

How to Enter Awards Webinar

Presenter:

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shop!
2023

RETAIL MARKETING AWARDS



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

EARLY BIRD DEADLINE

31 DECEMBER 2023

FINAL DEADLINE

15 JANUARY 2024

shop! Retail Marketing Awards
2023





Campaigns instore from 1 January – 31 December 2023



2023 AWARDS DATES

Entries open:	4 October, 2023
Early bird close:	31 December, 2023
Final Deadline:	15 January, 2024
Awards Gala Dinner:	21 March 2024

CATEGORIES

Physical store categories

Large or Department Store
Grocery Store (Food) Temporary
Grocery Store (Food) – Permanent
Grocery Store (Non-Food)
Liquor – Temporary & Perm
Petrol, Convenience & Route
Health & Beauty - Temporary
Health & Beauty - Permanent
Consumer Electronics – Temporary & Perm
Specialty Retail, Lifestyle & Service Providers – Temporary
Specialty Retail, Lifestyle & Service Providers – Permanent

Home and Garden ***NEW***

Window Displays - Temporary & Perm
Store Design - Temporary & Perm
POP This Retail Industrial Design - Temporary Display
POP This Retail Industrial Design - Permanent Display
5P Group Environmental Stewardship
Centrum Group Produced in ANZ



CATEGORIES

Shopper experience categories

Digital Instore, Mobile, Online & Social

Experiential

Field Marketing

Sales Promotion

Occasion-based Shopper Campaign

Integrated Path to Purchase Campaign

Retail Media *NEW*****

Retailer Exclusive Campaign *NEW*****

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

Home and Garden

Physical entries and displays and will recognise the best display representing any home or garden related product in a retail setting.

Retail Exclusive Campaign

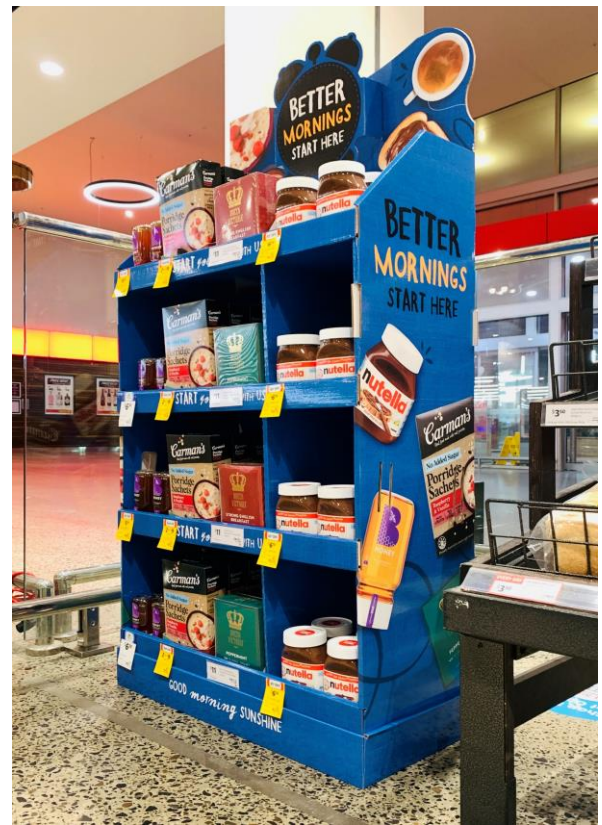
'Shopper Experience' stream and recognises campaigns and activations tailored for and carried out exclusively for a single retailer.

Retail Media

Retail media as a part of an activation or campaign that demonstrates effective media planning and buying of retailer-owned media to enhance shopper experience, and engagement, drive sales, and deliver exceptional retail marketing results









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

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

Nail & Lip Play Station – EDA for Coty Australia

Why did it win?

Innovative:

- **Attractive & Eye catching** – Drew attention to the display and showcase the featured brands
- **Unique & complex** - contoured shape design, enabling optimal shopping experience from all sides of units
- **Dynamic** - Curved 360° LED digital screens with mesh frame highlights brand logo

Successful:

- **Practical** – highly attractive, engaging, interactive, easily updateable and can change and adapt to consumers
- **Sustainable and promotes goodwill** - Use of 100% recycled & recyclable content clear acrylic for products & testers for sustainable considerations.



L'Occitane Sustainable Pop-Up Refill Station – Why did it win?

Innovative:

- **Drive awareness** - for L'Occitane Australia's sustainability commitments through this eco-friendly pop-up store
- **Easy installation** – possess high durability and be easily transported for future pop-up opportunities

Successful:

- **Practical** – eco-friendly touchpoints of the campaign were the Refill Station, product display space and POS, media wall, sustainable brew house structure, recycled flooring and jumbo recycle bin
- **Sustainable and promotes goodwill** – All materials were required to be recyclable, FSC certified or demonstrate other sustainability principles



Huggies Train Spectacular – Why did it win?

Innovative:

- **Engaging** – Brought the magic and theatre by engaging shoppers (big & small) with a life-sized Huggies branded permanent off-location showstopper piece
- **Efficient**– maximum visual impact whilst allowing for maximum stock holding

Successful:

- **Interactive** - It's category dominating footprint also included interactive floor and wall media and impactful directional signage, resulting in a 92% increase in sales across the baby category
- **Shopability** - The display encourages easy shopability from all 4 sides with maximum Huggies brand and product visibility from every side



Administration & Discipline

Awards entry planning

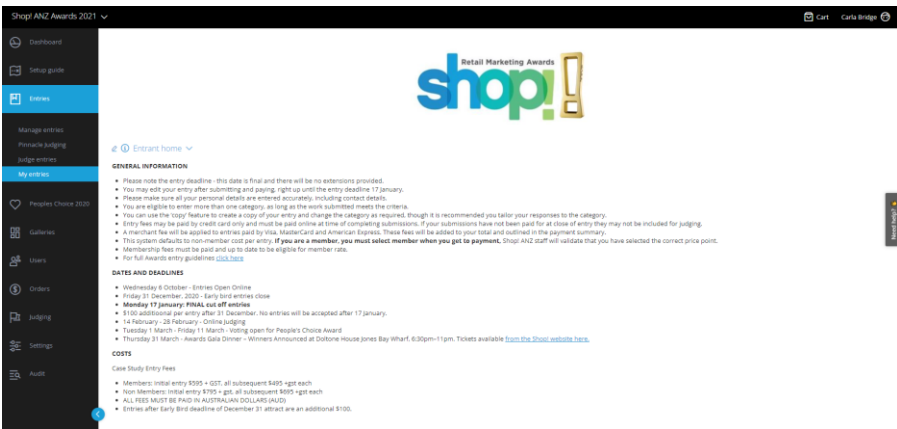


1. Administration and deadlines is key
2. Seek approvals early
3. Write entries 4 weeks before the deadline
4. Each word needs to be crafted. Takes multiple attempts to get an entry on point
5. Revisit your entry wearing the judge's hat.
How well do you think your submission presents?

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, 2023**
- **Final deadline** Monday January 15, 2024 (midnight)
- **Awards announced** at Doltone House in Sydney, Thursday March 21, 2024
- **Early Bird Booking for Gala Dinner December 31, 2023**



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](#)

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