

SHOP! ANZ

How to Enter Awards: A webinar tutorial for 2025





**MAKE
YOUR
MARK**

ENTER AWARD > [SHOPASSOCIATION.ORG.AU](https://shopassociation.org.au)

EARLY BIRD DEADLINE

31ST DECEMBER 2024

FINAL DEADLINE

16TH JANUARY 2025



Campaigns instore from 1 January – 31 December 2024*



2025 AWARDS DATES

| | |
|---------------------|-------------------|
| Entries open: | 9 October, 2024 |
| Early bird close: | 31 December, 2024 |
| Final Deadline: | 16 January, 2025 |
| Awards Gala Dinner: | 27 March 2025 |

**Eligibility dates for Expo Displays is 1 July 2023 to 31 December 2024.*

CATEGORIES

Physical store categories

Large or Department Store

Grocery Store (Food) – Temporary Display

Grocery Store (Food) – Permanent Display

Grocery Store (Non-Food)

Liquor

Petrol, Convenience & Route

Health & Beauty

Consumer Electronics

Specialty Retail, Lifestyle & Service Providers

Window Displays

Store Design

Retailer Exclusive Display ****NEW****

POP This Retail Industrial Design – Temporary

POP This Retail Industrial Design – Permanent

Centrum Group Produced in ANZ

Expo Displays ****NEW****

Environmental Stewardship ****NEW CRITERIA****



CATEGORIES

Shopper experience categories

- Digital
- Experiential
- Field Marketing and Sampling
- Sales Promotion
- Occasion-based Shopper Campaign
- Integrated Path to Purchase Campaign
- Category Management
- Retail Media
- Retailer Exclusive Campaign

Pinnacle and special awards*

- People's Choice Award
- Best Design & Innovation
- Best Display
- Best Shopper Experience
- Tom Harris Marketing at Retail Award

**Pinnacle and Special Awards are selected from entries/winners of the above categories. People's Choice is selected via an online public vote.*



NEW CATEGORIES

Expo Displays

Brand new to Shop! ANZ in 2024, **Expo Displays** is designed for Exhibition Displays and Stands and will recognise displays built for and used in an Expo environment, whether that be trade or consumer shows. Displays may include interesting or innovative use of floor space, use of available space in the exhibition environment (including, but not limited to suspended elements) and integration of technology and sensory components that work together to create a greater connection with show attendees and the deliver on the clients expectation.

Please note extended eligibility period: 1 July 2022 to 31 December 2024



NEW CATEGORIES

Retailer Exclusive Categories Expanded

Last year, Shop! ANZ introduced the **Retailer Exclusive Campaign** category, which fell under the growing 'Shopper Experience' stream to recognise campaigns and activations tailored for and carried out exclusively for a single retailer. Due to the popularity of this category, this year we have split it into two categories - the existing **Retailer Exclusive - Campaign**, for any campaign featuring two or more touchpoints within the same retailer (eg. A POS display AND sales promotion), which falls under the Shopper Experience stream. The new **Retailer Exclusive - Displays** is for any physical activations of single disciplines (eg. a single unit or suite of POS displays), developed exclusively for a single retailer. Retailer Exclusive - Displays falls under the Physical Displays stream for both Retailer Exclusive categories.



NEW CATEGORIES

Environmental Stewardship

In previous years, entry to the **Environmental Stewardship** category has been via the answering of an optional additional question, with responses from all entrants, regardless of category, judged together. Due to the increase in sustainably designed and manufactured displays, in 2024 Environmental Stewardship will once again become a standalone category, with separate criteria, eligibility, and questions. Environmental Stewardship prizes will be awarded to the in-store activation that shows the most consideration for environmental impact in design, production, shipping, use, and end of life.



Getting Started

Foundations

Your Activation / Project

- Something you are proud of
- Something that stands out!
- Have you got suitable instore photos?
- Can you put together a short video?

Research

- Get in the mood! Talk to people; client, creatives etc. Get an understanding of what's different and special about your proposed entry.
- Look through previous Shop! award entries that are in a similar field: [LINK HERE](#)
- What made it stand out?
- What categories were they entered into?

Your Entry

The Questions

- Judges have strict guidelines to follow and questions that are incomplete don't receive full marks.
- Points will be deducted if there elements in the questions that you have not answered.
- **Very Important:** What often sets a winner apart, is that fact that the question about 'OBJECTIVES' are reflected in the 'RESULTS' section. In other words, did the activation succeed in fulfilling the objectives?

Writing

- Keep sentences punchy. Long sentences are difficult to read and comprehend.
- Break up the entry into short paragraphs or points.
- Don't feel you have to use the full word allowance – but don't use one sentence responses
- Was there icing on the cake? Sell the story behind the entry, and its wins!

Check spelling and ask someone else to read through. Make sure the flow is good, consistent

Play to Win!

- Enter more than one category for each activation where relevant. Double chance of winning, and a “multi-award winner” adds some special flair for your marketing post awards.
- Tailor entry to the category – even if it is as simple as repeating the category title; e.g. ‘Permanent Grocery Display’, and then used in Digital and Interactive could be; ‘Digital Kiosk Display’ etc.
- Spin the answers to ensure they address the criteria for the second category / Make it relevant and suited
- Brand relevance; What is it about this product, message or merchandise that shows the activation addresses the brand/product in a bespoke way



Keep away from...

“ This was the best promotion we ever ran. The client was really pleased with the results, which were better than the last promotion. The sales staff too were happy.

Given the amount of time we had to pull the activity together, the results are even more impressive. With some materials lost in the post, there was a concern that this would have a major impact on the outcome, but luckily, we found the missing materials”

- “The client was pleased?”
- Sales staff were happy - good
- Time and logistics are a given
- No marks for sympathy or luck
- Remember positivity with substance...



Example of strong content

“Objectives:

- ***To increase sales by 10% on previous year.***
- ***To retain number 1 beer brand in the mainstream beer category.***
- ***Educate and incentivise sales staff on the promotion and increase their chances to sell to the trade.***

Results:

- ***Sales exceeded the target with a 12.5% increase (vs. 10% target).***
 - ***Market leadership was maintained with an even larger share indexing at 105 over previous year.***
 - ***Sales staff loved the new educational program, resulting in a 12% increase in new trade customers”***
-
- Results relate to objective - sales, market position...
 - Targets for context
 - Retain confidentiality with indexed figures
 - Hard, fast and easy to judge

Results

Reflect the marketing activities improvements/sales uplift in the results question.

It does not need necessarily need to be about a % sales uplift. Not everyone has access to sales.

Keep in mind when talking results;

- Sales
- Customers
- Website visits
- POS/more real estate
- Brand impact
- Perception
- Happier staff
- Vs. last year



Simple things to keep in mind

1. **Entertainment & storytelling** - Make the reader smile and make your entry stand out.

Short videos showcasing production of the activation or shoppers engaging are both excellent ways to help illustrate through pictures.

2. **Keep it simple** - Write so anyone can read your entry.

3. **Describe your entry fully** as though there is no image and the reader has never seen it before

Devil is in the Detail

1. All entries must have an **in market high resolution image** – this cannot be a render
2. **Videos are also a good** way to showcase your entry. *All the ANZ global winners this year used videos*
3. Answering Q6 allows automatic free eligibility to the **Environmental Stewardship Award**
4. **Do not use your company name** in your answers to the questions
5. Remember your **Entry Summary is public facing** and used in People's Choice voting and PR
6. Acknowledgment of other contributors can be done in the co-entrant section – client has the final say and client verification must be provided
7. **Be sure to order your images** – the order you upload your images will become the order they are shown, regardless of the file name. To change this, you can use the number and arrow at the top of each photo to re-order. The image at number 1 will become your thumbnail for People's Choice voting and the Awards Gallery

Last Year's Learnings

Old El Paso Taco Tuesday Display | IVE Group

Why did it win?

Innovative

- **Creative** – Eye catching display showcased a larger than life persona, featuring an authentic mexican scene linking Old El Paso imagery
- **Unexpected** – Generated curiosity and theatre instore and off-location

Successful

- **Secured real estate instore** – and real estate sells product!
- **Grew sales** – Achieved objective of growing sales by creating an experience
- **Created an occasion** – By pairing together products to be consumed at once, boosted sales across the range



Judges comment: Highly impactful displays that work hard to bring the essence of the brand through the line. The one stop shop approach is a great shopper centric solution too.

Durex Mardi Gras | Semcom

Why did it win?

Innovative

Innovative materials – Displays featured condom streamers, Glitter finish varnish - used to emulate light and movement.

Instore theatre – recreated the Mardi Gras Spirit instore with a a replica Mardi Gras parade float

Interactive elements - Photo standee provided cut through and interaction, encouraging the wider reach through to social media engaging the millennial audience.

Successful

Flexible Design - Telescopic archway - engineered to allow a flexible, custom, fit across multiple retail outlets

Unprecedented sales lift – Sales increase across all product categories showcased in high double digits and even triple digits



Judges comment: Brilliant execution of the brief! Incredible amount of elements to deliver this in-store experience - very well done!

Wonka Xbox Holiday Display | Point Retail & Spark

Why did it win?

Innovative

Attractive & Eye catching – Drew attention to the store windows and drew foot traffic inside

Multiple uses – Gamification, photo moments & social media, with integration of Microsoft's Xbox console and current popular movie

Experiential – Encouraged interaction instore with the brand and leverage Wonka partnership

Successful

Created memorable experiences – Masterclasses sold out, drove high double digit sales conversions, hands on experience

Clever design - Kiosk removed any limitations previously experienced with traditional setups and prioritised impact and versatility, integrating Xbox series X console.

Judges comment: Brilliant execution of the brief! Incredible amount of elements to deliver this in-store experience - very well done!



Administration & Discipline

Awards entry planning

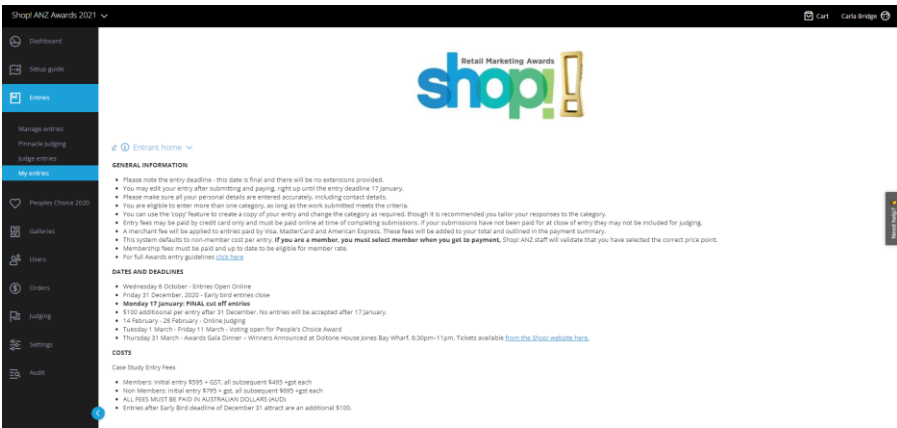


1. Administration and deadlines is key
2. Seek approvals early
3. Write entries 4 weeks before the deadline
4. Each word needs to be crafted. Takes multiple attempts to get an entry on point
5. Revisit your entry wearing the judge's hat.
How well do you think your submission presents?

Online Entry Website

Using the Awards Website

1. Awards entry website is NOT the same as the Shop! Website (different log in details)
2. Register a new account or sign in with last year's details
3. Download our [How To Enter Online](#) booklet
4. Use each of the tabs to enter your responses
5. When complete, add entries to your cart and make payment
6. Entries can be altered/updated until January 15.



Summary

1. Answer the question
2. **Tailor the entry** to the category
3. Don't write the entry in isolation
4. **Fresh eyes** improve your entry
5. **Less is more** - word counts are max
6. Concentrate on the **why**...rather than the how/logistics
7. **Entertain** - even seduce and make the judge smile
8. Match **objectives to results** - and its not always financial
9. Be **brand relevant** if you can
10. Spell-check!



And Finally...

Important Dates

- Early Bird **entries close December 31, 2024**
- **Final deadline** Monday January 16, 2025 (midnight)
- **Awards announced** at Doltone House in Sydney, Thursday March 27, 2025
- **Early Bird Booking for Gala Dinner December 31, 2024**

Resources

1. **'About the Awards'** Website page to send to clients with information, key dates and categories. [READ](#)
2. **'Shop ANZ' Awards Entrant Information'** – Dates and deadlines, profiling, categories, questions, supporting material. [DOWNLOAD](#)
3. **'Questions template in Word'** [DOWNLOAD](#)
4. **'How to enter online'** – [DOWNLOAD](#)
5. **Ready to enter!** [CLICK HERE](#)