global Awards recognize excellence in point-of-purchase advertising display, in-store marketing & shopper 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! affiliates from around the world invite all gold award winners from their local market. They provide guidance to entrants on the relevant category for their award-winning POP displays, shopper marketing campaigns or retail designs. The entries will then be judged by a distinguished panel of industry professionals for the Shop! Global Awards.

Open for entries: **Nov. 6, 2024**

DEADLINE: **11:59 p.m. EST, Feb. 7, 2025**

WHO CAN ENTER

Any gold winner from a Shop! Awards competition in 2024. Includes all categories.

WHAT CANNOT BE ENTERED

We will not except any entries that have been submitted to any Shop! POPAI Award Programs in the past.

AWARDS WINNER RECOGNITION

The Shop! Global Awards winners will be announced in an awards ceremony at Shop! MarketPlace in Charlotte, NC, on April 9, 2025 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 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.

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, six months and over) and Temporary Displays (for use up to five 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/corner

Means — how design is used in retail

11 SHOPPER MARKETING CAMPAIGNS

- Omnichannel campaigns
- Online & social media campaigns
- Pre-store, to-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 MEDIA

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

14 SIGNAGE & GRAPHICS*

- Illuminated & non-illuminated
- Printed Signage
- Campaign sign roll outs
- Branding sign roll outs

15 FIELD AND IN-STORE PROMOTION

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

16 VISUAL MERCHANDISING

- Window display
- Mannequin display
- Decoration & Props
- Product presentation/merchandising
- Space management

17 STORE FIXTURE & ELEMENTS

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

18 CATEGORY MANAGEMENT

- Category design
- Installations

Specialty Categories

19 SUSTAINABILITY

- Instore Elements

20 PACKAGING

- Product packaging
- Gift packaging

21 STUDENT DESIGN AWARD

22 INNOVATION

- Concepts
- Prototype

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

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 2024.

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. Two video clips are also acceptable. Video clips can be no longer than 30 seconds and cannot include sound.

Entry Submissions

Entries for the competition 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** Describe if there were sustainability impact/contributions.
(maximum 250 words)
- 05** How many were manufactured?
(Note: for entries in permanent and temporary categories only.)
- 06** 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.

ENTRY FEE:

Members \$409/Entry

Non – Members \$509/Entry