



Shop! ANZ 2023 Retail Marketing Awards Categories and Questions

26 categories across two streams: Physical Store and Shopper experience.

For the Physical Store stream, 4 of the categories provide for two divisions with separate awards for Temporary and Permanent displays.

- (Temporary – up to 4 months)
- (Permanent – over 4 months)

Quick info and commonly asked questions

1. Early Bird Deadline – 31 December. Final Deadline 15 January
2. Instore dates – 1 January 2023 – 31 December 2023
3. Choosing a category – Read through the categories from page 10 in the [SHOP! ANZ AWARDS ENTRANT INFORMATION booklet](#). After you chose a category for your entry, have a look at the specific questions allocated to that category as questions vary from category to category.
4. Multiple categories - If you are choosing more than one category for each entry, the advice is to complete one entry in full first, then see what gaps and changes you need to suit the questions in the second category.
5. No minimum production run *except* for the Produced in ANZ award. The minimum for this category is 25.
6. Please note that this is simply an offline guide to assist entrants and their clients. You can use this template to help complete the required information offline, and copy your answers into the appropriate question online. Entries will only be accepted using the online form.
7. For online entry go to Marketingatretail.awardsplatform.com/

List of categories in 2023

Physical store categories:

1. Large or Department Store – (open to temporary and permanent)
2. Grocery Store (Food) – Temporary Display
3. Grocery Store (Food) – Permanent Display
4. Grocery Store (Non-Food) – (open to temporary and permanent)
5. Liquor – (open to temporary and permanent)
6. Petrol, Convenience & Route – (open to temporary and permanent)
7. Health & Beauty – Temporary Display
8. Health & Beauty – Permanent Display
9. Consumer Electronics – (open to temporary and permanent)
10. Specialty Retail, Lifestyle & Service Providers – Temporary Display
11. Specialty Retail, Lifestyle & Service Providers – Permanent Display
12. Home & Garden – (open to temporary and permanent)
13. Window Displays - (open to temporary and permanent)
14. Store Design (open to temporary and permanent)
15. *POP This* Retail Industrial Design – Temporary
16. *POP This* Retail Industrial Design – Permanent
17. *Centrum Group* Produced in ANZ (open to temporary and permanent)

Shopper Experience categories:

18. Digital Instore, Mobile, Social & Online
19. Experiential
20. Field Marketing and Sampling
21. Sales Promotion
22. Occasion-based Shopper Campaign
23. Integrated Path to Purchase Campaign
24. Category Management - (open to temporary and permanent)
25. Retail Media
26. Retailer Exclusive Campaign

Special Award: 5P Group Environmental stewardship

For categories where environmental impact may form part of a project, a separate question (6) will be included in the online entry process if your entry category is eligible. This is a voluntary question to answer. Please refer to information in question 6 if this question is included in your category.

General information required:

Title of entry:	
Client Contact:	
Email:	
Phone:	
In-store Date:	
Duration In-store:	
Production Run Quantity:	
Category & Category Name:	

Awards templates:

- Below is a guide to help with most categories.
- Categories 15, 16, 17, 20, and 26 have significantly different questions, so we have created separate templates for these on the following pages.
- Please remember to refer to the ENTRY QUESTIONS pages for specific categories from [page 17](#) of the [SHOP ANZ AWARDS ENTRANT INFORMATION booklet](#).

QUESTION 1: WHY – (BACKGROUND, CONTEXT AND TASK)

Choose one of these that aligns with the award category you are entering	Physical Store Temporary	Physical Store Permanent	Shopper Experience
	Brief description of the context which the creative solution was founded upon.	What is the background and market context for this installation? What was the brief issued?	What is the background and market context for this campaign?
Answer max 120 words			

QUESTION 2: WHAT - (OBJECTS, INSIGHTS AND CRITICAL CRITERIOR) MAX 180 WORDS

Choose one of these that aligns with the award category you are entering	Physical Store Temporary	Physical Store Permanent	Shopper Experience
	Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible)	Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible)	Detail the objectives and insight that defined this campaign. What was the key challenge that needed addressing? (Include metrics and quantify where possible)
Answer max 180 words			

QUESTION 3: HOW (ACTIVITIES AND SOLUTION)

Choose one of these that aligns with the award category you are entering	Physical Store Temporary	Physical Store Permanent	Shopper Experience
	Describe the key factors that enabled the entry to maximise the execution in the retail environment. Consider the following: <ul style="list-style-type: none"> • Design impact, fit for purpose • Stock weight & management • Flexibility & campaign-ability • Shopper engagement • Navigation & shop-ability • Function & education • Integration within retail space • Materials and production Max 220 words	Describe the key factors that enabled the entry to maximise the execution in the retail environment. Consider the following: <ul style="list-style-type: none"> • Design impact, fit for purpose • Stock weight & management • Flexibility & campaign-ability • Shopper engagement • Navigation & shop-ability • Function & education • Integration within retail space • Materials and production Max 220 words	Describe the components of your campaign. What touchpoints was it executed across? How well did it reflect the brand and showcase the product? How did it fit into the shopper journey and enhance the customer experience? How did it fit into the retail environment and impact the retailer?
Answer max 220 words			

QUESTION 4 – INNOVATION – over and above distinguishing. Is there something unique that sets this activation/display apart?

Choose one of these that aligns with the award category you are entering	Physical Store Temporary	Physical Store Permanent	Shopper Experience
	Outline the innovative elements of design, construction and function, which have maximised efficiency for the client, supplier, and shoppers. <ul style="list-style-type: none"> • Material choice • Manufacturing process • Sustainability considerations 	Outline the innovative elements of design, construction & function, which have maximised efficiency for the client, supplier, and shoppers. <ul style="list-style-type: none"> • Material choice • Manufacturing process • Sustainability considerations 	Outline any innovation or distinguishing factors that make your campaign distinctive or unique. How did this aid in its execution and/or effectiveness?

Answer max 150 words	
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QUESTION 5 – RESULTS (Outcomes – sales, ROI, impact, influence, inputs)

	Physical Store Temporary	Physical Store Permanent	Shopper Experience
Choose one of these that aligns with the award category you are entering	Outline the effectiveness of the campaign, specifically how it achieved the objectives & reflected the insight as stated in Question 1. Include results relating to the brand, shopper and retailer. Substantiate with brand metrics and sales results where possible.	Outline the effectiveness of the campaign, specifically how it achieved the objectives & reflected the insight as stated in Question 1. Include results relating to the brand, shopper and retailer. Substantiate with brand metrics and sales results where possible.	Outline the effectiveness of the campaign, specifically how it achieved the objectives and reflected the insight stated in Question 1. Include results relating to the brand, shopper, category and retailer. Substantiate with brand metrics and sales results where possible.
Answer max 180 words			

QUESTION 6 – ENVIRONMENTAL STEWARDSHIP / **OPTIONAL**

	Physical Store Temporary	Physical Store Permanent	Shopper Experience
Choose one of these that aligns with the award category you are entering	Detail how your choice of materials environmentally friendly, how it was packed for transport to customer/ store, what happens to your product when it's life instore is over, can it be used more than once and what steps you have taken towards reducing the carbon	Detail how your choice of materials environmentally friendly, how it was packed for transport to customer/ store, what happens to your product when it's life instore is over, can it be used more than once and what steps you have taken towards reducing the carbon	Detail how your choice of materials environmentally friendly, how it was packed for transport to customer/ store, what happens to your product when it's life instore is over, can it be used more than once and what steps you have taken towards reducing the carbon

	footprint of your product.	footprint of your product.	footprint of your product.
Max 220 words			

RETAIL INDUSTRIAL DESIGN AWARD (Cat. 15 Temporary & Cat. 16 Permanent) – QUESTIONS

Q1: Why/What (background, context & task)

A brief description of the context with which the creative solution was founded upon. What were the objectives of this Industrial Design project or feature? What is the background and market context for the design of this display? What was the key design element or challenge that needed addressing?
(Include metrics and quantify where possible)

Max 200 words

Q2: How (Design features, solution)

Describe the key factors that enabled the particular Industrial Design element or project to maximise the execution in the retail environment.

- Consider the following:
- Design impact, fit for purpose
- Integration of technology and sensory elements; e.g. digital screens, push button elements, NFC and other online integration tools, fragrance.
- Stock weight management
- Ease of distribution & installation
- Function & shop-ability
- Integration within retail space
- Materials and production
- Consider how design has reduced complexity of fabrication and assembly
- Cost
- Usability & efficiency

Max 220 words

Q3: Form (Materials used, innovation, manufacturing processes)

Outline the specific processes or skills used in the construction of this display that distinguish it from other displays, including elements of design, construction & function, which have maximised efficiency for the client, supplier and shoppers, material choice, and the manufacturing processes used. Consider the principle of 'Form Follows Function'.

Max 150 words.

Q4: Functionality (Materials used, innovation, manufacturing processes)

Outline the specific processes or skills used in the construction of this display that distinguish it from other displays, including elements of design, construction & function, which have maximised efficiency for the client, supplier and shoppers, material choice, and the manufacturing processes used.
Outline any innovation in regard to use of technology and sensory elements.

Consider development of modular designs to create flexibility and scale.
Max 150 words.
Q5: Results Outcomes –sales, ROI, impact, influence, inputs Outline the effectiveness of the specific Industrial Design elements, taking into consideration how it achieved the objectives or addressed the challenges and background reflected stated in Question1. Include results relating to the brand, shopper and retailer. Substantiate with brand metrics, sales, cost savings, logistical benefits, or other relevant results where possible.
Max 180 words

Cat. 17 - PRODUCED IN ANZ AWARD – QUESTIONS

Q1: Why (Background, context & task) What is the background and market context for this installation? Why was the brief issued?
Max 120 words
Q2: What (Objectives, insight & critical criteria) Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible)
Max 180 words
Q3: How (Components, engagement) Describe the key factors that enabled the entry to maximise the execution in the retail environment. Consider the following: <ul style="list-style-type: none"> - Design impact, fit for purpose - Stock weight & management - Flexibility & campaign-ability - Shopper engagement - Navigation & shop-ability - Function & education - Integration within retail space - Materials and production
Max 120 words
Q4: ANZ Produced Credentials. (Details of Australian & New Zealand production processes) <ul style="list-style-type: none"> - Outline how this display was designed and produced in Australia or NZ. - What design features showcase the uniquely Australian or NZ design? - Demonstrate that the main material choice and manufacturing process was carried out in Australia or NZ.
Max 180 words.
Q5: Results Outcomes (Compliance, conversion) Outline the effectiveness of the campaign, specifically how it achieved the objectives and reflected the insight as stated in Question 1.

Include results relating to the brand, shopper and retailer. Substantiate with brand metrics and sales results where possible.

Max 180 words

Cat. 20 – FIELD MARKETING – QUESTIONS

Q1: Why (Background, context & task)

What is the background and market context for this campaign? What is the overarching job to be done?

Max 120 words

Q2: What (Objectives, insight & critical criteria)

Detail the objectives and parameters that defined this program. What was the key challenge that needed addressing? (Be specific around applicable metrics, including but not limited to frequency, completion, conversations, demonstrations, conversions etc where possible)

Max 180 words

Q3: How (Components, engagement)

Describe the components of your campaign.

- Included retailer/s?
- Type of engagement? (store environment/staff/customer)
- Size & scale?
- How well did it reflect the brand and showcase the product/service?
- What outcomes of the work impacted the shopper journey and enhanced the customer experience?
- How did it impact the retailer?

Max 120 words

Q4. INNOVATION (Over and above, distinguishing factors). Is there something unique that sets this activation/display apart?

Outline any innovation or distinguishing factors that make your program distinctive or unique. This can be either proprietary systems or technology that manage the program (shopper or retailer). How did this aid in its execution and/or effectiveness?

Max 180 words.

Q5: Results Outcomes (Compliance, conversion)

Outline the effectiveness of the campaign - specifically how it achieved the objectives and reflected the insight as stated in Question 2. Include all aspects relating to the program. Substantiate with execution-based metrics (frequency, completion, compliance, conversion etc), in addition to brand metrics, shopper, category and retailer (and retail staff).

Max 180 words

Cat. 26 – RETAIL MEDIA – QUESTIONS

Q1: Why (Background, context & task) What is the background and market context for this campaign? What is the overarching job to be done?
Max 120 words
Q2: What (Objectives, insight & critical criteria) Detail the objectives and insight that defined why retail media was strategically selected. (Include metrics and quantify where possible)
Max 180 words
Q3: How (Components, engagement) What retail media touchpoints were used? How well did it reflect the brand and showcase the product? How did it fit into the shopper journey and enhance the customer experience?
Max 120 words
Q4: Results Outcomes (Compliance, conversion) Outline the effectiveness of the campaign driven using retail media, Outline media measurement results such as media return on investment or return on ad spend and how it achieved the objectives and reflected the insight stated in Question 1. Include results relating to the brand, shopper, category, and retailer. Substantiate with brand metrics and sales results where possible.
Max 180 words