



2008

**Marketing
at Retail
Awards**



guide



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About the 2018 Shop! Marketing at Retail Awards

2018 was a big year for both Shop! ANZ as an Association and the Awards themselves. Formerly known as POPAI ANZ, not only did the industry body rebrand itself to better represent the modern day structure and evolution of the retail marketing industry, but the 2018 Awards were our biggest to date, attracting a record number of entries (30 percent growth on last year to be precise!).

The Shop! ANZ Marketing at Retail Awards are the point of sale, shopper, and retail marketing industry's only Awards recognising the success and achievements of point of sale suppliers, manufacturers and designers for both retailers and brands in Australia.

The annual Marketing at Retail Awards competition recognises best practice across both physical displays and shopper experience, with entries displaying excellence in design, creativity, innovation and effectiveness.

The Awards 20th year, 2018 was the second to have operated as a completely digital program, which has allowed entrants from far and wide to enter, including New Zealand, who up until now had battled logistics and costs to have their entries shipped to Sydney for judging.

With 222 entries received this year, the Awards have grown in leaps and bounds, and remain Australia's largest retail awards program. In addition to the growth in entry numbers, 2018 saw a significant increase in the calibre of submissions - a testament to the strength and success of retail marketing in Australia and New Zealand today.

The Awards were judged by a panel of more than 90 experienced industry experts, with representation from all areas of the industry, including retailers, brands, POP manufacturers

and suppliers, agencies, and shopper insights, among others.

Judges are divided into teams, with the scoring carried out online and averaged out to determine Gold, Silver and Bronze winners in each category.

In order to be awarded a Gold, Silver or Bronze Indian, entries must hit an average score. In the event that a score is not reached in a category, no Award shall be given for that year, making the achievement of a Gold Indian incredibly prestigious.

Gold winners of the 22 categories go on to round two to vie for the three esteemed Pinnacle Awards, given to Best Display, Best Shopper Experience, and Best Design and Innovation, judged by a specially selected panel of judges. This panel is also responsible for awarding the Tom Harris (Shop! ANZ's founder) Marketing at Retail Award for Best in Show.

A People's Choice prize is awarded to the entry with the highest number of votes from the general public over a 10 day online voting period. In 2018, more than 1000 votes were submitted for the People's Choice.

Winners were announced at a Gala Dinner in Sydney on 13 September, 2018. In all, 70 Awards were given. 2019 entries open 23 April, 2019, with winners to be announced at the 2019 Shop! ANZ Awards Gala Dinner on 12 September at Doltone House, Jones Bay Wharf.

For more information on the Shop! Marketing at Retail Awards, including information on how to enter or judge the 2019 Awards program, visit www.shopassociation.org.au.



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2018 Awards Judges

Pinnacle & Tom Harris Award judges

Peter Wilson, The Shopper Collective
Siegfried Bacani, Winning Appliances
Stuart Steinfort, Megara Australia
Trish Steel, Frank Steel Displays
Emma McCaul, The Good Guys
Mark Logan, Woolworths

Simon Tebbutt, Ninth Wave
Angela Brown, Pale Blue Dot Consulting
Bryn Marriott, Former Shop! Board Director
Sean McConville, Metrix Consulting
Sebastian Krug, Chep

Category judges

Adam Luxon, Red Bull
Adam Procter, Geometry Global
Adele Te Wani, 31ST
Aiden Harper, Arnott's
Alicia Beachley, April5
Andrew Swinton, Williams Lea Tag
Anna Porter, Treasury Wines Estates
Bec Rees, Insights DR
Ben Muzyka-Gordon, XPO Brands
Ben Thompson-Star, Nestle
Bianca Boldt, Nestle
Billy Ho, Pop This Pop That
Brett Dally, Think Display
Cameron McGeachie, MKTG
Cassandra Muller, The Walt Disney Company
Chris Brinkworth, Branded
Chris Simpson, Chep
Clayton Frost, POP this POP that
Craig Elvin, Orora Specialty Packaging
Damian Pasternak, Branded
Daniel Eddy, Store Display Global
Daniel Green, Fonterra
Danny Lattouf, IdeaWorks by Y&R
Dave Ridgley, 31ST
Dean Davenport, AFI Branding
Debbie Schubert, POPlever
Dominique Tourle, Real World Marketing
Emma Minde, Immediate
Gabriel Junqueira, Williams Lea Tag
Gabriel Said, Dynamix
Gary Head, XPO Brands
Greg Fairey, Woolworths
Guy Johnson, The Round Table
Hifa Flexman, Chep
Jemma Caprioli, Dashing Group
Jill Morrison, Creatif Merchandising
Joanne Blows, Lion
Josephine Saliba, Fonterra
Justin Merrett, Dulux
Kat Crofts, Chep

Kristelle Hutchins, Mattel
Lisa Rushbrook, Immediate
Lisa Whitworth, Diageo
Liz Watkinson, Faster Horses
Louise Compton, Extravert
Mariah Flanders, Lion
Marquis Pohla, Metrix Consulting
Mary Raymond, Brown Forman
Mitesh Khatri, Shopper Tracker
Nabih Awad, Retail Safari
Nancy Truscott, Shopper Tracker
Neil Wilson, Ingham's Enterprises
Nick Payne, Campari Australia
Nicole Bernard, Galderma Australia
Norrelle Goldring, Former Shop! Board Director
Patricia Kresojevic, Kellogg
Paul Dobbin, Raydar
Percy Vij, Centrum Printing
Phil Hine, Displays 2 Go
Rachael Egan, 31ST
Renee Monahan, Inghams
Rob Sulfaro, Active Display Group
Rodd Jackson, Bluestar Displays
Rosemary Hawke, Immediate
Roxana Randau, ID POP
Samantha Benney, Pernod Ricard
Sandra Mascaro, Centrum Printing
Scott Mitchell, 100th Monkey
Scott Wright, Immediate
Sean Sands, CXI
Shaun Bajada, AGSA
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Stuart Gittus, Active Display Group
Sue Walsh, Real World Marketing
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Toby Daankbar, Dashing Group
Tona Durrant, Blackmores
Victoria Davies, Red Bull
Vita Vasta, Williams Lea Tag

What's next? Challenge us!



Every day we make amazing things happen in all aspects of design, production, warehousing and installation. So next time you want to make something...

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Santaland by Myer

Active and Ideaworks for Myer

Winner - Tom Harris Award

- Best Design & Innovation
- Best Shopper Experience



Myer was front and centre at the 2018 Shop! ANZ Marketing at Retail Awards taking out three of the top Awards, for the Myer Santaland activation by Active and Ideaworks by Y&R.

Taking home Gold in the Experiential category in addition to Best Design & Innovation, Best Shopper Experience and the Tom Harris Award (best in show), the team of Myer, Active and Ideaworks by Y&R followed up similar success in 2017, when they took home the Tom Harris Award for Wonderland by Myer.

This year's entry looked to reimagine Myer's annual Santaland installation to create the ultimate Christmas adventure through an instore, immersive, multi-sensory experience.

The idea had to achieve both a traditional experience for families with younger children and interactive activities relevant to various ages in all its five flagship stores, blending tradition and innovation.

The key show piece of the instore experience was the Santaland Express – a life size train that whisked shoppers away on a virtual journey from Myer Central Station to Santaland. This acted as a portal to the other activation elements.

Key experiential elements included the Santaland Express Journey and Claus Residence, where families were able to meet Santa and have photos taken, while Santa's Workshop included the Lego Imagination Centre, Nerf Toy Testing Area,

Santa's Crayola Mailroom, Snow Gaming Zone, and Personalised Christmas Green Screen Photo wall.

Authenticity was key to success – it truly had to feel like shoppers were transported from Myer to Santaland. The train, spanned an impressive 2.6mx10m, intentionally blocking the view into Santaland and providing the activation gateway.

To achieve the virtual journey, eight 49" screens were inset into the train carriage walls. Using a series of interlinked media players and surround sound design, the content played the full length of the carriage, creating a panorama view mimicking a real train journey.

Inspired by Australian early 1900s trains, further details were added including vintage advertisements, customised carpet with Myer insignia, bench seating, and a departure platform and board. The train also used billowing steam and whistles, adding to the ambience of Santaland.

The project was 18 months in the making. Creating and building a life size train carriage within normal trading hours in Myer stores across five Australian states simultaneously meant that design and planning was key to its success.

Santaland successfully ran in 2017 and 2018 in all Myer flagship stores – Sydney, Melbourne, Brisbane, Adelaide and Perth, and the activation will also be used in 2019.



**Marketing
at Retail
Awards**



2019

**Awards Gala Dinner
& winner announcement**

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

entries open

Tuesday 23 April

closes

Monday 8 July

**latest
entry**

Monday 15 July



visit www.shopassociation.org.au
for details on how and where to enter

Star Wars: The Last Jedi

Spark with Ainbow for The Walt Disney Company

Winner - 2018 Best Display



Physical POP displays are at the heart of the Shop! Association, with physical displays making up more than half of our Award entries each year.

In 2018, the Pinnacle Award for Best Display was won by Star Wars: The Last Jedi, produced by Spark with Ainbow for the Walt Disney Company. The campaign also won Gold in the Consumer Electronics – Temporary Category.

The Walt Disney Company approached Spark with the task of conceptualising options for a single and double sided front of store display for mass retailer, Big W. The display was required to address several needs, including the provision of removable trays, an impactful, 3D ‘theatrical’ look and feel, and photo opportunistic capabilities.

In contrast, for specialist retailer JB Hi-Fi, Spark is asked to create four options for a 3x3 column bin, from the most basic - featuring a multi layered header - to a full 3D cardboard engineered design featuring the Star Wars AT-M6 walker.

Both concepts were developed with the sole purpose of cut-through, to engage the consumer and retailer, and to leverage sales of the DVD and Blu-ray of Star Wars: The Last Jedi. It also acted as a great photo opportunity for consumers, which helped gain awareness and traction on social media.

The 3D structural engineering of both designs was integral to final execution. The idea for the mass retail design came from utilising elements of the provided brand guide and re-working this to create the final design. For the AT-M6 Walker, graphic ‘turns’ were supplied from the US, which were re-configured into high resolution print ready assets.

The units were fabricated using B-Flute stock, so from an engineering perspective, it was a challenge to create the three-dimensional AT-M6 Walker.

Reworking flat graphics onto the engineering die-lines was also a major task, as retaining the true look of the AT-M6 was crucial for Lucasfilm approval.

Social media posts contributed to the success of the displays, with images appearing of consumers engaging with the displays instore.

The Big W 24 Pocket PDQ increased the ranking of stores that received it by 10 stores compared to the average of the last five major releases. For example, if the store was ranked 15th before the display was installed, it moved up to a ranking of five with the use of the PDQ.

Doritos Crackers

PepsiCo and XPO Brands for PepsiCo

Winner - 2018 People's Choice Award



The People's Choice Award is one of Shop! ANZ's most popular and easy to enter categories each year. All entries (this year 222!) were in the running, voted for over a 10 day period online by industry and peers.

More than 1000 votes were received in 2018, and it was a tight finish, however, PepsiCo's Doritos Crackers with XPO Brands beat out the competition to take home the 2018 People's Choice Award. This campaign also won Bronze in the hotly contested Integrated Path to Purchase category.

Doritos already had a strong brand presence with a cult-like following, but PepsiCo wanted to unlock incremental growth with the launch of a new format in a new aisle to inspire new occasions, shoppers and consumers.

Shopper data showed a gap in flavoured snacks, which presented an opportunity to reignite the biscuit aisle with innovation, and a new way to enjoy Doritos flavours – as a result a bold, multi-channel campaign was required to attract main grocery shoppers and consumers – visibility was key.

High traffic stores featured bespoke custom-built point of sale units to bring to life the instore theatre of a construction zone. Witches hats, flashing lights, emergency tape and cracking floor media

showcased the new cracker range, playing on the 'ground-breaking flavour' theme and aiding shopper navigation.

For Doritos, it was a world-first 360 degree marketing campaign and shopper execution. Pre-store, shoppers were exposed to TV, outdoor, digital and social media, catalogue, magazines as well as product samples distributed across major shopping centres.

Heavy instore theatre was instrumental to capture shoppers' impulsivity and was achieved through execution of highly disruptive emergency tape, Doritos Crackers box props, and 3D floor media.

This launch will form the basis for a year two extension campaign to showcase the Doritos Crackers range, building on its success in other channels, including route stores, entertainment and hospitality venues, with Doritos Crackers also to be exported to other markets.

Results-wise, Doritos Crackers has reignited the flavoured snacks category, with household penetration reaching 10.7 percent in the first 22 weeks of launch. The brands iconic lead flavour, Cheese Supreme, has performed particularly well, sitting within the top four SKU rank in national grocery accounts.

Woolworths Ice Cream Van

Styleprint with Blackdog for Woolworths

M **MEGARA Winner - 2018 Megara Environmental Stewardship**



Environmental considerations are a growing priority for physical displays in Australia and New Zealand, with everyone from retailers to POP manufacturers and suppliers increasingly aware of the environmental and carbon footprint of the point of sale promotions are generating.

The *Megara* Environmental Stewardship Award was created in 2015 to recognise campaigns for their contribution in this field and reward those who have taken into consideration environmental impacts when it comes to design and disposal (among other elements) in their displays.

In 2018 Shop! opened this Award to all entrants to allow greater scope and recognition, rather than limiting eligibility to category entrants only. This has resulted in entrants looking a little closer at their environmental credentials, and we expect to see the Environmental Stewardship category grow in leaps and bounds as the topic of climate change becomes more and more prominent in society's conversation and considerations.

This year, two worthy campaigns were recipients of the Gold and Silver *Megara* Environmental Stewardship Award, with a marked improvement in the calibre of entries submitted for this category. Taking out Gold was Styleprint and Blackdog's Woolworths Ice Cream Van display, installed in Woolworths stores around coffin freezers.

The project had to drive shopper traffic and entice customers to stay longer in an environment that traditionally experiences a "get in, get your product and get out" shopper mentality. Working together with Black Dog, the idea of the Ice Cream Truck was born. It seemed just the thing to bring the freezer aisle to life the fun sentiment and memories of childhood summers.

According to Styleprint's Emma Hore-Lacy, the business began to think about the environmental impact of the large scale project and discovered that one good decision for the environment often leads to another.

The stock needed to be robust, but also environmentally-friendly, and it was decided a twin-cushion board called 1EBW would be used. The board is made from 70 percent recycled content and is fully recyclable through both Council collection and specialised paper recycling services.

Additionally, the board only has a single printable liner, which means it only has half the bleached content of a double-sided board. This board ticked all the boxes, being both strong and environmentally friendly.

It was decided that all elements should be a single flat pack kit. With this in mind, the van display was designed to ensure no single piece was larger than a standard 1165mmx1165mm shipper.

By engineering the display in this fashion, Styleprint was able to save on transport costs, while Carbon Emissions were also kept to a minimum, with a single shipper sent to each store. Once stores received their kit, they used an instructional video provided to assemble the van themselves.

Woolworths were thrilled with the concept, execution and results of the Ice Cream Van, with the displays to be rolled out again in the summer of 2018.

When it comes to sales results, Woolworths saw 11 percent like for like growth in ice cream sales, while multi-packs increased by 6.7 percent and take-home sales shot up by 12.5 percent. Woolworths also significantly overtraded marketshare of a new M&M ice-cream launched at this time (the biggest launch of the Summer).

To read more about this campaign and the winner of the Silver *Megara* Environmental Stewardship Award, Orora Specialty Packaging Group's Ferrero - Kinder & Pralines Easter 2018 Basket for Ferrero Australia, turn to page 102.

Make an impact...

but not on the environment



A closed-loop window display

Country Road chose Promeg polypropylene sheet for their Spring 2018 windows.

Made in Melbourne, and matched to a specific PMS colour, the entire project for stores in Australia, New Zealand and South Africa was completed in under 30 days.

The custom sheet contained 30% recycled material and was both 100% recyclable and 100% carbon neutral.

The sheet was also made with a stunning high-gloss finish, while remaining 100% recyclable.

Where possible, the material was collected from a single point in each state and brought back to Megara for in-house recycling.

Want to create a more sustainable window display for your next campaign?

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Large or Department Store

Temporary Display



TITLE Santa's Christmas Cabin at Big W

ENTRANT Think Display

CLIENT Ferrero Australia



Research revealed the magic of Christmas was missing for shoppers instore. To drive Christmas Chocolate gifting sales, Kinder set out to bring the magic of Christmas back through impactful point of sale which impressed Big W store managers, yet was easy for the Ferrero sales team to execute.

Cleverly built, Santa's Christmas Cabin drove strong visibility and engagement, utilising two simply constructed book ends placed against floor displays to create a Christmas destination. The Waving Santa book end entertained shoppers with Santa waving continuously via a custom-built motor.

The Mother Daughter book end with flashing Christmas lights brought the emotion of Christmas into store and featured clever in-built towers to drive Kinder stock weight.

The displays achieved exceptional results: Kinder brand sales in Big W grew 113 percent (value) and 23 percent (volume) compared to Christmas 2017. The modular design enabled the Ferrero Field Team to build 180 displays outside Big W stores in just 24 hours.

Feedback from Big W was outstanding: "Wow! How great is Santa. And he waves as well! The kids flock towards Santa with big smiles on their faces. It is so nice to see the spirit of Christmas in my store" - Big W Macquarie, Store Manager.



TITLE A Fresh Approach to Food Waste

ENTRANT Think Display

CLIENT Sunbeam Australia



Studies confirm we throw out 20 percent of food. That's one in five shopping bags or \$3000 in food waste each year. Vacuum sealers are an awesome way to reduce food waste. The new FoodSaver Fresh system was quick and easy for everyday foods and compact enough for the kitchen bench. Unfortunately, no one knew about vacuum sealers and they certainly weren't going to buy one without trying it first!

We launched FoodSaver Fresh with a Try it Yourself Vacuum Sealing Station, allowing shoppers to try vacuum sealing instore without the high cost of demonstration staff.

The Waste Less/Save More messaging brought the freshness functional benefit to life and appealed to shoppers desire to save money. The fully powered display unit allowed shoppers to try out the vacuum sealing, 24/7.

Vacuum sealed EPVC strawberries, avocados and cheese showcased the relevance of Foodsaver Fresh for everyday foods and reinforced the 'fresh two times longer' benefit. Co-locating FoodSaver in the fridge section of the store attracted shoppers from outside the vacuum sealer category.

FoodSaver Fresh delivered \$0.5 million in incremental value sales to the brand. It secured a 13 percent market share (units) and drove 11 percent unit growth for the total Vacuum Sealer category for the retailer.



TITLE Oral B Touch & Learn Display

ENTRANT Williams Lea Tag with Popcorn Displays

CLIENT Procter & Gamble



“Shelf is king!” This is the mantra we kept repeating throughout the project as mandated by our client.

How can we educate the shopper about our products without ceding too much shelf space and upsetting retailers? We made the shelf a silent salesperson and had it work for us.

The Touch & Learn program aimed to bring the key features and benefits of Oral B’s range of power brushes to shoppers in an engaging and interactive manner. The solution combines a premium look and feel with practical and functional features to enable installation by store staff without any tools. This plug and play approach helped to address barriers typically encountered when working with powered up units in retail channels.

Results speak for themselves, with the oral care category booming. Oral B increased penetration in all channels and has seen tremendous growth of 23 percent in marketshare in the last 12 months. A sales uplift in the order of three percent against same time last year has also occurred.

TITLE Star Wars: The Last Jedi

ENTRANT Spark with Ainbow

CLIENT The Walt Disney Company



Star Wars is one of the largest global franchises of all time. For the Home Entertainment release of Star Wars: The Last Jedi, we designed stock holding displays for the busy fast moving retail environments of JB Hi-Fi and Big W. These stock holding displays had to be visually unique, extremely dynamic and resonate with the fans of the Star Wars franchise as well as excite and engage staff of each retailer.

When considering the structural design, all components were fabricated from recycled board and printed using soy-based inks. The units were designed to be as easy to assemble as possible. As well as being visually stunning, the stock weight of the small footprint JB Hi-Fi AT-M6 unit was high (240 units) as was the Big W front of store display (192 units).

JB Hi-Fi had all AT-M6 units placed at front of stores. Stores that did have the display versus stores that did not have the fixture moved up their store ranking by 10 positions. Retail staff and fans alike were enthralled by the display, with requests by both to take the displays home once the campaign had finished.

TITLE Myer for an Equal Australia

ENTRANT Active Display Group

CLIENT Myer



Myer signed a three-year deal as the exclusive fashion and retail partner and major sponsor of the Sydney Gay & Lesbian Mardi Gras.

Fashion and retail have always been considered a safe place for the LGBTQI community – not only accepting but celebrating creativity and the contribution to the industry. We wanted the stores to embrace this sentiment.

The concept was to create hype around the partnership through a range of activities, apparel and instore theming including signage, windows, stairs, balustrading and vendor displays. The rainbow colour scheme of purple, blue, green, yellow, orange and red needed to replace Myer's iconic black and white brand; taking centre stage in Myer stores.

The strong rainbow aesthetics rebranded stores from external signage and windows, through to VM and propping.

Supporting Mardi Gras gave Myer the opportunity to demonstrate its commitment the LGBTIQ community, shaping a positive direction for the future generation. Levi's sales results were well beyond expectations with much stock selling-out in the first two weeks.

This project was successful in raising awareness, standing together with leading Australian brands to showcase Myer's commitment to diversity and inclusion in the workplace and broader community.

TITLE Miele Blizzard Floorcare Launch

ENTRANT Mills Echo

CLIENT Miele



In a category previously dominated by one brand, the new Miele floorcare displays had to stand out. They needed to disrupt shopper behaviour, engage the consumer, educate, and provide a platform to encourage product trial and demonstration.

Initial impact is delivered via the huge animated infinity mirror that not only aligns with key product features of the Miele Blizzard vacuum, but delivers an instore experience that complements a national marketing campaign.

The solution was so well received it was delivered internationally. To date, there have been over 1250 modules delivered to 235 retailers across four countries. The success of this campaign has seen it become the biggest point of sale roll out in Miele's history in Australia, delivering an exponential sales uplift of over 300 percent across more than 147 locations.

Conceptually, the design was delivered to retailers through a launch night strategy with the design and manufacture of a virtual reality booth, plus VIP launch events with even larger infinity mirrors. It demonstrates a complete campaign that uses a multitude of experiences, technology and innovative design to win in retail.

TITLE Say Hello to your Mini Barista

ENTRANT Think Display

CLIENT Sunbeam Australia



Consumers were moving from capsule to espresso coffee machines, looking for the barista experience at home. Sunbeam's EM4300 was an incredible new espresso machine offering café-quality coffee and a stylish design at an accessible \$269 price.

Sunbeam needed a launch display unit for the EM4300 for appliance stores - an environment full of unfriendly machines and limited shelf space. We introduced the EM4300 to shoppers not as a machine, but instead as a person - your at home barista. Together with Sunbeam, we renamed it the Sunbeam Mini Barista.

Our super compact display brought the barista personality to store: borrowing from cafe interior trends, with sustainable bamboo base and brick backing board. Utilising interchangeable messaging to 'talk' to shoppers about Mini Barista's cafe-quality coffee. We included a pointer for shoppers to 'Learn More' at the Mini Barista coffee hub online.

The display stand was so well received, the Mini Barista packaging was redesigned to align and the display became the feature in a Mini Barista digital film.

Displays were fully allocated to 1000 stores. Mini Barista secured the number two market position with \$3 million in value sales. Harvey Norman complimented Sunbeam as the best merchandising supplier in the Small Domestic Appliance category.

TITLE Mattel Xmas Giftorium

ENTRANT Retail Logic

CLIENT Mattel



Christmas at Myer is turned into a magical wonderland every year with a dedicated "Giftorium" zone. Suppliers are asked to provide unique gifting solutions that engage shoppers via the gifting occasion.

Purchasing for kids is frequent and impulsive. Fifty percent of baskets contain some kind of treat, gift, or reward for a child, however, only one third of these purchases is a toy. Christmas is a time of year where toy purchases over index versus other gifting options.

This provides the perfect platform to target gift givers who have already selected their major present and are looking to provide additional stocking fillers. Combining the insight that toys under index in treating occasions and the nature of the stocking filler occasion, the concept for a Xmas themed stocking filler station meant providing the gift giver with a solution that made it easy to shop with brands that the recipient knew and loved.

A custom-built unit was designed and constructed to replicate a themed "Magical Toy Machine" centred around 24 stocking inspired tubes.

Myer internally rated this the best Giftorium execution in store. Stores recorded 70 percent sell through, which based on the buy in of 6,500 units per store was a record sales result.

TITLE Cars 3 Myer Window

ENTRANT Active Display Group

CLIENT Disney



Background: The success of the Cars franchise is as much about the merchandise as it is the movies themselves. Kids love the characters and recognise them on sight and the pricepoint makes them attractive to parents.

Project task: To create an immersive Myer window display to capture shoppers attention in one of Melbourne's busiest thoroughfares, Bourke St Mall. The goal was to entice customers off the street and draw them up to Myer's MyKids Emporium on Level 4 and generate sales of new Cars 3 products.

Objectives: To use iconic movie props to promote brand recognition and connect with kids and adults instantly; promote the theatrical release and drive customers to purchase Cars 3 related products; capture the customers imagination and excitement of the movie; and produce smaller scale executions across 10 other stores.

Results: The Cars 3 activation created a world of wonder and brought theatre to the iconic Myer windows that the Disney brand was incredibly proud of. It was an absolute traffic stopper. Fans and shoppers were engaged and intrigued by the flashing LED lights in the racing grandstand and the unique use of product to highlight number '95'.

TITLE Coty Luxury Towers

ENTRANT EDA

CLIENT Coty



The luxury fragrance marketplace has become increasingly competitive under the weight of celebrity and brand tie-ins. The challenge was set to create a repeatable campaign that could boost brand exposure and sales in a saturated marketplace.

The luxury fragrance towers were designed from the outset to be reusable over multiple seasonal events ending the common practice of a new display every few months. The frames were of the highest quality and the shelving used was reverse-printed glass to create a premium crystal effect. The header graphics made use of sophisticated colour matching and foil printing to ensure that consistency across all substrates was achieved.

The towers mark a new generation of display known as 'Permanent-Seasonal'. While the concept has a positive effect on ROI and on environmental grounds, it also throws up the new challenge of manageable local storage. The shipping container is designed to be kept and used as permanent storage for the tower when not in use.

The best form of recycling is to reuse the same equipment again and again. This was the principle that governed the concept of the fragrance towers.

2018

shop! Marketing at Retail Awards

TITLE Giftorium Christmas Experience

ENTRANT Active Display Group

CLIENT Myer



Background: Christmas 2017, Myer Giftorium was set for its fourth year creating a premium Christmas destination for shoppers to find the perfect gift. Overwhelming success in previous years meant we had expectations to exceed and sufficient data to analyse what would work in 2017.

Project task: To use Christmas visual merchandising to drive traffic and navigate shoppers through Giftorium; a series of vendor pop-ups with only one target market - the Christmas Shopper and create a market hall of exclusive pop ups, tailored to the 2017 Christmas Shopper, based on previous years findings.

Objectives: Grow 'Personalisation and Experience' - increase personalised gift options from the previous year; make Giftorium a 'must visit' destination in-store; improve curation of vendor pop ups; and focus on the Christmas shopper experience with clear destination zones.

Results: We invested in memorable Giftorium shopping experiences, almost doubling total gifting installation activations from 2016. We focused on unique offerings in the way of personalised food and monogrammed handbags which paid off significantly. Myer was one of the top two standout performers in the Australian market for Christmas 2017.



Grocery Store, Food

Temporary Display



TITLE Nestle Nutritious Snacks 2017 Aussie Faves NPD Launch

ENTRANT Nestle with Store Display Global

CLIENT Nestle Australia



In 2016 the muesli bar category was seen as boring by mums and kids, lacking innovation, and our brand was in strong decline across all measures of sales and brand health. We needed to stop the decline and return the brand to growth. We addressed this by launching exciting new limited edition flavours that had a strong taste proposition and brought some excitement to the category, via a healthy proposition.

We developed an impactful and engaging POS that delivered not only the message that the NPD was tasty, but also healthy, while bringing some theatre to the instore environment. This POS was developed in a way that allowed for easy distribution and quick installation despite the many elements that would usually pose some installation difficulties.

By the end of 2017, the campaign had brought the brand back to growth, had delivered incremental sales to the category and brand, driven household penetration back up and successfully improved the taste and health perceptions of the brand as can be seen by the significant improvement in brand health metrics from consideration to repurchase.



TITLE Red Bull Smile like Dan

ENTRANT Extravert with OPG Global Solutions

CLIENT Red Bull Australia



To celebrate the 2018 Formula 1 Rolex Australian Grand Prix, Limited Edition Red Bull Cans featured the iconic smile of Daniel Ricciardo. Daniel is a well known Red Bull athlete who has broad appeal beyond the F1 target market. The opportunity was to leverage what people in Australia love about Dan, his personality and his smile.

Fans could show their support for Dan and "Smile Like Dan" by snapping the code on the can which unlocked the Daniel Ricciardo Snapchat lens. Those consumers who engaged with the lens had the chance to win the ultimate Red Bull experience to meet Dan in Melbourne

The scope of brief was to design and produce a suite of creative in store assets to bring to life "Smile Like Dan" instore. The campaign included visual development, display design, and retailer adaptations through to customised flagship store installations and activations in Melbourne.

The Snapchat integrated display was first of its kind within semi-permanent POS. This technology connected the online world to instore, encouraging consumers to engage with a projection of the Dan lens.

The Australia-specific activation resulted in baseline sales uplift, strong consumer engagement including attracting new consumers to the brand, and gained exceptional customer support.



TITLE Mexican Made Easy Collaboration

ENTRANT Fonterra with APR Creative & General Mills

CLIENT Fonterra



The chiller aisle is one of the last areas shopped in supermarkets prior to shoppers exiting the store and provides chilled brands little ability to influence the main evening meal cuisine choice. This decision is made before the chilled aisle is reached. The opportunity existed to make cheese part of main meal decision making by combining grated cheese and Mexican taco kits together within the one specialised display.

Mexican Made Easy provided shoppers true value by saving them: a) time – located chilled and ambient products nearby to form a meal solution; b) money – promotional calendars across two suppliers were aligned; c) angst – joint Mexican recipe was developed incorporating cheese that would satisfy the whole family.

Taco recipe pads were attached on shelf within chilled cheese, nearby ambient Mexican floor displays and the home Mexican category location. Other supporting POS elements and a joint half page catalogue were utilised to maximise shopper appeal.

With sales more than doubling, the activation exceeded its 50 percent uplift target. Drakes and Foodland SA were very happy with the instore execution, the sales results and that Fonterra and General Mills were leading a customer first approach that went well beyond the confines of either category.

TITLE Woolworths Ice Cream Van

ENTRANT Styleprint with Blackdog

CLIENT Woolworths



An ice cream truck is an Aussie icon that conjures up memories of childhood joy. That's why it formed the centre of our display for the Woolworths' freezer department.

We were tasked with bringing the department to life; challenging perceptions of the cold and clinical space and injecting some much-needed fun. We transformed the freezer cabinets into a long vehicle (literally) for our message of 'All your favourite flavours'.

The fun didn't end there. Along the aisle we placed huge, 3D melting icy poles, as well as celebratory bunting, huge die-cut aerials, decals and aisle fins.

The campaign saw a massive 11 percent LFL growth in ice cream sales and 22 percent two year growth. IRI market share for the quarter to 11/3/18 (Woolworths vs rest of market): Multi-packs increased by 6.7 percent and take home shot up by 12.5 percent. Woolworths significantly overtraded marketshare of a new M&M ice cream launched at this time.

The colourful and impactful display was a huge hit with customers and Woolworths team members. "Loving the new POS. It looks amazing and is really getting customers and teams excited for summer specials" - Woolworths team member. "A game-changing contribution" - Freezer category trading director.



TITLE Ferrero - Kinder & Pralines Easter 2018 Basket

ENTRANT Orora Specialty Packaging

CLIENT Ferrero Australia

We wanted to create a single location in mid walk way, which presented both Ferrero Eggs and Kinder Mini Eggs in an iconic Easter shape, the Easter Basket, to remind shoppers of the playful fun of the Easter egg hunt, stimulating excitement and emotion for creating those shared family moments.

Easter 2018 saw the creation of dual branded Point of Sale for both Kinder Mini Eggs and Pralines Eggs. The joint display was designed to visually communicate the role of the Kinder Eggs during the Easter hunt for parents, while also offering an adult treat to those purchasing for adults.

Uplift in total sales: Kinder Mini Eggs saw 47 percent growth in volume sales and Ferrero Eggs grew by seven percent.

As platinum members of ACOR (Australian Council of Recycling), all components of POS are sourced from renewable materials; 100 percent recycled corrugated cardboard. The grade of board was reduced to minimise total display weight, while maintaining the overall quality and structural integrity of the display. The divider cleverly splits Kinder and Pralines Mini Eggs allowing shoppers to easily identify product types.



TITLE Commonwealth Games

ENTRANT Blue Star Displays

CLIENT Woolworths

To sum it up this unit was easily assembled, had a big store presence, created community awareness and was cost effective.

It didn't matter who the archway stood out to as there was no specific target audience in mind, more so generating interest and a sense of excitement for anyone that walked through the archway and saw the medal tally being updated throughout the day.

TITLE Italiano GWP Tower

ENTRANT Fonterra with Immediate

CLIENT Fonterra



The Enhanced Culinary Cheese Segment is large and growing and as market leader, Perfect Italiano (PI) wanted to leverage this by locking a new PI recipe into Woolworths shoppers' weekly repertoires, driving increased PI penetration and category growth.

To do this we activated a Gift with Purchase (GWP) exclusive to Woolworths. The GWP, a Perfect Italiano branded enamel baking dish and Perfect Italiano Weekday Bakes Recipe Booklet with six mid-week meals was developed for the PI shopper and to lock the new PI recipes into shoppers' weekly repertoires.

To ensure the success of the activation and deliver over and above for the PI brand, the GWP was merchandised instore, providing a vehicle to off-locate outside of the dairy case, which is traditionally difficult in the chilled category. Off-location displays streamlined the shopper experience allowing shoppers to purchase and claim their GWP in-store providing immediate gratification.

The activation received overwhelming support from Woolworths and shoppers with some stores running out of dishes within two days, delivering total PI volume growth of 32 percent and 34 percent value growth during the activation period versus 30 percent targets.

Performance in Culinary Cheese also improved with PI gaining four share points versus PP versus the 2.9 percent target.

TITLE Raffaello Gift Box Display Xmas 2017

ENTRANT Orora Specialty Packaging

CLIENT Ferrero Australia



Raffaello is often located instore with Ferrero Pralines products and lacks its own identity. The brief was to create a creative point of sale solution for Raffaello that will give the brand its own space instore through impactful POS.

The objective was to bring the gifting occasion to life instore with impactful and interactive point of sale by leveraging the Raffaello unique brand creative. The POS devices needed to be modular, using existing floor formats allowing the displays to be an innovative way of creating off location displays.

The Raffaello Gift Box display comprised of two towers placed back to back with a 'gift box' topper with red polypropylene bow. The topper gave the display an undeniable instore presence and provided the Raffaello brand a standalone POS destination.

Raffaello performed exceptionally well at Xmas 2017, with a major grocery retailer deciding to purchase an extra 38,000 stock units compared to 2016 and selling through 90 percent of the units. In another retailer, the sell through of Raffaello increased from 58 percent in 2016 to 86 percent in 2017.



TITLE Nestle Confectionery Halloween Activation

ENTRANT Nestle with Store Display Global

CLIENT Nestle

Why: Halloween is a time for all ages with parties and trick or treating being the main purchase occasion. Family and community celebrations revolving around the consumption of wrapped confectionery at Halloween is rising. Strategic ambition was to leverage a growing seasonal market by showcasing wrapped confectionery. **What:** Bring spookiness to stores with impactful and interactive point of sale that creates talkability and excitement with customers and cuts through Halloween store clutter. **How:** A bespoke Halloween POS suite that demands attention of shoppers, encouraging purchase celebrate Halloween.

Results: Core SKU growth during period; Chocolate Funpacks up 18.7 percent (value); Lollies SKUs up 6.4 percent (value); Competitor fun packs in decline (-24 percent) despite investment in Halloween pallet drops.

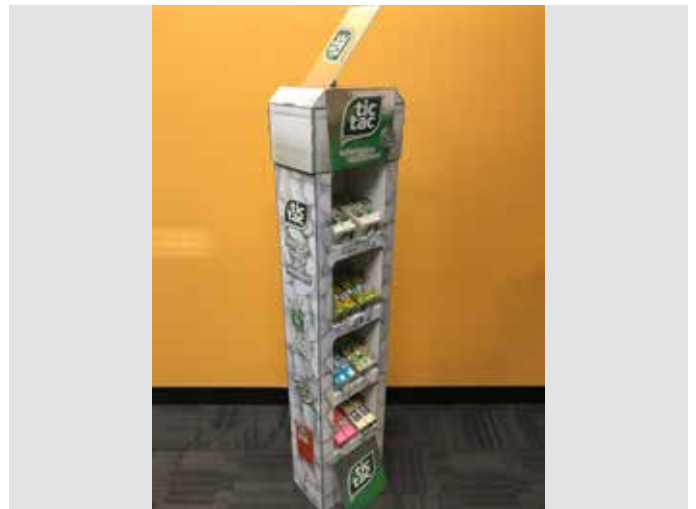
Innovation: A unique combination of lights, sensors and an original design POS suite created a great presence and longevity in store for the confectionery range.

Lights: White LED strip across top shelf illuminating NPD. Orange LEDs embedded into side panels to give creepy glow; **Sensors:** Motion sensor for lights embedded in header caught shoppers off guard as they walked past and gave longevity to the lighting; **Design:** Unique tower and FGE designed to replicate a quirky haunted house with fun characters that complimented the range.

TITLE Tic Tac Iconic Floor Display Unit

ENTRANT Orora Specialty Packaging

CLIENT Ferrero Australia



For the launch of the shiny new look Tic Tac pack labelling the brief was to bring fun and functionality to a new Tic Tac Floor Stand in Grocery while retaining and promoting the iconic Tic Tac pack shape. The display was to highlight the new foil label and showcase the iconic Tic Tac packaging.

Our merchandising team found they were able to place the iconic tower at the front of store to encourage impulsive shopper buying behaviour due to the slim line shape and overall stability and appearance of the POS.

The instore visibility delivered great results. The drive saw 3,481 displays built in grocery, which was up 23 percent on the target, with 92 percent of these displays being placed at front of store and at check outs.

Peppermint and Orange T24g grew 16 percent compared to a fall of 17.5 percent MAT YOY. Visibility was a key driver of growth. This shows us Tic Tac purchases are impulsive and the key to Tic Tac core success has been to ensure we have exciting new POS that reflects innovations in packaging that are located at front of store. It also must be fun, impactful and innovative to excite the shopper into trial.

TITLE The Perfect Combo On The Go

ENTRANT Fonterra with APR Creative & CCA

CLIENT Fonterra



Customer penetration of Snacking Cheese, which includes packaged Biscuits & Cheese, is relatively low at 30 percent when compared to Everyday Cheese at 90 percent. The modern trend of increased healthy snacking is countered by snacking cheese being located within the chiller aisle, which is one of the last areas shopped in supermarkets prior to shoppers exiting the store. Due to its location, snacking cheese struggles to take advantage of the healthy snacking trend as its purchasing is often superseded by unhealthy snacks chosen earlier in the shopper journey.

An opportunity existed to present snacking cheese as a healthy option available early in shopping missions. Cheese & Biscuits would likely be unsuccessful in achieving additional display locations by itself, so bottled water was selected as a partner to form a larger option for the healthy snacking occasion.

Multiple instore fridge locations were achieved, enabling snacking cheese for the first time to be displayed with water across the front of store impulse fridges, checkout fridges and end of aisle promotional displays.

The combined sales of the two brands achieved a 94 percent uplift against prior promotions run at the same price points that did not combine these products together, exceeding the 50 percent uplift sales target.

TITLE Tim Tam 3 Wishes

ENTRANT Active Display Group

CLIENT Arnott's



Background: Winter is a valuable time for the chocolate category, with sales increasing by 23 percent compared to the rest of the year. Tim Tam is a key brand in chocolate. An iconic, well-loved Australian brand which over 50 percent of Australians purchase on a yearly basis. The Tim Tam 3 Wishes campaign was designed to create a compelling point of difference between Tim Tam and macro choc competitors to encourage shoppers to switch to Tim Tam.

Project task: Create highly engaging and impactful displays that disrupt the shopper at point of purchase; highly flexible display options; comply to Woolworths and Coles display regulations; cost efficient; and easy to navigate and shop.

Objectives: Macro choc market share - hold share; Sell through - all promotional packs sold prior to competition completion on the 31st July; Display target - 85 percent of all Woolworths, Coles, and independent grocery supermarkets.

Results: Not only did this promotional packaging product sell through three weeks earlier than expected, it was the highest selling winter Tim Tam activation ever.



TITLE Santa's Christmas Cabin at Big W

ENTRANT Think Display

CLIENT Ferrero Australia

Research revealed the magic of Christmas was missing for shoppers instore. To drive Christmas Chocolate gifting sales, Kinder set out to bring the magic of Christmas back through impactful point of sale which impressed Big W store managers, yet was easy for the Ferrero sales team to execute. Cleverly built, Santa's Christmas Cabin drove strong visibility and engagement, utilising two simply constructed book ends placed against floor displays to create a Christmas destination. The Waving Santa book end entertained shoppers with Santa waving continuously via a custom-built motor.

The Mother Daughter book end with flashing Christmas lights brought the emotion of Christmas into store and featured clever in-built towers to drive Kinder stock weight.

The displays achieved exceptional results:

Kinder brand sales in Big W grew 113 percent (value) and 23 percent (volume) compared to Christmas 2017

The modular design enabled the Ferrero Field Team to build 180 displays outside Big W stores in just 24 hours.

Feedback from Big W was outstanding: *"Wow! How great is Santa. And he waves as well! The kids flock towards Santa with big smiles on their faces. It is so nice to see the spirit of Christmas in my store"* - Big W Macquarie, Store Manager.



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Grocery Store, Food

Permanent Display

Rethinking the basics



Removing the physical barriers for shopping the chiller section was the chief inspiration for Fonterra's Ideal Chiller project, which blitzed the 2018 Shop! ANZ Marketing at Retail Awards.

Fonterra teamed up with Parmalat and Clemenger BBDO to revolutionise the chiller shopping experience in Drakes supermarkets, with great success. Taking a broader approach than just focusing on the dairy category, the entire chiller section was overhauled.

To start the shopper journey, a strategically placed activation – the Ideal Chiller digital kiosk – was located earlier in the store to encourage shoppers to visit the chiller aisle with the intent to purchase.

The kiosk takes shoppers through a touchscreen recipe library, allowing them to quickly and easily search, navigate and share recipes, and instantly print (or email) the recipe and associated shopping list.

It captured shopper data through email, allowing future bespoke content to meet shopper's needs and provided a unique relationship with the retailer and featured brands and products to live beyond the physical store.

The chiller itself also underwent a complete overhaul of everything from category flow, through to creating new opportunities to engage, entice, excite and educate shoppers through cross category interaction.

This included updated category space allocation based on specific individual store sales data; new category flow and adjacencies to ensure a more seamless shopping journey; hero categories were identified to signpost bays to aid navigation; mid-aisle promo bays were implemented to merchandise multi-category products to provide meal solutions for shoppers via digital header and aisle fin screens; multi-layered navigational signage to aid navigation, including overhead signage, above fixture signage, and category swing signage; directional sound delivered via a sound dome to deliver a targeted audio message to shoppers; seasonal and event based meal solutions and inspiration; and educational floor projection, enticing shoppers to enter the aisle through light, colour and movement.

The project produced a seven percent increase in chiller aisle share of store foot traffic, with a four percent increase in basket penetration for chilled items. Overall, the project produced a 3.3 percent improvement in total chiller sales driven via improved sales in 13 of 17 chiller categories.



TITLE Ideal Chiller

ENTRANT Fonterra with Clemenger BBDO -
Activation, Parmalat Australia

CLIENT Fonterra



The chiller aisle is one of the most challenging shopping environments, with the department suffering low shopper engagement, low dwell time and slow growth, due largely to its dull aesthetics, cool temperature, location in store (end of the shopper journey), and a lack of innovation in retail execution. The Drakes 'Ideal Chiller' was designed to overcome the physical, emotional, habitual and experiential barriers for shoppers and creatively reinvigorate and re-define the chiller.

Using bespoke creative content, formats and digital technology to excite grocery shoppers, we creatively redefined the overall chiller shopping experience and provided multiple touchpoints for education, cross-category merchandising and meal inspiration.

The Ideal Chiller provided a multi-category execution with the shopper and retailer at the heart, resulting in an exciting in-store experience to engage, entice, excite and educate shoppers. Functional, flexible and fit for purpose design/execution ensured the Ideal Chiller provided an impact on shopability, interaction and dairy consumption.

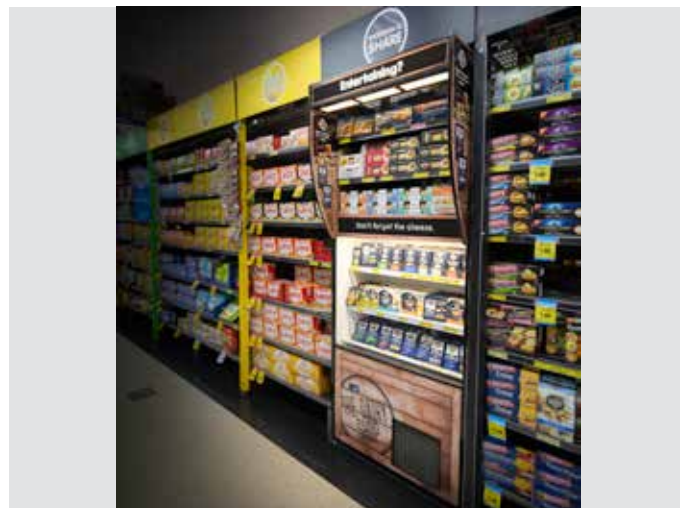
Drakes has experienced improved full margin sales with limited promotional activity, resulting in better total chiller performance, increased ROI and positive shopper sentiment. The initial four month trial exceeded all objectives and it has been agreed that all key elements will remain in store permanently.



TITLE Next Generation In-Aisle Fridges

ENTRANT Fonterra with The Xine & Hussmann

CLIENT Fonterra



To address current chilled dairy purchase barriers and disrupt the habitual purchase behaviour of shoppers, the client, in collaboration with a retail display company and fridge manufacturer, developed the 'Next Generation' in-aisle fridge.

The custom designed fridge, with chilled and ambient off-location space, provides stores and shoppers with a convenient secondary location for chilled dairy products within the ambient aisle, one-stop-shop providing a total meal solution.

Through regularly updated brand, product and usage information, as well as relevant planograms and location in store, the units inspire shoppers to purchase chilled dairy products in conjunction with complimentary ambient products earlier in their shopping journey. Functionally sound, operationally compliant and aesthetically pleasing, the Next Generation in-aisle fridges engage, entice, excite and educate shoppers.

To date, 100 Next Generation in-aisle fridges have been successfully executed in independent grocery stores nationally, delivering the client and stores double digit growth on the client's products merchandised in the unit. Between 45 and 70 percent sales uplift was seen versus the prior eight week period. The considered design and execution of the Next Generation in-aisle fridges, provides the client and stores with a competitive advantage in the marketplace, meeting the needs of shoppers today and well into the future.



TITLE Pringles Gravity Fed Unit

ENTRANT ID POP

CLIENT Kellogg Australia



Gravity shelving for Pringles had been tested and rolled out in Europe and North America and the positive results prompted a response from Australia. Executed was a shelf gravity fed solution that improved shopability, generated incremental sales, improved conversion rates and accelerated Pringles performance.

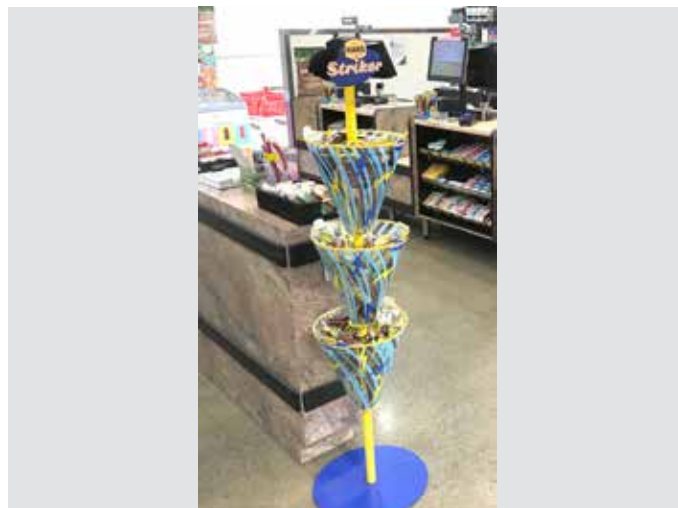
The design successfully engaged with shoppers at shelf, as a part of Kellogg's 'win where the shopper shops' strategy and provided a drive to category sales growth. Enhancing the shelf is important to enhance the shopper experience and drive conversion.

- Customisation of an existing gravity feed system
- Custom interchangeable front sleeve for promotional POS
- Custom die-cut plastic aisle invaders
- Durable PETG plastic aisle invaders designed to withstand aisle foot traffic.

TITLE Striker Salami Sticks Lightning Bolt Floorstand

ENTRANT Point Retail

CLIENT Primo Smallgoods



The brief was to create a range of point of sale solutions for Hans Striker Salami Sticks to create a standout for the brand across multiple channels and a number of touch points. The aim was to draw on the lightning bolt visual from the packs to create a strong branded display that referenced the brand with high visibility in a densely merchandised retail environment.

The key challenge in this project was in the development of a design that was easy to implement, fit for purpose, and delivered exceptional return on investment. The high visual impact helps to drive shopper interest and engagement, with the brand logo profiled at the top to increase visibility and awareness. The use of a lightweight metal framework allows a number of clear printed wraps to hold loose product that is easy to access and increases the visibility of products.

The campaign itself has been an overwhelming success, delivering an over 150 percent increase in sales within the independent retail channel while maintaining a promotional GP to the retailer of 49.56 percent. For the shopper we have created an experience able to offer a product high in protein and a clear, quality alternative to confectionery.

We are an award winning designer and producer of bespoke retail displays and point of sale material. We work with a wide variety of materials including cardboard, metal, timbers, plastics, blah, blah, blah 🤖

We know you aren't interested in the same old spiel, so we condensed it into what we think really matters.

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TITLE Be Natural Permanent FSDU

ENTRANT ID POP

CLIENT Kellogg Australia



Create a bespoke Be Natural branded permanent stand, incorporating a high end wood grain finish and natural look, and ensure the look and feel matched the brand positioning. A small footprint and high quality movable off-location FSDU to open up options that would enable it to be displayed outside of snacks aisle and drive maximum impact.

Engage with shoppers outside the main category aisle with an eye catching display. To ensure retailers continually restock and keep the display, it needs to be a permanent solution that won't easily be discarded. To create a plan to target shoppers out of aisle, in high footfall traffic zones and front of store areas.

Share increases went from 2.9 percent in April to 4.4 percent post implementation. Continued use of the stands also helped to build momentum on Be Natural new product launches throughout the year, which gave greater distribution in Independent stores.

ROI was important and needed to meet our breakeven hurdles within three months of implementation. Due to the fact that the stand was permanent and with very high end specs, the stores did not remove or throw out and through consistent refills via our field team the ROI objective was easily achieved.

TITLE Goodman Fielder 'One Night In Mexico' Display

ENTRANT id8 Studio

CLIENT Goodman Fielder



One Night In Mexico brings a fresh new take on Mexican. With exciting flavours like Smokey Chipotle, Lime & Jalapeno, Mexican Spice, and Flame Grilled BBQ in different formats - kits, seasoning, sauces and tortillas to suit everyone's needs. Best yet, it's super easy to make at home.

The strategy was to provide inspiration for dinner and make it easy for shoppers to create their ultimate taco night through an impact all in one shop display. One Night In Mexico created a one-off permanent display which incorporated fresh produce (avocado, pineapple – yes it really works well with our Smokey Chipotle seasoning, cabbage, the list goes on) - in a one stop shop location to make the perfect taco night. But most impressive was the volume uplift. We saw a 40 percent increase in sales in stores with the display compared to the pre-display period.



Grocery Store, Non-Food



TITLE Energizer Mixed 4-way

ENTRANT POP this POP That

CLIENT Energizer Australia



Batteries and torches are seasonal products that surge during different periods of the year. In particular for batteries, shoppers need to be reminded to stock up and at gift giving times such as Christmas they need to be reminded not to forget the batteries.

The client required an innovative display that could hold a lot of very heavy stock within a confined footprint and height. In this display, branding and promotional graphics are presented to the customer in ways that subtly break out of the straight up and down look and feel of most bins in grocery. Each side of the unit sported angled side panel graphics, a lower upward angled base graphic and a front facing header graphic together with well faced product.

Like all bins of this nature, they need to interrupt a shopper journey without actually interrupting a shopper's journey. Our effective use of slow pulse battery powered LEDs in the header area ensured that the display and KSPs were not missed by shoppers in this busy retail space.



TITLE Lynx Gold - Reinventing The Wheel

ENTRANT Konica Minolta Marketing Services with Bindweld

CLIENT Henkel



The Lynx 'You Gold' marketing campaign required a POS that tied in with the wider context of other campaign elements. Basing the aesthetic of the display around a car that featured in one of the TV advertisements was chosen as the way this would be achieved.

Maximum impact and stock weight holding was realised through an innovative bespoke unit that addressed the client's brief perfectly and added an element of instore theatre to the locations this campaign was executed.

The Lynx brand achieved an increased uplift of 146 percent versus the prior HP price promotion on Lynx due to the off-location displays and a trade incentive program. Client feedback on the execution and results, was that the display went above and beyond expectations.

TITLE Ritchies IGA H&B Reinvention

ENTRANT Williams Lea Tag

CLIENT Procter & Gamble



After a few unsuccessful attempts to re-energise the Hair and Beauty (H&B) category, Ritchies IGA wanted to try something different, and in partnership with Procter & Gamble gave us carte blanche to reinvent the H&B aisle in the North Ryde store.

The end result is a vibrant and engaging H&B category that is simple and easy to shop. No more guessing and frustration means less abandonment and more sales. Since the rollout, aisle traffic is at an all time high and sales have exploded since the solution was deployed. Sales have increased 10 percent against control stores with similar demographics.

In the first eight weeks since implementation, Ritchies North Ryde H&B and Baby category has accelerated its growth by 9.7 points with the department now in positive growth compared to last year. Performance to date is inline with targets with five weeks to run, exceeding control stores performance by 5.8 points.

Furthermore, H&B has grown strongly in North Ryde despite the rest of store declining by 4.96 percent compared to last year.

TITLE Cold Power Capsules + Sard Colour Catcher
Prepacked Displays

ENTRANT GPS Group

CLIENT Henkel



Consumers are willing to pay more for a convenient and more efficient solution when washing their laundry. Enter Cold Power Pop In & Go capsules. A fast, convenient solution that allows you to pop a capsule in the wash and go.

At the same time, Henkel launched Sard Colour Catcher, a product that helps prevent colour run and therefore the need to separate your clothes by colours. Our challenge was to co-promote the benefits and drive sales of both products.

We designed an all in one Laundry Solution Station that spoke of the ease and convenience of both products. The artwork maximised cut through and the educational panels on the Sard glorifier were great at promoting the benefits of Colour Catchers. Our objective of convincing shoppers to pay more for convenience and buy a product that will speed up the mundane task of washing laundry, as well as driving growth into a stagnant category was successful.

Sard Colour Catcher: Promo volume hit a record high - increased 400 percent versus baseline; Penetration of category and Sard - increased almost double.

Pop In & Go Capsules: Category capsules growth - 74.5 percent driven by Cold Power capsules > 226 percent; Cold Power capsules tripled its market share to 1.8 percent.



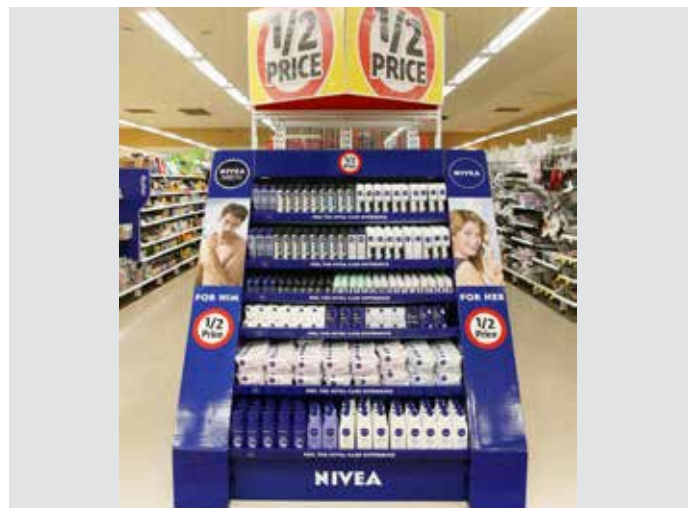
TITLE Big Days Start With Berocca

ENTRANT Bayer

CLIENT Bayer

Twenty one percent of shoppers found Berocca in store by chance. There was a real need to raise visibility of the brand. Twenty five percent of shoppers purchase Berocca on impulse while instore.

The objective of the installation was to bring the brand to the front of store in high traffic areas as a reminder to shoppers to purchase whilst doing their weekly grocery shop. The unit stated a clear call to action and segmented the different flavour variants while outlining the purpose and reason to purchase for the shopper.



TITLE Nivea Masterbrand 3-Way Display

ENTRANT Popcorn Displays Australia

CLIENT Beiersdorf ANZ

This display was designed to highlight the end of aisle during a half price campaign, increase stock weight, and increase segmentation while creating a new path to purchase for consumers within this area of the store.

The objectives were to create a destination within the store highlighting and creating clear segmentation of the men's, women's and everyday range.

The end location at grocery has always been shopped from the end, there has never been a display that has been shopped from three sides. This worked extremely well as we could segment the Womens, Mens and Everyday skincare range and engage the consumers path around the end of the aisle.

Woolworths have commented that this new design should be used as a benchmark for future displays and have since asked other brands to design similar displays. L'Oreal and Dove have used the Nivea design as a reference for their new displays.

TITLE Woolworths Cold & Flu MEB 4 Way Bin

ENTRANT Orora Specialty Packaging

CLIENT Reckitt Benckiser



Reckitt Benckiser (RB) has a strong medicinal portfolio within grocery, however, the footfall of the medicinal aisle is low, with 70 percent of shoppers avoiding the aisle. Furthermore, it is very important to drive the business' major Cold and Flu (C&F) SKUs during the winter period given 65 percent of C&F sales occur in winter. Additionally, our retailer wanted to communicate the strong medicinal offering and there was a great opportunity to increase RB's share of trade from the pharmacy channel.

We created a one stop shop wellness centre during the key winter period that would feature RB's multiple C&F brands on a branded, four sided POS bin (with the option to be disassembled into four separate bins) to be located front of store.

We were able to lock in compliance across 925 stores for a 22 week period across the Woolworths network and negotiated to allocate additional stock weight and increase shelf holdings. To date (2/7/18) the campaign is in its 13th week of 22, and we have seen a 25 percent uplift in value sales versus last year. By brand we have seen uplifts of 26 percent, 61 percent and 34 percent versus last year with significant category over indexing highlighting share gains.

TITLE Gillette ACDC

ENTRANT Williams Lea Tag

CLIENT Procter & Gamble



Trivia: The campaign name was chosen because of the famous Aussie rock band ACDC's album: The Razors Edge.

Surveys indicated only 65 percent of customers agreed that: "The grooming category was easy to shop" and only 36 percent advised that it represented good value. The objective was to increase customer spend on blades, remove traditional barriers in the category, and improve AWOP/basket size. One of the biggest shopper barriers was the cumbersome anti-theft solutions that effectively stopped the shopper interacting with the product, for example, turn-knob dispensers, behind locked glass cabinets, behind the counter etc.

A subsequent survey following implementation showed that customer feedback was greatly improved.

- 86 percent of shoppers now agree that Coles shaving is easy to shop (up from 65 percent)
- 49 percent believe the category represents good value (up from 36 percent)
- 71 percent of respondents are likely to buy the A5 8-pack of blades. Eighty five percent believed these offer better value compared to other pack sizes.

The proof is in the sales figures - in the 10 weeks following implementation the systems blades segment grew 8.1 percent and we observed an overall category growth of three percent.

TITLE Bref Blue Water Pre-packed Displays

ENTRANT GPS Group

CLIENT Henkel



To continue the recent growth within the toilet care segment since Bref launched in 2016, Bref Blue Water toiletcare range launched in 2017.

Consumers identify the colour blue with clean water, so it was vital we launched an eye catching campaign that educated the shopper about the benefits of the blue water technology. Our insights tell us that almost a third of toiletcare purchases are done on impulse, so visibility, shopper awareness and product accessibility were also extremely important.

Traditionally pre-packs focus less on the creativity and more on the stock weight, however, our brief was to find a solution that would comply with all of the pre-packed necessities, but also remain visually appealing and disruptive.

114 SKUs meant that maximum stock holding was achieved providing a greater ROI to our client, and their durability resulted in 100 percent arriving on time and without damage. The 3D toilet bowl header combined a number of materials and remained within budget. The plastic blue swirl was eye catching and perfectly matched the swirl created by the product.

Bref Blue Water has hit 8.6 percent marketshare and is number one in blue water, toilet care and number four overall in the hygiene category.

TITLE Herbal Essences Iconic Bottle

ENTRANT Williams Lea Tag with Ultrapress

CLIENT Procter & Gamble



Herbal Essences is a heritage brand that can be found in most Australian households. Haircare is an extremely contested category and retaining market share can be a real challenge even for heritage brands.

Using our standard POSM as a base, we designed custom DUKs (dress up kits) to fit the main suite of generic POSM used by Procter & Gamble, the main unit being the grocery skinny bin. It's a low cost investment to achieve a super impactful result instore.

We created the iconic bottle shape by die-cutting the header card, printed full colour with gloss varnish and the right shadow effect to make it look like the real deal. It was flat packed to reduce transport and logistics costs and assembled in less than 10 minutes in store.

The end result is an extremely cost efficient display that truly represents the brand identity and can easily become a beacon instore due to its unique shape. With the successful execution of the iconic bottle campaign Herbal Essences saw a 29 percent increase in indexed sales against control stores during the same period. It's been so successful that Herbal Essences has secured permanent store fixtures in Woolworths and Coles.



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Liquor

Temporary Display

A criminal execution



One of the stand outs of this year's Awards, Treasury Wine Estates (TWE) brought to life the history of convicts to promote the launch of its 19 Crimes wine at 1st Choice liquor stores.

A new entrant to Coles Liquor Group, 19 Crimes needed disruptive instore displays to support new listings, drive distribution, and engage shoppers in the brand and story, in addition to using an Augmented Reality (AR) experience to cut through the clutter.

TWE is the first wine brand globally to use AR technology, and attention was brought to this aspect with the use of 'wanted' style posters hung with rope to the POS structure, communicating the AR features.

The idea of the jail cell came from a successful execution in the US where 19 Crimes is a well-established brand. The Australian promotion took inspiration from the disruptive, large scale displays

that are commonplace in the US and adapted the concept to the local Australian market.

While the use of technology helped bring to life the convict's stories, another highlight of the campaign was the structure of the jail cell displays, both in scale and simplicity.

The structure delivered instore theatre and disrupted the shopper in a prominent location, while also allowing for maximum shopability. It used a fully exposed front, ensuring the stock was visible and easy for shoppers to see and take.

The large display holds 36 cases of wine (216 bottles) and is easy to merchandise due to its U-shape design and placement of stock from the front. The treatment on the cardboard unit makes it appear to be wood and steel, linking to the brand story of 19 Crimes, but keeping the production, distribution and installation simpler with lighter material.

With the same message intent and unique design approach as the large displays, a smaller 1m high circular display was designed to sit on top of wine barrels holding around 20 bottles, with additional stock placed around the barrel on the floor.

The displays' impact and effectiveness was reflected in strong sales results observed with positive feedback from the retailer and staff, and attracted new consumers to the category. The brand saw a 53 percent value sales uplift in the 10 stores where the jail cells were used compared to other stores, and achieved a 92 percent increase on volume objectives, while the number of app downloads in Australia doubled from April to May.



TITLE 19 Crimes First Choice Launch

ENTRANT Treasury Wine Estates

CLIENT Treasury Wine Estates



Similar in character to the rogues on the bottles, 19 Crimes wines are bold and uncompromising. Each bottle bears the mug shot of a true historical Australian convict. 19 Crimes celebrates the rebellious spirit of these Australian convicts and continues to pioneer new ways of igniting stories behind the wine produced. It is the first wine brand globally to use Augmented Reality (AR) on labels to bring the brand stories to life. The AR feature works through the Living Wine Labels app.

In April 2018, a solution was developed to support the range launch within big box retailer, First Choice, who aim to provide customers with a highly engaging shopping experience. Showcasing the brand and unique selling points of 19 Crimes, the large 'jail cell' display unit was disruptive in its size and design, and the smaller 'barrel topper' display maximised the space around the wine barrels already in stores. The supporting materials of posters, standees and neck tags communicated the AR feature clearly to shoppers.

The innovative elements of the unique designs drove high visibility and delivered strong sales results and the number of app downloads in Australia doubled from April to May.



TITLE Iron Jack Ute Display

ENTRANT Geometry Global

CLIENT Lion

Men aged 30 to 45 are drinking less beer, with many moving away from classic brands and seeking something more contemporary, but aren't always finding beers that resonate with them. Lion launched Iron Jack to appeal to this market, aiming to gain share of the growing Contemporary segment it under performed in.

The challenge was to launch a completely new brand with an aggressive sales target for the first three months, relying heavily on in-store marketing with minimal above-the-line support. As part of the off-premise suite, an off-location display was designed in the style of a ute vehicle.

The objective was to both assist retailers in driving incremental sales and trade up routine classic shoppers by disrupting them instore, while resonating with them in a relevant way to engage and inspire purchase. Additionally, interchangeable header and side panels meant the unit could be tailored to different retailers and had longevity and flexibility making it a more environmentally friendly solution than other common disposable displays.

The results were unprecedented, with the initial ranging target of 400 stores exceeded three-fold. The units were a key factor in exceeding volume targets by 220 percent making it Australia's most successful beer launch of the last decade.



TITLE The New McWilliam's Wine Range

ENTRANT Orora Specialty Packaging

CLIENT McWilliam's Wine Group

The brief was to support the launch of the new McWilliams Wine range and relaunch of the new Fruitwood and Inheritance label, however, conducting mass sampling campaigns can be cost prohibitive, so we needed to find a solution that would enable us to increase our sampling capacity, yet remain cost effective and benefit retailers. Insight: Getting liquid on lips is the best way to build brand awareness and encourage consumers to sample and learn about different wine styles. We developed a tasting kit sent to stores to activate at their convenience.

- Provide the retailers with flexibility and peace of mind that all the hard work has been done for them - three displays, two 750ml bottles of wine (one red and one white)
- Inbuilt storage of 20 Tasting Cups
- Suitably sized to enable prominent positioning such as on the front counter or other off location.
- Serve as a 'silent salesman' – key wine information highlighted on the kits.
- 17.5 percent growth across the total McWilliam's brand
- Successfully activated in over 467 stores
- McWilliams branded products saw an 11.8 percent increase in distribution points, June to Dec 2017

783 New Distributions across McWilliams Brands with an average of four new distributions per store. Source: McWilliam's sales data.

TITLE Cougar Bourbon Harley Davidson Display

ENTRANT Williams Lea Tag

CLIENT Carlton United Breweries



This promotion gave customers of the Ritchies Group in Victoria the chance to win a Harley-Davidson Sportster when they purchased a 700ml bottle of Cougar Bourbon.

This was a challenging brief as typically glass bottle spirits don't have the same uplift as RTDs with a chance to win promotion, as consumers can enter with a \$20 six-pack purchase versus a \$35 to \$40 700ml bottle purchase. Additionally, it is far easier to merchandise RTDs in a shoppable display simply by stacking cases.

Cougar wanted a custom-built display unit that highlighted the 'Win a Harley' promotional message while also championing the 700ml glass bottle SKU and allowing space for RTD stock. The Cougar Bourbon Glass Bottle Standee was simple to assemble, attractive and eye-catching instore, and most importantly drove significant results of up to 40 percent sales increase for our 700ml glass SKU in stores with standee and motorcycle versus previous year.

TITLE JD 1L Cradle Redemption Offer

ENTRANT Blue Star Displays

CLIENT Brown Foreman



This campaign was effective in achieving its objective of invigorating our audience around the specialness of Jack Daniel's through our single minded 'every drop from a single source, Lynchburg Tennessee' message.

From store staff who loved the campaign hype reel, which ended with a personal message from Chris Fletcher the assistant master distiller at the Jack Daniel Distillery, to shoppers who ran the redemption offer out in just 10 days, driving BWS's highest ever Jack Daniel's sales week.

Our display solution was created to ensure longevity in the case the offer expired well before its promotional period. When the display sides were removed and the header card changed, the display continued to reinforce our 'every drop...' message and drive sales growth.



TITLE Liquorland Jack Daniel's Family of Brands Gifting Station

ENTRANT Blue Star Displays

CLIENT Brown Forman

Our Father's Day creative stood out and looked really special. Father's Day was clearly the shopper hook, and our key message "go the extra mile" rang true to our brand story - every drop of whiskey comes from a single source, Lynchburg Tennessee, which reinforced the connection to the Father's Day occasion where shoppers are willing and trade up as a show of their appreciation.

POS was created to target three zones - front of store (consideration), off location 'Gifting Station' (capture impulse purchase) and shelf (navigation of range).



Liquor

Permanent Display



TITLE Spirit of New Orleans

ENTRANT What To Do

CLIENT Southtrade International

The Spirit of New Orleans was the launch pad of growth for Southern Comfort in Australia. A brand that had long been the second cousin to Jack Daniels needed to refresh and revitalise itself in a crowded market.

As part of the brand's overall activation strategy the focus was to develop solutions for lighthouse stores that not only provided a dedicated merchandising space, but also drove the brand messaging "The Spirit of New Orleans".

When asked, 'what does New Orleans mean', the responses are jazz, bourbon and the iconic Bourbon Street. Our challenge was to incorporate this, the Spirit, into a display while ensuring it was efficient and practical.

From this, our vision of the holy grail display emerged. A display that reflected the essence of New Orleans. It included snare drums (jazz), gas street light and sign post (Bourbon Street), die cut iconic Southern Comfort bottle and wooden highlights.

Practically, the display was pre-assembled as a pallet and delivered direct to store. It had interchangeable POS and stock space for RTD, bottles and Win In Store prizes. With an uplift of 53 percent in sales and new distribution points won, the display has set the new benchmark for Southtrade.



TITLE Jack Daniels 'Super Premium' Display

ENTRANT id8 Studio

CLIENT Brown Forman

When it comes to whiskey, no one does it better than the Jack Daniels family. The challenge is shoppers are showing frustration with having super premium spirits tucked away behind the counter acting as a barrier to visibility and education. Studies have shown consumers trade up to premium portfolio during key gifting periods such as Fathers Days etc. With these studies in mind the drive was to educate the consumer on the full Jack Daniels family of brands.

To do this, we needed to create an off-location display to disrupt the shopper. The display needed to showcase and communicate at proximity instore, as well as educate consumers. Through better education and product visibility at close range, shoppers were better placed to trade up when choosing super premium product options for themselves or as gifts, driving sales growth and better margins for the brand and retailer alike.

Most of all Jack Daniels Super Premium range has achieved 50 percent GP growth in the four month window of Nov 17 to Feb 18 compared to last year when the Jack Daniels Super Premium Display stand was not present in the 59 stores. Estimated return on investment is 16 percent on this activation.





Petrol, Convenience & Route

P&C's big energy boost



Frucor Suntory challenged Conversion and Think Display to deliver a highly visible and disruptive launch campaign for V Pure with exceptional retailer support to make V Pure Frucor's biggest launch of 2017.

Made from five natural ingredients, V Pure is a 'natural' energy alternative without added sugars or artificial flavours. "Success in this campaign required unprecedented customer focus," said Michael Cromer, Managing Director of Think Display.

"This led to the creation of no less than 16 different customer sell in decks, each presenting bespoke point of sale solutions for launch. We delivered over 100 different point of sale pieces into market, which required flexibility, rigour and attention to detail from the team.

"There really was no touch point left unturned. This gave the V Pure sales teams the ammunition needed to create the best launch displays for V Pure, regardless of banner group, store size or format and helped drive the phenomenal sales results for the V Energy brand," Mr Cromer said.

Critically, the campaign needed to disrupt shoppers before they got to the fridge door. Unmissable V Pure natural jungle displays secured prominent front of store positions, while bottle shaped towers, shoppable from both front and back, drove brand visibility and ambient stock weight.

Hanging mobiles and floor stickers, together with numerous plants and vines, brought to life the energy credentials of V Pure. 'Find me in the fridge' bottle standees directed shoppers from ambient displays to purchase chilled product from the fridge.

V Pure drove total V Energy brand growth of 2.5 percent in Petrol & Convenience (26 weeks from launch). V Pure sales were incremental to the V brand, contributing 65 percent of the total V Energy brand growth for the six months in market compared to a year ago.

In Coles Express and 7-Eleven, V Pure achieved 100 percent distribution in its first week, with distribution in 90 percent of all structured P&C within two weeks. In the Route channel, trade interest was so high that customers made pre-orders and the Frucor team saw distribution in 6000 route stores nationally in three weeks.



TITLE Going Natural: Disrupting the Energy Drink Category with V Pure

ENTRANT Conversion with Allprint Graphics

CLIENT Frucor Suntory



V Energy faced a battle for survival. Energy drinks were getting a bad wrap - seen as artificial and sugary - and drinkers were becoming more health conscious. V stepped up to the challenge, launching V Pure - made from five all-natural ingredients, with the usual V energy boost, but without added sugars or artificial flavours.

Our massive Convenience/Petroleum launch toolkit made the arrival of V Pure unmissable for shoppers. Pre-store, jungle bollards, announcement posters and door stickers drove shopper consideration. Pre-fridge, V Pure jungle displays in prominent positions utilised off location fridges, bringing chilled product to front of store; bottle shaped towers, driving ambient floor stock weight; changing mobiles and floors stickers, bringing V Pure's natural credentials to life, and 'Find me in the Fridge' standees, directing shoppers to purchase chilled product from the fridge.

At the fridge itself, jungle-themed fridge frames, stickers and wobblers converted shoppers to purchase.

V Pure results were astronomical. Total V Brand grew 2.5 percent in Petrol Convenience, with six percent of growth attributable to V Pure*. The Frucor team achieved distribution in 6,000 route stores in just three weeks and 7-Eleven described it as "the best launch of the year". (*six months vs year ago)



TITLE Kettle Popcorn Cups Pops P&C

ENTRANT Orora Specialty Packaging Group

CLIENT Snackbrands Australia



The retail trade had been requesting a product specifically designed for the shopper in the Petrol and Convenience (P&C) market. The P&C channel requested something exclusive and new.

The shopper in this channel was looking for a snack to eat on the run. The shopper mission is fuel and treat. Insights advised most snacks purchased from this channel were eaten 30 minutes post purchase. 85 percent of salty snacks purchased in this channel are consumed in the car while on the go.

We drew up a path to purchase instore for the female shopper. The displays were made from cardboard with the design to enhance the new cup shape. We needed to design a display that would have immediate impact instore. The challenge was to recreate the cup shape, but also be able to flat pack it so a sales rep could fit them in the car.

BP's total Popcorn Segment had grown a massive 88.8 percent over the last four weeks to 30/6/18, and had sustained growth of 57.3 percent over the last quarter to 30/6/18. Total Kettle Popcorn grew 108 percent over the last four weeks and 31.6 percent over the last quarter – a huge result.



TITLE 7-Eleven Cookies N Kreme

ENTRANT Active Display Group

CLIENT 7- Eleven



Background: To follow the success of previous Krispy Kreme launches, 7-Eleven collaborated with Krispy Kreme and Hershey's to launch two Krispy Kreme Hershey's Cookie 'N' Crème doughnuts in June 2018. Powerful instore theatre and POS was required to launch the partnership of these two iconic brands.

Project task: To bring Krispy Kreme and Hershey's newest doughnut offering into 7-Eleven stores across the country for a limited time only.

Objectives: To maximise the impact of both Hershey's and Krispy Kreme brands through an exciting instore display without diluting either brand message. Flexibility depending on specific store sales; catering to super high and low volume stores with the same creative impact. Accommodate both doughnut 2pks and 4pks alongside Hershey's Candy Bars. In-store impact in a very busy environment.

Results: The promotion highlighted the Hershey's brand, bringing it off shelf and into the front of customers minds who are always looking for exciting new snacks. We are extremely proud of getting our vendors talking and creating something totally unique for 7-Eleven's loyal customers.



TITLE Kitkat Straw Holder

ENTRANT Nestle with Pop Star Creative

CLIENT Nestle

Why: Kitkat 45g is often enjoyed with a beverage – making Kitkat 45g and a beverage with a straw perfect partners. Kitkat 45g is an impulse purchase so it is critical to have on counter presence the number one medium bar in scanned convenience.

What: The key challenge was to secure a permanent solution that was adaptable to various stores sizes and seamlessly integrated within the front counter at the point of purchase; Creative, with a dual purpose so we could allocate directly to store if necessary; no assembly required for the field team.

How: Our bespoke premium design and small footprint allowing placement at the front counter which is a key point of purchase location; dual purpose to hold straws and Kitkat 45g offers the shopper the perfect 'Break' with a beverage purchase.

Results: Partnering Kitkat with the beverage occasion and straws has driven incremental sales; where we have trialled these units in unstructured Impulse retail stores Kitkat 45g is in 88 percent growth MAT and 60 percent growth YTD; a trial for this unit in 30 mining cafes nationally generated an increase in sales of \$23,572 which is a 252 percent uplift in Kitkat 45g sales in the first three months.



TITLE Caltex Meal Deals

ENTRANT The Zoo Republic

CLIENT Caltex

Caltex is Australia's largest transport fuel supplier, with over 1900 locations nationwide, however, of Caltex's weekly 3,000,000 customers crossing their forecourts to purchase fuel, a small number of customers will shop in the store after refuelling with the average transaction very low and usually limited to just one purchase.

Caltex's reliance on incremental shopping, featuring sugary 'grab and go' products was deemed unsustainable. Caltex's retail business had to transform. To combat stagnant sales, the 'My Meal Deal' value offer was created. Although not a new idea, the mechanic was unique to Caltex and distinct from other convenience retailers and QSRs. Buy three and save 30 percent encouraged people who were purchasing one item to increase to three.

The evaluation criteria was simple and easy to measure – sales uplift. 666 stores integrated the Meal Deal as part of their offering, 100 percent POS compliance in all participating stores and throughout the duration of the campaign, Caltex saw phenomenal sales growth.



Health & Beauty

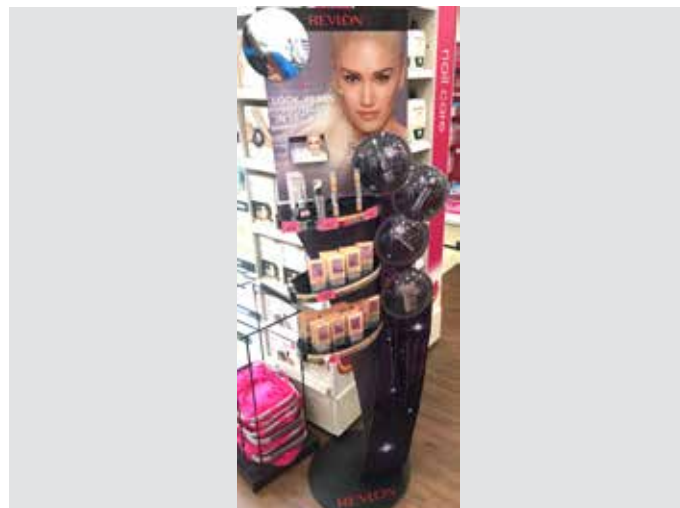
Temporary Display



TITLE Youth FX Launch Floor Stand

ENTRANT POP This POP That

CLIENT Revlon Australia



Task: Attract women to the Revlon Youth FX floor stand to purchase more than one product.

Specifics: Utilise the theme of 'magic' to communicate the 'look years younger in seconds' message; interrupt the shopper journey with a highly visible and arresting design; hero the four key products with key steps to drive increased basket size; drive productivity to incentivise retention of the unit for the launch period; and enhance shopper experience via ease of navigation. The entry was able to:

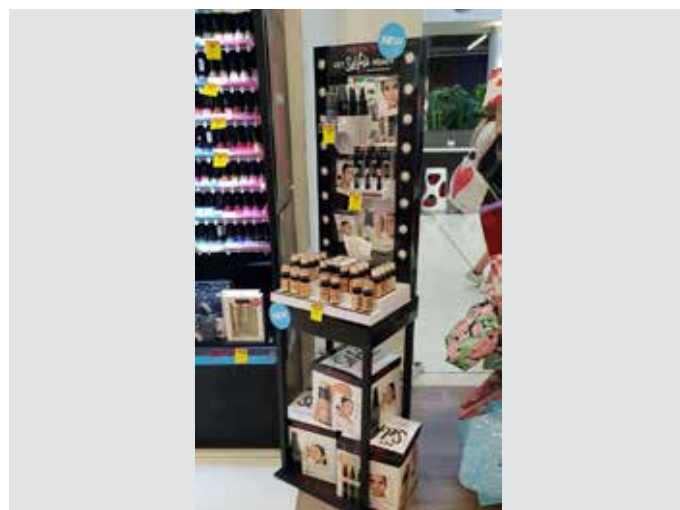
- Break through the highly cluttered and confusing cosmetics category - utilising the instant benefit message and creative design; inspired by the concept of magic
- Interrupt the shopper journey with a highly visible and arresting design - as above and direction merchandise to place in an off-location area to interrupt shoppers where they don't expect
- Hero the three steps to encourage purchase across the range and increase basket size
- Educate women about the product, prove the instant gratification of the products via mirrors instore to drive trial and before/after on the pamphlet as well as connect with women via an impactful display
- Drive productivity to incentivise retention of the unit period - supported with strong promotional program and catalogue advertising.



TITLE Photoready Selfie

ENTRANT POP This POP That

CLIENT Revlon Australia



An opportunity was identified to relaunch the Photoready makeup range with a new Photoready make up application technology, and a fresh range message about being 'Selfie-Ready'. In conjunction with above the line spend, a suite of POP merchandising displays were sought to cut through in this cluttered and competitive retail space.

In addition to launching a new foundation, two ancillary products for priming and colour correcting needed to have their respective KSPs communicated to add to overall basket size at checkout. A strong Photoready and Selfie theme was obvious in the final designs for the counter unit and floor stand in this campaign.

Retailers were able to take either a floor stand or the counter unit to support the launch off location along with other promotional collateral. With both the counter unit and the floor stand, the visual engagement were there, and the steps for getting Selfie-Ready are clearly identifiable.

These POP elements were key communication devices in the busy retail landscape. launching a unique instant gratification anti-ageing range by increasing women's basket sizes for Revlon Face and delivering significant incremental sales and market share growth. The launch significantly exceeded all objectives and KPIs.



TITLE Neutrogena Acne Light Therapy Mask Launch

ENTRANT Semcom Visual Communication

CLIENT Johnson & Johnson Pacific



Neutrogena Light Acne Mask was a market first for a mass brand in Australia. Being a new format meant a new format of POS was also required. Competing in a premium category, all POS needed to represent a premium brand and price point without the premium dollars.

The unique feature and point of difference for this product was its pink light. This was to be heavily conveyed in the visual. The aim was to bring the NPD Activation elements to life using strong visual elements and flouro PMS colours. Light was used whenever possible. The uniqueness of the product also meant, where possible, the product was to be displayed out of the box.

A whole range of launch POS was developed which stood out with impactful visuals such as illuminated physical masks or flashing red and blue lights (emulating the mask technology) which highlighted the consumer benefit instantly.

With the insight to further NPDs later down the track, all permanent units were updateable, reducing the production costs for the line extension activation. The units can still be found instore nationwide and is therefore a huge success driving customers to a new product line and growth for the category.



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TITLE Artistry Glam Counter Unit

ENTRANT Branded Group

CLIENT Amway

We were provided with the challenge of creating a high end counter unit to help sell a new colour range for the Artistry Glam brand in a limited in store time frame (six months).

The result was a glamorous Hollywood style unit that was cost effective and quick to produce. It helped create a focal point for the new range of cosmetics with its shiny contrasting materials and the use of LED lights. This provided the required attention for shoppers to use the tester products on display.

Lightweight and easy to transport and install, the display unit was a fantastic success resulting in the brand's most successful launch in recent years.



TITLE Band-Aid Star Wars R2D2 Dump Bin

ENTRANT Semcom Visual Communication

CLIENT Johnson & Johnson Pacific

With the new Star Wars movie coming out there was a buzz around anything Star Wars themed. The iconic R2D2 shape is synonymous with Star Wars and was leveraged to catch the attention of the shopper while walking through the store. The unit was designed as a flat packed, partially assembled unit which ensured an easy to assemble POS item as well as a small spaced shipper for easy rep distribution.

Not having any specific isolated promotional element on the artwork extended the life of the POS instore. Being a light weight material and of similar size to most floor bins allowed the unit to be located, and easily relocated, anywhere instore.

The acceptance rate was so successful throughout the market that these bins were found within the category shelf area, next to gondola ends, front counter, entry of the store, and we've heard many also found their way into customer's houses post-campaign. Now that's what you call a success!



Health & Beauty

Permanent Display



TITLE Bvlgari Travel Retail system

ENTRANT EDA

CLIENT Bvlgari



Facing increased competition in travel retail, Bvlgari activated a strategy to dominate the space with a premium display. The brief required the Bvlgari brand to impact potential passing customers outside the health and beauty areas and create a distinct brand palette of textures and materials that is instantly recognisable in all duty free sites across Oceania.

The display material pallet was conceived to have a mix of gloss, satin and matte textures to emulate the intrigue of the product packaging, but in colours and shades that would complement the products, rather than distract.

The primary brand logo was always to be illuminated against the dark, satin mahogany allowing for a natural silhouette. The purpose was to make the logo more visible from a distance to capture the eye of passing consumers. The lighting scheme for the shelving was conceived to bring out the colours and materials of the packaging. Both up and down lighting spread from front to back of the shelf, ensuring that testers and product were the best-defined part of the stand.

The campaign had an immediate, effect on sales with an astonishing 100 percent uplift. As subsequent duty free sites were installed a similar uplift in sales was seen.



TITLE GSK Store of the Future

ENTRANT Blue Star Displays

CLIENT Glaxosmithkline



GSK continues to drive science-led innovation, developing an innovative new Pain Category approach for all Australian pharmacies. The Shelf of the Future revolutionises the pain relief shopping experience, empowering consumers to predict, prevent and manage their own pain.



TITLE Australis Customisation Palette Spinner

ENTRANT Point Retail

CLIENT Heritage Brands



The Australis brand's need for this display was to address the emerging market for customisation in the cosmetic sector, which is perceived as a highly effective and exciting route to achieving beauty goals, with 60 percent of the key 18 to 34 year old market preferring to be unique and stand out from the crowd through their choice of fashion and beauty products.

The brand was after an interactive design that allowed the customer to build their own palettes so that they are in control of the selection and how they purchase the shades. The unit was to be easy to use, clear in its execution and communication around the customisation process and innovative in the way that the shopper interacts with the products and navigates the range.

The solution for the Australis Customisation Display contained many innovative features in the design to aid in customer interaction and increase shopper engagement. The design was compact in its footprint, however, highly impactful for the brand with the main aim being to create visual standout, callout the features and benefits of this new product range and the customisation process.

TITLE NYX Island Sites

ENTRANT EDA

CLIENT L'Oreal



A NYX strategy to reach as many target customers as possible with an on-brand implementation was launched. The brand should be projected more aggressively in key sites to achieve higher sales and brand impact.

The site should be the hero cosmetics feature in top tier Priceline stores, while remaining true to NYX aesthetic and communication brand values.

The design is visible from outside of the store, prompting both impulse and mission driven shoppers to enter. The scale of the stand and graphic impact are unlike anything else in Priceline, and the sheer array of visible products and colour range encourage cosmetics shoppers to play and experiment with testers.

Sales figures for the brand have been up and sustained at over 15 percent and the impact of the unit has had a positive effect on colour cosmetics in all stores featuring the design. Interestingly, the brand has seen an increase in sales in other retailers in the immediate geographic area, confirming that the visual power of the display has had a positive brand effect.

The NYX cube system has allowed the brand to rapidly change its instore image to match the speed of its online and social marketing campaign.



TITLE Neutrogena Sun Permanent Customisable Summer Floor Stand

ENTRANT Semcom Visual Communication

CLIENT Johnson & Johnson Pacific

With the sunscreen market being highly competitive there was a need to stand out - especially during peak season. The brief was simple - how do we increase our chances of choice (whether it is a re-purchase or switch), and is there a way we can get off-location within the store?

With the understanding of customers buying habits - typically purchasing one bottle of sunscreen in summer - it was critical that a solution was developed, produced and into market before summer commenced.

The Neutrogena Sun Floor Stand was developed. A relocatable Permanent Customisable Header solution, allowing for the unit to freely move around (or out the front of store) during the peak times. The modular floor stand was built with caster wheels, adjustable shelves, category stripping, educational messaging and customisable headers. It was manufactured from powder coated steel to make it sturdy and survive the salty sea air.

To increase customer engagement (both trade and consumer), a customisable message header specific to the area was developed. i.e "Neutrogena Loves Bondi". This personal touch gave ownership to the unit within the area, therefore increasing the retention of the units over its competitors. A win for the retailer and a win for Neutrogena.



TITLE Rimmel 2700 Tile Unit

ENTRANT Diam International

CLIENT Coty

Inspired by a brand manager's trip to London, the Superdrug UK universal tile system made itself noticed, and just like that it was time for a makeover. Moving away from the conventional shelving systems, it was time to try something new. This makeover needed to be noticed, surprise and impress loyal customers and convert non-users with a tile system not seen before in the Australian market. The unit was designed for the end user. Bright red, illuminated and symmetry at its best, start to interact with the unit and see how user friendly it really is.



TITLE Hair Recipe Shelf Glorifier

ENTRANT Williams Lea Tag with UFO Display Solutions

CLIENT Procter & Gamble

“Shelf is king!” - This was the mandate from our client when presenting us with the challenge to create a unique POSM suite for the launch of Hair Recipe. This was particularly challenging as the main channel for deployment (Pharmacy) is typically quite cluttered and offers very strict guidelines for POSM.

The result was the eye-catching shelf glorifier with 3D elements to deliver the perception of ‘premium but natural’, this solution had to be aligned with the other POSM in the suite and enhance the brand core value of “nature inspired”.

We utilised the same timber panels that we used in the FSDU, but rather than using heavy timber for a shelf display we replicated the same effect on SAV (self adhesive vinyl), reducing production costs and increasing ROI without diluting the key message Hair Recipe wanted to communicate at shelf.

Hair Recipe has experienced one of the most successful product launches in Pharmacy this year, with the product range increasing from four facings to full shelf ownership in the space of three months.



TITLE Hair Recipe Premium FSDU

ENTRANT Williams Lea Tag with Rare Shopagear

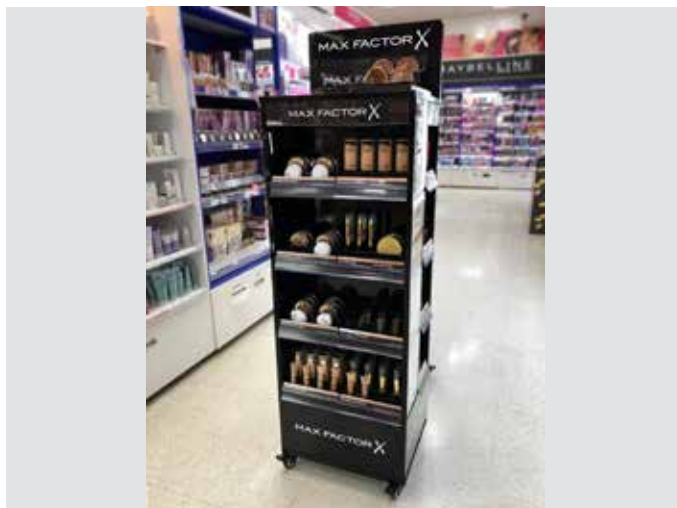
CLIENT Procter & Gamble

Hair Recipe wanted to impart its core brand value of ‘Nature Inspired’ products to new shoppers in order to drive home the message that its formulae is entirely made from natural ingredients, therefore they developed the Hair Food campaign.

We wanted to capitalise on the brand’s equity and focused on environmentally friendly substrates that translated the brand values to the shopper at the FMOT. A simple but sleek steel frame was dressed up with wooden panels, sourced from reforestation farms growing pine and eucalyptus, to achieve the street market stall looks we were hoping to impart the brand.

Hair Recipe has experienced one of the most successful product launches in Pharmacy this year, with product range increasing from four facings to full shelf ownership in the space of three months.

Originally intended to feature in Priceline stores only, the incredible success of the launch has Chemist Warehouse, Coles and Woolworths negotiating with Procter & Gamble to range Hair Recipe in their stores. The Hair Food theme resonated very well with shoppers and conveyed the right message to the brand’s target audience.



TITLE Max Factor Floor Stand

ENTRANT Cyplex

CLIENT Coty

Cosmetics brand, Max Factor, aimed to rollout a premium cosmetic product floor stand to be distributed to all Priceline stores in Australia (400 stands). The floor stand would highlight a large range of products and communicate eye-catching branding and graphic elements to customers with the ability to be updated, portable and have storage capability.

The major challenges were as follows:

- Fit all stock, visual requirements and storage space within the allocated store space/dimensions
- Completing this project from brief>concepts>prototype>production in a very short timeline
- Trying to achieve a premium finish within the allocated budget
- Allow all parts of the stand to be updateable; graphics, product trays, and promotional “hot spot”.

After interpreting the brief, going through fast paced development work and producing two prototypes, our company successfully found solutions to the challenges, met the requirements, and produced all these stands over a three month timeline with a display the client was extremely happy with.



TITLE Revlon Utopia Cosmetic Wall Display

ENTRANT Active Display Group

CLIENT Revlon Australia

Revlon has over 85 years of experience as a trusted leader in the highly competitive, fast-paced world of cosmetics. The ‘Utopia Wall System’ needed to be easily adaptable to accommodate the changing face of the cosmetics industry at retail.

Task: Create a globally adaptable and future-proof wall display to stand out instore; super easy to shop; ensure fuss-free updatability with both static displays/prints, along with illuminated and digital elements.

The universal modular system was easily updateable and reduced waste due to compatibility with existing metal and timber cabinets in stores. The cohesive design and interchangeability of lightweight modules across four Utopia size variations meant only one module update was required to accommodate new product on over 400 units currently in Australian stores.



TITLE Multi Brand Modular Counter Unit

ENTRANT Williams Lea Tag with UFO Display Solutions

CLIENT Procter & Gamble

Independent pharmacy checkout locations are great for increasing visibility and providing specials instore, however, gaining a foothold can be difficult. Our objective was to create a permanent display that suited the checkout location. We also required adaptability and versatility to allow multiple brands to share the cost of the unit. We created a modular unit that can be stacked or arranged in multiple formats.

The modular counter unit is adaptable for multiple Procter & Gamble brands, namely Gillette, Oral-B and Vicks. These brands will activate the units in succession, keeping the counter activity fresh and allowing for short promotional campaigns along with seasonal activity. Units can stack up via metal tabs to ensure they are secure. They can also sit side by side on a counter if height is restricted.

Further activations can be done quickly and cheaply by sending out new promotional paper inserts ensuring units have ongoing appeal and relevance in market. Fresh to market these units were recently picked up by Amcal and have been rolled out to 250 locations. Responses from stores are excellent. This has been visibly demonstrated by a high percentage of uptake and range compliance in the store reports we receive from the field teams.



Consumer Electronics

Temporary Display



TITLE Star Wars: The Last Jedi

ENTRANT Spark with Ainbow

CLIENT The Walt Disney Company



Star Wars is one of the largest global franchises of all time. For the Home Entertainment release of Star Wars: The Last Jedi, we designed stock-holding displays for the busy fast moving retail environments of JB Hi-Fi and Big W. These stock holding displays had to be visually unique, extremely dynamic and resonate with the fans of the Star Wars franchise as well as excite and engage staff of each retailer.

When considering the structural design, all components were fabricated from recycled board and printed using soy-based inks. The units were designed to be as easy to assemble as possible. As well as being visually stunning, the stock weight of the small footprint JB Hi-Fi AT-M6 unit (240 units) and Big W front of store display (192 units) were high.

JB Hi-Fi had all AT-M6 units placed at front of stores. Stores that did have the display versus stores that did not have the fixture moved up their store ranking by 10 positions. Retail staff and fans alike were enthralled by the display, with requests by both to take the displays home once the campaign had finished.



TITLE The Camera. Reimagined.

ENTRANT Cheil Australia

CLIENT Samsung Electronics Australia



After a successful launch of the Galaxy S9/S9+ The focus was all about the new and improved camera headed by the campaign line: The Camera. Reimagined. As part of a sustained drive to keep building momentum and excitement were tasked to develop a branded retail display that showcases the S9/S9+ in an interactive display that brings to life the 2 key product features: 1. Super Slow-mo: the camera is able to capture videos in 960fps; 2. Super Low Light: the camera is able to capture photos in different light.

Our idea was to recreate relatable moments that users can also feel a part of. Given the challenge we created a display zone where customers could put the features to the test without requiring loads of space inside the store or them needing to go outside to do it.

We created a lowlight box where customers could adjust varying levels of light they might experience outdoors and a Super Slow-mo diorama of a moment outdoors that when captured in 960fps was mesmerising and beautiful.

Results: Conversion rate up 33 percent, sitting at five percent; during this period the traffic to store was 124,001; 100 percent sales increase on last year's on first day.



TITLE Ultimate Ears Pop up

ENTRANT Active Display Group

CLIENT Logitech



Background: Since 2013 Ultimate Ears have been a dominant presence in the portable, wireless consumer speaker market. With Myer's Giftorium heading into its fourth Christmas, the union between Ultimate Ears and the premier seasonal shopping destination needed to stand out.

Project task: Create an Ultimate Ears Summer Island beach scene; a highly immersive, space to capture the spirit of the product; free spirited yet engaging; and highlight connectivity in unique outdoor spaces.

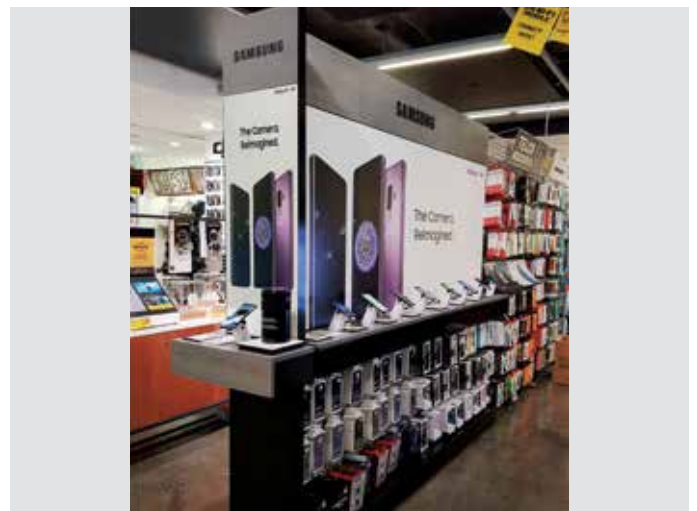
Objectives: Create a relaxed beach environment; space for Brand Ambassadors to educate mums, dads and grandparents that were not so product savvy, but were the primary audience buying these items; create unique Gift with Purchase to reassert the notion that all these cool items can be enjoyed with your speaker outside; and create a positive buzz at the till, cementing UE's retail and shopper relationship for 2017 and beyond.

Results: Ultimate Ears were a hit for Christmas 2017 with sales well exceeding expectations. Myer was also wrapped with the results as Ultimate Ears was a key player in driving the new category 'Tech Guru' which finished in top five best sellers.

TITLE Samsung Galaxy S9 Launch

ENTRANT id8 Studio

CLIENT Samsung Electronics Australia



Samsung needed a retail presence to reflect the meticulously crafted design of the new Galaxy S9. Existing fixtures were cluttered and confusing. Samsung needed a solution that complemented the product and made the phone the hero. The fixture needed to communicate key messaging "The Camera. Reimagined." and showcase key features of the Galaxy S9 camera.

The consumer electrical channel was critical to the launch and sales success of the new Samsung Galaxy S9 phone. It was important to drive the visibility to deliver an activation that had the maximum impact. The solution needed to reflect the premium nature of the new Galaxy phone, but at the same time simplify the messaging.

The Samsung Galaxy S9 redefined the mobile category in the consumer electrical channel. It challenged the status quo by taking a large chunk of real estate for merchandising and replacing with large impactful imagery of the product. This increased the visibility dramatically and drove the shopper to engage with the fixture and the range of Samsung mobile devices. The camera experience pod was a unique and innovative way to deliver and explain the new key camera feature of the Galaxy S9, it drove shopper engagement and helped support the key selling features.

TITLE Disney Thor Vibration Activated Display

ENTRANT Active Display Group

CLIENT Disney



Background: Overwhelming film success no longer translates into automatic DVD and Blu-ray sales as it did only a few years ago. JB Hi-Fi required a theatrical, Thor-worthy activation to promote the release, engage shoppers and boost sales in a dwindling market.

Project task: Utilise JB Hi-Fi display bins to encapsulate the Thor brand and promote the launch of DVD/Blu-ray release; compel shoppers to engage and interact with display and product itself through an unexpected activation in store; and maximise stock quantities displayed on each unit.

Objectives: Stand out in JB Hi-Fi's cluttered, tech dominated, dynamic store environment; create a uniquely disruptive activation whilst adhering to design constraints present in using a JB Hi-fi three-column display bin; boost sales in a challenging market; and demand shopper interaction with innovative technology.

Results: "We felt the lighting was a great point of difference and something that we have not seen in a JB store before. The artwork really complimented the lighting and made a very impactful display."



Consumer Electronics

Permanent Display



TITLE A Fresh Approach to Food Waste

ENTRANT Think Display

CLIENT Sunbeam Australia



Studies confirm we throw out 20 percent of food. That's one in five shopping bags or \$3000 in food waste each year. Vacuum sealers are an awesome way to reduce food waste. The new FoodSaver Fresh system was quick and easy for everyday foods and compact enough for the kitchen bench. Unfortunately, no one knew about vacuum sealers and they certainly weren't going to buy one without trying it first.

We launched FoodSaver Fresh with a Try-it-Yourself Vacuum Sealing Station, allowing shoppers to try vacuum sealing in-store without the high cost of demonstration staff. The Waste Less/Save More messaging brought the freshness functional benefit to life and appealed to shoppers' desire to save money. The fully powered display unit allowed shoppers to try out the vacuum sealing. Vacuum sealed EPVC strawberries, avocados and cheese showcased the relevance of Foodsaver Fresh for everyday foods and reinforced the 'fresh two times longer' benefit, while co-locating FoodSaver in the fridge section of the store attracted shoppers from outside the vacuum sealer category.

FoodSaver Fresh delivered a \$0.5 million incremental value sales to the brand. It secured a 13 percent marketshare (units) and drove 11 percent unit growth for the total Vacuum Sealer Category for the retailer.



TITLE Miele Blizzard Floorcare Launch

ENTRANT Mills Echo

CLIENT Miele Australia



In a category previously dominated by one brand, the new Miele floorcare displays had to stand out. They needed to disrupt shopper behaviour, engage the consumer, educate and provide a platform to encourage product trial and demonstration.

Initial impact is delivered via the huge animated infinity mirror, which not only aligns with key product features of the Miele Blizzard vacuum, but also delivers an instore experience that compliments a national marketing campaign. The solution was so well received it was delivered internationally. To date there have been more than 1250 modules delivered to 235 retailers across four countries. The success of this campaign has seen it become the biggest point of sale roll out in Miele's history in Australia delivering an exponential sales uplift of over 300 percent across more than 147 locations alone.

Conceptually, the design concept was delivered to retailers through a launch night strategy with the design and manufacture of a virtual reality booth and VIP launch events with even larger infinity mirrors. It demonstrates a complete campaign that uses a multitude of experiences, technology and innovative design to win in retail.



TITLE Oral B Touch & Learn Display

ENTRANT Williams Lea Tag

CLIENT Procter & Gamble



"Shelf is king!" This is the mantra we kept repeating throughout the project as mandated by our client.

How can we educate the shopper about our products without ceding too much shelf space and upsetting retailers? We made the shelf a silent salesperson and have it work for us.

The Touch & Learn program aimed to bring the key features and benefits of Oral B's range of power brushes to shoppers in an engaging and interactive manner. The solution combines premium look and feel with practical and functional features to enable installation by store staff without any tools. This plug and play approach helped to address barriers typically encountered when working with powered up units in retail channels.

Results speak for themselves with the oral care category booming. Oral B increased penetration in all channels and has seen tremendous growth of 23 percent in marketshare in the last 12 months. A sales uplift in the order of three percent against same time last year has also occurred.

TITLE Microsoft XBOX Flagship Destination

ENTRANT Mills Echo with Spark!

CLIENT Microsoft



A flagship store needs a flagship destination - introducing the Harvey Norman (Auburn) Games [Hub] XBOX Destination.

With the relaunch of the Harvey Norman Auburn Flagship store, a key focus was on interactivity and excitement throughout the store and the creation of a unique shopping experience for the customer. The brief for this XBOX destination was to match the ideology and prestige of the flagship store with a breathtaking and encapsulating emission of the XBOX brand, encouraging interactivity and inviting customers to be part of the XBOX experience.

Objective: Maximise use of the allocated space with an installation that has the perfect balance between creativity, interactivity and brand projection. This installation must be special, matching the ideology and prestige of this Harvey Norman Auburn Flagship store with a breathtaking and encapsulating experience.

TITLE Brickworks - Sonnen Solar Display

ENTRANT Mills Echo

CLIENT Brickworks Building Products



As storing energy at your household becomes more available with an increasing number of options emerging, the need for a display that highlights the Sonnen Solar offering with a bold physical expression showcasing the technology and forward-aesthetic became a requirement to help establish Sonnen Solar's presence within the retail environment.

The solution must be visually striking and hugely impactful with elements that can be programmed and/or updated to remain fresh and relevant. Primarily though, this display must be a showpiece - one that will draw intrigue with customers and a conversation about what this product can do for them.

TITLE AMP Shelf Display

ENTRANT Creative Instore Solutions

CLIENT HP



The company was engaged to develop a semi-permanent display that would clearly demonstrate the multiple features of the printer in a simple way that shoppers could understand themselves, without requiring assistance from retail sales staff. It also needed to be a display that could grab the attention of shoppers within other parts of the store. Sound and light would be the answers to this. Not only would light and sound distract shoppers while they are perusing the printer aisle, but also call them over from other categories.



TITLE Say Hello to Your Mini Barista

ENTRANT Think Display

CLIENT Sunbeam Australia

Consumers were moving from capsule to espresso coffee machines, looking for the barista experience at home. Sunbeam's EM4300 was an incredible new espresso machine offering café-quality coffee and a stylish design at an accessible \$269 price. Sunbeam needed a launch display unit for the EM4300 for appliance stores - an environment full of unfriendly machines and limited shelf space.

We introduced the EM4300 to shoppers not as a machine, but instead as a person - your at home barista. Together with Sunbeam, we renamed it the Sunbeam Mini Barista. Our super compact display brought the barista personality to store, borrowing from cafe interior trends, with sustainable bamboo base and brick backing board and utilising interchangeable messaging to 'talk' to shoppers about Mini Barista's cafe-quality coffee. This included a pointer for shoppers to 'Learn More' at the Mini Barista coffee hub online.

The display stand was so well received, the Mini Barista packaging was redesigned to align and the display became the feature in a Mini Barista digital film. Displays were fully allocated to 1000 stores. Mini Barista secured the number two market position, with \$3 million in value sales, and Harvey Norman complimented Sunbeam as the best merchandising supplier in the Small Domestic Appliance category.



TITLE Microsoft Mixed Reality FSU

ENTRANT Mills Echo with Spark!

CLIENT Microsoft

With Microsoft officially entering the Virtual Reality domain with the Windows Mixed Reality headset range, a retail destination was key to successfully drive the knowledge and experience for what these incredible products can offer customers.

Virtual and Mixed Reality is scarcely seen in retail, so the task of bringing this new platform to store was completely new ground. Given this, we wanted to create an "all or nothing" premium demonstrational platform, resulting in a branded haven where customers could benchmark three demo headsets against each other - often the customers first experience with a Virtual and Mixed Reality headset.

We want to ensure that the content in the Mixed Reality demo and experience was captivating and immersive in ways that delight and engage tech-forward audiences, particularly the gaming community and entertainment seekers, inclusive of all ages and genders. This platform creates a sense of confidence and delight in using Windows Mixed Reality.

TITLE Ink Wall

ENTRANT Creative Instore Solutions

CLIENT HP



A solution to ease shoppers confusion when purchasing inks and easily locate the correct ink for their needs was required. The unit had to generate differentiation for the brand and create distance ID. The unit should also encourage upsell by trialling eye-level merchandising of the profitable XL and Multipacks of ink. The ink solution needed to be brand specific, but also be harmonious with current store designs and co-exist with the store fixturing.

The unit was successful in that it met all requirements, such as suitable branding, ease of navigation, stock weight etc. Sales have increased six percent since implementation and marketshare has increased 40 percent.

Shoppers have been very positive towards the unit, indicative through sales increases. They can easily navigate the confusing category themselves without the assistance of an RSP and locate their ink easily. The illuminated lightbox clearly highlights the brand and draws the shoppers to the unit, even from a distance. Feedback from both store franchisees and shoppers alike has been that the ink wall eases the shopping experience incredibly. The ink wall facilitates quicker, and easier, shopping of a commodity category.



Specialty Retail, Lifestyle & Service Providers

Temporary Display



TITLE Purina Pro Plan Bright Minds Pallet

ENTRANT id8 Studio with Konia Minolta

CLIENT Nestle Purina



Within the Pet Food category there is a wide variety of choice. Purina wanted to make an impact with the launch of its new product for mature dogs aged seven and older.

The brief was to help educate the pet speciality shopper that from age seven up a dog's nutritional needs change and they need an age appropriate diet. Pro Plan Bright Mind is a breakthrough innovation in canine nutrition and is specifically designed to help dogs aged seven and older stay active, alert and enjoying life for longer.

We created a stand out Full Pallet Display constructed out of B Flute, 5mm corflute and 40 lights embedded in the die cut header in the shape of a lightbulb. This was part of a suite of displays for the launch in Australia of Pro Plan Bright Mind to independent pet retailers. It was about disrupting the shopper in store and with a very favourable ROI it was clearly a winning combination.



TITLE Crown Level One Retail Promotion

ENTRANT Immediate Marketing Communications

CLIENT Crown Resorts



Background: Level One Retail at Crown Resorts experiences high weekly foot traffic, however, the retail outlets there were struggling. Crown needed an activation that would distract and convert the existing foot traffic to purchase at Level One Retail.

Objectives: Convert existing foot traffic to stop, engage and spend at Crown Level One Retail; increase overall transactions; and increase average spend from \$75 to \$100 per transaction.

Execution: We developed a spend and get activation leveraging one of Crown's other properties, Village Cinemas. Innovative POS leveraged the offer and drove visitors into store to purchase and redeem the offer.

Results: The campaign was extremely successful in shifting shopper behaviour by driving conversion to purchase. The response from shoppers was dramatic, with three days' allocation of redemptions sold through in the first day. Scheduled to be open for almost three weeks, the offer was so successful the POS was pulled down after only five days.

The overall promotion delivered a 1143 percent increase in redemptions compared to the previous activation; an increase in minimum spend to participate of 33 percent; increase in rated revenue of 18.9 percent; increase in average spend of 12.5 percent; and an increase in transactions by 5.7 percent.



TITLE Uniqlo Heattech

ENTRANT Active Display Group

CLIENT Uniqlo

Background: Stores are the heart of the Uniqlo brand, providing a space where customers can connect directly to the product and experience the service first hand.

Project task: Create bold windows and iconic Uniqlo 'fish tank' displays that expose the revolutionary Heattech fabric technology and reinforce the brand's unique style.

Objectives: Heighten Uniqlo's presence by connecting with shoppers through the innovative Heattech technology to generate awareness of new and broader ranges across 14 Australian stores; use global branding and marketing for Heattech to position Uniqlo as the number one fashion destination for quality, functional and affordable products during one of Australia's coldest winters.

Results: Successfully created attention grabbing displays that educated and communicated the symbiotic relationship between technology and warmth. The use of thermal photography in the windows created an overall warm and inviting ambience that drew customers off the streets and into stores.



TITLE iCook Wok Display

ENTRANT Cyplex

CLIENT All Print Matters

Our goal was to generate as much shopper interaction as possible with a realistic and interactive kitchen cook top display. We wanted to draw shoppers to the display using highly visual lighting techniques and by doing so increase our clients product and brand exposure. Throughout this project we overcame multiple challenges relating to creating realism and believability and are most proud of the resulting display. Our criteria of believability was achieved to a degree of observing some shoppers being rather hesitant to touch the burners at all!



TITLE Boost Mobile Temporary FSDU

ENTRANT ID POP

CLIENT Boost Mobile

Boost Mobile targets thrifty pre-paid customers and hip and young consumers. Its marketing is often bold as it aligns itself with extreme sport and the urban customer. An off location, out of aisle free standing temporary floor display was required for specialty retail outlets. Eye catching, high quality finishes were required to draw customer's attention and create noise in the retail environment.

Boost Mobile's bold branding was to be called out and featured prominently on a mostly matte black finished display and aligned with other elements used to promote the brand both in retail or at events. Clearly displayed SIMs, DL brochure holders, and clip in custom-sized POS insert holders were a critical to promote sponsored events.

- A simple design that creates a high impact in the retail environment was achieved through use of creative industrial design, innovative, and durable finishes
 - Partially-assembled design with minimal assembly
 - Die cut logos to call out branding in 3D
 - Contrasting glossy logos over the matte black finished body
 - Concealment of all corrugations for a premium look
 - Polypropylene base was designed to extend the life of the display in store
 - Clip in POS inserts enable the display to adapt with the various offers that cycle through.
-



TITLE Sussan Christmas

ENTRANT Active Display Group

CLIENT Sussan

Sussan commenced operations in 1939 and is one of Australia's oldest and most iconic fashion brands consisting of 185 stores nationally. Its collections come from a lifetime of experience and Christmas is a time to shine. Sussan wanted its Christmas windows and instore experience to have a holiday feeling styled by Sussan.

Sussan has three markets at Christmas - inspiring Christmas outfits, Sussan Sleepwear, and general gifting ideas. Sussan's gift market plays a huge role in the November gift giving catalogue.

Creative objective: The goal was to create a 'Christmas Luxe' theme with various high spec temporary installations in windows that also carried through instore. We decided to focus on a 3D golden wreath concept that would drive the aesthetic from online, to windows, to instore. The wreath has significant meaning for the Christmas season. Its circular shape represents eternity and adds beauty and splendour to the season.

Results: The creative was both aspirational for Christmas shoppers looking for the perfect outfit, and inspirational for those looking for that personal special gift.



Specialty Retail, Lifestyle & Service Providers

Permanent Display



TITLE Wolverine Floating Shoe Display

ENTRANT Active Display Group

CLIENT The Workwear Group (TWG)



Background: The Wolverine brand has more than 130 years of success and a strong history of innovation in the workwear shoe industry. The Jetstream work shoe features Wolverine CarbonMAX nanotechnology safety toe technology and is the ultimate combination of lightweight comfort and reliable protection.

Project task: TWG needed a new and innovative counter display to help launch this new product to market; engage and educate customers through technology to emphasise 'tech' angle of the shoe; help drive initial sales to fulfil MOQ for retailer to receive unit; and standout at whatever placement within challenging Hardware and Workwear spaces throughout Australia.

Objectives: One of the primary objectives was to create an innovative glorifier, iconic enough to encourage retailers to commit to stocking and promoting a certain volume of this product. The display itself would be offered as Point of Sale to assist with the launch and gain interest if MOQ's were met.

Innovation: Although it looks like magic, Wolverine's Floating Shoe display uses a Magnetic Floating System. Designed to float any small object and automatically rotate the item in space whilst illuminating it.



TITLE PETstock Glow Display

ENTRANT id8 Studio

CLIENT PETstock



PETstock identified that pet owners were increasingly looking for Australian made products. Glow pet food is 100 percent Australian made and owned with at least 93 percent of ingredients sourced in Australia. It's an affordable premium brand bridging the gap between entry level and top tier dog foods.

The success of the Glow launch was not to be driven by shifting existing premium food sales from other brands but to drive growth in the premium canine food category by: Targeting customers not currently purchasing food from PETstock but shopping other categories; trading up current food buyers who aspired to buy a more premium product; and dog owners who shop for their pet products at other pet specialty/grocery retailers.

The objective was to create an eye catching off location display solution to disrupt shoppers while driving brand visibility, championing the product and communicating key features and benefits in a unique way was certainly achieved.

Impressively, 42 percent of Glow purchases were made by first time premium food shoppers showing that they are effectively reaching the brand audience and driving growth with new customers to the category. The launch was a great success in inspiring interest, driving engagement and delivering visibility with the implementation of this display.



TITLE Brickworks - Sonnen Solar Display

ENTRANT Mills Echo

CLIENT Brickworks Building Products

As storing energy at your household becomes more available with an increasing number of options emerging, the need for a display that highlights the Sonnen Solar offering with a bold physical expression that highlights our technology and forward-aesthetic became a requirement to help establish Sonnen Solars presence within the retail environment.

The solution must be visually striking, hugely impactful with elements that can be programed and/or updated to remain fresh and relevant.

Primarily though, this display must be a show-piece, one that will draw intrigue with our customers a conversation about what this product can do for them.



TITLE New Era Cap Wall Fixture

ENTRANT GPS Group

CLIENT New Era Cap Australia

In 2017 New Era recognised a need to significantly improve the way their caps were merchandised instore. A brief was developed to produce a dedicated, permanent caps fixture that could be adapted to suit the various retail environments within Rebel and major sporting stadiums.

Our key objective was to create an impactful destination and isolate New Era from their competitors. The ability to update and rotate the display was a must, enabling the staff to feature the relevant season sporting logo's and product. To ensure our fixtures stood out within a busy retail space, we added LED lighting to each shelf. Backlit graphic panels and neon signage also played a key role in maximising the impact in store.

Results have been phenomenal. Our designs have been presented internationally as best in class compared to similar installations worldwide. Although our fixtures have only been instore since April, Q2 sales have doubled compared to 2017. This increase has also trumped that of the 2017 Christmas sales period. The installations within sporting stadiums including the MCG were equally amazing. The first Geelong game sold 260 caps and the Anzac Day clash in April completely sold out of Collingwood caps.



TITLE Boost Mobile Permanent FSDU

ENTRANT ID POP

CLIENT Boost Mobile



Boost Mobile continues to see growth in the marketplace for pre-paid mobile SIM cards. The target audience ranges from teens through to young adults and their parents. An off location, out of aisle, free standing permanent floor display was required for specialty retail outlets. Eye catching, high quality materials were required to draw customer's attention and create noise in the retail environment.

Boost Mobile branding was of high importance, using corporate colours of black and PMS colour matching orange along with the key Boost Mobile icon. Clearly displayed SIM cards, DL brochure holders and updateable POS insert holders were a critical requirement of the display in the ever changing retail environment along with:

- A simple design that creates a high impact in the retail environment was achieved through use of creative industrial design and innovative, durable materials
- Flat packed design with simple allen key assembly
- Durable and sturdy, easy to clean materials enable the display to look premium throughout the life expectancy of the display
- Custom designed metal peg hook to clip easily onto the 8mm cast acrylic panel
- Updateable POS inserts enable the display to adapt and change with the various offers that cycle through.

TITLE Dulux Bunnings Design Bay

ENTRANT Popcorn Displays Australia

CLIENT Dulux Australia



Dulux identified that they needed to update the display for their range of Design Effects speciality paints in Bunnings to increase sales and marketshare in this category. One of the key criteria for the new display was to make consumers feel reassured they can apply the product and feel confident to purchase this as DIY product other than standard paint.

The bay needed to differentiate from the standard Dulux bay and incorporate colour ranges, samples of finishes and product stock. It was also critical in a dark warehouse to ensure lighting was reflective of that found in the common home where this product is displayed.

The installation included an expanded range of new and existing products. Despite this, existing products grew by 12 percent over a four month period after installation. Sales forecasting had expected these products to see a slight decrease due to wider offering of colour choices.



TITLE Narva Merchandising Program

ENTRANT Narva with Popcorn Displays

CLIENT Narva

A cost effective permanent Automotive Globe Merchandiser was required for large and smaller retailer showrooms. It required an easy product selection guide to cover the complex offering; existing gondolas to be used to save costs using high quality visuals; fast moving easily updated range; designed to fit retailers existing 900 and 1200mm gondolas with eye catching brand signage; develop electronic tablet allowing customers to navigate complex vehicle globe application data to select product with a constant source of information, and the tablet must be prominent and secure.

In addition merchandisers were required to present the brand with attractive signage, sourcing reliable worldwide vehicle globe application data. Data would be imported into an Australian auto-industry first electronic tablet, with the tablet to work independently of internet and secured by easily mounted bracket to allow retailers time to select from fast moving range while using existing 900 and 1200 gondolas to save costs.

Outcome: Attractive signage directs customer to product; 10" digital tablet and Android operating system allows retailers to up-sell products; merchandisers have long life and adaptable POS material; one solution fits all size stores; existing shop fittings used and upgraded; merchandisers have long life; 10" tablet with interactive touch screen a first for the industry; features and benefits of entire globe range helps up-sell; and data updates once connected to Wi-Fi via app.



TITLE HP Zone at Harvey Norman Auburn

ENTRANT HP with Greater Group

CLIENT HP

The Harvey Norman (HN) flagship experience was coming to Australia. HN Auburn, the number one store within the Australian network, was undergoing a massive renovation to become the company's flagship store - the first in Australia. And, being HP's number one PC seller and a key partner, HP were offered a unique space within the flagship store and valuable real estate within the tech zone to develop a dedicated brand space and showcase the premium range of products.

A breakthrough, innovative merchandising and retail experience, with a focus on Premium devices. A space that would drive desirability of range and inspire shoppers by communicating the premium design of laptops.

To help in shopper navigation and to highlight the premium nature of the new products, a new design landscape was developed that had to work seamlessly with the HN Flagship store. Since installation of the HP branded space with the flagship store, HP has seen a massive 30 percent increase in PC sales. Shopper visits to the space have increased considerably as has HP's share of the entire PC category, but most importantly, this zone has been embraced by HN and has been rolled out to many other HN stores internationally including their flagship store in Singapore.



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Category Management



TITLE Ideal Chiller

ENTRANT Fonterra with Clemenger BBDO - Activation, Parmalat Australia

CLIENT Fonterra Australia



The chiller aisle is one of the most challenging shopping environments, with the department suffering low shopper engagement and dwell time, due largely to dull aesthetics, cool temperature, location in store (end of the shopper journey), poor navigation and a lack of innovation – all of which results in the need to re-invent the chiller destination.

The Ideal Chiller required a complete overhaul, from category flow, through to creating new opportunities to engage, entice, excite and educate shoppers through cross-category interaction. Updated layouts and adjacencies based on store specific sales data were implemented, hero categories were identified to signpost bays to aid navigation and mid-aisle promo bays were executed to merchandise multi-category products to provide meal solutions.

The addition of navigational signage, and cross category touchpoints were intentionally designed to improve shopability and cross-category purchasing, making it easier for shoppers to shop.

The unique collaboration between, Fonterra, Parmalat and Drakes Supermarkets, combined with sound strategy, brand neutral design and high standard execution ensured that the project performed against its objectives with a focus beyond brand, and instead on category and cross category dynamics.

Drakes has experienced improved full margin sales, resulting in better total chiller category performance and positive shopper sentiment.



TITLE Next Generation In-Aisle Fridges

ENTRANT Fonterra with The Xine & Hussmann

CLIENT Fonterra Australia



To address current chilled dairy purchase barriers and disrupt the habitual purchase behaviour of shoppers, the client, in collaboration with a retail display company and fridge manufacturer, developed the Next Generation In-aisle fridge.

The custom designed fridge, with chilled and ambient off-location space, provides stores and shoppers with a convenient secondary location for chilled dairy products within the ambient aisle, a one-stop-shop providing a total meal solution.

Through regularly updated brand, product and usage information, as well as relevant planograms and location in-store, the units inspire shoppers to purchase chilled dairy products in conjunction with complimentary ambient products earlier in their shopping journey.

Functionally sound, operationally compliant and aesthetically pleasing, the Next Generation In-aisle fridges engage, entice, excite and educate shoppers. To date, 100 Next Generation In-aisle fridges have been successfully executed in independent grocery stores nationally, delivering the client and stores double digit growth on the client's products merchandised in the unit. Between 45 to 70 percent sales uplift versus the prior eight week period has been seen.

The considered design and execution of the Next Generation In-aisle fridges, provides the client and stores with a competitive advantage in the marketplace, meeting the needs of shoppers today and well into the future.



TITLE Best Friends Health & Wellness Category Display

ENTRANT Point Retail with Shop Supplies

CLIENT Best Friends Pets



The rise of pet humanisation has meant that our beloved pets are living longer, fuller lives. With this comes the challenge of ensuring that those lives, much like ours, are healthier than ever before. The Health & Wellness centre has positioned Best Friends as the authority on Pet Health & Wellness and created the perfect retail connection with our instore vet clinic service. Customers are now presented with a broader range of products as well as more information about key health concerns and the associated solutions.

The main requirement for this was due to the increase in pet health-related products and the need to differentiate this from the other categories instore to help the shopper navigate the range of products in an informed manner. The design for this area was to be modular in that it can be customised to suit a variety of stores and adjusted to suit different size and shapes of the area available for the category. Clear category segmentation and range identification should be the highest priority with a strong emphasis on illumination to help create standout, highlight key products and differentiate the area from the rest of the store.

TITLE Ritchies IGA H&B Reinvention

ENTRANT Williams Lea Tag

CLIENT Procter & Gamble



After a few unsuccessful attempts to re-energise their health and beauty (H&B) category, Ritchies IGA wanted to try something different and in partnership with Procter & Gamble gave us carte blanche to reinvent the H&B aisle at the North Ryde store.

The end result is a vibrant and engaging H&B category that is simple and easy to shop. No more guessing and frustration means less abandonment and more sales, we had to make shopping easy again. Since the rollout, aisle traffic is at an all time high and sales have exploded since the solution was deployed. Sales have increased 10 percent against control stores with similar demographics.

In the first eight weeks of implementation, Ritchies North Ryde H&B and Baby category accelerated its growth by 9.7 percentage points with the department now in positive growth versus last year. Performance to date is in-line with target with five weeks to run, exceeding control stores performance by 5.8 percentage points. Furthermore, H&B has grown strongly in North Ryde despite rest of store declining by 4.96 percent versus last year.

TITLE GSK Store of the Future

ENTRANT Blue Star Displays

CLIENT Glaxosmithkline (GSK)

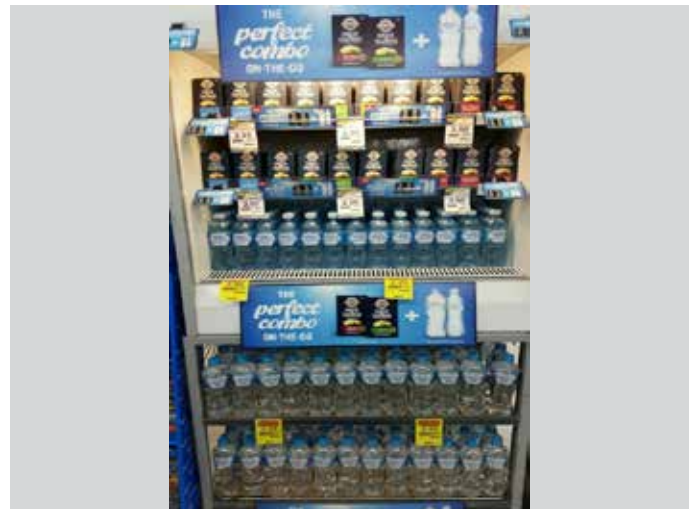


GSK continues to drive science-led innovation, developing an innovative new Pain Category approach for all Australian pharmacies. The Shelf of the Future revolutionises the pain relief shopping experience, empowering consumers to predict, prevent and manage their own pain.

TITLE The Perfect Combo On The Go

ENTRANT Fonterra with APR Creative & CCA

CLIENT Fonterra



Customer penetration of Snacking Cheese, which includes packaged Biscuits & Cheese, is relatively low at 30 percent compared to Everyday Cheese at 90 percent. The modern trend of increased healthy snacking is countered by snacking cheese being located within the chiller aisle, one of the last areas shopped in supermarkets prior to shoppers exiting the store. Due to its location, snacking cheese struggles to take advantage of the healthy snacking trend as its purchasing is often superseded by unhealthy snacks chosen earlier in the shopper journey.

The opportunity existed to present snacking cheese as part of a broader healthy snacking category by displaying it with a healthy drink early in shopping missions. Bottled water was selected as the partner to assist in redefining the healthy snacking occasion.

Multiple instore fridge locations were achieved, enabling snacking cheese for the first time to be displayed with water across front of store impulse fridges, checkout fridges, and end of aisle promotional displays. The combined sales of the two brands achieved a 94 percent uplift against prior promotions run at the same price points that did not combine these products together, versus 50 percent uplift sales target. Together, Fonterra & CCA had redefined what was possible within a healthy snacking category.



TITLE Gillette ACDC

ENTRANT Williams Lea Tag with UFO Display Solutions

CLIENT Procter & Gamble

Trivia: The campaign name was chosen because of the famous Aussie rock band ACDC's album, The Razors Edge.

Surveys indicated only 65 percent of customers agreed that 'The grooming category was easy to shop' and only 36 percent advised that it represented good value. Our objective was to increase customer spend on blades, remove traditional barriers in the category and improve AWOP/basket size.

One of the biggest shopper barriers was the cumbersome anti-theft solutions that effectively stopped the shopper interacting with the product, for example, turn-knob dispensers, behind locked glass cabinets, behind the counter, etc.

A subsequent survey following implementation showed that customer feedback was greatly improved.

Eighty six percent of shoppers now agree that Coles shaving is easy to shop (up from 65 percent); 49 percent believe the category represents good value (up from 36 percent); 71 percent of respondents are likely to buy the A5 8-pack of blades. Eighty five percent believed these offer better value compared to other pack sizes. In the 10 weeks following implementation, systems blades segment grew 8.1 percent and we observed an overall category growth of three percent.



TITLE Allergy Category Solution in Pharmacy

ENTRANT Bayer

CLIENT Bayer

Our mission is to provide holistic Allergy Care through products and services that improve the quality of people's lives. By clearly understanding our allergy sufferer, their purchase journey, the drivers and barriers to the category, we have identified a better way to relay the category instore.

The Allergy Category shelf solution underlies all five category growth drivers and will unlock huge growth in the category by bringing in more people, more often and with greater spend.



TITLE Revlon Utopia Cosmetic Wall Display

ENTRANT Active Display Group

CLIENT Revlon Australia

Background: With more than 85 years as market leaders, Revlon needed a forward thinking, future-proofed design that was easy to install and update in over 400 stores across Australia, within four months.

Project task: To design and produce a 'Utopia Wall System' that would be easily adaptable to accommodate the quick paced, changing face of the cosmetics industry at retail. It would save on cost, production, and time wastage with one universal design.

Objectives: Easy assembly and retail adaptability to meet quick installation needs due to time and spatial restrictions instore; world standard universal design for global adaptability; individually powered shelves to make updates easy for installers, merchandisers and retail staff alike; and maximum amount of product testers to be displayed on all all different sized units.

Results: The Revlon Utopia Wall Display is a world class 'best of the best' smart solution for brand, product, flexibility, updatability, and shopability. The new display adapts globally with the fast pace of the cosmetic market place. Every shelf is powered, making digital screens and lightbox additions 100 percent available to merchandisers from the front of the display without dismantling the entire unit.



TITLE Mexican Made Easy Collaboration

ENTRANT Fonterra with APR Creative & General Mills

CLIENT Fonterra

The chiller aisle is one of the last areas shopped in supermarkets prior to shoppers exiting the store and provides chilled brands little ability to influence the main evening meal cuisine choice. This decision is made before the chilled aisle is reached. The opportunity existed to make cheese part of main meal decision making by partnering with an ambient brand and combining the two within a bespoke meal solution.

Mexican Made Easy provided shoppers true value by saving them: a) time – located chilled and ambient products nearby to form a meal solution; b) money – promotional calendars across two suppliers were aligned; and c) angst – a joint Mexican recipe was developed incorporating cheese that would satisfy the whole family.

Taco recipe pads were attached on shelf within chilled cheese, nearby ambient Mexican floor displays and the home Mexican category location. Other supporting POS elements and a joint half page catalogue were utilised to maximise shopper appeal.

With sales more than doubling, the activation exceeded its 50 percent uplift target. Drakes and Foodland SA were very happy with the instore execution, the sales results and that Fonterra & General Mills were leading a customer first approach that went well beyond the confines of either category.



Window Displays



TITLE Samsung Galaxy Low Light

ENTRANT Cheil Australia

CLIENT Samsung Electronics Australia



With the recently launched Samsung Galaxy S9 and S9+ the low light feature makes it possible to capture photos without thinking twice – no matter the time of day. Our task was to bring the Samsung Store window to life showcasing the feature in an arresting way that would drive foot traffic instore to trial.

Unless you're a professional photographer, capturing photos at night has always been a challenge. Our idea was to turn the huge window cavity of the Samsung store into an interactive giant Photo Booth where customers could snap selfies in a darkened environment testing how the Galaxy S9|S9+ performed.

The booth was fitted with bubbles which changed hue and light levels, much like in a club or concert setting. They could then share their selfies straight to their Instagram with the hashtag #makethenightepic. Shoppers walking past could view customers in the window display taking photos in a darkened environment.

Results: Within the first week 1208 photos were taken. There have been 4344 photos taken, 172 emails were sent containing an average of 25 photos per email.* The conversion rate is up 33 percent sitting at five percent.

**This execution was still running at time of entry. Not all final results.*



TITLE Samsung Galaxy S9|S9+ Pre-order

ENTRANT Cheil Australia

CLIENT Samsung Electronics Australia



The Samsung Experience Stores are the heartland of the brand where customers can physically interact and engage with the Galaxy products and features. With the much-anticipated launch of the new Galaxy S9|S9+ smartphone, our task was to create awareness, inspire and drive pre-order sales leading up to launch day to passing foot traffic in a unique and engaging way that pushes the limits of what's possible in the medium and space.

We collaborated with a famous Australian paper engineer to transform the street windows of its Sydney CBD store – revealing a gigantic 1.5m paper dandelion. The ambitious paper dandelion displayed over 90 individual seed pods, and incorporated over 300 pieces of paper in white and lilac. The entire sculpture was designed using paper and back lit using an intermittent hue light bulb.

Results S9 Pre-Order period (27/2/2018 to 15/3/2018 - 17 days): 27 percent increase from 2017 flagship pre-order; five percent over sales target; 30 percent increase in media coverage than 2017 flagship pre-order; and PR generated media coverage.



TITLE Cars 3 Myer Window

ENTRANT Active Display Group

CLIENT The Walt Disney Company

Background: The success of the Cars franchise is as much about the merchandise as it is the movies themselves. Kids love the characters and recognise them on sight and the pricepoint makes them attractive to parents.

Project task: To create an immersive Myer window display to capture shoppers attention in one of Melbourne’s busiest thoroughfares, Bourke St Mall. The goal was to entice customers off the street and draw them up to Myer’s MyKids Emporium on Level 4 and generate sales of new Cars 3 products.

Objectives: To use iconic movie props to promote brand recognition and connect with kids and adults instantly; promote the theatrical release and drive customers to purchase Cars 3 related products; capture the customers imagination and excitement of the movie; and produce smaller scale executions across 10 other stores.

Results: The Cars 3 activation created a world of wonder and brought theatre to the iconic Myer windows that the Disney brand was incredibly proud of. It was an absolute traffic stopper. Fans and shoppers were engaged and intrigued by the flashing LED lights in the racing grandstand and the unique use of product to highlight number ‘95’.



TITLE Thriving in a connected world

ENTRANT Dashing Group

CLIENT Telstra

The brief was issued to design and execute strong, brand-centric window displays for Telstra’s Discovery stores in Sydney and Melbourne. The windows would assist the wider campaign in showing consumers how the Telstra network can help them thrive by showing the magic technology can bring to people’s lives.

With the insight that emotionally connected customers are more than twice as valuable as highly satisfied customers, the objective and challenge that needed addressing was not only to create a display that would make people stop and interact, but to measure emotional responses to the display so that this insight could be used to improve the messaging and creative for future campaigns.

Interaction was the key motif, and it was our responsibility to elevate the concept and bring the windows to life. We did this through clever use of light, touch and visual sensory stimulation. Emotional responses to the display were measured using audience analytics software.

The results provided powerful insights on Telstra customers, helping them to craft their next window campaign more successfully towards their audience and position the messaging in more effective ways. Innovation was achieved through industrial design, bespoke construction and insights from the custom audience analytics software.



TITLE DJI Mavic Air and Osmo Mobile 2 Window

ENTRANT Double Impact Displays

CLIENT DJI



Task: To produce a national window display campaign across 95 retail stores promoting DJI's two new key products Mavic Air and OSMO Mobile in a temporary four week activation. The theme was "Adventure Unfolds" and "Share your Story" - think travellers and adventure seekers.

Objective: To portray in one scene, two products used together in one scenario while not overloading the audience with mixed information. The design needed to translate into two medias as JB Hi-Fi has both banner and large-scale decal windows.

How: By installing the most effective point of sale displays within the disciplines of volume, time and budget, yet still creating a superior activation resulting in increased sales.

Results: The campaign generated activity and positive feedback among drone enthusiasts resulting in ROI, achieving an 80 percent sell through and JB Hi-Fi being the top retailer in DJI Drones in April, achieving 35 percent of total sales.

Innovation: The process was to be proficient in designing an activation kit that met with the project objectives. Streamlining the concept, allowing for ease of installation, saving the client time, and money and an active campaign 100 percent compliant within 72hrs. All while the client was kept in control by viewing a dynamic visual report throughout the process.

TITLE Uniqlo Heattech Windows

ENTRANT Active Display Group

CLIENT Uniqlo



Background: Stores are the heart of the Uniqlo brand, providing a space where customers can connect directly to the product and experience the service first hand.

Project task: Create bold windows and iconic Uniqlo 'fish tank' displays that expose the revolutionary Heattech fabric technology and reinforce the brand's unique style.

Objectives: Heighten Uniqlo's presence by connecting with shoppers through their innovative Heattech technology to generate awareness of new and broader ranges across 14 Australian stores; and use global branding and marketing for Heattech to position Uniqlo as the number one fashion destination for quality, functional and affordable products during one of Australia's coldest winters.

Results: Successfully created attention grabbing displays that educated and communicated the symbiotic relationship between technology and warmth. The use thermal photography in the windows created an overall warm and inviting ambience that drew customers off the streets and into stores.



TITLE Samsung Galaxy Super Slow-mo

ENTRANT Cheil Australia

CLIENT Samsung Electronics Australia

With the much anticipated launch of the Galaxy S9/S9+ the camera's new capabilities were the main focus of the campaign. One feature that we would lead to market was Super Slow-mo. The dual camera could take a video at a phenomenal 960 frames per second. The current Apple X is only 240fps.

We were tasked with creating awareness for the recently launched Galaxy S9/S9+ new Super Slow-mo camera feature across our Samsung SES stores windows. So many people nowadays use technology to help them live life in the fast lane. We wanted to slow things down so people could appreciate the details more.

We created an interactive display of moments captured in life slowed down and displayed in 960 tiny frames across the window. We also showed the same content captured in slow-mo in real time on a Galaxy S9/S9+.

Results: 150,000 new customers; 5.1 percent conversion rate; 18 percent Apple switchers; and 100 percent sales up from last year on first day.



TITLE Sussan Christmas

ENTRANT Active Display Group

CLIENT Sussan

Sussan commenced operations in 1939 and is one of Australia's oldest and most iconic fashion brands consisting of 185 stores nationally. Its collections come from a lifetime of experience and Christmas is a time to shine. Sussan wanted its Christmas windows and instore experience to have a holiday feeling styled by Sussan.

Sussan has three markets at Christmas - inspiring Christmas outfits, Sussan Sleepwear, and general gifting ideas. Sussan's gift market plays a huge role in the November gift giving catalogue.

Creative objective: The goal was to create a 'Christmas Luxe' theme with various high spec temporary installations in windows that also carried through instore. We decided to focus on a 3D golden wreath concept that would drive the aesthetic from online, to windows, to instore. The wreath has significant meaning for the Christmas season. Its circular shape represents eternity and adds beauty and splendour to the season.

Results: The creative was both aspirational for Christmas shoppers looking for the perfect outfit, and inspirational for those looking for that personal special gift.



Store Design



TITLE Ideal Chiller

ENTRANT Fonterra with Clemenger BBDO - Activation, Parmalat Australia

CLIENT Fonterra Australia



The chiller aisle is one of the most challenging shopping environments, suffering low shopper engagement, poor dwell time and growth, due largely to the cool temperature, location, poor navigation, and a lack of innovation in retail execution- ultimately leading to missed sales opportunities.

The Drakes Ideal Chiller project has re-defined the chilled department to overcome the physical, emotional, and habitual barriers for shoppers, using bespoke creative content, new formats and digital technology to engage, entice, excite and educate chilled grocery shoppers.

Delighting the senses, the project creatively re-invigorated the overall chiller shopping experience and provided multiple touch-points for education, cross-category merchandising and meal inspiration. The unique collaboration between, Fonterra and Parmalat, and a forward-thinking retailer (Drakes), combined with sound strategy, meticulous planning, creative design and a high standard of execution ensured that the project performed against its objectives with a focus beyond brand and category, and instead on what's right for the chilled grocery shopper.

Drakes has experienced improved full margin sales with limited promotional activity, resulting in better total chiller performance, increased ROI and positive shopper sentiment. The initial four month trial exceeded all objectives and it's been agreed that all key elements will remain in store permanently.



TITLE RACQ

ENTRANT Public Design Group

CLIENT RACQ



Imagine a place where (as a Queenslander) you would feel comfortable talking about the things that matter to you the most with someone you've just met... RACQ is Queensland's largest insurance company. It's also the first insurance company in Australia to buy a bank. The acquisition of QTMB presented a significant challenge for the RACQ brand as it has strong associations with motor vehicles and little with financial services. At the core of this challenge was the need for RACQ to transition from a trust built around a single, annual, low emotive insurance transaction, to a high value trust associated with everyday banking. Added to this is the challenge that all banks face with retail - they don't sell tangible product.

We know the experience has to resonate with the outdoor life Queenslanders revere. It also needs a significant residential reference to build credibility in the category of home. This site is currently processing six times as many home loan applications as the previous QTMB bank in North Lakes Shopping centre. This project joins the plethora of exciting new alternative retail banking formats that are emerging in Australia now. Here is an industry at the tipping point of significant change.



TITLE Giforium Christmas Experience

ENTRANT Active Display Group

CLIENT Myer



Background: Christmas 2017, Myer Giforium was set for its fourth year creating a premium Christmas destination for shoppers to find the perfect gift. Overwhelming success in previous years meant we had expectations to exceed and sufficient data to analyse what would work in 2017.

Project task: To use Christmas visual merchandising to drive traffic and navigate shoppers through Giforium; a series of vendor pop-ups with only one target market - the Christmas Shopper and create a market hall of exclusive pop ups, tailored to the 2017 Christmas Shopper, based on previous years findings.

Objectives: Grow 'Personalisation and Experience' - increase personalised gift options from the previous year; make Giforium a 'must visit' destination in-store; improve curation of vendor pop ups; and focus on the Christmas shopper experience with clear destination zones.

Results: We invested in memorable Giforium shopping experiences, almost doubling total gifting installation activations from 2016. We focused on unique offerings in the way of personalised food and monogrammed handbags which paid off significantly. Myer was one of the top two standout performers in the Australian market for Christmas 2017.

TITLE La Roche Posay Store in Store

ENTRANT Diam Australia

CLIENT L'Oreal Australia



La Roche Posay were looking to revamp their existing Derma-Centre in Priceline Centrepont, which is a category initiative for the retailer as it houses competitive brands such as Avene and Biotherm. The key words for the brief were "Make it beautiful", with the end goal being to provide shoppers with a professional clinic experience that was easy to navigate and complimented the natural shopper flow in the store. The serviced area is shopper-friendly, clean and aesthetically beautiful with customers being able to easily find education to support their journey to their perfect product.



TITLE KitchenAid Shop-in-Shop at Camberwell Electronics

ENTRANT Mills Echo

CLIENT Whirlpool Corporation

Once upon a time, there was KitchenAid. Long ago Herbert Johnston stood and watched a baker mix bread dough with a heavy, iron spoon. The Ohio-based engineer was convinced there had to be an easier way and set his skills to work. By 1919 the classic Stand Mixer was born, setting the standard for reliability, flawless performance and timeless design.

Today, KitchenAid is one of the most recognisable and trusted brands for those who love to cook. The brand is growing and so is the need to have larger and more advanced retail footprints that reflect everything about the brand while showcasing a product range that continues to grow, adapting to every cooking need.



TITLE Silk Laser Clinics, West Lake SA

ENTRANT Greater Group

CLIENT Silk Laser Clinic

Commissioned by Silk Laser Clinics to develop an 18-clinic national rollout for 2018, the project scope was to update, refresh and re-imagine the current design as the client saw fit. We maintained the current colour palette from Silk's brand identity and used the overarching white theme as the key colour, with highlights of timber and accents of black for contrasting warmth.

LED halo illumination was also incorporated into the shopfront timber portal/timber arch/product displays and reception signage, adding depth to the spatial signature white theme. The finished result provides a calm, inviting, yet clinical interior, which translates into a welcoming environment for patients to feel instantly at ease and reassured by the calibre of their surroundings.

A key design element is the addition of the colour back Star Fire glazing to the wall where the treatment room butts up. Previously, Silk had placed graphics on this wall, but by including the digital screens instead it achieved an engaging façade that looks beautiful with the halo illumination.

Two sites have been completed to date, West Lakes was the first site and won Westfield Store of The Week nationally in June.

TITLE Review 1950s Hotel

ENTRANT Ideaworks by Y&R

CLIENT Review Australia



Our task was a complete top to toe transformation of Review's store design to bring to life the essence, personality, and story behind the brand. The design was to be at the core of the customer experience; a celebration of the confidence, elegance and sophistication that Review offers. Our aim was to entice new shoppers instore by presenting a dazzlingly beautiful, opulent shopping venue, paired with the service expected from a premium fashion offering.

Taking inspiration from 1950s hotels, we believe that today's Review shopper deserves the classic, sophisticated and special treatment of a golden age. The luxurious store design welcomes and transports shoppers back to a time when service was at the highest level - where our Review shopper feels free, special and pampered. From lush, velvety dressing room curtains, to the golden bell trolley clothing racks, the entire store transformation reflects this vision and promise.

Executed across three stores to date (out of 45 nationwide network), results have exceed expectations with uplifts in traffic, conversion, transactions and sales - significantly outperforming results for the same period across the store network.

TITLE Welcome Home new store concept

ENTRANT George & Matilda Eyecare with PMDL

CLIENT George & Matilda Eyecare



George & Matilda Eyecare was tasked with updating the design and layout of its Liverpool store, which was, like many optometry practices, cold, clinical and with very limited space given over to eye tests.

To increase the volume of patients we could care for, as well as increase conversion and purchase price; we completely reconceptualised the experience of having an eye test and buying glasses. Taking this from a medical, transactional experience to something warmer, more welcoming and focused on personal wellbeing.

Through our metaphor of 'the home', we transformed the space into somewhere customers would linger, feel at ease and interact with the product. We gave over more space to optical and opened up the previously boxed off retail section.

The result was a store that not only reflected our personalised, friendly approach to eyecare, but allowed us to service a greater volume of customers, effectively guiding them through the customer journey and ultimately encouraging them to purchase at a higher price point.



TITLE nbn Discovery Kiosk

ENTRANT Active Display Group with Crossmark

CLIENT nbn

Objectives: Predominantly to guide the customer through a journey from “attraction to connection”.

We wanted to create an immersive and memorable experiential activation set for deployment in high foot traffic locations within shopping centre atrium spaces around Australia.

Critical Criteria: Demonstrate the many possibilities afforded by an nbn connection – ‘now and in the future’. The activation must support a multisensory (touch, see, listen) experience, incorporating many connected devices (PS4, VR, etc) and rich content and must be modular - variations should include: 3x3m, 3x6m, 6x6m, 6x9m, 9x9m activations.

Results: The nbn Discovery Kiosks have been deployed to QLD, NSW, VIC, SA and WA shopping centres such as Westfield and Garden City for three-month durations in either 6x6m or 7x3m configuration. The objective was to drive awareness, with intent to connect. As the display doesn’t sell products or services to consumers, it needed to be a true brand experience, not a sales channel. The kiosks have been an integral part of talking about the nbn service in a physical environment that makes sense to everyday users.



TITLE Milwaukee - Adelaide Tools Shop-in-Shop

ENTRANT Mills Echo

CLIENT Techtronic Industries Australia

The objectives were to design a revolutionary power tools display stand that would highlight our client's leadership and authority products in power tools and lighting and complementary and traffic builder products for hand tools and power tool accessories. Our client's array of products were displayed throughout stores by genre and not grouped by the brand, and as such, two categories performed well and two categories had stagnated sales. The key challenge was to: 1. improve key trading metrics including GMROI, GMROS, stock turn, ASP, and basket shop size, and 2. persuade retailers to stop using our clients market leading brand displayed beside their house brands and leveraging their generic home brands at lower price points in each category.

We had to design a stand to display and hold stock of the core range SKUs in four categories and ensure the product placement was right to increase sales, improve stock turn, provide a better GMROS (Gross Margin Return on Floor Space), increase ASP (Average Sale Price), GMROI, increase the Basket Size and transactions for the categories and the brand.

TITLE Maybelline Store in Store

ENTRANT Diam Australia


CLIENT L'Oreal Australia



Enter the Maybelline Store in Store. Shoppers can be wowed by the impactful LED screens as they approach the store and take a moment to reside next to the Sign Post and shop from the updatable Play Table.

As they continue to walk into the store the customer is surrounded by make up easily navigated by sections and category headers. Unsure of what to buy? Check out the Top Picks wall where the products of the moment are showcased with bright neon-lighting. You have entered makeup heaven - what more could you want?



 MEGARA

Environmental Stewardship



TITLE Woolworths Ice Cream Van

ENTRANT Styleprint with Blackdog

CLIENT Woolworths



The ice cream truck was constructed out of a strong and cost effective twin cushion board, which is made from 81 percent recycled content. The press that the truck was printed on is designed to print fast, and use ink economically in very fine layers, resulting in the use of less consumables. The superior ink technology and fast dry time result in less printing passes, and thus less energy consumed.

The truck was designed to be flat packed for transit in a single shipper, reducing both the cost and the carbon expenditure needed to get the POS in to stores around the country. Once the promotion was over, the truck was placed in the recycling bins at Woolworths stores, and recycled with their other cardboard and paper.

The manufacturer of the board, Australian Paper, is committed to responsible wood supply. 100 percent of their wood is sourced in Victoria and they are chain of custody certified to the PEFC through Responsible Wood (formerly the Australian Forestry Standard). With three pulp mills, two wastepaper recycling plants and five paper machines, Australian Paper has a flexible operation dedicated to ongoing product innovation and improvement. Australian Paper is Victoria's largest generator of baseload renewable energy.



TITLE Ferrero - Kinder & Pralines Easter 2018 Basket

ENTRANT Orora Specialty Packaging

CLIENT Ferrero Australia



In a world of diminishing resources, we are accountable for improving any impacts we may have on the environment and communities who thrive within these environments. Innovation is key to maximise efficiency, while reducing our footprint.

The Sustainability Lifecycle is key to the design process. As platinum members of ACOR (Australian Council of Recycling), all components of POS are sourced from renewable materials; 100 percent recycled corrugated cardboard. The grade of board was reduced to minimise total display weight, while maintaining the overall quality and structural integrity of the display. The divider cleverly splits Kinder and Pralines Mini Eggs allowing shoppers to easily identify product types.

Elements of the POS were pre-glued and the basket base was designed to easily pop up, which reduced the amount of board required to create a high stock volume display. POS is flat-packed into small shippers reducing freight size when shipping from China to Australia.



Digital Instore, Mobile, Social & Online



TITLE Sprocket Mother's Day: Social Influencer and CGC Campaign

ENTRANT Convert Communications with Edelman

CLIENT HP Australia - Print



A Mother's Day campaign through social media influencers and consumer generated content for maximum gift-giving influence on a finite media budget.

Objectives: Target Millennials and GenY Mothers and their cohort to increase discovery and brand trust, create an engaging experience and buy through online and retail. Insights: *"Shoppers don't consider, decide or become loyal to new products without Consumer Generated Content (CGC)"*

Key Challenge: Position a non-traditional electronic gift as a relevant, innovative, beautiful and personal solution for Mother's Day in a Social Media campaign. Creative Idea: No two Mother's Day boxes were the same. Use packaging to generate dialogue through social media Influencers and consumers.

Brand reflection: Every Mother is beautiful and unique. Every memory is beautiful and unique. Every Sprocket Limited Edition Gift Box is beautiful and unique. Shopper Journey: Influencers with 494,000 followers generated awareness. Paid assets retargeted linking to purchase points online and at retail. JB Hi-Fi (1.3m website visitors) were given exclusive ranging of gift boxes.

Results: Media costs were one tenth that of traditional media; 520 percent increase in sales year on year; 2018 Christmas orders 50 times greater than 2017; Australia global ranking now fourth in the world for Sprocket sales.



TITLE Red Bull - Smile Like Dan

ENTRANT Extravert with OPG Global Solutions

CLIENT Red Bull Australia



To celebrate the 2018 Formula 1 Rolex Australian Grand Prix, Limited Edition Red Bull Cans featured the iconic smile of Daniel Ricciardo. Daniel is a well known Red Bull athlete who has broad appeal beyond the F1 target market, and the opportunity was to leverage what people in Australia love about Dan, his personality and his smile.

Fans could show their support for Dan and "Smile Like Dan" by snapping the code on the can which unlocked the Daniel Ricciardo Snapchat lens. Those consumers who engaged with the lens had the chance to win the ultimate Red Bull experience to meet Dan in Melbourne.

The scope of brief was to design and produce a suite of creative instore assets to bring to life Smile Like Dan instore. The campaign included visual development, display design, retailer adaptations through to customised flagship store installations and activations in Melbourne.

The Snapchat integrated display was first of its kind within semi-permanent POS. This technology connected the online world to instore, encouraging consumers to engage with a projection of the Dan lens. The Australia-specific activation resulted in baseline sales uplift, strong consumer engagement including attracting new consumers to the brand and gained exceptional customer support.



TITLE Allen's Fruits & Cream - Vote for Your Favourite Flavour

ENTRANT Nestle

CLIENT Nestle

Why: Building on the success of previous campaigns we found that whipped/jelly combo lollies are universally loved by Australians. We put the choice in the consumer's hands by launching three fruit and cream variants allowing them the chance to vote for their favourite flavour.

What: Drive brand awareness and consideration through a social media vote campaign that produces strong consumer and customer engagement. Strategically utilise multiple touch points across P2P to leverage campaign and drive brand talkability.

How: The campaign was strategically promoted through multiple touch points: Branded Social Media; PR – TV, Radio, Print, Online, Radio; Targeted OOH; Catalogue; \$2 (33 percent off) price promotion; Facebook branded packaging; and Branded POS tower.

Results: 81 percent brand awareness and consideration; social media generated 2 million video views; 35,000 votes; PR: 487 media clips -153.5 million impressions; OOH 66 percent reach; 112,000 units sold first seven weeks; 43 percent incremental sales; 75th percentile best performing lollies in Woolworths; POS Utilisation – 100 percent; Store compliance – 100 percent.

Innovation: Social Media Listening - Engaged with consumers online to create a bespoke campaign; vote platform - utilised multiple social media platforms to connect with consumers on a personal level; partnering - exclusive partnerships with Woolworths for first six months allowed us to create hype.

TITLE Microsoft Office 365 Interactive Digital SKU Selector

ENTRANT Mills Echo with Spark!

CLIENT Microsoft



As the retail environment continues to transform and adapt to the digital world, the need for an intuitive and inviting digital instore solution for the Microsoft Office 365 product range became an exciting prospect for our customers to self-educate and explore which product would be best suited to their wants and needs.

Additionally, given the ever-expanding range of tailored products for individuals, it's imperative that customers get the right solution for themselves. By progressing through a few simple steps on a simple touch-screen digital platform, customers get all the information they need to make an educated decision.

Objective: Simplify the shopping experience to help our customers choose the right Office variant/SKU through an engaging digital installation that can educate and inspire customers to achieve more with the latest features of Microsoft Office. Microsoft's Office 365 is the latest cloud based intelligent Office suite that is always up to date and offers premium features. Through this execution we wanted to hero the value proposition of Office 365 and drive customer to adopt this subscription based office suite.

TITLE Hook Up With Captain Morgan

ENTRANT Traffik Marketing

CLIENT Diageo



In a world of craft beer and indie gin brands, Diageo and BWS challenged us to raise awareness about Captain Morgan rum for a millennial audience. We decided to show up where the kids are, and nowadays, they're all on Tinder. Studies show that 84 percent of Tinder users are millennials, and while most are swiping left on their future Romeo or Juliet, they're also swiping right on brands that disrupt the norm. So to resonate we created a Tinder profile for dreamboat Captain Morgan, cradling puppies (obviously!) while strumming his well-loved acoustic guitar, looking for like-minded souls to hook up with at Splendour. We then let millennials do their thing - and it worked.

We supported our Tinder campaign with relevant messaging on Facebook, Instagram and off-premise, to make sure the elusive millennials found our message.

The campaign rocked the boat. In just two weeks it garnered over 500k impressions on Tinder, reaching a massive 46,000 message opens with a message open rate of 158 percent. On social media, we had two million unique views in total, and overall sales rocketed up to 35 percent.

TITLE Optus Rewards 2.0 - Chatbot

ENTRANT The Zoo Republic

CLIENT Optus



Optus Perks is a top 10 loyalty program in Australia, however, Optus identified lower engagement rates with younger audience segments, especially females.

Optus needed new mechanics, channels and rewards to engage the growing youth segments inside its customer base. We challenged ourselves to find new and desirable rewards, but also wanted to gamify the whole experience around Optus Perks so people could interact, not just transact. We developed an always on Chat Bot via Facebook Messenger called Play For Perks. Utilising a chatbot gave Optus Perks a real voice, able to converse and challenge customers to drive engagements and deliver rewards, working with strong brand and retail partners to create unique rewards.

Play For Perks was launched to the full network, utilising owned channels including; Email, Social, Instore, Application and Optus Websites. Optus delivered weekly comms, sharing new rewards and challenges, driving participation across key segments. We utilised IMI research to ensure broad variety and appeal for prizes including; cash, experiences, utility and instant win.

Results: Unique Optus entrants increased by 111 percent - 11 percent higher than target; 10 percent more females than males engaged; 49 percent millennial engagement; 100 percent of Food/Beverage rewards claimed; and one in five redeemed rewards within one week.



TITLE HP: Meet the Pros

ENTRANT Convert Communications

CLIENT HP Australia

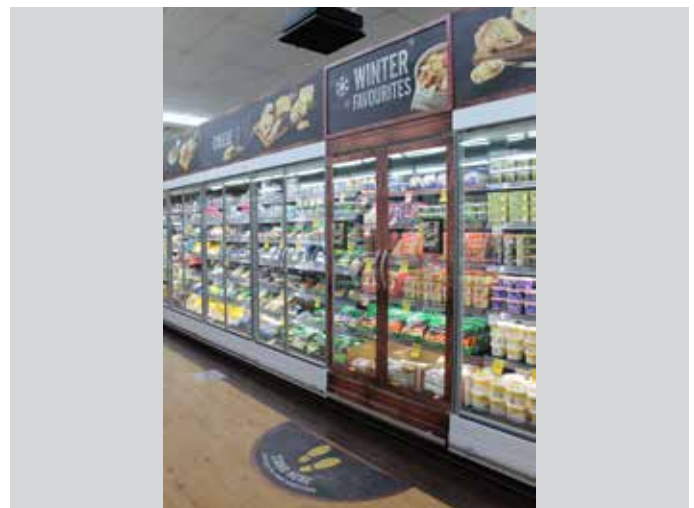
Background: The OJPro transitioned models and competitors release price sensitive generic printers in May 2016. OJPro share of the AU Inkjet SOHO market dropped from first to third place.

Objective: Arrest sales decline and return market share to May 2016 levels (34 percent) and position OJPro as the “Professional Small Business Printer”. **Insight:** Only three percent of the printer market buys at any time, 97 percent are outside the purchase cycle.

Creative Cornerstone: HP introduced three successful Australian Small Businesses (pros who used OJPro) through unscripted peer to peer vision. Short formats: featured focused served to SMB owners who had searched ‘printers’ in the last month; Long formats: brand focussed for all SMB owners, served by sector through Facebook, Instagram, Websites and YouTube.

Results: Nov 2017 - regained and kept number one share spot with 33 percent; March 2018 - extended share to 39 percent; OJPro sales decline was arrested by June 2017; quarterly sales increased 47.5 percent on the same quarter previous year. The campaign went global dubbed into German, Spanish, French, Swedish, Italian and Dutch.

Innovations: Product testimonials were used as peer to peer brand stories. The material served and retargeted changed if the purchasing state of the viewers changed.



TITLE Ideal Chiller - Promo Bays

ENTRANT Fonterra with Clemenger BBDO -
Activation, Parmalat Australia

CLIENT Fonterra Australia

Unlike other areas of the grocery store, the chiller aisle has limited real estate to leverage and dedicate to engaging activations and off-location displays, contributing to negative shopper sentiment.

To help break habitual shopping behaviour, the Ideal Chiller digital promotion bay was developed to engage, entice, excite and educate shoppers mid-aisle, to encourage greater multi-category interaction and offer the shopper inspiration.

Both the open and closed door digital promotional bays included a digital header and aisle fins, featuring relevant meal solutions, aligning to current seasonality/events. Each screen rotation communicated a hero recipe and featured a strong call-to-action to encourage shoppers to purchase the chilled products required to make the meal - all of which were conveniently merchandised in the bay to provide a one stop shop and encouraged greater cross-category purchasing.

Additionally, the closed-door promotional bay featured a customised sound dome. A strategically placed floor decal navigated shoppers to stand beneath the dome, where a pre-recorded VO was triggered. A fun and engaging way to directly communicate with shoppers. All of this was underpinned by a bespoke digital platform and backend to enable content to be updated remotely, making it completely customisable by store, ensuring a localised experience for the shopper in real-time.



TITLE Jack Daniel's American Serve

ENTRANT Brown-Forman

CLIENT Brown-Forman

To ensure the continued success of Jack Daniel's American Serve, an integrated campaign was launched in which a trial opportunity was offered to consumers. Through a highly targeted approach only on social media we connected with the key audience in a way that gave them an easily accessible sample of American Serve for \$2.

By developing a one-off redemption digital experience it was a simple journey for consumers from signing up online to instore purchase. This campaign not only achieved the intended 10,000 trials but also delivered additional footfall instore without negatively impacting existing shopper baskets.

With a conversion rate from social to instore redemption of 56 percent, the campaign exceeded benchmarks, which demonstrates the effectiveness of the mechanic, ease of digital journey and the appeal of the incentive. By giving this opportunity to try a full can of American Serve, we delivered a truly Jack Daniel's brand experience.



TITLE Red Rooster Delivery:
Winner, Winner, Chicken Spinner

ENTRANT The Zoo Republic

CLIENT Red Rooster Foods

Red Rooster had not engaged in a sales driving consumer promotion in over 10 years. As part of its digital transformation it looked to utilise a digital led promotion to grow the marketing list while increasing the frequency of purchase and sales. Red Rooster has been running a successful delivery program, however, not everyone knows about Red Rooster Delivery (RRD). This presented an interesting opportunity to grow the delivery channel, marketing database and overall sales.

Objectives: Improve Red Rooster Marketing List registration conversion rate by 15 percent; increase frequency of RRD Orders (one to two for new customers, one additional order for existing); and increase awareness of RRD.

The campaign sought to gamify the delivery ordering process by creating a premium 'spin to win' game where everybody is a winner. Players would spin to instantly win over 53,000 Red Rooster prizes such as chicken, chips or family trips. By leveraging conditioning techniques for the promotion in both the experience and prizes we planned to drive repeat engagement with RRD program.

Results: Increased marketing list checkout conversion rate from 30 percent to 79 percent; 53,050 entries in just 18 days; added 25,060 new members to the database.



TITLE Narva Digital Globe Application Guide

ENTRANT Narva

CLIENT Narva

Background: An Automotive Globe Merchandiser was required for both large and smaller retailers showrooms; Provide simple digital product selection guide in a complex offering; Retailers to use existing shop fittings with high quality visuals saving costs.

Objectives: No digital application guide currently existed for automotive globes; process must allow customers to easily navigate through complex vehicle application data; provide constant source of information without relying on store wi-fi; tablet must be prominent and secure.

Solutions: Overcame challenge of sourcing reliable worldwide vehicle globe application data; imported data into Australian auto-industry first electronic tablet with intuitive touchscreen; tablet works independently of internet; easy to use tablet secured with easily mounted bracket.

Results: Merchandiser with 10" digital tablet and Android operating system proving ideal for large and small retailers; modern, attractive and easy to use with bold and fresh signage; allows retailers to up-sell; attractive signage directs customers to right area.

Innovation: One solution fits all size stores; existing shop fittings used and upgraded; 10" tablet with interactive touch screen a first for the industry; screen presents customer with features and benefits of entire globe range; Self updates once connected to wi-fi.



TITLE Myer Santaland

ENTRANT Active Display Group and IdeaWorks by Y&R

CLIENT Myer

We were tasked to uphold Myer's Christmas legacy by reimagining its entire annual Santaland experience, to bring back the magic and reinvent the traditional department store Santa photos. The idea had to achieve both a traditional and meaningful experience for families with younger children, with interactive activities to appeal to all ages. And with Santaland to feature at Myer's five flagship stores, flexibility in the design was key to its success.

We completely transformed Santaland to create the ultimate Christmas adventure. Through an instore, immersive, multi-sensory experience, we created a magical, winter wonderland where childhood Christmas never ends.

The key show piece of the instore experience was the Santaland Express. A life size train that whisked shoppers away on a virtual journey from Myer Central Station to Santaland. The journey, achieved through eight interlinked 49" screens seamlessly disguised as the train windows, provided a panorama view – just like a real train. The train was a portal to the other activation activities, including Santa's Workshop (with play stations, like Lego) and the Claus' Residence for photos with Santa.

This blending of traditional story telling, interactive activities and digital engagement was important in delivering an authentic, joyful and festive experience that could be enjoyed by all ages.

TITLE Ideal Chiller - Instore Recipe Kiosk

ENTRANT Fonterra with Clemenger BBDO -
Activation, Parmalat Australia

CLIENT Fonterra Australia



In a challenging store environment, the Ideal Chiller needed to strategically overcome the physical and habitual barriers of the chiller and reinvigorate the shopping experience.

To ensure the success of the overall Ideal Chiller project, it was identified that a strategically placed activation earlier on in the shopping journey would encourage shoppers to visit the chiller aisle with the intent to purchase.

The Ideal Chiller digital kiosk was created to engage, entice, excite and educate shoppers at the beginning of the shopping journey through a touchscreen recipe library, allowing shoppers to quickly and easily search, navigate and share recipes, and instantly print (or email) the recipe and associated shopping list.

The kiosk captured shopper data through email, allowing future bespoke content to meet shoppers needs and also provided a unique relationship with the retailer and featured brands/products to live beyond the physical store.

The considered brand neutral design, seamlessly integrated with the wider retail environment, gaining the attention of shoppers and disrupting their shopping journey. The retailer experienced improved margin sales with limited promotional activity, resulting in better total chiller category performance, positive ROI and positive shopper sentiment.

TITLE Canon Print Assist

ENTRANT The Zoo Republic

CLIENT Canon



Over recent years, price driven promotional mechanics, along with other market factors, have negatively affected sales of premium printers, ultimately contributing towards customer dissatisfaction. Canon Print Assist (CPA) is the result of a combination of key insights, forward thinking objectives and a dedication by Canon to genuinely help its customers.

CPA developed an industry first online tool using Artificial Intelligence (AI) to help consumers setup and use their printer with ease. For this change, we focused on three key areas: convince consumers that the setup of a Canon Multi-function Ink Jet printer (MFIJ) is painless; provide improved and intuitive customer service; and inspire confidence that consumers have selected the right Canon printer for them.

To achieve these objectives, we developed over 160 instructional videos covering all possible scenarios in setting up every model of Canon printer. We developed a POS suite to highlight the benefits of CPA helping consumers setup, connect and use their printer easily. CPA was an industry first platform to help consumers setup and use their printer with ease. Canon successfully addressed long standing pain points head on, leading an increase in market and value share and their average sales price, all in a declining and very challenging market.



Experiential



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ENTRANT Active Display Group and IdeaWorks by Y&R

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TITLE Project Botanicals

ENTRANT The Round Table Communications

CLIENT Bacardi-Martini Australia



Background: The gin category is booming thanks to younger drinkers experimenting with new flavours and brands. Bombay Sapphire needed to attract new drinkers to sustainably grow and maintain leadership.

Objectives: Evolve existing four year experiential platform, Project Botanicals, to drive reappraisal, trial and conversion in an engaging way with a new audience. Increase trial to 5,000+ people, increase sales in line with gin category.

Idea: Project Botanicals - a journey to the edges of food, music and imagination. A sensory adventure to the ends of the earth where Bombay's botanicals are sustainably sourced and immersive experiences of cocktails, food and creative technology – curated by influencer collaborators.

Results: The most immersive and largest Project Botanicals to date with the biggest results Bombay has ever had in Australia. Sold out event with tickets even being traded on eBay; over 5,700 two hour experiences over eight days; 70 percent new attendees; 72 percent on target audience; successful on and off premise retail integration; ticket sale revenue aiding campaign ROI.

Innovation: By placing the customer experience at the core of the marketing strategy, flanking with traditional media, integrating retail partners and generating revenue to offset campaign costs, really sets this project apart as one of a kind and an industry benchmark.



TITLE Giftorium Christmas Experience

ENTRANT Active Display Group

CLIENT Myer



Background: Christmas 2017, Myer Giftorium was set for its fourth year creating a premium Christmas destination for shoppers to find the perfect gift. Overwhelming success in previous years meant we had expectations to exceed and sufficient data to analyse what would work in 2017.

Project task: To use Christmas visual merchandising to drive traffic and navigate shoppers through Giftorium; a series of vendor pop-ups with only one target market - the Christmas Shopper and create a market hall of exclusive pop ups, tailored to the 2017 Christmas Shopper, based on previous years findings.

Objectives: Grow 'Personalisation and Experience' - increase personalised gift options from the previous year; make Giftorium a 'must visit' destination in-store; improve curation of vendor pop ups; and focus on the Christmas shopper experience with clear destination zones.

Results: We invested in memorable Giftorium shopping experiences, almost doubling total gifting installation activations from 2016. We focused on unique offerings in the way of personalised food and monogrammed handbags which paid off significantly. Myer was one of the top two standout performers in the Australian market for Christmas 2017.

TITLE Cadbury Christmas Experiential

ENTRANT XPO Brands

CLIENT Mondelez



Our objective was simple. Create a one of a kind Christmas experience to make Cadbury synonymous with the rituals of the season and deliver significantly higher market impact than the year prior. We conceptualised, built and executed a bespoke VR experience that took participants 35,000 feet up in the air, then down past Australia's brightest Christmas street lights with Santa in the cockpit and Rudolph lighting the way.

To truly take the experience to the masses and maximise impact, we executed a strategic activation plan overlapping with premium mall locations, extended Christmas trading, community Christmas Street Light locations, Christmas events and more.

Every single element of the campaign was designed with consumer experience in mind, from branded content delivered as an immersive VR animation, through to shareable photo opportunities in the sleigh, free chocolate samples, instore gifting personalisation and Cadbury Elves to surprise and delight shoppers. The results speak for themselves too, with the experience lead campaign delivering almost 4.5M brands impressions and exceeding business and campaign objectives.



TITLE HP Omen Roadshow

ENTRANT Traffik Marketing

CLIENT Viva Energy

In 2006 HP acquired Voodoo, a small hardcore gaming brand in the US. HP rebranded Voodoo to Omen and the gaming community went into uproar, loudly rejecting the brand. In the 10 years since, brand awareness has remained under 50 percent and consideration was almost non-existent in Australia.

Objectives: Increase awareness and recall of Omen and increase trial, consideration and positive sentiment online.

Enter the Omen Rig - the largest, hydraulic activation trailer built in Australia, created to host live-streamed events across the globe. To amplify and engage we partnered with gaming giant 'Blizzard' - publishers of Overwatch, one of the three biggest games in the world.

The truck comprised of two zones: The Activity Zone - eight individual pods housing the latest Omen hardware and The Gaming Stage - 12 custom-built gaming desks engineered to handle over 50x6 versus six Overwatch battles a day.



TITLE Milwaukee - Adelaide Tools Shop-in-Shop

ENTRANT Mills Echo

CLIENT Techtronic Industries Australia

The objectives were to design a revolutionary power tools display stand that would highlight our client's leadership and authority products in power tools and lighting and complementary and traffic builder products for hand tools and power tool accessories. Our client's array of products were displayed throughout stores by genre and not grouped by the brand, and as such, two categories performed well and two categories had stagnated sales. The key challenge was to: 1. improve key trading metrics including GMROI, GMROS, stock turn, ASP, and basket shop size, and 2. persuade retailers to stop using our clients market leading brand displayed beside their house brands and leveraging their generic home brands at lower price points in each category.

We had to design a stand to display and hold stock of the core range SKUs in four categories and ensure the product placement was right to increase sales, improve stock turn, provide a better GMROS (Gross Margin Return on Floor Space), increase ASP (Average Sale Price), GMROI, increase the Basket Size and transactions for the categories and the brand.



TITLE Commonwealth Games

ENTRANT Blue Star Displays

CLIENT Woolworths

This unit was easily assembled, had a big store presence, created community awareness and was cost effective. It didn't matter who the archway stood out to as there was no specific target audience in mind, moreso, generating interest and a sense of excitement for anyone that walked through the archway and saw the medal tally being updated throughout the day.



TITLE Gardena Interactive Mobile Pop Up

ENTRANT Point Retail

CLIENT Husqvarna Australia

The Gardena brand team within Husquvarna Group approached us to create a standout, best in class pop up for the Bunnings Expo that was modular and produced in a way that allowed easy setup, disassembly and transportation to a number of national locations.

Targeting 13,000 Bunnings retail employees known as team members, the objective was to inspire, educate and engage these team members while presenting key features and benefits of Gardena products so they could then deliver the best service to Bunnings customers. The key challenge was to create an environment which closely simulated a garden setting, allowing team members to test the features of the Gardena nozzles, sprayers and wands, while dealing with physical constraints of the space.

The pop up is visually impactful in its design, yet functional in the realisation, with detailed thinking into the ease of assembly, meaning the installation went smoothly throughout the roadshow calendar of events. The solution was an engaging, multifaceted space that drew inspiration from a modern garden setting, split into key interactive areas.

The effective delivery of expo objectives by the Gardena Bunnings Expo stand was considered a benchmark by the Bunnings management team to which all other competitors were to aspire.

TITLE Hahn SuperDry 'Kick for Cash'

ENTRANT PMG

CLIENT Lion



If you could get a famous Australian beer to make the most of the most dramatic bit of the biggest sporting event in the world, what would you do? Real life penalty shoot outs in the bar. Great! - enter Hahn SuperDry with the world's fastest goalkeeper - RoboKeeper, and 'Kick for Cash'.

This idea is simple - a great venue, Crown Casino Melbourne, trying your luck to score where stars like Messi and Ronaldo have struggled (but you know you could do it). Blasting a football into a goal (indoors) and you can win cash while you do it - the catch? You have to buy two beers. This unique, Australia-first experience brought tangible success in a category in decline. People had fun and the brand and venue both won commercially.

We believe this entry is notable and very special. It was fun, made money and set a platform, appetite, and importantly a permission and expectation in the consumer's mind, for more and even better from Hahn in the future - a great upside for any brand activity.

TITLE Microsoft Mixed Reality FSU

ENTRANT Mills Echo with Spark!

CLIENT Microsoft



With Microsoft officially entering the Virtual Reality domain with the Windows Mixed Reality headset range, a retail destination was key to successfully drive the knowledge and experience for what these incredible products can offer customers.

Virtual and Mixed Reality is scarcely seen in retail, so the task of bringing this new platform to store was completely new ground. Given this, we wanted to create an "all or nothing" premium demonstrational platform, resulting in a branded haven where customers could benchmark three demo headsets against each other - often the customers first experience with a Virtual and Mixed Reality headset.

We want to ensure that the content in the Mixed Reality demo and experience was captivating and immersive in ways that delight and engage tech-forward audiences, particularly the gaming community and entertainment seekers, inclusive of all ages and genders. This platform creates a sense of confidence and delight in using Windows Mixed Reality.



TITLE Shell V-Power VR Pit Stop

ENTRANT Traffik Marketing

CLIENT Viva Energy

Shell has been an active member of the Supercars motorsport community for 50 years. In 2017 Shell V-Power announced itself as headline sponsor of DJR Team Penske. We were tasked with bringing this sponsorship to life in a way which engaged on-ground audiences and built a technical association between Shell and motorsports.

Introducing the Shell V-Power VR Pit Stop, a room-scale multiplayer VR experience built inside a 5mx5m green screen room. Players were required to act as a team, changing wheels and brakepads across multiple vehicles within the race. Inside, camera arrays tracked each player capturing key moments that were rendered into personalised mixed reality hype-reels for each player. Players were texted a link to their reel after leaving the experience, driving reach amplification on social beyond the event itself.

Results: 1.3million PR impressions; over 1.5 million organic social impressions through sharing of content; an estimated 13,770 reached through WOM; 95 percent said they would tell someone else about it; 77 percent said they would share it; 35 percent of punters had never used Shell V-Power before; and most importantly, 97 percent said they would now consider using Shell V-Power.



TITLE Aperol + AO Experiential

ENTRANT Campari Australia

CLIENT Campari Australia

The main context of the campaign was for consumers to engage and interact with the brand via premium playful activations and experiences focussing on tennis, the essence of summer and Italian Aperitivo occasions. We were able to leverage from the growing Aperitivo trend and increase trial of Aperol Spritz via Australian Open Tennis Sponsorship.

The aim was to drive significant awareness via discovery through a series of activations that were developed to engage consumers delivering interactive experiences within Australian Open precincts and selected venues. The overarching job to be done was to increase the awareness of Aperol via the Australian Open sponsorship platform by activating Aperol Spritz in Contemporary venues.

TITLE Red Bull - Smile Like Dan

ENTRANT Extravert with OPG Global Solutions

CLIENT Red Bull Australia



To celebrate the 2018 Formula 1 Rolex Australian Grand Prix, Limited Edition Red Bull Cans featured the iconic smile of Daniel Ricciardo. Daniel is a well known Red Bull athlete who has broad appeal beyond the F1 target market, and the opportunity was to leverage what people in Australia love about Dan, his personality and his smile.

Fans could show their support for Dan and “Smile Like Dan” by snapping the code on the can which unlocked the Daniel Ricciardo Snapchat lens. Those consumers who engaged with the lens had the chance to win the ultimate Red Bull experience to meet Dan in Melbourne.

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TITLE Microsoft XBOX Flagship Destination

ENTRANT Mills Echo with Spark!

CLIENT Microsoft



A flagship store needs a flagship destination - introducing the Harvey Norman (Auburn) Games [Hub] XBOX Destination.

With the relaunch of the Harvey Norman Auburn Flagship store, a key focus was on interactivity and excitement throughout the store and the creation of a unique shopping experience for the customer. The brief for this XBOX destination was to match the ideology and prestige of the flagship store with a breathtaking and encapsulating emission of the XBOX brand, encouraging interactivity and inviting customers to be part of the XBOX experience.

Objective: Maximise use of the allocated space with an installation that has the perfect balance between creativity, interactivity and brand projection. This installation must be special, matching the ideology and prestige of this Harvey Norman Auburn Flagship store with a breathtaking and encapsulating experience.



TITLE Raising the Stakes for Optic White

ENTRANT Conversion Group

CLIENT Colgate Palmolive

Colgate Optic White, Australia's number one whitening brand, wanted to reinforce its positioning as a premium beauty essential. It had secured the naming rights to the Colgate Optic White Stakes Day Spring Racing event held at Royal Randwick. We created an extensive experiential campaign for the event which aligned with the brand and generated talkability and shareability on the day, exponentially increasing brand exposure through social channels.

Optic White Sky Platform and Smile Lounge: (a first of its kind) Took lucky racegoers 12m up into the sky to view the Stakes Day racing from a perspective that no one had ever seen before.

The Optic White Celebrity Marquee: Attracted celebrity guests and influencers - including Jennifer Hawkins - and was the perfect backdrop for celebrity social media sharing.

Smile Transformation Stations: Provided Smile touch ups by Napoleon Perdis makeup artists, while our Smile Swing, Optic White Selfie Stations and roaming brand photographers encouraged extensive content creation and sharing.

Optic White brand share, consideration and trial all increased during the event. The campaign achieved massive social media reach of 3.48 million and a 10 percent sponsorship awareness. More over, the campaign was described by the Australian Turf Club as *"the best race day activation ever"*.



TITLE Lenovo Yoga Studio

ENTRANT EDA

CLIENT Lenovo (Australia & New Zealand)

Lenovo required a premium store experience to build awareness of the Lenovo Yoga brand to engage visitors and entice them to explore Lenovo's exciting range of products – as well as to educate the shopper on how Lenovo would enhance their lifestyle. It needed to position Lenovo's Yoga PC's as a premium device in market; showcase range innovation and design and help drive further sell-out in the retail channel.

The solution was designed along a 'Lifestyle' theme and provided a retail theatre experience, using warm and inviting colours and materials that fitted within Lenovo's global brand identity – while allowing clear vision to adjoining businesses. An E-artist Studio provided creativity demonstrations and printouts, guests explored the world of Lenovo Yoga products using a suite of interactive touchscreens and other digital media. Colour segmented, lit showcases defined different Lenovo product ranges. Lenovo products were available for hands on experience, with adjoining tablet touchscreens providing self-education. Bold Lenovo backlit signage was also featured on top of the studio walls, to take advantage of overhead views.

Westfield applauded Lenovo's experiential stand and invited Lenovo to introduce units into other centres. 12,000+ customer interactions; 3,600+ customers went directly to store, post interaction; and 500+ tracked and verified Yoga sales.

TITLE KitchenAid Shop-in-Shop at Camberwell Electronics

ENTRANT Mills Echo

CLIENT Whirlpool Corporation



Once upon a time, there was KitchenAid. Long ago Herbert Johnston stood and watched a baker mix bread dough with a heavy, iron spoon. The Ohio-based engineer was convinced there had to be an easier way and set his skills to work. By 1919 the classic Stand Mixer was born, setting the standard for reliability, flawless performance and timeless design.

Today, KitchenAid is one of the most recognisable and trusted brands for those who love to cook. The brand is growing and so is the need to have larger and more advanced retail footprints that reflect everything about the brand while showcasing a product range that continues to grow, adapting to every cooking need.

TITLE Oli6 Sampling Event

ENTRANT The Idea Shed

CLIENT Nuchev Foods



Australian shoppers are largely unaware that goat milk formula offers an alternative to cow milk equivalents. Taste assumptions also present a barrier. Australian brand, Oli6, is a leading player in the segment. The challenge? How to stand out in the competitive formula category, driving understanding of goat milk formula generally, and preference for Oli6 specifically.

The agency was tasked to deliver a solution to address this – appealing to parents and children alike, overcoming taste misconceptions, facilitating data capture and delivering sales. We created the innovative Oli6 Sampling Event, an 6mx3m reusable stand launched at Sydney's Pregnancy, Baby & Children's Expo which attracted visitors with a contemporary, stroller-friendly design that reinforced key brand assets; engaged and educated with POS that showcased Oli6 and its unique attributes; and rewarded visitors with free goat milk coffees/ babyinos, integrated kids play zone, 'buy now, free delivery' offer, goodie bags and the chance to win prizes.

The stand was a huge success, delivering over 4,000 visitor interactions in three days. Twenty five percent of all expo attendees. 108 new customers, \$34,098 in sales and 642 new customer opt-ins. As a result, the stand has been regularly used for a variety of events throughout 2018.



TITLE HP Sprocket Piaggio Ape

ENTRANT D2C

CLIENT HP Australia

A small vehicle for a small printer the - HP Sprocket Printer customised Piaggio Ape. Small enough foot print for instore and fitted out for display, storage, sales and demonstrations. Also picture worthy to assist with the conversation afterwards on social media.



TITLE The Low Light Photo Booth

ENTRANT Cheil Australia

CLIENT Samsung Electronics Australia

With the recently launched Samsung Galaxy S9 and S9+ the Super Low Light feature makes it possible to capture photos without thinking twice – no matter the time of day. Our task was to bring to life the Galaxy S9|S9+ Low Light feature in a way where customers can physically interact with it, while making sure people have fun experiencing it too.

We turned the huge window cavity of the Samsung store into a giant Photo Booth, where customers could snap selfies in a darkened environment testing how the Galaxy S9|S9+ performed. The booth was fitted with bubbles which changed hue and light levels, much like in a club or concert setting. They could then share their selfies straight to their Instagram.

Within the first week 1208 photos were taken. There have been 4344 photos taken, 172 emails were sent containing an average of 25 photos per email.* The conversion rate up 33 percent, sitting at five percent.

**This execution was still running at time of entry. Not all final results.*

TITLE Miele Blizzard Floorcare Launch

ENTRANT Mills Echo

CLIENT Miele Australia



In a category previously dominated by one brand, the new Miele floorcare displays had to stand out. They needed to disrupt shopper behaviour, engage the consumer, educate and provide a platform to encourage product trial and demonstration.

Initial impact is delivered via the huge animated infinity mirror, which not only aligns with key product features of the Miele Blizzard vacuum, but also delivers an instore experience that compliments a national marketing campaign. The solution was so well received it was delivered internationally. To date there have been more than 1250 modules delivered to 235 retailers across four countries. The success of this campaign has seen it become the biggest point of sale roll out in Miele's history in Australia delivering an exponential sales uplift of over 300 percent across more than 147 locations alone.

Conceptually, the design concept was delivered to retailers through a launch night strategy with the design and manufacture of a virtual reality booth and VIP launch events with even larger infinity mirrors. It demonstrates a complete campaign that uses a multitude of experiences, technology and innovative design to win in retail.



Sales Promotion



TITLE Parmalat 'Ice Break' – XBOX On Pack Promotion

ENTRANT MKTG

CLIENT Parmalat



What happens when you partner one of the strongest iced coffee brands with the world's most powerful console? A game changing on-pack promotion bringing two colossal brands, Ice Break and XBOX into one exclusive partnership.

Anticipating the hype leading up to the global launch of XBOX ONE X and identifying the overlap with Ice Break's tech savvy gaming audience, we knew the connection was a meaningful one. Shoppers were offered the chance to 'Win an XBOX ONE X Instantly' ahead of the worldwide launch date with Forza 7 (the official bundle gaming title), offered as a minor prize layer.

Using Facebook Messenger for entry via Chatbot kept technology at the heart of every touchpoint, but the gaming experience didn't end here. Entrants were also given the opportunity to interact with the Ice Break brand in an exclusive in-game experience. Entering a unique code in the Forza 7 game, a branded Ice Break driver unlocked secret features in the game and created authentic brand memories for our audience.

Armed with an impressive set of results, this was Ice Break's most successful promotion ever, with over 430,000 total entries - a 77 percent uplift on the previous promotion.



TITLE Buy Beer, Shazam, Get Cool Stuff - Carlton Dry

ENTRANT Clemenger BBDO

CLIENT Carlton & United Breweries



In 2017, Carlton Dry landed an exciting new platform, Underthink It. Our shopper brief was to bring 'Underthink it' to life on and off premise. Simplicity in execution and ease of entry were crucial, so we created the simplest promotion ever: Buy Beer. Shazam Beer. Get Cool Stuff.

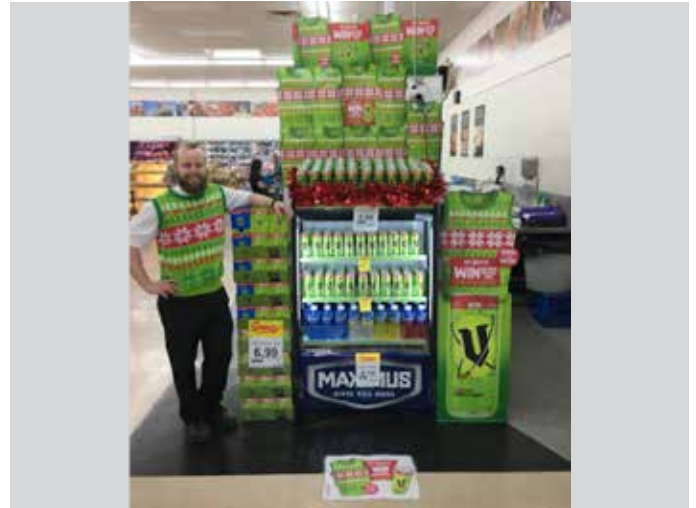
The result was a promotion that drove nearly half a million entries across four weeks - the most entries of any CUB promotion. Ever.



TITLE Get Vestive

ENTRANT Bamboo Marketing

CLIENT Frucor Suntory Australia



V has a history of shaking things up. V thinks different and does different. They don't take themselves too seriously. So we had to ask ourselves, what does Summer/Christmas mean to the world of V? What will drive sales during this key trading period?

In an age where everything is image-crafted, looking bad for a day can be very liberating. Christmas is the one time where we all have license to embrace our inner nerd. Born in the 1980s out of Canada, USA and Europe, an explosion of tastelessness resulted in ugly festive Christmas jumpers. In the 90s, this fashion era ended and suddenly everyone realised the jumpers were in fact, ugly.

Luckily, Colin Firth brought it back in the opening scene of Bridget Jones' Diary. By 2011, the ugly jumper got its own national holiday then it hit Tinseltown (pardon the pun) with the likes of Kanye, Jimmy Fallon and Ferrell Williams sporting the ugliest of them all.

But why do the cold continents get to have all the fun? So this year, V encouraged all Aussie's to Get Vestive with the ultimate ugly Christmas vest. V made Australians look a bit (a lot) better at Christmas. You're welcome.

TITLE Tui Catch-A-Million OnPack

ENTRANT Raydar

CLIENT DB Breweries



In 2018, Tui's Catch-a-Million campaign was back! Once again fans could grab a tee and vie for large cash prizes by catching a one handed six at the match.

Despite cricket's massive popularity, a huge amount of fans (and potential Tui drinkers) would miss out entirely and the campaign offered little incentive to keep buying Tui throughout the long cricket season.

This summer a full half of the 'Catch-a-Million' cash was on the line for fans managing to catch the elusive '6' from their couch, backyard, the beach, or wherever good mates got together. Cracking the cap off a bottle of Tui revealed classic cricket calls... catch a '6' under your cap and you scored an instant \$40 cash. Over a dozen chances to win in every pack meant every time fans reached for a Tui, they got another swing at the cash.

More than 300,000 promo packs and exciting retailer support knocked one over the boundary as hundreds of winners claimed their cash every week throughout the 18 week campaign. A seamless complement to the in-stadia activation, 2018's On-Pack Promotion performed well above expectations, excited a nation of cricket fans and created a baseline for future Tui campaigns.

TITLE Tim Tam 3 Wishes

ENTRANT Traffik Marketing

CLIENT Arnott's



Tim Tam and the chocolate biscuit category are in decline. Our task was to arrest the decline and remind Australians how much they love Arnott's Tim Tam. To do so, we brought back their most successful brand ambassador, the Tim Tam Genie, and cast TV personality Apollo, who started granting wishes in the form of clues that would lead consumers to three very special golden packs of Tim Tam each worth \$100k.

An on-pack Shazam code lead shoppers to a microsite and social videos that contained clues to the store location of the special packs. The Arnott's Tim Tam 3 Wishes campaign exceeded all expectations and sold out of promotional stock in nine weeks versus the predicted 11 weeks - 18 percent faster than forecast leading to an increase of sales across the quarter. It became Shazam's APACs best performing brand campaign ever within the first four weeks.

TITLE Golden Circle, Let's Picnic

ENTRANT XPO Brands

CLIENT Kraft Heinz



To bolster sales in an otherwise declining category, Golden Circle needed to cement its brand ethos and secure a best in class off location display across all ANZ grocery retailers. While the previous year had achieved fantastic marketshare results for the brand, reps were slowed by cumbersome POS solutions in field, and off location remained critical for driving purchase frequency.

Our brief was to help the brand achieve better than best marketshare and to leverage our knowledge of the retail space to maximise uptake of branded off location during the Oct-Dec focus period.

Our strategy was to help Golden Circle own the outdoor family picnic through a themed consumer promotion and modular display solutions designed to unlock visibility across a variety of site restrictions and retailer formats.

The result was an occasion-centric promotion and touchpoint heavy campaign that helped the brand secure unprecedented instore support (1,227 store negotiated displays), highest ever marketshare in ambient juice (45 percent), and domination of the picnic usage occasion.



TITLE Perfect Italiano Food Lovers Promotion

ENTRANT Fonterra with Immediate

CLIENT Fonterra

The Enhanced Culinary Cheese Segment is a large and growing providing an opportunity to lock Perfect Italiano (PI) into independent shoppers' weekly repertoire to drive increased PI penetration and help grow the category with a compelling sales promotion.

The challenge was to engage the independent shopper quickly at shelf in what is a low dwell time category with the objective of getting PI into shoppers' weekly repertoire; within independent supermarkets, drive a 20 percent volume sales increase and 10 percent value sales increase over an eight week period versus the prior period; and leverage the brand platform to continue driving PI brand health.

To achieve this we activated the 'Be More Italiano Food Lover's Trip'. The trip gave one lucky winner 10 unforgettable days of eating and drinking across Rome and Florence, curated in partnership with Eating Italy who focus on 'Real Food, Real Places & Real People' which aligned to the PI strapline 'Be More Italiano'. The promotion aligned the shopper, retailer and brand to deliver volume growth - total PI up 26.6 percent versus Prior Period (PP) versus the 20 percent target; and value growth - total PI up 15.3 percent versus PP versus the 10 percent target.



TITLE Stoneleigh Flights

ENTRANT The Idea Shed

CLIENT Pernod Ricard Australia

Sauvignon Blanc is Australia's preferred wine varietal; however, shoppers viewed it as a commodity, basing their purchase decisions solely on price. Pernod Ricard (PRA), the Australian distributors of New Zealand's Stoneleigh wines - renowned for their award-winning Sauvignon Blancs - were motivated to change this.

The agency was tasked to deliver a high impact promotion that would resonate with Sauvignon Blanc drinkers, reinforce Stoneleigh as the brand for their everyday wine drinking occasions, encourage retailer support and instore presence, facilitate data capture and drive a five percent uplift across the portfolio. Encouraging shoppers to purchase a single bottle of Stoneleigh wine was unlikely to motivate long term behaviour change. Instead Stoneleigh had to become an established part of shoppers' everyday wine drinking routine.

This inspired the development of the Australian first 'Stoneleigh Flights' promotion, a compelling shopper activation guaranteeing a return flight within Australia, to New Zealand or Bali with the purchase of six Stoneleigh bottles.

The promotion was activated via a powerful instore POS suite, social and digital media and a dedicated claim website at www.flywithstoneleigh.com. The initiative cut through both in and out of store, delivering powerful sales across the Stoneleigh portfolio and key retailers, in a challenging retail environment while successfully avoiding price discounting.

TITLE Canon Tax Time

ENTRANT The Zoo Republic

CLIENT Canon



To bring love to a category which most consumers would rather avoid, “Donate or Keep’ was born. The three core objectives identified by Canon for this promotion were to increase Canon’s value share to 24 percent and unit share to 33 percent from May-July 2017; assist in achieving higher share in Harvey Norman; and increase customer’s sentiment and engagement with Canon inkjet printer category.

To capture the attention of consumers and ensure Canon was top of mind throughout the path to purchase we turned the frustration of replacing their printer into an opportunity to feel better about buying another printer.

To bring the promotion to life, an instore POS suite and a series of display banners provided an online presence, across both Canon and retailer websites. A strong trade incentive was also put in place to ensure the right messaging and support was delivered to shoppers each and every time.

Canon turned a purchase made out of necessity, into one to truly feel great about. Creating an opportunity to do a little good brought a whole lot of love from shoppers and retailers.

TITLE Perfect Italiano GWP Promotion

ENTRANT Fonterra with Immediate

CLIENT Fonterra



The Enhanced Culinary Cheese Segment is large and growing and as market leader Perfect Italiano (PI) wanted to leverage this by locking in a new PI recipe into Woolworths shoppers’ weekly repertoires driving increased PI penetration and category growth.

To do this we activated a Gift with Purchase (GWP) exclusive to Woolworths. The GWP, a Perfect Italiano branded enamel baking dish and Perfect Italiano Weekday Bakes Recipe Booklet with six perfect mid-week meals was developed for the PI shopper to lock the new recipe into shoppers’ weekly repertoires.

To ensure the success of the activation and deliver over and above for the PI brand, GWP was merchandised instore providing a vehicle to off-locate outside of the dairy case - traditionally difficult in the chilled category. Off-location displays streamlined the shopper experience, allowing shoppers to purchase and claim their GWP in-store providing immediate gratification.

The activation received overwhelming support from Woolworths and shoppers, with some stores running out of dishes within two days, delivering total PI volume growth of 32 percent and 34 percent value growth during the activation period versus 30 percent targets. Performance in Culinary Cheese also improved with PI gaining four share points versus PP versus the 2.9 percent target.



TITLE Red Rooster Delivery:
Winner, Winner, Chicken Spinner

ENTRANT The Zoo Republic

CLIENT Red Rooster Foods

Red Rooster had not engaged in a sales driving consumer promotion in over 10 years. As part of its digital transformation it looked to utilise a digital led promotion to grow the marketing list while increasing the frequency of purchase and sales. Red Rooster has been running a successful delivery program, however, not everyone knows about Red Rooster Delivery (RRD). This presented an interesting opportunity to grow the delivery channel, marketing database and overall sales.

Objectives: Improve Red Rooster Marketing List registration conversion rate by 15 percent; increase frequency of RRD Orders (one to two for new customers, one additional order for existing); and increase awareness of RRD.

The campaign sought to gamify the delivery ordering process by creating a premium 'spin to win' game where everybody is a winner. Players would spin to instantly win over 53,000 Red Rooster prizes such as chicken, chips or family trips. By leveraging conditioning techniques for the promotion in both the experience and prizes we planned to drive repeat engagement with RRD program.

Results: Increased marketing list checkout conversion rate from 30 percent to 79 percent; 53,050 entries in just 18 days; added 25,060 new members to the database.

TITLE Woolworths Back to School Promotion

ENTRANT MKTG

CLIENT Woolworths Limited



As we approached the fifth year of Woolworths' Free School Labels offer, we knew it was time to add another dimension. A new generation of kids were coming through the ranks - their relationship with technology had evolved and expectations for personalisation had changed.

While the overall concept and mechanic was still valid, we decided to overhaul the user experience and reward. Gamifying the creation of our labels, we developed an Avatar platform that gave kids the freedom to express themselves through multiple features, colours, accessories and backgrounds to match mini personalities. Millions of combinations were possible.

We had managed to extend the Woolworths BTS experience, engaging our shoppers beyond a regular sales promotion and making the redemption process just as fun as receiving the reward; an engaging moment shared between parent and child.

The level of personalisation that we wanted for our labels was a first in the Australian School Label category, challenging us to balance digital platform functionality with fast-turnaround printing and fulfilment. Creativity flourished and a hugely successful Free Personalised School Labels campaign was delivered for Woolworths, with strong redemption numbers and impressive sales results. This year's Woolworths BTS campaign was truly one for the books!

TITLE I Am George - Triumph Motorcycles promotion

ENTRANT The Idea Shed

CLIENT Pernod Ricard Australia



The red wine category - as shopper research summarised, 'I look at the shelf and everything is the same. Nothing new, nothing that speaks to me'. Pernod Ricard (PRA) were motivated to change this in order to connect with the 'Culture Seeker' target audience: young males who are continually seeking new experiences.

The agency was tasked to deliver an 'unapologetically extraordinary' promotion that would provide unique stand out for PRA's I Am George, compel strong trade displays and increased distribution, and ultimately deliver a seven percent sales uplift for the brand.

To truly connect, I Am George had to positively disrupt shoppers' purchasing routine, uniquely standing out in the cluttered in-store environment. So the I Am George 'Win 1 of 3 Triumph Motorcycles' promotion, a compelling sweepstake activated across the Independent Liquor channel, was developed.

The promotion was activated via a retailer-neutral POS suite that included innovative case shrouds, trade detailer, promotional flyer drop, social and digital media, and dedicated entry website. The initiative provided incredible cut through, with 335 off-location displays, 913 new stockists and a seven percent sales uplift, proving how the campaign established a stand out position for I Am George in the cluttered red wine category.

TITLE Lunar New Year, Give the Gift of Play!

ENTRANT Active Display Group

CLIENT Lego ANZ



Objective: To identify and create a new niche shopping and brand experience for consumers to come back into the stores post-Christmas, we offered an exclusive GWP (gift with purchase) 2018 Lego zodiac dog set.

Creating differentiation in the market place, Lego Australia offered innovation, uniqueness and key insights to work with key retailers to test and learn this occasion. Myer, Legoland Discovery Centre and the Lego Certified Store located at Dreamworld partnered with Lego Australia across instore and online channels to bring this occasion to life.

Insight: Reunion is the key draw during the annual Lunar New Year. It is an opportunity for loved ones to gather and spend time together. For Lego, we want to bring families together, and to reunite them through play.

Results: 'Created and celebrated' a Brand and Shopper centric occasion by: 1. Promo awareness - grabbed shoppers attention and made them aware of the GWP Promo (free gift with \$88 purchase); 2. Heighten desire - developed Zodiac Dog engagements which built desire for the new seasonal product 3. Prompted Purchasing - converted desire into purchase by calling out value, deals and incentives.



Occasion- Based Shopper Campaign



TITLE Sprocket: The Perfect Mother's Day Gift

ENTRANT Convert Communications with Edelman

CLIENT HP Australia - Print



A four week Mother's Day campaign using a single retailer to reach Millennial and GenY mothers for maximum gift giving influence on a finite media budget.

Objectives and insights: Generate maximum sales, build purchase intent for Christmas, and inspire retailers to promote. "I take beautiful photos of my baby and children on my phone and rarely have the opportunity to print them".

Key challenge: Sell a non-traditional electronic gift as a relevant, innovative, beautiful, personal and affordable solution for Mother's Day.

Creative idea: No two Mothers Day boxes were the same. Printed with Mosaic software, the image on every box was different. Every Mother is beautiful and unique. Every memory is beautiful and unique. Every Sprocket Limited Edition Gift Box is beautiful and unique.

Shopper Journey: Social media influencers selected to generate awareness. Paid assets retargeted linking to purchase points online and at retail. Boxes were designed as POS to stand out, spark interest, be beautiful to look at and create a unique gift.

Results: 520 percent increase in sales for same period year on year; 310,784 engagements with influencer content; 2018 Christmas orders 50 times greater than in 2017; Australia global ranking now fourth in the world for Sprocket sales.



TITLE Myer Santaland

ENTRANT Active Display Group and IdeaWorks by Y&R

CLIENT Myer



We were tasked to uphold Myer's Christmas legacy by reimagining its entire annual Santaland experience to bring back the magic and reinvent the traditional department store Santa photos. The idea had to achieve both a traditional and meaningful experience for families with younger children, with interactive activities to appeal to all ages. And with Santaland to feature at Myer's five flagship stores, flexibility in the design was key to its success.

We completely transformed Santaland to create the ultimate Christmas adventure. Through an instore, immersive, multi-sensory experience, we created a magical, winter wonderland where childhood Christmas never ends.

The key show piece of the instore experience was the Santaland Express. A life size train that whisked shoppers away on a virtual journey from Myer Central Station to Santaland. The journey, achieved through eight interlinked 49" screens seamlessly disguised as the train windows, provided a panorama view – just like a real train. The train was a portal to the other activation activities, including Santa's Workshop (with play stations, like Lego) and the Claus' Residence for photos with Santa.

This blending of traditional story telling, interactive activities and digital engagement was important in delivering an authentic, joyful and festive experience that could be enjoyed by all ages.



TITLE Red Bull - Smile Like Dan

ENTRANT Extravert with OPG Global Solutions

CLIENT Red Bull Australia



To celebrate the 2018 Formula 1 Rolex Australian Grand Prix, Limited Edition Red Bull Cans featured the iconic smile of Daniel Ricciardo. Daniel is a well known Red Bull athlete who has broad appeal beyond the F1 target market, and the opportunity was to leverage what people in Australia love about Dan, his personality and his smile.

Fans could show their support for Dan and “Smile Like Dan” by snapping the code on the can which unlocked the Daniel Ricciardo Snapchat lens. Those consumers who engaged with the lens had the chance to win the ultimate Red Bull experience to meet Dan in Melbourne.

The scope of brief was to design and produce a suite of creative instore assets to bring to life Smile Like Dan instore. The campaign included visual development, display design, retailer adaptations through to customized flagship store installations and activations in Melbourne.

The Snapchat integrated display was first of its kind within semi-permanent POS. This technology connected the online world to instore, encouraging consumers to engage with a projection of the Dan lens. The Australia-specific activation resulted in baseline sales uplift, strong consumer engagement including attracting new consumers to the brand and gained exceptional customer support.

TITLE Pralines Modular Xmas 2017

ENTRANT Orora Specialty Packaging

CLIENT Ferrero Australia



To bring the magic of Christmas alive in stores through the execution of the iconic gold Ferrero POS, and also utilising Christmas shapes in an effort to evoke Shopper excitement and emotion, Ferrero Xmas POS has historically always been delivered instore in the same format utilising gold pallet bases. For 2017 we needed a creative solution that brought modularity and efficiencies, but still delivered impact to stores.

The objective was to create a POS suite that delivers excitement through modular formats, using existing floor formats and using additional pieces to dress up the POS. Ferrero Xmas 2017 was all about bringing the magic of Christmas to life in-stores through the use of iconic Christmas shapes, materials and graphics.

The results were fantastic. We recorded a record number of actual displays of 17,126, up 15 percent versus last year. The Ferrero Christmas 2017 showcased the use of four colour UV printing on gold foil that allowed the iconic Ferrero gold to be integrated into the key visual and the results were spectacular. We also incorporated the use of ‘twinkle’ led lights in the in the Christmas tree end cap to bring the magic of Christmas to life.

TITLE Liquorland Jack Daniel's Family of Brands Gifting Station

ENTRANT Blue Star Displays

CLIENT Brown Forman



Our Father's Day creative stood out and looked really special. Father's Day was clearly the shopper hook and our key message "go the extra mile" rang true to our brand story - every drop of whiskey comes from a single source: Lynchburg Tennessee (distance) and reinforced the connection to the Father's Day occasion where shoppers are willing and trade up as a show of their appreciation (effort).

POS was created to target three zones: front of store (consideration); off-location 'Gifting Station' (capture impulse purchase); and shelf (navigation of range).

TITLE Myer for an Equal Australia

ENTRANT Active Display Group

CLIENT Myer



Myer signed a three-year deal as the exclusive fashion and retail partner and major sponsor of the Sydney Gay & Lesbian Mardi Gras.

Fashion and retail have always been considered a safe place for the LGBTQI community – not only accepting but celebrating creativity and the contribution to the industry. We wanted the stores to embrace this sentiment.

The concept was to create hype around the partnership through a range of activities, apparel and instore theming including signage, windows, stairs, balustrading and vendor displays. The rainbow colour scheme of purple, blue, green, yellow, orange and red needed to replace Myer's iconic black and white brand; taking centre stage in Myer stores.

The strong rainbow aesthetics rebranded stores from external signage and windows, through to VM and propping.

Supporting Mardi Gras gave Myer the opportunity to demonstrate its commitment the LGBTIQ community, shaping a positive direction for the future generation. Levi's sales results were well beyond expectations with much stock selling-out in the first two weeks.

This project was successful in raising awareness, standing together with leading Australian brands to showcase Myer's commitment to diversity and inclusion in the workplace and broader community.



TITLE Easter Over and Above

ENTRANT Total Marketing Support with Mondelez Australia

CLIENT Mondelez Australia

Our Over and Above displays were developed within a customisation and immersive experiential framework. In January 2018, in addition to the full Easter POS suite, there was an opportunity to build and install Over and Above theatre displays in the brand's top stores. The Over and Above campaign consisted of top three stores receiving seven metre long Rolling Hills displays which were installed on top of the main supermarket refrigerators, top 15 stores receiving Jumbo Archways, and top 50 stores receiving a Floating Bucket and Eggs display.

Each design element for the seven metre Rolling Hills were fit for purpose and scaled to meet the requirements of the retail space making each installation unique in itself. Installing the Rolling Hills on top of the supermarket refrigerators offered an element of height and perspective, immersing the customer in experiential brand awareness. The Floating Bucket and Eggs display was an imaginative play on gravity, which offered a disruptive stop and look presence to the customer. These displays along with the jumbo archway created an immersive destination within the supermarket augmenting the Easter shopping experience.



TITLE Golden Circle, Let's Picnic

ENTRANT XPO Brands

CLIENT Kraft Heinz

To bolster sales in an otherwise declining category, Golden Circle needed to cement its brand ethos and secure a best in class off location display across all ANZ grocery retailers. While the previous year had achieved fantastic marketshare results for the brand, reps were slowed by cumbersome POS solutions in field, and off location remained critical for driving purchase frequency.

Our brief was to help the brand achieve better than best marketshare and to leverage our knowledge of the retail space to maximise uptake of branded off location during the Oct-Dec focus period.

Our strategy was to help Golden Circle own the outdoor family picnic through a themed consumer promotion and modular display solutions designed to unlock visibility across a variety of site restrictions and retailer formats.

The result was an occasion-centric promotion and touchpoint heavy campaign that helped the brand secure unprecedented instore support (1,227 store negotiated displays), highest ever marketshare in ambient juice (45 percent), and domination of the picnic usage occasion.

TITLE Santa's Christmas Cabin at Big W

ENTRANT Think Display

CLIENT Ferrero Australia



Research revealed the magic of Christmas was missing for shoppers instore. To drive Christmas Chocolate gifting sales, Kinder set out to bring the magic of Christmas back through impactful point of sale which impressed Big W store managers, yet was easy for the Ferrero sales team to execute. Cleverly built, Santa's Christmas Cabin drove strong visibility and engagement, utilising two simply constructed book ends placed against floor displays to create a Christmas destination. The Waving Santa book end entertained shoppers with Santa waving continuously via a custom-built motor.

The Mother Daughter book end with flashing Christmas lights brought the emotion of Christmas into store and featured clever in-built towers to drive Kinder stock weight.

The displays achieved exceptional results: Kinder brand sales in Big W grew 113 percent (value) and 23 percent (volume) compared to Christmas 2017. The modular design enabled the Ferrero Field Team to build 180 displays outside Big W stores in just 24 hours.

Feedback from Big W was outstanding: *"Wow! How great is Santa. And he waves as well! The kids flock towards Santa with big smiles on their faces. It is so nice to see the spirit of Christmas in my store"* - Big W Macquarie, Store Manager.

TITLE Giftoorium Christmas Experience

ENTRANT Active Display Group

CLIENT Myer



Background: Christmas 2017, Myer Giftoorium was set for its fourth year creating a premium Christmas destination for shoppers to find the perfect gift. Overwhelming success in previous years meant we had expectations to exceed and sufficient data to analyse what would work in 2017.

Project task: To use Christmas visual merchandising to drive traffic and navigate shoppers through Giftoorium; a series of vendor pop-ups with only one target market - the Christmas Shopper and create a market hall of exclusive pop ups, tailored to the 2017 Christmas Shopper, based on previous years findings.

Objectives: Grow 'Personalisation and Experience' - increase personalised gift options from the previous year; make Giftoorium a 'must visit' destination in-store; improve curation of vendor pop ups; and focus on the Christmas shopper experience with clear destination zones.

Results: We invested in memorable Giftoorium shopping experiences, almost doubling total gifting installation activations from 2016. We focused on unique offerings in the way of personalised food and monogrammed handbags which paid off significantly. Myer was one of the top two standout performers in the Australian market for Christmas 2017.



TITLE Kinder Easter 2018

ENTRANT Orora Specialty packaging

CLIENT Ferrero Australia

Peak purchasing for Easter occurs from January to April so it was important that we had impactful POS to drive awareness of Kinder Easter and the range in the lead up to Easter to engage shoppers in a magical way and drive visibility further through impactful POS instore.

The objective was to bring the magic instore with impactful and interactive point of sale by leveraging the Kinder Surprise and Kinder Chocolate seasonal range.

Utilising existing towers that range the seasonal product, Ferrero provided the opportunity to push the boundaries with new and exciting display formats. Ferrero introduced the Kinder Easter basket that offered 360 degree shopability that could be a standalone Easter display destination or could be used to form an instore spectacular.

Kinder Easter 2018 achieved a 22 percent uplift in volume sales and 31 percent growth in value compared to Easter 2017. Visibility instore lead to increased shopper engagement and conversion to purchase with growth in market share to five percent. The use of the existing core towers provided the backdrop to support the new and innovative designs that allowed Ferrero to secure key retail space at front entry of stores.



TITLE Mexican Made Easy collaboration

ENTRANT Fonterra with APR Creative & General Mills

CLIENT Fonterra

The chiller aisle is one of the last areas shopped in supermarkets prior to shoppers exiting the store and provides chilled brands little ability to influence the main evening meal cuisine choice. This decision is made before the chilled aisle is reached. The opportunity existed to make cheese part of main meal decision making by combining grated cheese and Mexican taco kits together within the one specialised display.

Mexican Made Easy provided shoppers true value by saving them: a) time – located chilled and ambient products nearby to form a meal solution; b) money – promotional calendars across two suppliers were aligned; c) angst – joint Mexican recipe was developed incorporating cheese that would satisfy the whole family.

Taco recipe pads were attached on shelf within chilled cheese, nearby ambient Mexican floor displays and the home Mexican category location. Other supporting POS elements and a joint half page catalogue were utilised to maximise shopper appeal.

With sales more than doubling, the activation exceeded its 50 percent uplift target. Drakes and Foodland SA were very happy with the instore execution, the sales results and that Fonterra and General Mills were leading a customer first approach that went well beyond the confines of either category.

TITLE Uncle Toby's Oats: 2018 Winter Campaign

ENTRANT 31ST

CLIENT Cereal Partners Worldwide



Winter is vital for Oats, with the season accounting for 65 percent of Uncle Toby's annual sales. That makes owning the winter breakfast occasion key to the brand's success, and with competition for share of breakfast fierce, this year's Uncle Tobys Winter activation had to make a massive impact.

'The Natural Energy Company' campaign was a big step change for Uncle Toby's, elevating their energy credentials from generic energy to "natural, healthy energy that powers you every day". Renewable energy cues modernised the brand and energy equations proved just how much Oats fuels your whole day when you start with Uncle Toby's Oats.

Uncle Toby's embarked on a large scale integrated campaign, culminating in huge off-location support instore, which took the campaign message into the shopper context, and balanced breakfast cues with energy imagery to own the winter breakfast occasion and drive purchase.

Engagement from both shoppers and trade was unprecedented, owning the season and growing instore display (12 percent) and sales (4.6 percent) versus last year, fuelling a great result for Uncle Toby's this winter.

TITLE Crown Moët & Chandon Festival Of Gifts

ENTRANT Immediate Marketing Communications

CLIENT Crown Resorts

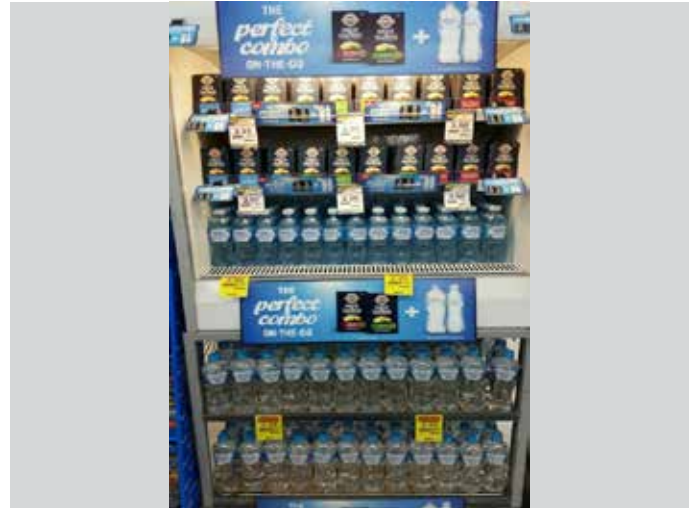


Background: During the shoulder period between Spring and Christmas, on-premise venues in Crown Resorts experience a lull in attendance and sales. Crown needed an activation that would attract foot traffic with a compelling Christmas themed promotion to drive attendance and sales in Crown's bars and restaurants.

Objectives: Create an immersive experience for patrons on-premise to engage with Crown's bars/restaurants and specifically Moët & Chandon at The Atrium Bar on the main gaming floor. We needed to increase bar/restaurant revenue, increase whole complex revenue, and provide a compelling reason to purchase French Champagne through an aspirational consumer promotion.

Execution: Through a two-pronged approach we created a highly immersive Moët & Chandon brand destination at the Atrium Bar through premium branding as well as driving sales via the aspirational 'The Festival of Gifts' promotion, celebrating the 25 days leading up to Christmas.

Results: The campaign was extremely successful driving conversion to purchase of French Champagne across Crown's bars and restaurants. The promotion received strong entries and the overall campaign drove a 238 percent increase in baseline sales of French Champagne. Moët & Chandon Grand Vintage Brut 2008 alone experienced a sales uplift of 2,129 percent.



TITLE The Perfect Combo On The Go

ENTRANT Fonterra with APR Creative & CCA

CLIENT Fonterra

Customer penetration of Snacking Cheese, which includes packaged Biscuits & Cheese, is relatively low at 30 percent when compared to Everyday Cheese at 90 percent. The modern trend of increased healthy snacking is countered by snacking cheese being located within the chiller aisle, which is one of the last areas shopped in supermarkets prior to shoppers exiting the store. Due to its location, snacking cheese struggles to take advantage of the healthy snacking trend as its purchasing is often superseded by unhealthy snacks chosen earlier in the shopper journey.

An opportunity existed to present snacking cheese as a healthy option available early in shopping missions. Cheese & Biscuits would likely be unsuccessful in achieving additional display locations by itself, so bottled water was selected as a partner to form a larger option for the healthy snacking occasion.

Multiple instore fridge locations were achieved enabling snacking cheese for the first time to be displayed with water across the front of store impulse fridges, checkout fridges and end of aisle promotional displays.

The combined sales of the two brands achieved a 94 percent uplift against prior promotions run at the same price points that did not combine these products together, exceeding the 50 percent uplift sales target.



TITLE Jack Daniel's World Whiskey Day
BWS Shopper Campaign

ENTRANT Dynamix

CLIENT Brown Forman

World Whiskey Day celebrates whiskey from all over the world, no matter what kind. It's about making whiskey fun, enjoyable and inviting everyone to try this incredible spirit. Jack Daniel's used the World Whiskey Day (WWD) occasion as a platform to create a shopper campaign to inspire shoppers along the path to purchase to choose Jack Daniel's and its family of brands more frequently and by doing so, drive premiumisation in the North American whiskey category.

The "Welcome to the Home of Whiskey" campaign was developed as the shopper communication platform to educate, engage and inspire BWS shoppers on nine different touchpoints along the path to purchase - from the window of the store until the moment of transaction, with a secondary drink suggestion message of "Enjoy a Whiskey Sour, Made the Tennessee Way" to drive immediacy and reinforce the specialness of Tennessee Whiskey in the last three feet of the sale.

TITLE Cadbury Christmas

ENTRANT XPO Brrands

CLIENT Mondelez Australia



Our objective was simple. Create a one of a kind Christmas experience to make Cadbury synonymous with the rituals of the season and deliver significantly higher market impact than the year prior. We conceptualised, built and executed a bespoke VR experience that took participants 35,000 feet up in the air, then down past Australia's brightest Christmas street lights with Santa in the cockpit and Rudolph lighting the way.

To truly take the experience to the masses and maximise impact, we executed a strategic activation plan overlapping with premium mall locations, extended Christmas trading, community Christmas Street Light locations, Christmas events and more.

Every single element of the campaign was designed with consumer experience in mind, from branded content delivered as an immersive VR animation, through to shareable photo opportunities in the sleigh, free chocolate samples, instore gifting personalisation and Cadbury Elves to surprise and delight shoppers. The results speak for themselves too, with the experience led campaign delivering almost 4.5M brands impressions and exceeding business and campaign objectives.

TITLE Next Generation In-Aisle Fridges

ENTRANT Fonterra with The Xine & Hussmann

CLIENT Fonterra



To address current chilled dairy purchase barriers and disrupt the habitual purchase behaviour of shoppers, the client, in collaboration a with a retail display company and fridge manufacturer, developed the 'Next Generation' in-aisle fridge.

The custom designed fridge, with chilled and ambient off-location space, provides stores and shoppers with a convenient secondary location for chilled dairy products within the ambient aisle, a one-stop-shop providing a total meal solution. Through regularly updated brand, product and usage information, as well as relevant planograms and location in store, the units inspire shoppers to purchase chilled dairy products in conjunction with complimentary ambient products earlier in their shopping journey.

Functionally sound, operationally compliant and aesthetically pleasing, the Next Generation in-aisle fridges engage, entice, excite and educate shoppers. To date, 100 Next Generation in-aisle fridges have been successfully executed in independent grocery stores nationally, delivering the client and stores double digit growth on the client's products merchandised in the unit. Between 45 and 70 percent sales uplift was seen versus the prior eight week period.

The considered design and execution of the Next Generation in-aisle fridges, provides the client and stores with a competitive advantage in the marketplace, meeting the needs of shoppers today and well into the future.



TITLE Sanitarium Spoonfuls of the Good Stuff

ENTRANT Raydar

CLIENT Sanitarium

Often it's the little things that make all the difference. To most mums that's true; little things all add up to stress. Choosing breakfast food is a little thing that's often more complicated than it should be. Cereal aisles had become a 'sea of sameness' and the wholefood trend meant mainstream cereals and large food manufacturers were being viewed with increasing scepticism.

Recognising that 'Relaxed Enjoyers' of breakfast had a perspective that could really help those who struggled with positive breakfast routines, it was time for Sanitarium to share 'Spoonfuls of the Good Stuff' – the nuggets of wisdom and accumulated experience that could give others freedom and confidence to make great breakfast choices.

The shopper-led advocacy campaign changed the breakfast occasion from one of overwhelming stress to an empowering, positive experience. Strategic partnerships provided a digital hub and rich media mix, ensuring accessible campaign content, while instore a gift with purchase of personalised placemats and tea towels reinforced core messages, turning consideration into action.

With an outpouring of unity and support online, the campaign went right to the heart of the breakfast occasion in Kiwi homes, giving mums an antidote to modern stresses and Sanitarium cereals a place at every table.



TITLE Samsung Gear VR Jurassic World

ENTRANT Cheil Australia

CLIENT Samsung Electronics Australia

Universal Pictures were launching the second chapter of Jurassic World: Blue, a two-part virtual reality experience produced to coincide with the recent release of the Samsung Oculus Go VR headset and the upcoming theatrical release of the Jurassic World: Fallen Kingdom film.

We were tasked with showcasing the Jurassic World Samsung Gear VR experience exclusive to Vodafone flagship stores and the innovation of Samsung technology complemented with the new Galaxy S9+ smartphone.

We created a unique destination to showcase Samsung technology in a relevant and engaging way, giving customers a compelling reason to explore part of the store that naturally doesn't benefit from footfall. Without overcrowding the Vodafone brand we wanted to draw people's attention walking past the Vodafone store to enter and experience the Jurassic World Gear VR. In order to do this we needed to create a life-like visual experience instore before customers could interact with the virtual experience. We themed the store (upstairs and downstairs) to look like Dinosaurs were part of the environment and the entire store had been overtaken by the turbulent Isla Nublar.

TITLE Caltex Meal Deals

ENTRANT The Zoo Republic

CLIENT Caltex



Caltex is Australia's largest transport fuel supplier, with over 1900 locations nationwide, however, of Caltex's weekly 3,000,000 customers crossing their forecourts to purchase fuel, a small number of customers will shop in the store after refuelling with the average transaction very low and usually limited to just one purchase.

Caltex's reliance on incremental shopping, featuring sugary 'grab and go' products was deemed unsustainable. Caltex's retail business had to transform. To combat stagnant sales, the 'My Meal Deal' value offer was created. Although not a new idea, the mechanic was unique to Caltex and distinct from other convenience retailers and QSRs. Buy three and save 30 percent encouraged people who were purchasing one item to increase to three.

The evaluation criteria was simple and easy to measure – sales uplift. 666 stores integrated the Meal Deal as part of their offering, 100 percent POS compliance in all participating stores and throughout the duration of the campaign, Caltex saw phenomenal sales growth.

TITLE Pralines Adult Easter

ENTRANT Orora Specialty Packaging

CLIENT Ferrero Australia



No brand owns 'Adult Easter'. At a time when all other brands are communicating to the shopper European spring colours, animals and flowers, Ferrero wanted to focus on the adult shopper to communicate that moment to "Savour Easter".

The objective was to build a strong long term association of Ferrero Pralines as the best adult chocolate at Easter through the exploration of its high quality ingredients and a strong consumer insight of slowing down at Easter, bringing the Adult Easter theme to life through adult, sophisticated colours on iconic shaped POS.

The Ferrero Easter 2018 campaign was designed to disrupt the shopper with its sophisticated colours and iconic Easter shapes. This was done through the use of the modular towers, gift toppers and egg end caps. The egg end cap was designed as a standalone unit or to be placed at the end of the towers in a spectacular.

The end cap showcased the iconic Easter Egg shape made from a gold glitter substrate that was then printed over with black with reversed out messaging to pop with glitter. This was also accentuated with the use of led lights to encourage the path to purchase.



TITLE Nestle Confectionery Halloween Activation

ENTRANT Nestle with Store Display Global

CLIENT Nestle

Why: Halloween is a time for all ages with parties and trick or treating being the main purchase occasion. Family and community celebrations revolving around the consumption of wrapped confectionery at Halloween is rising. Strategic ambition was to leverage a growing seasonal market by showcasing wrapped confectionery

What: Bring spookiness to stores with impactful and interactive point of sale that creates talkability and excitement with customers and cuts through Halloween store clutter. **How:** A bespoke Halloween POS suite that demands attention of shoppers, encouraging purchase celebrate Halloween.

Results: Core SKU growth during period; Chocolate Funpacks up 18.7 percent (value); Lollies SKUs up 6.4 percent (value); Competitor fun packs in decline (-24 percent) despite investment in Halloween pallet drops.

Innovation: A unique combination of lights, sensors and an original design POS suite created a great presence and longevity in store for the confectionery range.

Lights: White LED strip across top shelf illuminating NPD. Orange LEDs embedded into side panels to give creepy glow; **Sensors:** Motion sensor for lights embedded in header caught shoppers off guard as they walked past and gave longevity to the lighting; **Design:** Unique tower and FGE designed to replicate a quirky haunted house with fun characters that complimented the range.



Integrated Path to Purchase Campaign

Thinking outside the box



HP Sprocket is a non-traditional electronic gift, and Convert Communications and Edelman needed to position it as a relevant, beautiful, personal and meaningful present for Mother's Day.

The campaign had to literally think outside the box, and for the second year in a row, HP and Convert, integrated with Edelman's social media expertise, won gold in the Integrated Path to Purchase category.

The Sprocket is a pocket-sized printer that prints photos directly from a smartphone. HP launched the Sprocket in 2017 and intended to use Mother's Day and Christmas - the two highest spending occasions - to grow sales. One of the main shopper marketing

problems was visibility - retailers were displaying the phone printer in cabinets alongside polaroid cameras, which affected shopper awareness, consideration and purchase.

"We had a short timeframe and a tight budget, so we had to think and act smart. My focus was at either end of the spectrum - consumer awareness outside of stores and shopper positioning inside the stores. Our packaging was the one way I could affect both," said Erin Breneger, HP Marketing Manager.

As a result, a Mother's Day gift box was created from scratch using a unique HP printing process whereby no two boxes were the same. The design also allowed the box to stand alone as POS at a time when space was at a premium. No additional POS was necessary - every facing displayed contents and promoted a great value one-off Mother's Day gift.

Edelman also used the packaging to drive awareness on social media. Influencer content reached more than two thirds of the potential audience and interested audiences were retargeted, giving the content six times the standard engagement level.

Most importantly, retailers - often a forgotten audience, got behind the campaign. The box personalisation was a unique and easily pitched selling point for retail staff.

The campaign drove Australia to a global ranking of fourth in the world for Sprocket sales and six Asia Pacific countries - China, India, Singapore, Hong Kong, Taiwan and New Zealand - are replicating the campaign for the Christmas selling period.



TITLE Sprocket Mother's Day: Live it. Love it. Buy it.

ENTRANT Convert Communications with Edelman

CLIENT HP Australia



A four-week Mother's Day campaign using a single retailer to reach Millennial and GenY mothers for maximum gift giving influence on a finite media budget. Objectives and insight: Generate maximum sales, build purchase intent for Christmas and inspire retailers to promote. "I take beautiful photos of my baby and children on my phone and rarely have the opportunity to print them".

Key challenge: Sell a non-traditional electronic gift as a relevant, innovative, beautiful, personal and affordable solution for Mother's Day.

Creative idea: No two Mother's Day boxes were the same. Use packaging to generate dialogue through social media Influencers and consumers. Every Mother is beautiful and unique. Every memory is beautiful and unique. Every Sprocket Limited Edition Gift Box is beautiful and unique.

Shopper journey: Social Media Influencers selected to generate awareness. Paid assets retargeted linking to purchase points online and at retail. Boxes were designed as POS to stand out, spark interest, be beautiful to look at and create a unique gift.

Results: 520 percent increase in sales year on year; 310,784 Engagements with influencer content; 2018 Christmas orders 50 times greater than 2017; Australia global ranking now fourth in the world for Sprocket sales.

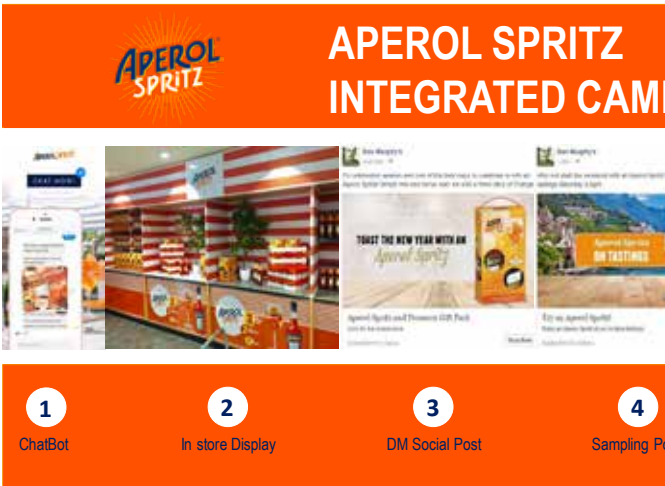


TITLE Aperol Integrated Campaign

ENTRANT Campari Australia

CLIENT Campari Australia

In Australia, Aperol is experiencing extremely strong growth. As the brand continues to grow in on-premise, it is vital to bring a similar methodology through the line into the off-premise. We came up with the idea of a fully integrated campaign in partnership with Dan Murphy's to drive brand awareness with the off premise trade, through sampling, digital and path to purchase mechanics to deliver future growth.



TITLE Doritos Crackers

ENTRANT PepsiCo with XPO Brands

CLIENT PepsiCo



Doritos growth had reached 72 percent share in salty snacking, therefore, in order to unlock incremental step change growth we needed to launch a new format in a new aisle to inspire new occasions and consumers. Our mission was to break into the biscuit aisle to deliver an innovative cracker that offered consumers a new way to enjoy Doritos bold flavours.

We accomplished this through a premium support plan that seamlessly integrated elements along the Path to Purchase resulting in unprecedented excitement and early engagement from our largest retailers. We launched market wide, securing prime off-location to showcase our biggest innovation ever launched under the much-loved Doritos brand.

We exceeded our objectives seven weeks post-launch achieving 3.8 percent share of Savoury Biscuits in Coles and 2.5 percent in Woolworths; 13.8 percent share of Flavoured Snacks in Coles and 9.4 percent in Woolworths; landed 32 facings in a new aisle and secured 1890 over and above displays.

Doritos Crackers are a world-first for the global Doritos brand. Australia has led the charge on Crackers by producing the product locally and developing our own comms to run across Australia to be exported out to the world. Australia has paved the way and set the global standard for Doritos Crackers.



TITLE National Product Review

ENTRANT Media Merchants

CLIENT National Product Review & Narta

With over 70 percent of shoppers reading reviews on appliances before purchasing online, and a 35 percent increase in the search term 'product reviews' from 2015-2017, there was a need to effectively fill the gap in the electronic appliance industry with an agnostic, unbiased lifestyle and technology information source that shoppers could visit before making a purchasing decision. From buying guides, to bespoke feature videos, consumer reviews and recipes, as well as up to date instore and online stockist information, this platform was created solely with the shopper in mind to make their purchasing journey easier.

Varying above the line and below the line media strategies were executed, including TV to digital and print to further connect with the consumer, with the messaging focussed around the benefits of products, rather than just the specs and features.

The retailer landscape has been heavily impacted with retailer conversions increasing YOY with the results tracking at 35 percent more conversions from the site compared to 2017. This shows the engagement of shoppers in using the platform as a key information source for appliance purchasing decisions in 2017 and 2018 thus far.



TITLE Tim Tam 3 Wishes

ENTRANT Traffik Marketing

CLIENT Arnott's

Tim Tam and the chocolate biscuit category are in decline. Our task was to arrest the decline and remind Australians how much they love Arnott's Tim Tam. To do so, we brought back their most successful brand ambassador with the Tim Tam Genie, and cast TV personality Apollo, who started granting wishes in the form of clues that would lead consumers to three very special golden packs of Tim Tam each worth \$100k.

An on-pack Shazam code led shoppers to a microsite and social videos that contained clues to the store location of the special packs. The Arnott's Tim Tam 3 Wishes campaign exceeded all expectations and sold out of promotional stock in nine weeks versus the predicted 11 weeks - 18 percent faster than forecast leading to an increase of sales across the quarter. It became Shazam's APAC best performing brand campaign ever within the first four weeks.

TITLE Allen's Peters Partnership - Allen's Inspired by Peters NPD Launch

ENTRANT Nestle with Store Display Global

CLIENT Nestle



Why: Consumers love to see their favourite brands come together in innovative ways that excite them. To date there had been no cross category partnerships driven by a lolly brand.

Objectives: Drive brand penetration, increase lolly sales, and raise brand awareness. **Insights:** New news is important to keep shoppers engaged, what was old is new again, and consumers love brands that listen to them.

How: Strategic promotion through branded social media, targeted sampling, PR – television, radio, print and online, WOM through influencers, catalogue panels, trade kits, ranging across multiple accounts, \$1.99 price promotion, branded packaging, and huge bespoke POS suite.

Results: Sales - Increase of 30 percent penetration; Frosty Fruits were number one lollies NPD launched 2018; Drumstick were top eight lollies NPD launched 2018; total Allen's value sales increased 13 percent YTD and 20 percent unit sales YTD (Grocery & Convenience); and compliance and utilisation rose 98 percent. PR - 299 Clips; 237.4 million impressions, and 98.4 percent positive sentiment.

Innovation: Iconic Partnership - while there have been many cross category collaborations in recent years, none have been as steeped in Aussie heritage and nostalgia; market first - first-ever lolly lead cross category collaboration. POS - Unique polypropylene ice cream freezer caddy. Hook tower holds stock without bowing or collapsing giving bags great visibility and shoppability.

TITLE A Can Size For Every Aussie

ENTRANT XPO Brands

CLIENT Kraft Heinz



Background: To unlock category growth, Heinz aligned their can sizes with household consumption habits to entice light buyers to increase their purchase frequency.

Objectives: Bring the 'Can Size for Every Aussie' and 'Geoff' into stores to create impactful displays, win off-location space and ensure product was front of mind and out of aisle.

Execution: Instore POS creative was flooded with Heinz Beanz teal, featured theatrical 3D can toppers and a modular dress up kit to convert three, four, or six single off-location towers into huge theatrical brand beacons. Out of store we drove reappraisal of Heinz Beanz with Geoff himself hosting Beans Toasties sampling prepared fresh from the in-mall Heinz Beans Factory set.



TITLE Connecting Beauty, Celebrity and Racing to drive growth for Colgate

ENTRANT Conversion Group

CLIENT Colgate Palmolive Australia

Colgate Optic White, Australia's number one teeth whitening brand, wanted to reinforce its market positioning as a premium, beauty essential. We were charged to drive share through bringing together Colgate's Spring Racing platform and their brand ambassador, leading Australian face Jennifer Hawkins.

Our Visibly Whiter Race Day Smile campaign brought Optic White's core benefit together with spring racing, featuring Jennifer Hawkins in her best racing-style. We built reach and awareness via traditional outdoor as well as Australia's biggest ever digital billboard heroing Jennifer and her 'visibly whiter race day smile'. We drove consideration via a ground-breaking partnership with Napoleon Perdis, securing distribution for Optic White in their stores and a bespoke Optic White Napoleon Perdis branded lipstick shade matched to the brand.

We created engagement via extensive activations at the Optic White Stakes Day in Randwick, creating a first of its kind 12m high Sky Platform. We drove conversion to purchase, featuring Jennifer Hawkins and her race day smile instore through effective retail displays.

Optic White brand share, consideration and trial all increased during the campaign. The Stakes Day activation achieved massive social media reach of 3.48 million and was described by the Australian Turf Club as "the best race day activation ever".



TITLE Hook Up With Captain Morgan

ENTRANT Traffik Marketing

CLIENT Diageo

In a world of craft beer and indie gin brands, Diageo and BWS challenged us to raise awareness about Captain Morgan rum for a millennial audience. We decided to show up where the kids are, and nowadays, they're all on Tinder. Studies show that 84 percent of Tinder users are millennials, and while most are swiping left on their future Romeo or Juliet, they're also swiping right on brands that disrupt the norm. So to resonate we created a Tinder profile for dreamboat Captain Morgan, cradling puppies (obviously!) while strumming his well-loved acoustic guitar, looking for like-minded souls to hook up with at Splendour. We then let millennials do their thing - and it worked.

We supported our Tinder campaign with relevant messaging on Facebook, Instagram and off-premise, to make sure the elusive millennials found our message.

The campaign rocked the boat. In just two weeks it garnered over 500k impressions on Tinder, reaching a massive 46,000 message opens with a message open rate of 158 percent. On social media, we had two million unique views in total, and overall sales rocketed up to 35 percent.

TITLE Golden Circle, Let's Picnic

ENTRANT XPO Brands

CLIENT Kraft Heinz



To bolster sales in an otherwise declining category, Golden Circle needed to cement its brand ethos and secure a best in class off location display across all ANZ grocery retailers. While the previous year had achieved fantastic marketshare results for the brand, reps were slowed by cumbersome POS solutions in field, and off location remained critical for driving purchase frequency.

Our brief was to help the brand achieve better than best marketshare and to leverage our knowledge of the retail space to maximise uptake of branded off location during the Oct-Dec focus period.

Our strategy was to help Golden Circle own the outdoor family picnic through a themed consumer promotion and modular display solutions designed to unlock visibility across a variety of site restrictions and retailer formats.

The result was an occasion-centric promotion and touchpoint heavy campaign that helped the brand secure unprecedented instore support (1,227 store negotiated displays), highest ever marketshare in ambient juice (45 percent), and domination of the picnic usage occasion.

TITLE Weet-Bix Cholesterol Lowering 'Take Two A Day' Launch Campaign

ENTRANT The Mix Agency

CLIENT Sanitarium Health & Wellbeing



Why: Thirty three percent of all Australian adults have been formally diagnosed with elevated cholesterol. We were challenged to develop a shopper strategy to launch the first cholesterol lowering cereal to market, Weet-Bix Cholesterol Lowering. We needed to create broad product awareness and trial of Weet-Bix Cholesterol Lowering and collaborate with agency partners to deliver an integrated campaign.

What: Consumers that have been recently diagnosed with elevated cholesterol often have the preference to maintain their cholesterol the natural way before resorting to medication. However, they often feel overwhelmed with what to do and eat. Often the consumer is not the shopper so we needed to make sure our strategy and campaign was relevant to both. We needed to educate consumers and shoppers of WBCL's effectiveness, ease, affordability and great tasting attributes.

How: We developed an integrated shopper strategy which included a retailer and trade engagement pillar alongside a full path to purchase. The key to the campaign was to educate shopper and consumers that it was as easy as having two Bix a day to help lower cholesterol by up to nine percent.

Results: Actual KPIs all outperformed business case and has been one of the most successful launch campaigns for Sanitarium.



TITLE Allen's Fruits & Cream - Vote for Your Favourite Flavour

ENTRANT Nestle with Store Display Global

CLIENT Nestle

Why: Building on the success of previous campaigns we found that whipped/jelly combo lollies are universally loved by Australians. We put the choice in the consumer's hands by launching three fruit and cream variants allowing them the chance to vote for their favourite flavour.

What: Drive brand awareness and consideration through a social media vote campaign that produces strong consumer and customer engagement. Strategically utilise multiple touch points across P2P to leverage campaign and drive brand talkability.

How: The campaign was strategically promoted through multiple touch points: Branded Social Media; PR – TV, Radio, Print, Online, Radio; Targeted OOH; Catalogue; \$2 (33 percent off) price promotion; Facebook branded packaging; and Branded POS tower.

Results: 81 percent brand awareness and consideration; social media generated 2 million video views; 35,000 votes; PR: 487 media clips -153.5 million impressions; OOH 66 percent reach; 112,000 units sold first seven weeks; 43 percent incremental sales; 75th percentile best performing lollies in Woolworths; POS Utilisation – 100 percent; Store compliance – 100 percent.

Innovation: Social Media Listening - Engaged with consumers online to create a bespoke campaign; vote platform - utilised multiple social media platforms to connect with consumers on a personal level; partnering - exclusive partnerships with Woolworths for first six months allowed us to create hype.



TITLE Canon Print Assist

ENTRANT The Zoo Republic

CLIENT Canon

Over recent years, price driven promotional mechanics, along with other market factors, have negatively affected sales of premium printers, ultimately contributing towards customer dissatisfaction. Canon Print Assist (CPA) is the result of a combination of key insights, forward thinking objectives and a dedication by Canon to genuinely help its customers.

CPA developed an industry first online tool using Artificial Intelligence (AI) to help consumers setup and use their printer with ease. For this change, we focused on three key areas: convince consumers that the setup of a Canon Multi-function Ink Jet printer (MFJ) is painless; provide improved and intuitive customer service; and inspire confidence that consumers have selected the right Canon printer for them.

To achieve these objectives, we developed over 160 instructional videos covering all possible scenarios in setting up every model of Canon printer. We developed a POS suite to highlight the benefits of CPA helping consumers setup, connect and use their printer easily. CPA was an industry first platform to help consumers setup and use their printer with ease. Canon successfully addressed long standing pain points head on, leading an increase in market and value share and their average sales price, all in a declining and very challenging market.

TITLE Weet-Bix Dare to Dream

ENTRANT Raydar

CLIENT Sanitarium



It's easier to connect when we can see our similarities. For some kids, the All Blacks' success made it hard to imagine becoming one. Weet-Bix had long celebrated the All Blacks but, while fancy collector cards were nice, they weren't connecting with the kids they hoped to inspire.

Talking to players revealed stories kids could relate to, stories of grassroots rugby and humble beginnings. From backyard footy with a fluffy slipper to a calf named Jeff Wilson, these stories brought the heroes home, helping the kids to dream big.

Dare to Dream brought these stories to life through an integrated shopper campaign spanning TV, digital media, outdoor, POS and collectable story cards tucked into striking Weet-Bix packs. Its aspirational rally cry stripped away barriers between the All Blacks and everyday Kiwi kids, inspiring them to reach their potential.

The campaign reached nearly half of NZ's grocery shoppers, aided by exclusive promotions, PR and an online portal allowing story cards to unlock rich engaging content. Ultimately this emotive approach outperformed the previous Weet-Bix cards campaign in both units and value sales, raising spontaneous sponsorship awareness as the Official Breakfast of the world's best rugby team cemented its place on the Kiwi breakfast table.

TITLE Finding a New Zone in the Sports Drink Category

ENTRANT Conversion with The Projects

CLIENT Frucor Suntory



The sports drink category was dominated by two powerhouse brands - Powerade and Gatorade - both focused on elite sport and science and targeting men. To disrupt the category, Mizone created a better for you sports drink, offering one third less sugar and no artificial ingredients, appealing to all active Australians.

Our launch campaign set Mizone up as a serious player in the sports drink category. The 'Find Your Zone' creative idea featured Elyse Perry as well as everyday, active Australians. We drove awareness through outdoor super sites, scooter media and bus stops, as well as a 15 second ad in digital and social media. We built reach and brand engagement through social, leveraging Elyse Perry and other wellness influencers, as well as sampling at the Asia Pacific Softball Cup. To disrupt and convert shoppers pre-fridge, we created cut through Petrol Convenience displays and out of aisle towers, case stackers and sampling in the Grocery channel.

Mizone has been a major driver of the Sports Drink category, contributing 20 percent of category growth in just 16 weeks since launch. From virtually no distribution, Mizone has secured ranging in four fifths major P&C accounts and has smashed its annual distribution targets in Route. Mizone Sport truly is back in the zone.



TITLE Going Natural: Disrupting the Energy Drink Category with V Pure

ENTRANT Conversion Group with Allprint Graphics

CLIENT Frucor Suntory

V Energy faced a battle for survival. Energy drinks were getting a bad wrap - seen as artificial and sugary - and drinkers were becoming more health conscious. V stepped up to the challenge, launching V Pure - made from five all-natural ingredients, with the usual V energy boost, but without added sugars or artificial flavours.

Our V Pure path to purchase campaign and natural energy messaging were unmissable for shoppers. Awareness was built via impactful outdoor and digi-screens, while retailer catalogue announcement ads encouraged V Pure to get on the shopping list. Proximity bollards and posters encouraged shopper consideration pre-store and jungle displays in prominent store positions disrupted and converted the shopper utilising bottle shaped towers, driving brand visibility and ambient floor stock weight, and hanging mobiles and floors stickers, bringing to life the natural energy credentials.

V Pure results were astronomical. Total V Brand grew 2.5 percent in Petrol Convenience, with six percent of growth attributable to V Pure*. The Frucor team achieved distribution in 6,000 route stores in just three weeks and 7-Eleven described it as "the best launch of the year". (*6 months vs year ago)



TITLE Uncle Toby's Oats: 2018 Winter Campaign

ENTRANT 31ST

CLIENT Cereal Partners Worldwide

Winter is vital for Oats, with the season accounting for 65 percent of Uncle Toby's annual sales. That makes owning the winter breakfast occasion key to the brand's success, and with competition for share of breakfast fierce, this year's Uncle Tobys Winter activation had to make a massive impact.

'The Natural Energy Company' campaign was a big step change for Uncle Toby's, elevating their energy credentials from generic energy to "natural, healthy energy that powers you every day". Renewable energy cues modernised the brand and energy equations proved just how much Oats fuels your whole day when you start with Uncle Toby's Oats.

Uncle Toby's embarked on a large scale integrated campaign, culminating in huge off-location support instore, which took the campaign message into the shopper context and balanced breakfast cues with energy imagery to own the winter breakfast occasion and drive purchase.

Engagement from both shoppers and trade was unprecedented, owning the season and growing instore display (12 percent) and sales (4.6 percent) versus last year, fuelling a great result for Uncle Toby's this winter.

TITLE Petbarn: Know Your Bowl

ENTRANT One Partners with id8 Studio

CLIENT Petbarn



The issue was that grocers had been moving into Premium Foods with brands making questionable claims. Additionally, Premium Foods were suffering from a number of barriers making the category hard to shop. Petbarn needed to better communicate its value, deliver an enhanced shopping experience, and drive volume uplift. Nearly half of Petbarn shoppers did not buy food.

Objectives: Convert more Petbarn shoppers to Petbarn food shoppers, and trade up existing Petbarn food shoppers into Premium Foods.

Strategy: Simplify the category, providing better education and improved navigation, to inspire interest, drive engagement and deliver visibility.

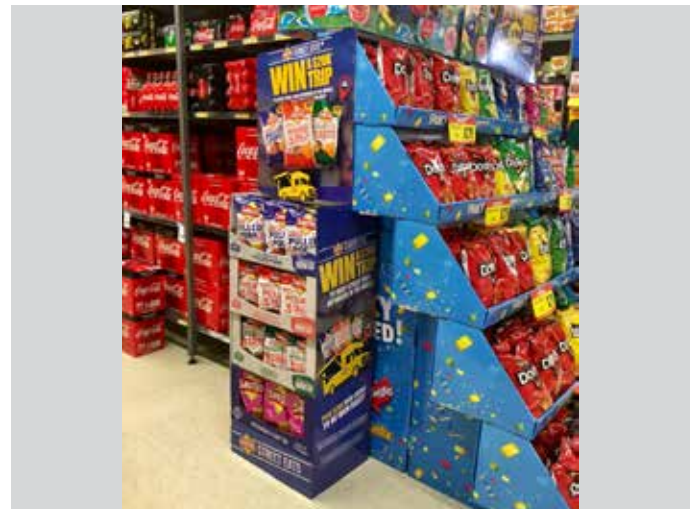
We created 'Petbarn: Know Your Bowl', a reframe for premium nutrition and integrated path to purchase campaign. Executions included EDM campaigns, social media and influencer networks, instore Point of Sale materials and collateral, and a Power Aisle takeover using off-location spectacular displays. Instore theatre was key to disrupting the shopper. Through the use of innovative materials, we engineered a display solution which replicated a dog bowl shape. It provided great visibility, and flexibility to replace key educational messaging.

Better education and improved navigation delivered overall category growth. Most impressive was volume uplift in Superior Dog Food, up 8.15 percent from the previous year.

TITLE Smith's Street Eats

ENTRANT PepsiCo

CLIENT PepsiCo

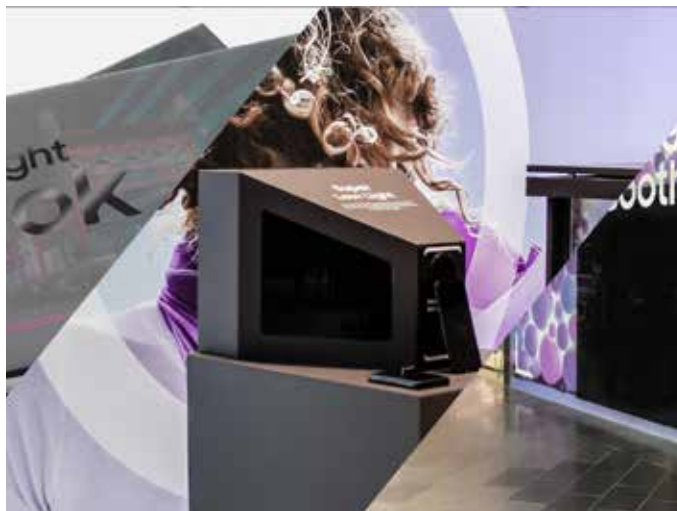


Smiths wanted to launch innovation and support along the path to purchase that would attract a different type of shopper to our brand – younger and middle singles and couples. Smiths wanted to increase frequency of purchase for regular shoppers, through disruption in store focused around an exciting consumer promotion – growing both the category and the brand.

Before entering the store, shoppers saw digital (VOD, FB, Instagram) including partnerships with Australian band Peking Duk and Pedestrian TV, street furniture and transit takeovers near high traffic grocery and convenience, as well as a Street Eats Food Truck feeding 20,000 consumers at universities and Woolworths stores and retailers. Shopping on Coles or Woolworths online, they saw online panels and page takeovers. Walking instore they saw off-location displays, using bespoke Street Eats pieces of point of sale across grocery and convenience. In aisle, they saw aisle fins and thematic shelf friendly packaging to disrupt.

We extended reach of brand from Core (young/older families – 120 over index) and increased frequency among different shopper groups (young middle singles and couples – 120 to 147 over-index).

We drove greater trial and repeat versus previous thematic limited editions: Street Eats trial 25.6 percent versus 16.4 percent; repeat 0.53 percent versus 0.50 percent and sold over 2.3 million units nationwide.



TITLE Brilliant in Low Light

ENTRANT Cheil Australia

CLIENT Samsung Electronics Australia

Unless you're a professional photographer capturing photos at night has always been a challenge. With the recently launched Samsung Galaxy S9 and S9+, the Super Low Light feature makes it possible to capture photos without thinking twice – no matter the time of day.

We were tasked with bringing to life the Galaxy S9/S9+ Low Light feature in the flagship Samsung SES stores in a way where customers can physically interact with it, and learn about, whilst making sure they have fun experiencing it too. We set about designing an integrated shopper experience. We commissioned a low light photography book, created an interactive display zone, and to cap it all off a giant-sized photo booth, turning a humble store window into a fully immersive experience.

Results: The photobooth - within the first week 1208 photos were taken. There have been 4344 photos taken, 172 emails were sent containing an average of 25 photos per email.* Overall - conversion rate up 33 percent, sitting at five percent. During this period the traffic to store was 124,001 people.

**This executions was still running at time of entry. Not all final results.*



TITLE nbn Discovery Kiosk

ENTRANT Active Display Group with Crossmark

CLIENT nbn

Objectives: Predominantly to guide the customer through a journey from “attraction to connection”.

We wanted to create an immersive and memorable experiential activation set for deployment in high foot traffic locations within shopping centre atrium spaces around Australia.

Critical Criteria: Demonstrate the many possibilities afforded by an nbn connection – ‘now and in the future’. The activation must support a multisensory (touch, see, listen) experience, incorporating many connected devices (PS4, VR, etc) and rich content and must be modular - variations should include: 3x3m, 3x6m, 6x6m, 6x9m, 9x9m activations.

Results: The nbn Discovery Kiosks have been deployed to QLD, NSW, VIC, SA and WA shopping centres such as Westfield and Garden City for three-month durations in either 6x6m or 7x3m configuration. The objective was to drive awareness, with intent to connect. As the display doesn't sell products or services to consumers, it needed to be a true brand experience, not a sales channel. The kiosks have been an integral part of talking about the nbn service in a physical environment that makes sense to everyday users.



Field Marketing Excellence

Breaking tradition



Having recognised they could no longer rely on traditional merchandising for pre-paid mobile SIM products, Optus brought in CPM and Retail Safari to maximise reach and efficiency in the mass pre-paid market.

A field structural change was in order and CPM began to rethink the Optus merchandising and workforce experience, reinvigorating the merchandising function by introducing a 'sales led' approach that tasked the team with not only merchandising but also training and representation across all mass market retailers.

Nabih Awad, Retail Safari Managing Director, said the beauty of the project was having a client who embraced data and insights.

"Optimising our daily operational delivery through a data-led approach and reporting platform was certainly a highlight for me. What's great is that it gave Optus an even greater competitive advantage," said Mr Awad.

Making the Optus Prepaid Mobile Field Program unique was the bespoke reporting and enhanced communication tools (online briefing & Yammer).

Careful trending and analysis allowed Optus to pinpoint performance gaps and highlight specific regions for continuous sales improvement.

"The data-based tools and resources (inhouse insights and analytics team) helped reveal useful information about Optus' retail environment, as well as how store managers operate and make their instore real estate decisions," Mr Awad said.

"The team will continue to reach metro and regional coverage nationwide. Their time and reach will provide valuable engagement time to foster instore relationships, ensure higher brand presence than their competitors and promote product benefits.

"We continually receive feedback from individual store managers and staff who feel that the program makes their job a whole lot easier. In addition, by stocking Optus prepaid SIMs results in a favourable return for the participating stores," he said.



TITLE Optus Prepaid Mobile Field Program

ENTRANT CPM Australia with Retail Safari

CLIENT Optus



Products now live or die by what happens on the shop floor. Optus recognised that with merchandising there's no space for standing still and they no longer could afford to rely on traditional merchandising formats. To survive in a retail world where the rules have changed, they needed to rethink their merchandising and workforce experience.

To increase their prepaid mobile market share and work towards 'winning in store', the Optus Prepaid Mobile team joined forces with an agency-partner to optimise the role of the merchandiser and armed their 80+ staff with the right tools to influence better retail conversations across 4,500+ non-branded stores Australia-wide between July 2017 and June 2018.

Two defining tools that brought the field program to the next level included the development of the bespoke reporting tool (RetailTrack) and retail inventory initiative called BootStock. Not only did these applications enable a remote workforce to be informed and to act quickly across the 4,500+ retail store universe, they optimally facilitated operational excellence, deployed data across the ecosystem and drove sales and margin profitably.

Additionally, the impact of this approach resulted in improved supplier relations whereby Optus was awarded AACCS Supplier of the Year Telecommunication and upped their rankings with other leading retailers.



TITLE Brushes, bling and big sales. How a simple toothbrush stopped shoppers in their tracks

ENTRANT Conversion with Think Display

CLIENT Colgate Palmolive



Colgate wanted to drive sales of its 360 Advanced toothbrush - a premium manual toothbrush, selling in a low involvement category that's rarely on the shopping list. We created a Gold Standard field campaign for 360 Advanced, running 700 demonstration sessions in Coles and Woolworths over three months, with unmissable point of sale support including Gold Standard giant trophy standees - a point of interest to create conversation with shoppers out of aisle; Gold Intrigue Generators - making the reveal of the 360 Advanced toothbrush more exciting to shoppers and used by ambassadors to detail the functional features of the brush; Free Gift with Purchase - ceramic toothbrush holders to help ambassadors close the sale; and small footprint off location units left in store with the permission of the store manager, to drive incremental stockweight on the floor post session.

Over 700 sessions, we had 66,000 conversations with shoppers and achieved a 14 percent conversion to purchase (versus norm of 10 percent). The campaign secured 603 additional off-location displays, left up for at least one day. Woolworths test stores saw a 890 percent sales uplift versus control stores. With stores controlled for price, this uplift in sales can be fully attributed to in-store ambassador activity.



TITLE Spreading the Love for Obela Hommus

ENTRANT Conversion

CLIENT Obela Global



Through its great tasting, smooth and creamy product and heavy investment in sampling, Obela became the number one Hommus in Australia. To drive household penetration further, Obela wanted to increase the sophistication and store by store returns they were achieving through their sampling campaigns.

We created a campaign on a scale rarely seen, running a massive 2,500 sessions for Obela nationally across grocery stores from September to April 2018. We kept the sampling mechanic simple yet elegant, offering shoppers Obela Hommus served on a cracker, from an attractive, well-branded demo stand. Our innovative structure - utilising a sophisticated, data-based approach to activating against high yielding seasons, geographic clusters and stores - ensured we delivered the best return on investment. Near continuous operation enabled Brand Ambassadors to become genuine experts for Obela, optimising engagement and further improving conversion to sales.

The campaign reached 360,000 shoppers over 2,500 sessions, serving 265,000 samples. Our sampling conversion to purchase rate of 27 percent was outstanding, far outstripping our 20 percent target and 10 percent benchmark. Driving trial at store has been the key marketing lever for Obela for five years. It has driven its meteoric growth and represents an outstanding case study of the effectiveness of shopper centric marketing.

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