

# 2020 Shop! Global Awards

## ENTRY KIT



**The Shop! GLOBAL AWARDS** will 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! affiliates from around the world will officially invite all Gold Award winners from their local market. They will provide guidance to entrants on the relevant category for their award-winning P-O-P 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.

[www.shopawards.org](http://www.shopawards.org)

Open for entries: 18-November-2019  
Early Bird deadline: 13-January-2020  
Final entry deadline: 28-February-2020

### **WHO CAN ENTER**

---

Any Gold winner from a Shop! Awards competition. Includes all categories.

### **THE AWARDS PRESENTATION**

---

Global Awards will be announced at the Shop! Awards Celebration during GlobalShop.

Trophies will be shipped directly to winners.

## ENTRY KIT



## The 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 \* 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
- Make-up
- 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 omni channel 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 MEDIA

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

#### 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

- Student awards
- Concepts
- Prototype

Subcategories are listed as examples and are not all-inclusive. If you have any questions about category placement, please reach out to [globalawards@shopassociation.org](mailto:globalawards@shopassociation.org)

## ENTRY KIT

### 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 Shop! Awards ceremony. However, each entry can only be submitted 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 & construction. *(maximum 250 words)*
- 04** How many were manufactured?  
*(Note: for entries in permanent & temporary categories only.)*
- 05** Life expectancy.  
*(Note: for entries in permanent & 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.

\$300 USD for early bird entry, \$350 for regular deadline