

# 2019

**Marketing  
at Retail  
Awards**



**entries open**

Tuesday 23 April

**closes**

Monday 8 July

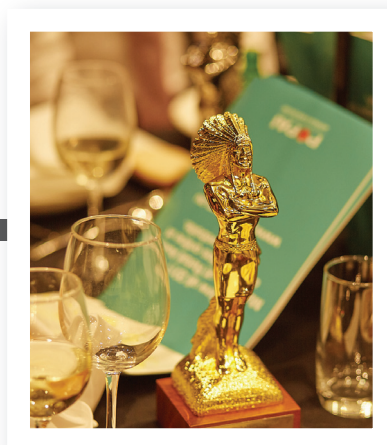
**latest  
entry**

Monday 15 July

**2019**

**Awards Gala Dinner  
& winner announcement**

**Thursday 12 September  
at 7pm  
Doltone House,  
Jones Bay Wharf**



Australia & New Zealand  
**shop!**

visit [www.shopassociation.org.au](http://www.shopassociation.org.au)  
for details on how and where to enter

# 2019

## awards categories

### **NEW award. Retail Industrial Design Award**

Awarded to temporary or permanent displays demonstrating the best use of industrial design skills to improve a display, solve a challenge, or fulfil a specific brief across any store format. Displays may also include interesting/innovative integration of technology and sensory components that work together to create a greater connection with shopper.

Judges will be considering how the design of the display addresses the brief, taking into consideration elements such as cost, time, savings, innovation, design skill, problem solving, efficiency, aesthetics, function, distribution and installation.

### **Shopper experience categories**

1. Digital Instore, Mobile, Online & Social
2. Experiential
3. Sales Promotion
4. Occasion-based Shopper Campaign
5. Integrated Path to Purchase Campaign
6. Field Marketing Excellence

### **Physical store categories: Temporary and Permanent displays**

1. Large or Department Store
2. Grocery Store (Food) - Temporary Display
3. Grocery Store (Food) - Permanent Display
4. Grocery Store (Non-Food)
5. Liquor - Temporary Display
6. Liquor - Permanent Display
7. Petrol, Convenience & Route
8. Health & Beauty - Temporary
9. Health & Beauty - Permanent
10. Consumer Electronics - Temporary
11. Consumer Electronics - Permanent
12. Specialty Retail, Lifestyle & Service Providers - Temporary Display
13. Specialty Retail, Lifestyle & Service Providers - Permanent Display
14. Category Management
15. Window Displays
16. Store Design
17. Retail Industrial Design Award (NEW in 2019)

Shop! Australia & New Zealand holds the Industry's major annual awards contest; with the intent of recognising and rewarding best practice, innovation, and excellence in Marketing at Retail. For more information on Entering, Judging, or Sponsoring the awards go to

[www.shopassociation.org.au/about-awards](http://www.shopassociation.org.au/about-awards)