

Entrant Information



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Dates and Deadlines

5 October 2022

Entries Open Online

31 December 2022

Early Bird entry price ends

16 January 2023

\$100 additional per entry after 31 December 2022

Entries Close

13 – 27 February 2023

Online Judging

28 February – 10 March 2023

People's Choice Voting

28 February – 7 March 2023

Pinnacle judging

23 March 2023

Doltone House Jones Bay Wharf, Sydney, 6:30pm-11pm

Awards Gala Dinner 6.30pm

ABOUT THE AWARDS



Shop! is the only global, not-for-profit association exclusively advocating for Retail Marketing and Shopper Experience. Shop! has over 1700 corporate member companies representing brand manufacturers and retailers, designers, agencies and producers of retail marketing from six continents and over 45 countries around the world.

Shop! Australia & New Zealand holds an annual Awards Contest with the intent of raising the bar by recognising and rewarding excellence. Specifically, to:

- Encourage, reward and share industry best practice and thought leadership
- Showcase innovation in design, manufacturing and highlight best practice and cost effective executions
- Facilitate interaction between retailers, brand owners, designers & producer/suppliers.

Entries vie for Gold, Silver and Bronze honours in 26 categories, across two streams; Physical Store and Shopper Experience.

Pinnacle Awards for Best Shopper Experience and Best Display are selected from the Gold Winners from relevant categories. A Pinnacle Award for Design and Innovation is awarded to the entry that demonstrates the highest innovation and design principles, and is selected from all Gold-winning entries.

In addition, most entries are eligible for consideration for the Environmental Stewardship Award, should they choose, with the winner selected from the highest scorings on the Environmental portion of entry.

Shop! ANZ's highest honour, the Tom Harris Retail Marketing Award, is selected from the Gold Award winners from each category.

A People's Choice Award is voted for online with submissions available for online viewing. Each voter has online three votes and cannot vote for an entry more than once.

Awards can be entered at the official online entry site at www.marketingatretail.awardsplatform.com.

WHY ENTER?



The Industry Standard Retail Marketing Awards with Global Pathway

The Shop! ANZ Retail Marketing Awards are the Industry

Benchmark for Retail Marketing, enjoying:

- Comprehensive media coverage, including profiling winning case studies
- Senior, experienced industry experts judging the entries – exposure of your best work to future clients and retail partners
- Global pathways – Gold winners have the opportunity to vie for Global Awards the following year, with exposure to international markets and media – in 2021, six Australian entries won Global Awards – more than a quarter of the prizes awarded
- Professional development of your teams – Benchmarking their work against the best of the best in the industry, and receiving feedback via the judges
- Networking at the industry event of the year; the Shop! ANZ Marketing at Retail Awards Gala Dinner, on Thursday 23 March at Doltone House Jones Bay Wharf, in Sydney.

Comprehensive Profiling Package for Winners

In 2022, winners will enjoy comprehensive profiling for their case study and company, including:

- Image of statue
- Winner/client with statue image
- Email tag and hyperlink
- Winners badge (electronic) for use in email signatures and on website
- Official awards statement for use in email signatures/website
- Approved judges' quote
- Shop! ANZ website profiling
- Profiling in 2022 Awards Annual publication
- Complete profiles and case studies for winners provided to industry media for editorial consideration
- Winning case studies promoted on social media
- All entrants, whether or not they win, will also be provided with one approved judge's quote per entry that can be used for PR purposes.

ELIGIBILITY



Who can enter?

- Any designer or producer of shopper and retail marketing programs, including agencies, brand owners, point of purchase material suppliers and retailers
- Entrants must be based in either Australia or New Zealand
- The Awards are open to both Shop! ANZ members and non-members.

To receive the discounted Shop! ANZ Member pricing, all membership dues must be current and paid, or non-member rates will be invoiced.

To apply for membership, visit www.shopassociation.org.au or contact General Manager, Carla Bridge at carla@shopassociation.org.au or 0412 727 774.

What can be entered?

There are 24 categories covering all retail channels and activity types across two streams: Physical Store, and Shopper Experience.

Bronze, Silver or Gold award winning entries from any previous Shop! ANZ Retail Marketing Awards contests may not be entered into this year's contest. A display or case study may not be re-entered from a prior year. More than one company cannot enter the same display or case study.

There is provision for co-entrants in the online entry process. Clients must authorise all entries submitted to the Shop! Retail Marketing Awards.

If another company contributed to the entry, they should be recognised as a co-entrant.

Entries must have been in the Australian and/or New Zealand market at some time between 1 January 2022 – 31 December 2022.

Minimum Production Runs and Store Numbers

With the exception of the Produced in ANZ Award, no minimum production runs apply.

The Produced in ANZ Award has a minimum production run of 25 units. For all other categories, we recognise the need to reward trials as well as large-scale campaigns; these are not a 'like for like' comparison, however, and each will be judged on its merits and outcomes versus objectives.

Each entry is required to state production numbers in order to be evenly judged.

The minimum requirement is that the campaign must have been a client-funded campaign and activated in market.

No Physical Awards Exhibition

As per previous years, in 2022 the Awards will be entered and judged completely online.

As a result, all Award submissions will be required to include a high quality in market image.

In addition, a video may also be added demonstrating size and scale.

Renders will not be judged, and any entry not including an original, UNEDITED high resolution in market photo will be ruled ineligible.

COSTS



Costs

All entry fees must be paid prior to the start of judging or entries will be disqualified.

Payment can be made by credit card during the online awards submission process. For entrants requiring EFT invoice, provision is made for this during the Awards submission process.

Please note that credit card payment is preferred, and EFT invoices unpaid by the submission date will result in entry disqualification.

All entries must be submitted prior to the closing date, in order for judging to commence. No exceptions will be made.

Case Study Entry Fees

Shop Members:

Initial entry \$595 +GST, all subsequent \$495 +GST each

Non-members:

Initial entry \$795 +GST, all subsequent \$695 +GST each

ALL FEES MUST BE PAID IN AUSTRALIAN DOLLARS (AUD)

An additional fee of \$100 will be applied to all entries after 31 December 2022.

CATEGORIES



There are a total of 24 categories across two streams – Physical Store and Shopper Experience. For the Physical Store stream, six of the categories provide for two divisions with separate awards for Temporary and Permanent displays.

Definitions are:

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

Pinnacle and Special Awards*

- Best Design & Innovation
- Best Display
- Best Shopper Experience
- People's Choice Award
- Tom Harris Retail Marketing Excellence Award (Best in Show)

**Pinnacle and Special Award winners are selected from entries/winners of the Physical Store and Shopper Experience categories*

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 – Temporary Display
6. Liquor – Permanent Display
7. Petrol, Convenience & Route – (open to temporary and permanent)
8. Health & Beauty – Temporary Display
9. Health & Beauty – Permanent Display
10. Consumer Electronics – Temporary Display
11. Consumer Electronics – Permanent Display
12. Specialty Retail, Lifestyle & Service Providers – Temporary Display
13. Specialty Retail, Lifestyle & Service Providers – Permanent Display
14. Category Management - (open to temporary and permanent)
15. Window Displays - (open to temporary and permanent)
16. Store Design (open to temporary and permanent)
17. POP This Retail Industrial Design – Temporary
18. POP This Retail Industrial Design – Permanent
19. Centrum Group Produced in ANZ (open to temporary and permanent) min run 25

Shopper Experience categories:

20. Digital Instore, Mobile, Social & Online
21. Experiential
22. Sales Promotion
23. Occasion-based Shopper Campaign
24. Integrated Path to Purchase Campaign

Special Awards:

Environmental Stewardship

Peoples Choice

Pinnacle Awards:

Best Design & Innovation

Best Display

Best Shopper Experience

Tom Harris Retail Marketing Award

Entry Questions



	PHYSICAL STORE Temporary	PHYSICAL STORE Permanent and other	Shopper Experience
Q1: Why (Background, context & task)	A brief description of the context with which the creative solution was founded upon. Max 120 words	What is the background and market context for this installation? Why was the brief issued? Max 120 words	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 this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible) Max 180 words	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	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 (Activities, solution)	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 · Ease of distribution & installation · Function & shop-ability · 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? Max 220 words

	PHYSICAL STORE Temporary	PHYSICAL STORE Permanent and other	Shopper Experience
Q4: Innovation (Over & above, distinguishing factors) – what’s unique about your entry	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 Max 150 words	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 Max 150 words	Outline any innovation or distinguishing factors that make your campaign distinctive or unique. How did this aid in its execution and/or effectiveness? Max 150 words
Q5: Results Outcomes – sales, ROI, impact, influence, inputs)	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	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	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. Max 180 words
Q6: Environmental Stewardship <i>*OPTIONAL –</i> State the project’s environmental credentials to be eligible for entry. <i>*Digital & Sales Promotion campaigns not eligible.</i>	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. Max 220 words	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. Max 220 words	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. Max 220 words

RETAIL INDUSTRIAL DESIGN AWARD (Temporary & Permanent) - QUESTIONS

<p>Q1: Why/What (background, context & task)</p>	<p>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)</p> <p>Max 200 words</p>
<p>Q2: How (Design features, solution)</p>	<p>Describe the key factors that enabled the particular Industrial Design element or project to maximise the execution in the retail environment.</p> <p>Consider the following:</p> <ul style="list-style-type: none">· 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 <p>Max 220 words</p>

RETAIL INDUSTRIAL DESIGN AWARD (Temporary & Permanent) - QUESTIONS

<p>Q3: Form (Materials used, innovation, manufacturing processes)</p>	<p>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'.</p> <p>Max 150 words.</p>
<p>Q4: Functionality (Materials used, innovation, manufacturing processes)</p>	<p>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.</p> <p>Outline any innovation in regard to use of technology and sensory elements</p> <p>Consider development of modular designs to create flexibility and scale</p> <p>Max 150 words.</p>
<p>Q5: Results Outcomes – sales, ROI, impact, influence, inputs</p>	<p>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 Question 1.</p> <p>Include results relating to the brand, shopper and retailer. Substantiate with brand metrics, sales, cost savings, logistical benefits or other relevant results where possible.</p> <p>Max 180 words</p>

PRODUCED IN ANZ AWARD - QUESTIONS

<p>Q1: Why (Background, context & task)</p>	<p>What is the background and market context for this product/campaign? Was the initiative supplier or client led? What barriers were identified as a result of Covid-19?</p> <p>Max 120 words</p>
<p>Q2: What (Objectives, insight & critical criteria)</p>	<p>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)</p> <p>Max 220 words</p>
<p>Q3: How (Components, engagement)</p>	<p>Describe the components of your campaign.</p> <ul style="list-style-type: none"> - 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? <p>Max 280 words</p>
<p>Q4: Innovation (Over & above, distinguishing factors) – what’s unique about your entry</p>	<p>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?</p> <p>Max 180 words</p>
<p>Q5: Results Outcomes (Compliance, conversion)</p>	<p>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).</p> <p>Max 280 words</p>

Judging Criteria



Judges are asked to consider the clarity and veracity of the written information for each of the scoring criteria, as outlined in the below example judge's scoring card. Judges will evaluate the entry on how well the case study adheres to these criteria and provides "proof" of the presented information. Judging Criteria for Retail Industrial Design, Environmental Stewardship and Covid categories are specific to those awards, with responses to each question (outlined in previous pages) scored.

Example judging criteria

Scoring Instructions:

- Please read the questions below carefully and give a score from based on the resources provided.
- Full marks should be awarded for entries that have gone beyond the criteria for example displays that went viral or produced results above the targets that were set.
- If the category is scored out of 10 should be awarded if they have adequately met the criteria of the questions.
- Entries scored 8 or above should be 'gold worthy'.
- 7-8 for entries that met the criteria but execution or other elements weren't perfect.
- 6-7 for entries that met criteria in terms of concept but not delivery.
- 4-6 for entries that met some of the criteria but not all.
- Under 3 for entries that met criteria poorly or not at all.
- You cannot award half points.

CATEGORY AWARDS: QUESTIONS		SCORE
1	How well does the entry demonstrate understanding of the brief, problem/opportunity and outline the task to be done? (May include demonstrated understanding of shopper insights relevant to brief)	/10
2	How well has the entry fulfilled the overall brief set by the client?	/10
3	How effective was the entry design in maximising its execution opportunity and environment/s? How well did the solution both aesthetically and functionally engage the shopper and drive interaction? (Execution environments may be pre-store, instore, post store, out of store experiential, and/or digital)	/10
4	Were there any innovative or unique aspects of the entry that made it stand out? Does the entry demonstrate thought leadership?	/10
5	How have the entry's results performed against the set brief/objectives? (Results could include sales outcomes, ROI, shopper impact and influence, input measures such as display placements achieved, reach & frequency)	/10

Final comment: SCORE /50

ENVIRONMENTAL STEWARDSHIP AWARD: QUESTION 6	SCORE (out of 10)
How well does the entry minimise environmental impact through design and production? How efficient is the shipping strategy in reducing environmental footprint through choice of packing materials, freight methods and distribution plan? How have environmental outcomes been considered in the instore use of the display (length of use, multiple usage opportunity, ease of assembly / disassembly)? How has the entry considered environmental impact at end-of-life? Has the entry demonstrated a commitment to reducing overall carbon footprint?	

RETAIL INDUSTRIAL DESIGN: QUESTIONS

SCORE

<p>1</p>	<p>How well does the entry demonstrate understanding of the brief, problem/opportunity and outline the task to be done? (May include demonstrated understanding of design relevant to brief) How well has the design, construction or manufacture of the entry fulfilled the overall brief set by the client?</p>	<p>/10</p>
<p>2</p>	<p>How effective was the entry design in maximising its execution opportunity and environment/s? How well did the solution both aesthetically and functionally engage the shopper and drive interaction? How did the design assist the brand or retailer? How clever was the design in making impact; reinforcing the brand and product it's selling/promoting?</p>	<p>/10</p>
<p>3</p>	<p>Does the design demonstrate effective use of design, materials, manufacturing processes and construction? Are there any innovative or unique design features that have resulted in an improvement in functionality, usability, efficiency or another area? Is this an iconic looking display that will help shoppers create an ongoing connection with the brand and product its selling/promoting?</p>	<p>/10</p>
<p>4</p>	<p>Does the design demonstrate effective use of design, materials, manufacturing processes and construction? Are there any innovative or unique design features that have resulted in an improvement in functionality, usability, efficiency or another area? Can you see any innovative elements that will become a basis of industrial design of retail displays of the future? How well has any Integration of technology been included to improve connection with shopper, and has this helped to assist integration with online marketing. e.g.digital screens, push button elements, NFC and other online integration tools, fragrance.</p>	<p>/10</p>
<p>5</p>	<p>How have the entry's results performed against the set brief/objectives? (Results could include sales outcomes, ROI, shopper impact and influence, input measures such as display placements achieved, reach & frequency, set down & pack up times, logistical benefits or cost savings)</p>	<p>/10</p>

Final comment: SCORE /50

PRODUCED IN ANZ: QUESTIONS

SCORE

<p>1</p>	<p>How well does the entry demonstrate understanding of the brief, problem/opportunity and outline the task to be done? (May include demonstrated understanding of shopper insights relevant to brief)</p>	<p>/10</p>
<p>2</p>	<p>How well has the entry fulfilled the overall brief set by the client?</p>	<p>/10</p>
<p>3</p>	<p>How effective was the entry design in maximising its execution opportunity and environment/s? How well did the solution both aesthetically and functionally engage the shopper and drive interaction? (Execution environments may be pre-store, instore, post store, out of store experiential, and/or digital)</p>	<p>/10</p>
<p>4</p>	<p>Were there any innovative or unique aspects of the entry that made it stand out? Does the entry demonstrate a clear intention to produce a locally made product? What local production techniques or design features were utilised for this entry? How much of this design is locally produce processes, material choices etc? Degree in difficulty of locally made entry?</p>	<p>/10</p>
<p>5</p>	<p>How have the entry's results performed against the set brief/objectives? (Results could include sales outcomes, ROI, shopper impact and influence, input measures such as display placements achieved, reach & frequency)</p>	<p>/10</p>

Final comment: SCORE /50

Judging Process



Who can judge?

More than 70 senior industry representatives judge the Shop! ANZ Awards each year. While judges must be a Shop! ANZ Member, Shop! ANZ does reserve the right to use a non-member as a judge to balance the judging teams as needed. Applicants must have a minimum five years of experience in the Retail Marketing Industry, however, many of our judges have more than 25.

For the judging process, judges are divided into teams with representation from all areas of the industry, including retailer, brand, POP, agency, and shopper insights. The groups are then assigned to categories that do not conflict with their companies' primary areas of business or with any entry assigned to them. No judge can judge a category their company is entering. Current Shop! ANZ Board Members are also not permitted to judge.

To register your interest as a judge, [click here](#).

CATEGORY JUDGING: CATEGORY JUDGING TEAM

Online: 13 February – 27 February

A panel of judges comprised of brand marketers, retailers, agency representatives, shopper insights professionals, researchers and producers score the entries in a range of categories. Judges review the entrants' comprehensive written case history and submissions on our digital awards platform.

PEOPLE'S CHOICE AWARD

Online: 28 February – 10 March

The People's Choice Award is an online voting tally where members of the public and industry can vote for their favourite entry from any of the entries in the competition. Award entries will be exhibited online for 10 days, with each registered voter allowed three votes each. After the Awards Gala Dinner, all Shop! ANZ 2022 Retail Marketing Awards entries become a permanent part of Shop! ANZ's online case study gallery, and winning displays are featured in a trade industry media and in Shop! ANZ's own publications, including the 2022 Awards Annual.

PINNACLE JUDGING: PINNACLE JUDGING TEAM

Online: 28 February – 7 March

The third round of judging is also done online, by a team of industry leaders including retailers, brands, agency, POP and shopper insights. Pinnacle judges cannot be from companies that are primary awards entrants. Following category judging, the Pinnacle team select the Pinnacle Awards from gold-scoring entries in the previous round. Pinnacle Awards in four categories are selected from the Gold Winners:

- Best Design & Innovation: from all Gold-scoring entries
- Best Display: from Gold-scoring entries across the Temporary & Permanent Display categories
- Best Shopper Experience: from Gold-scoring entries in the Shopper Experience categories
- Each of the Gold-scoring entries will be assessed by the judges against two potential awards: Best Design & Innovation, and one of either – Best Display or Best Shopper Experience.

BEST IN SHOW/TOM HARRIS: PINNACLE JUDGING TEAM

Winner of Best in Show, known as the Tom Harris Award, is determined by the highest scoring entry across all Awards categories, including first round and Pinnacle judging.

2022 Entry checklist



A complete entry includes the following:

- Full payment by credit card
(EFT by application direct to Shop! ANZ only and remittance advice received by Shop! ANZ prior to submission)
- Entry form completed online
- Entry display footprint and / or Information
- At least one primary UNEDITED in-market high resolution image in JPEG format, NO RENDERS, and a secondary image
- Supporting video where applicable
- Completed 200-word Entry Summary (used for public display and people's choice voting)

Entries cannot be submitted without all of these items. Changes cannot be made to your entry after closing date. You can continue to make changes up until the closing date on January 17.

ENTRY INFORMATION

Provides Shop! ANZ all the basic information about your entry; including entry title, category and division.

ENTRANT INFORMATION

Details about entrant company information, co-entrant company information and client information must be given. PLEASE MAKE SURE EMAIL AND ADDRESS ARE CORRECT. The emails and addresses given will be used for the full duration of the contest.

CO-ENTRANT INFORMATION

If two companies worked to develop an entry and both would like to be listed, the correct information must be given. Should an unlisted contributor to an entry produce a dispute, Shop! ANZ will defer to the client for a final decision on co-entrants.

CASE STUDY INFORMATION

Describe in brief detail the marketing achievements of your entry. Contest judges use the case study information during both phases of judging and it is crucial in conveying to the judges why the entry merits a Shop! ANZ Retail Mar Award.

ENTRY SUMMARY AND IMAGE

The Entry Summary should provide a brief synopsis of the objectives and outcomes of the case study. The Entry Summary in your online awards entry needs to clearly and concisely represent your whole case study and contain only information for public use. Your Entry Summary is the only written part of your case study that will represent it in media and on the Shop! ANZ website after the competition. It will also be used in People's Choice judging. One 'hero' high resolution image, clearly marked, must be supplied.

CLIENT APPROVAL ASSURANCE

Evidence of client approval of the entering case study must be provided during online entry completion. Client contact details for verification must be provided in the online form. Should queries be raised regarding entry details (including contributing parties) the client's choices or decisions will be adhered to by Shop! ANZ.

PHOTO AND VIDEO

You may submit up to 10 different images, however, the submission of two (2) images is

required in High Resolution. The images should depict the entire entry/program and must show in-market activation. Entries without an in market original, unedited image will not be eligible. It is advantageous to use high quality colour electronic images – remember that judges will use these images to score your entry, as well as being used in publicly as representation of the project. Please ensure if you have an order preference for photos for People's Choice voting and the Gallery the image at the number 1 position will be displayed as your entry thumbnail – this order can be changed using the arrow icon at the top of each image.

FILE REQUIREMENTS

Entrants must adhere to the following image requirements or be subject to disqualification.

- File names must be anonymous – do not include your company name in file names.
- Your one HERO high res image must be at least 300 dpi, and at a reasonable native size (3”x 4” is appropriate) Please do not “up sample” to achieve the size. Please keep file size to 10MB or less if possible. Please label it ‘HERO’
- Images may be horizontal (“landscape”) or vertical (“portrait”) appropriate to the relative proportion of the image(s) contained.
- All uploaded images must be standard compressed image files in JPEG format.

VIDEO

- Video specs are: .mov, 120 sec. or less.
- Your video **must not contain company branding**, with an **anonymous file name**, and uploaded to the Shop! ANZ Awards Entry Website. For YouTube or Vimeo links that are password protected, a password can be provided in the system (instructions provided in the separate How to Enter instructions). Please ensure that you also use an anonymous YouTube/Vimeo account or unload direct to our entry form instead.
- * Any image that is found to be markedly different than the actual display will be disqualified. No refund will be given with disqualification.
- * **Photographs may not include producer/manufacturer information.** Any image that includes producer/ manufacturer name will be disqualified. No refund will be given with disqualification.

Disqualification

An entry may be disqualified for the following reasons:

- Entrant company name on submitted images, video content or written case study
- Entry not paid for prior to the start of judging
- Word limits not adhered to
- High resolution or original in market images not provided
- Provided images are edited or photoshopped
- Client approval assurance not provided

No refund will be provided for disqualified entries.

How to enter online

When entries open, the following URL will become active:

<http://marketingatretail.awardsplatform.com>

A separate set of instructions on how to use the online awards platform is downloadable from the website [here](#).

Awards celebration

The announcement of Gold, Silver, and Bronze winners, along with the other special awards, will take place in Sydney during the Shop! ANZ 2022 Retail Marketing Awards Gala Celebration on Thursday 23 March, 2023 at Doltone House, Jones Bay Wharf, Sydney, 6:30pm-11pm.

For more information and bookings for the Gala Dinner, [click here](#).

Liability and Other Important Information

Shop! ANZ reserves the right to use entrant information and images in Shop! ANZ's Creative Gallery, website, and publications. Judges decision is final and cannot be overturned. For disputes, Shop! ANZ will default to the client for final confirmation as per client approval check.

We wish all 2022 entrants the very best of luck and can't wait to see your fabulous work.

Please feel free to contact the Shop! ANZ team for support at any time on shop@shopassociation.org.au or 02 9281 2630.



@Shopassn



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@Shopanz



shop@shopassociation.org.au



www.shopassociation.org.au



Australia & New Zealand

shop!

Let's talk Shop!

Australia & New Zealand
shop!

Carla Bridge
carla@shopassociation.org.au