

2019

shop!



Marketing at Retail Awards

guide

DIFFERENTLY UNIQUE AND UNIQUELY DIFFERENT



We believe in thinking differently by providing uniquely designed products to help grow your business.

We bring great people, quality processes and advanced technology together that are beautifully developed, simple to use and visually inspiring.

We also happen to be one of Australia's largest independently owned print, warehousing, fulfillment, and logistic organisations specialising in retail POS & POP production.



Pegasus Print Group
Email: shop@pegasusprintgroup.com.au
www.pegasusprintgroup.com.au

SOS Print + Media
Email: info@sos.com.au
www.sos.com.au



Pegasus Print Group and
SOS Print + Media
are Divisions of AAB
Holdings Pty Limited

**WANT TO
KNOW MORE?**

**PLEASE
CONTACT US**

Contents

SHOP! AUSTRALIA & NEW ZEALAND

General Manager
Carla Bridge

**Marketing, Events,
Membership Manager**
Zita Watkin

Chair
Sally Tobin

Vice Chair
Livia McRobert

Secretary
Martin Kennedy

Board
Vaughan Kerr
Gary Parsons
Cecelia Ward
Damian Nicholson
Stuart Gittus
Ben Coady
Sebastian Krug

Editor
Carla Bridge



Graphic Design
Active

Printer
Pegasus Print Group

SHOP! AUSTRALIA & NEW ZEALAND

PO Box 2346
Taren Point, NSW 2229
P (02) 9281 2630
E shop@shopassociation.org.au
W shopassociation.org.au

FOLLOW SHOP! ANZ

 @shopassn
 @ShopAssnANZ

04	About the Awards
06	2019 Judges
08	2019 Pinnacle Winners
132	Index

PHYSICAL DISPLAY

16	Large or Department Store
23	Grocery Store, Food - Temporary Display
32	Grocery Store, Food - Permanent Display
35	Grocery Store, Non-Food
38	Liquor - Temporary Display
44	Liquor - Permanent Display
47	Petrol - Convenience & Route
52	Health & Beauty - Temporary Display
57	Health & Beauty - Permanent Display
62	Consumer Electronics - Temporary Display
65	Consumer Electronics - Permanent Display
69	Specialty Retail, Lifestyle & Service Providers - Temporary Display
73	Specialty Retail, Lifestyle & Service Providers - Permanent Display
78	Category Management
83	Window Displays
87	Store Design
93	<i>POP This POP That</i> Retail Industrial Design
99	<i>Megara</i> Environmental Stewardship

SHOPPER EXPERIENCE

102	Digital In-store, Mobile, Social & Online
105	Experiential
111	Sales Promotion
115	Occasion-based Shopper Campaign
121	Integrated Path to Purchase Campaign
129	Field Marketing Excellence

About the 2019 Shop! Marketing at Retail Awards

Now in their 21st year, the Shop! Marketing at Retail Awards are the only point of sale, shopper, and retail marketing industry Awards recognising the success and achievements of point of sale suppliers, manufacturers and designers for both retailers and brands in Australia and New Zealand.

The annual Shop! ANZ Marketing at Retail Awards competition celebrates best practice in all aspects of retail marketing, with entries displaying excellence in design, creativity, innovation and effectiveness.

In 2019 we introduced a brand new category – the *POP This POP That* Retail Industrial Design Award. The new category recognises the innovations and functionalities that our industry rests on, bringing a renewed focus to considered POP manufacture and design. The Award proved so successful in 2019, that in 2020 the category will be split into both Permanent and Temporary to recognise even more clever industrial design projects.

The Awards were judged by a panel of more than 90 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 23 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.

Winners were announced at a Gala Dinner in Sydney on 12 September, 2019. In all, 73 Awards were given. 2020 entries open 21 April, 2020, with winners to be announced at the 2020 Shop! ANZ Awards Gala Dinner on 10 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, visit www.shopassociaion.org.au.



Want to add more Style to your Print?

**FROM FASHION TO FMCG,
CORPORATE TO ENTERTAINMENT...
WE CAN MAKE IT HAPPEN!**

Styleprint is home to the largest range of in-house printing and finishing machinery in Australia.

So, what can we do for you?
The answer is... everything!

We're all about giving you what you need - whether that's the latest and greatest POS, storage, fulfilment, distribution, prototyping, design, or just helping you streamline the process from concept to completion to give you more time and less stress.



WIN
with Styleprint!

Head to www.surveymonkey.com/r/DSQ3X7Z to tell us a bit more about your POS and VM requirements, and go in the running to win a Harry Potter & The Cursed Child Experience for 2 worth \$2500.



(03) 9761 4500

hello@styleprint.com.au

www.styleprint.com.au

STYLE

PRINT

2019 Awards Judges

Pinnacle & Tom Harris Award judges

Danny Lattouf Ideaworks VMLY&R
Guy Johnson The Round Table Communications
Hannah Smith Former Shop! Director
Joanne Blows Lion
Mark Logan Woolworths

Michelle Clark Blackmores
Norrelle Goldring Former Shop! Director
Simon Tebbutt Ninth Wave
Trish Steel Frank Steel Displays
Zed Elliott Extravert

Category judges

Aaron Taylor Raydar
Adele Te Wani 31ST
Aidan Harper Arnotts Biscuits
Alicia Beachley April5 Agency
Andrew Barr Store Display Global
Angela Brown Pale Blue Dot Consulting
Brett Dalley Think Display
Cassie Muller The Walt Disney Company
Chris Simpson CHEP
Chrissy Chenery Masterpet Australia
Christina Storer Sherwin Williams
Clayton Frost POP This POP That
Craig Elvin Orora Specialty Packaging
Damian Arthur Red Bull
Danny Flynn Immediate
Danny Lattouf Ideaworks VMLY&R
Dante Torpia Presfast
David Tighe Chep
Debbie Schubert POPLEVER
Emma Gillingham Meat & Livestock Australia
Emma Hore-Lacy Styleprint
Emma Minde Immediate
Gabriel Junqueira Rare Shopagear
Gary Head XPO Brands
Greg Fairey Woolworths
Guy Johnson The Round Table Communications
Hannah Smith Former Shop! Director
Hifa Flexman Chep
Jemma Caprioli Dashing Group
Jennifer Slaney Double Impact Display
Jill Morrison Creatif Merchandising
Joanne Blows Lion
Joel Statham Active
Josephine Saliba
Justin Merrett Dulux
Kathryn Crofts Chep
Katie Long Traffik
Kattie Lu Branded
Leanne Cummerford XPO Brands
Lisa Rushbrook Immediate

Liz Watkinson Faster Horses Consulting
Louise Compton Extravert
Louise Veyret Metrix Consulting
Mariah Flanders Lion
Mark Logan Woolworths
Marianthe Varipatis Konica Minolta
Mary Raymond Brown Forman
Matt Hailes Raydar
Megan Kinniburgh Campari
Michael Woodhouse Styleprint
Michelle Clark Blackmores
Miles Mackenzie AFI Branding
Nabih Awad Retail Safari
Neil Arrowsmith Greater Group
Norrelle Goldring Former Shop! Director
Nyree Shamaian PepsiCo
Oliver Cast Shopper Intelligence
Paul Dobbin Raydar
Percy Vij Centrum Printing
Peter Wilson The Shopper Collective
Rebecca Neill The Conversion Group
Richard Dumas Pernod Ricard
Rodd Jackson Bluestar Displays
Roxana Randau ID POP
Ryan Miller PepsiCo
Sarah Andrews Blackdog Marketing
Scott Mitchell 100th Monkey
Simon Tebbutt Ninth Wave
Stephen Anderson Cheil Australia
Stephen DeLorenzo SAP Products
Steve O'Connell Immediate
Steve Perdicakis The Xine
Stuart Garland Dulux
Tabatha Barrett The Grain
Tania Beckett Active
Terry Starbuck Starbuck VM
Toby Dankbaar Dashing Group
Trish Steel Frank Steel Displays
Wilfred Loo CHEP Australia
Zed Elliott Extravert

About the Indian

The Indian has been a recognised symbol of instore display excellence for more than 100 years. The statuette is based on America's first three-dimensional point of purchase display – the cigar store Indian.

The cigar store Indian was used by shops to catch the eye of passersby and alert them that tobacco products were available for purchase instore, as the majority of consumers were illiterate could not read.

The first cigar store Indians were carved from broken pieces of spars or masts by sailors waiting for return voyagers. From this modest beginning to the award winners of today, point of purchase merchandising has spread to impact almost all retail products.

Shop! ANZ is pleased to share this proud representation of excellence with all the winners of the 2019 Awards.



Kinder Halloween

Orora Specialty Packaging with The Mix Agency for Ferrero

Winner

2019 Tom Harris Marketing at Retail Award (Best in Show)

2019 Best Display

2019 Best Design & Innovation



Each year, the Shop! Tom Harris Marketing at Retail Award goes to the best entry of 2019, judged by a committee of 10 Pinnacle judges. Each year the winner is a reflection of the market and 2019 was no different. For the first time in several years, the Award was won by a physical display as opposed to a digital or experiential campaign. 2019 was a year that saw many businesses go back to basics, to the tried and tested medium of POP displays, as budgets shrunk and consumer sentiment tumbled.

In 2019, Orora Specialty Packaging and The Mix Agency were worthy winners, taking out not just Best in Show, but Best Display and Best Design and Innovation. While at first glance the Kinder Halloween display that graced the floors of Big W in October 2018 looked simple enough, a closer look shows the detail and design which went into enticing shoppers to purchase their Halloween treats from Ferrero's range.

Ferrero wanted to create the opportunity for Kinder to be more relevant at seasonal times with a new, innovative and eye-catching activation. The thematic display was activated in the front of the store flex space and interrupted shoppers as they entered Big W to help drive impulse purchase. For ease of shop, all four sides were shoppable and allowed the display of multiple SKUs from the Kinder portfolio.

The highlight was flashing lighting from a motion detected LED light, double sided printed characters and 3D ghosts made from frosted polypropylene which appeared to be reaching out from behind a door. These design elements allowed the display

to engage shoppers. All this was produced using generic Kinder floor stands, cleverly shrouded these with a 3D haunted house.

The large format haunted house was unmissable, and using corner pieces to replicate a front door invited shoppers to come in and shop from the unit. The use of visual cues such as the pumpkin basket full of Kinder treats not only perfectly linked to the Halloween occasion but also inspired shoppers to fill their baskets with Kinder Halloween treats.

Innovation for this project mainly came from bringing the initial concept to life in corrugated board within a budget while ensuring there was room for the feature elements needed to make the first foray into Big W Halloween a success.

"My initial vision was I wanted this piece of POS to be a haunted house and Mix delivered this in a fantastic concept," said Ferrero's Kate Sloper.

"The main hurdle was to keep the 3D shapes and elements of the haunted house as true as possible to Mix's concept while ensuring the display was easy to assemble. We wanted to be able to use existing towers as the main building block for the display piece, so the POS needed to be a dress up.

"Mix and Orora took a collaborative approach to find the blend between visual impact and ease of assembly to give Ferrero a display that far surpassed our objectives both visually and from a sales position," Ms Sloper said.

Retail Marketing Awards

2020



2020

Awards Gala Dinner & winner announcement

Thursday 10 September at 7pm
Doltone House, Jones Bay Wharf

Entries open

Tuesday 21 April

Early Bird Prices close

Monday 6 July

Latest entry

Tuesday 14 July

Become a sponsor and receive
FREE Gala Awards Dinner tickets.

For more go to shopassociation.org.au/news/shop-business-opportunities-2020



Visit shopassociation.org.au
for details on how to enter

Heinz Golden Egg Hunt

XPO Brands for Kraft Heinz

Winner

2019 Best Shopper Experience



Mayonnaise is not traditionally an exciting category, however, a fabulous shopper experience grew out of this condiment that suited the product perfectly and brought awareness and shopper engagement to Heinz's Seriously Good Whole Egg Mayonnaise.

Under the Kraft Heinz Act not Ad banner, XPO Brands, winner of the 2019 Shop Best Shopper Experience mantle, created a physical activation with digital support and a social partnership.

Across Easter 2019 and the lead up Kraft Heinz wanted to build awareness of Heinz Seriously Good Whole Egg Mayonnaise and its proposition, create buzz around the activation with product sampling, and drive people instore or online to purchase while providing measurable results.

Heinz seeded the idea of an egg hunt, linking whole egg mayo being worth searching for and a traditional Easter egg hunt. They also wanted to create as much reach as possible from the activation.

The initial idea was a traditional on ground egg hunt, however, with a tight budget it became apparent that digital had to be at the heart of the activity. While SnapChat filters were expensive, the platform had high user saturation and 6.4 million active Australian users. The end result was to retrofit SnapChat geogating community filters into an Augmented Reality game, taking advantage of the public's love of selfies.

Using the Royal Sydney Easter Show as the setting, Snapchat users were encouraged to find clues online and on printed flyers at the show to find six virtual golden eggs. Users had to go racing around the Show to purposely scattered locations that changed daily to ensure a constant challenge and snap selfies. Participants who found all six augmented Golden Eggs and returned to the stand received a prize - the first three winning a share of \$1000 cash every day and all others receiving a take-home bottle of Heinz Mayonnaise.

The fastest contender finished in 45 minutes - impressive, given that most brand experiences last a few minutes. Consumers' engagement was held on average for over an hour as they solved clues, ran around and snapped.

This was supported by a Heinz Mayo stand in the poultry pavilion of the Easter Show featuring a 1m tall Golden Egg, ads on the Easter Show app, roaming ambassadors, ads in the Show Guide, and daily clues on the About Us page of the Show website.

As the activity was region focused, Heinz could track uplift at a store level. More than 2 million impressions were secured across the campaign, with 12,000 consumers stopping by the Heinz Easter Show Stall. As a result, in one week, combined with price promotion, the campaign increased NSW market share by 29.2% (vs YTD).

HP Sprocket Mobile Cart

D2C with Creative Instore Solutions for HP

Winner

2019 People's Choice Award



Each year, Shop! ANZ opens up judging and over a 10 day period, allows the industry and public and to have their say on the best campaign of the year, selected from all award submissions. Once again, the Award drew more than 1000 individual votes, and D2C was crowned winner of the People's Choice Award for the HP Sprocket Mobile Cart.

The HP Sprocket is a pocket-sized device that prints photos directly from a smartphone. HP needed a demonstrator program for the Sprocket, but with no permanent fixture and every store with varying display locations, a mobile solution was needed to bring the small printer with very little store real estate to life and convert sales.

D2C created a bespoke mobile unit - an oversized HP Sprocket including a handle so that it could be pulled around like a suitcase. It was made of two pieces, the main body and a removable panel that when reversed transformed into a header board

and when removed revealed four demonstration Sprockets.

It was manufactured to be light and compact enough so that Brand Ambassadors (BAs) were able to easily transport it around in their cars. When the BA arrived instore they would set up the header board on the device - a two minute process.

Demonstrations included showing shoppers the whole process of downloading the app, pairing the device and how to use the app and different features. There was also a dedicated area for POS facilities on the mobile units, enabling sales on the spot.

Sales at shifts where the HP Sprocket Carts were used were on average 10 times higher than shifts without. Giving shoppers a printed photo of their choice to take home also helped to spread word of mouth about the HP Sprocket.

Bendigo Bank

Public Design Group with The Shopper Collective

Winner  **MEGARA**

2019 Megara Environmental Stewardship



2019 represented the fourth year of the Megara Environmental Stewardship Award, an award that grows in importance and popularity each year as climate debate rages. Over the years the quality of submissions in this category has grown steadily stronger.

In 2019, the Megara Environmental Stewardship Award was won by an entire store design as opposed to a single display as it has been in the past, with Public Design Group and The Shopper Collective winning for the design of the new Bendigo Bank store in Norwood, Adelaide.

As the pilot store and one of historical significance, Bendigo Bank wanted to reduce the energy consumption of the site. Removing the old 70s tiled ceilings and revealing the structure of the building significantly increased the volume of the air that needed air conditioning and therefore potentially raised the carbon footprint of the building – this required a sustainable solution.

Solar panels were installed on the roof of the building to supplement the new increased power requirement and reduce what would have been a significant increase in carbon foot print. The need for air conditioning during summer has also been greatly reduced due to the three new penetrations made through the external wall into the public footpath allowing staff to open the store.

Other environmental considerations were the use of recycled cable reels to create the main seating and that of the tellers.

According to Jason Day of Public Design, it is the main seating space that is the environmental feature that stands out. The agile nature of this space requires it to have mobile furniture so designing the seating from recycled industrial cable spools on wheels perfectly served this purpose.

“The main innovation in this project is how we have turned products into in-branch experiences,” said Mr Day.

The banking functionality was packed into the rear 20% of the site, including the new TCR (teller) technology allowing the traditional teller experience to be upgraded to an open face to face one. The remainder of the space is given back to the community for a series of events, product launches, demonstrations and classes, most of which have nothing to do with the bank’s products.

“There are a series of meeting rooms down one side of the branch with the ATM and retail pop-up at the front. We also made multiple penetrations through the side wall into the alleyway so that we could open up this space as a gift to the community. We transformed a dark, dangerous, grubby alleyway into a well lit, open gallery with the opposite wall presenting a giant mural by local artist Jack Fran.

“The Retail Pop-up is a feature where we invite local businesses to set up shop in the front of the branch for a few weeks. This gives the business owners a great opportunity to increase sales and acquire new customers. The service is free and doesn’t require the retailers to become customers,” Mr Day said.

**We serve up
some of
the sweetest
Industrial
Design
around.**



**Our award-winning team
is one of the most
creative and experienced
in the industry.**

**We offer design-centric,
end-to-end solutions
to all our clients' key
business challenges.**

209/24-30 Springfield Avenue,
Potts Point NSW 2011

+61 2 9051 0199
id-pop.com.au
[@idpopau](https://www.instagram.com/idpopau)

Manicare, Glam & Lady Jayne CWH Beauty Bays

Point Retail for McPherson's Consumer Products

Winner **POP***this* **POP***that*

2019 Inaugural *POP This POP That* Retail Industrial Design



With the changing nature of the industry and Shop! ANZ's membership over the last decade, we wanted to shine a light on the heart of association back when it was founded 23 years ago – that is, strong and purposeful industrial design especially for retail environments.

And so was born the *POP This POP That* Retail Industrial Design Award, recognising the best use of industrial design skills to improve a display, solve a challenge, or fulfil a specific brief across any store format across both permanent and temporary displays, which in its first year was won by Point Retail with the Manicare, Glam and Lady Jayne CWH Beauty Bays for McPherson's Consumer Products.

McPherson's required an innovative system that fit seamlessly into the ever-changing retail landscape while pushing the boundaries and educating the Lady Jayne, Manicare and Glam by Manicare shopper in Chemist Warehouse stores across Australia. Previous retail merchandising systems were either non-existent or less than optimal to complement these products. The retail merchandising system needed to be educational, interactive, updateable and most of all needed to maximise ROI.

The new system has a strong visual aesthetic with slimline LED illumination, integrated digital technology, branded colour-coded customisation and increased product navigation. Integrated screens with motion sensors engage shoppers on approach, along with future proofing the graphic updates with multi-screen digital shelf fronts.

A lightweight sheet metal mainframe was reinforced with heavier gauge tubing. Custom tooled aluminium extrusion shelf fronts with clip-in data strips was also used to house the LED slimline illumination system.

Selected units in high-grossing stores also include

eye-catching LED screen header displays. The system includes a multi-functional facility to house updateable range tiles, product tactile displays, promotional touch-n-feel product glorifiers, custom accessories and dividers.

Stock weight and category management has been optimised by the integration of custom-designed gravity feed hooks, ensuring the products always remain forward-facing and easily accessible, with the planogram always appears full. The hook-backs include a clip system with numbered notches for simple to follow future proof planogram updates.

These stands are supplied fully planogrammed, with hooks, screens and accessories in place for installers to "plug-n-play" enabling efficient large-scale national rollout. To maximise opportunities within this tight retail environment, these stands have been engineered to fit into Chemist Warehouse's standard fixtures without the requirement for re-fit or fixture modification.

Utilising a reliable and energy efficient lighting system allowed the merchandising to be flexible with planogramming while creating a beacon for the brand instore.

Digital integration has been a prerequisite in retail in recent years, however, where this project has been successful is in the development of targeted content that really pushes the educational aspect of the display. Rather than logos and flashy images being the focus, real product information and tutorials help to increase engagement and ultimately drive sales.

With 920 permanent one-bay displays manufactured across three subsequent production runs and national installations in 400 Chemist Warehouse stores as at December 2019, the project is a continuing success for McPherson's Consumer Products and Chemist Warehouse.

NOT JUST GOLD



GET REAL RESULTS 2020

 pointretail

P.OINT

pointretail.com 

2019 gold industrial design excellence

gday@pointretail.com

2019 gold health and beauty permanent

Large or Department Store





TITLE Kinder Halloween

ENTRANT Orora Specialty Packaging with The Mix Agency

CLIENT Ferrero Australia



Ferrero partnered with Big W to create a high-profile Halloween display presence at the front of store for all Kinder branded products. It needed to be fun and impactful while not targeting children, but still evoking the spirit and spookiness of Halloween.

The thematic display was activated in the front of store flex space and interrupted shoppers as they entered Big W to help drive impulse purchase. For ease of shop all four sides were shoppable and allowed us to display multiple Kinder SKUs.

The large format haunted house was unmissable, and through the use of multiple 3D elements creating depth, 3D corner pieces replicating a front door invited shoppers to come in and shop from the unit. The use of visual cues such as the pumpkin basket full of Kinder treats not only perfectly linked to the Halloween occasion but inspired shoppers to fill their baskets with Kinder Halloween treats.

The Kinder Halloween Big W displays achieved exceptional results - Kinder brand sales in Big W grew 113% in value and 23% in volume compared to the 2017 Halloween period. The modular design enabled the Ferrero field team to build 100 displays in the first 24 hours.



TITLE LEGO 2 - Movie Launch

ENTRANT Orora Specialty Packaging

CLIENT LEGO



Looking to capitalise on a much anticipated family movie, this display was used to help sell toy sets directly linked to the movie. With the innovative use of sound, lights and movement we were able to disrupt and engage our shoppers the moment they entered the retail environment.

Ease of assembly and thoughtful design allowed it to be executed quickly and integrate easily into the existing store fixtures. It allowed us to showcase the entire range of new toy sets in a simple manner resulting in a fantastic sales initiative.



TITLE Kinder Natoon Forest

ENTRANT Think Display

CLIENT Ferrero Australia

The new Kinder Surprise Natoon range from Ferrero offers kids the opportunity to collect, build and learn about 26 different native animals from around the world. Supporting the launch, we created a mini Natoon Forest for Big W, introducing the Kinder Surprise Natoon range and driving stockweight on floor.

Rather than an expensive custom build, the Natoon Forest was a clever combination of three regular, pre-packed Weekender towers and three dress-up Forest Wedges. The wedges simply clipped into pre-engineered slots in the sides of the towers. Adding further theatre, the 3D Forest Topper featured pop out green foliage and a koala Kinder Surprise egg. For ease it was delivered to store pre-assembled.

To engage Big W stores managers, we created a Natoon Forest trade presenter box - including three of the actual toys and detailing the educational elements, the support plan and sales opportunity for the store. The easy, modular design enabled 168 Natoon Forest displays to be secured, totalling over 96,000 in stockweight of Natoon eggs. Big W has been enthusiastic about the new direction for Kinder Surprise and eager to get the Natoon range in store.

.....



TITLE Pixie's Bows Boutique

ENTRANT POP This POP That

CLIENT Pixies Bows

The goal of the pop-up initiative was to drive brand awareness and increase both online and retail sales. The Pixie's Bows iconic doll house inspired designs create a playful shopping destination from pop-up retail activations to store-in-store environments and last minute impulse counter display purchases.

Overall, the Pixie's Bows retail installations have been a resounding success. The design and development of this installation was the first of its kind for the Pixie's Bows brand and they will continue to roll out these fixtures as they increase their retail presence in the coming months and years.

GET REAL 2020

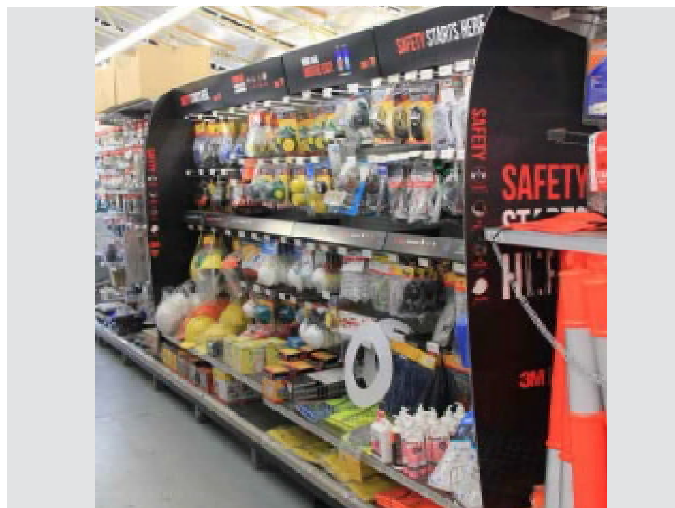
- real brand destinations
- real product education
- real shopper engagement
- real return on investment
- real world innovations

follow us for the **GET REAL 2020** retail brand guide



PPOINT





TITLE 3M Safety Bay Category Solution

ENTRANT Tag with Rare Shopagear

CLIENT 3M

An in-store destination for safety with a new category bay solution was created to distinguish the personal category in a large chain of hardware stores. The unit was designed with education in mind and serves the dual purpose of both educating the shopper about products' best uses and guides them to the correct product.

The bold use of a colourful header and aisle find creates a strong visual identity that frames the category. Coupled with colour-coded education panels this makes for a powerful presentation of the products. The category bay solution was created to be easy to install, with scored and folded corners eliminating the need for screws. The light weight nature of the material makes the units easy to ship, handle and install with no need for additional tools.



TITLE Barbie 60th Anniversary Activation

ENTRANT The Xine

CLIENT Mattel Australia & New Zealand

Since 1959 Barbie has been inspiring children to be anything, from an astronaut to a zoologist and 2019 is the 60th Anniversary of Barbie. This was a major event for Mattel and the requirement was to create displays for Big W, Target, Kmart, Coles, Toymate, and Farmers NZ. We needed to create temporary displays that were impactful, consistent, cost effective and to be assembled and pre-packed.

This was achieved through the design of the cardboard displays. We created a full and half pallet displays that used a common body, with adjustable shelving which allowed the units to be flexible based on the layout and products. By designing a unit with common pieces and easy erect adjustable shelves this helped reduced costs during production and assembly. We also wanted to ensure the graphic had the impact and consistency desired by the client. Barbie pink and the dolls are very iconic, and this was key to ensuring the units stood out instore.

The activation was a tremendous success. The units made a huge impact instore and the sales figures prove this. Based on an eight week period, Barbie increased sales by 47.4% compared to the same period the year prior.

TITLE Uniqlo Seamless Sensory Retail Campaign

ENTRANT Active

CLIENT Uniqlo Australia



Uniqlo's 'Seamless' down puffer jacket range is designed uniquely to any other product with its stitching welded together below the surface of the fabric preventing wind and rain to penetrate through, while remaining warm, reliable and stylish. To educate customers about this revolutionary and innovative fabric technology as well as driving foot traffic into store, Uniqlo wanted to bring the key features to life in their windows while also weaving through their brand philosophy. Using colour, lighting, sound and textural materials, we created three stand out window displays that replicate the key features of the jacket.

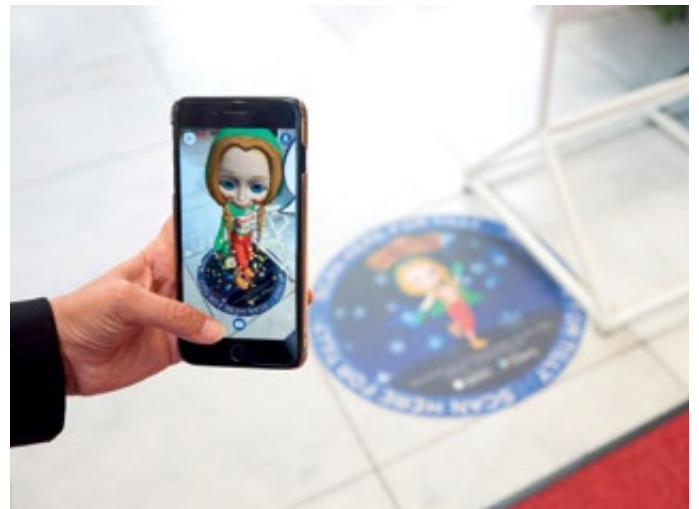
To help visualise the windproof abilities of the jacket, we created a backdrop of a modern wind tunnel with floor standing fans attached with strands of fabric to create movement and represent wind. High pitch wind sounds were combined with the theatre of the window proving to communicate the message well visually. The rain repellent window combined rain sound effects together with vibrant angled chasing LED batons that were hung in various depths to create movement. Lastly, the light weight window incorporated sound activated RGB Parcan Lights to create a lightning effect that reacted to the thunder clap sound from the speakers.

.....

TITLE Myer Santaland Augmented Reality Store Activation

ENTRANT Active

CLIENT Myer



Holding a strong legacy with the enjoyment customers get venturing out to see their famous Christmas Windows, Myer wanted to extend the Christmas storytelling from the windows all the way through their stores. Myer's Santaland and Santaland Express Train gave young and old an experience into the magical world of Santa, a popular destination that induced crowds and long queues. With customers expressing frustrations with long waiting times, Myer wanted to turn it into a more positive experience and tasked us to create an activation that could be enjoyed while waiting to embark on the Santa Express Train.

We developed the Myer Christmas Augmented reality activation that integrated a point of sale display and customer experiential activity that proved to be seamless, theatrical and entertaining. Triggered through different point of sale markers throughout the store, customers were able to engage with Tilly, Myer's elf, using their handheld devices. The App encouraged young and old to dance with Tilly and play games with her while waiting in the queue. A proven success for Myer, the activation app was given a four and a half rating with a high engagement rate that yielded great ROI for Myer.

TITLE Myer Easter Augmented Reality In-store Activation

ENTRANT Active

CLIENT Myer



Myer is known as one of Australia's key retail destinations for gift giving, particularly at key seasonal occasions such as Easter. Highly recognised for their unique abilities to engage customers with exciting and fun activities over key festive periods, Myer wanted to create an AR Easter App that would assist them with extending the Easter period.

Intended to lead customers through the path to purchase, the Easter AR app we created entertained visitors with a game, encouraged them to journey through the store and interact with key displays, as well as reward them with a compelling product promotion at completion of the game.

Yeilding excellent engagement and ROI, the Myer Easter AR activation was one of the highest performing digitally integrated retailtainment activations they've executed.

.....

Grocery Store, Food

Temporary Display



Outside the box thinking

The Grocery Display, Temporary category is one of the most contested categories of the Awards and 2019 was no different, drawing the highest number of entries of all the 23 categories, making taking Gold just that little bit harder.

GPS Group accomplished that feat with its Think Outside the Box Display for Twinings. The tea maker ran a major above the line campaign on specialty tea products which involved a sponsorship with Masterchef including a TVC, in-show integration, digital and social media, and wanted to create a powerful in-store campaign to support this investment to encourage shoppers to trial new Twinings flavours.

Twinings has one of the biggest ranges in the Tea category, so the decision was made to hero these with the creative by creating giant, colourful tea boxes encouraging consumers to Drink Outside The Box an idea which came from collaboration between both GPS and Twinings.

The design of the towers was outside the standard supermarket guidelines, so Woolworths was engaged early to make sure they were onboard with our concept. The unique design also posed a few challenges regarding the engineering of the displays to make sure they were stable and durable and also easy for merchandising teams to assemble in store.

The brightness of the colours in the Twinings range as well as the shape and size of their boxes tie in well with the tower design and the small footprint and large stock holding capacity allows for more SKUs to be fit on each shelf, giving Twinings a greater ROI.

Twinings had their best ever results on a 10 pack promotion as a result of this campaign, with a 16% total volume uplift over the two week period and a 46% increase in average units sold per store. According to GPS, what made this campaign so effective was that the distinctive image of the Twinings 10 pack was carried all the way from the TVC, through to digital, and instore, to ensure shoppers were communicated to all the way along the path to purchase.



TITLE Twinings Drink Outside the Box

ENTRANT GPS Group

CLIENT Twinings

To drive growth in their specialty tea range, Twinings ran a major ATL campaign that involved a sponsorship with MasterChef, a TVC, in-show integration, digital and social media. To support this investment, we needed to create a powerful instore campaign that had an obvious and identifiable link to the ATL activity.

We wanted to drive growth in the Twinings specialty tea range, introduce new variants to regular tea drinkers and bring some excitement into the category. We merchandised only 10 packs given their small cost, impulsive nature and the opportunity for shoppers to trial a new variety without committing to a larger pack size. To increase the sell through and impulse purchase, we focused on the three biggest sellers that resonated with consumers - English Breakfast, Peppermint and Earl Grey.

Giant tea boxes matching the artwork of the packs together with the multitude of colours in the range meant the displays were impossible to miss. The omnidirectional design provided a great vehicle to show case the variants and enhance the shop-ability of the range. The activation delivered Twinings best ever results on a 10 pack promotion, with a 16% volume uplift over a two week period and a 46% increase in average UPS.

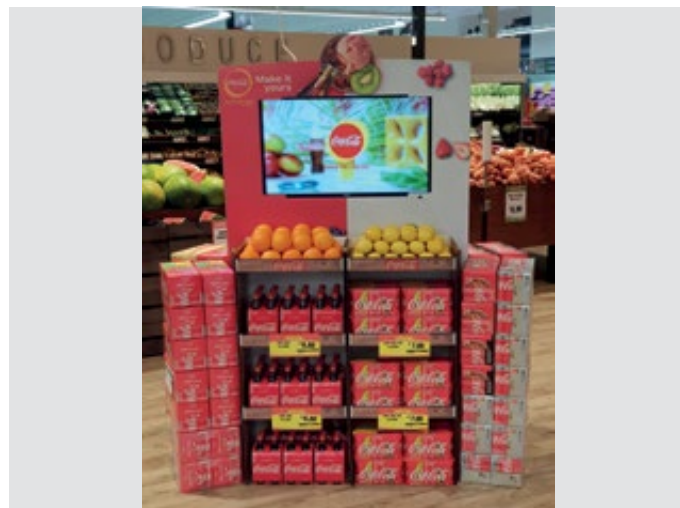




TITLE Coca Cola Amatil - Make It Yours

ENTRANT Presfast

CLIENT Coca-Cola Amatil



In a category that has faced challenges of growing proportions of light and lapsing user, low aisle penetration and low dwell time instore due to lack of relevance and inspiration, the Coca-Cola Make it Yours campaign within Woolworths and independents was able to effectively target current, light and lapsed drinkers of Coke, over the key consumption period (Summer).

Our client was able to attain incremental off location displays, drive purchase intent with shoppers, drive sales and increase their visibility and relevance beyond the soft drink category aisle via targeted stores with Digital Spectaculars that captured shopper's attention with theatre and movement. The Coca-Cola Make it Yours campaign inspired shoppers to make each Coke experience relevant, unique and personal.



TITLE 2018 Halloween Confectionery Activation

ENTRANT Konica Minolta Marketing Services with Store Display Global

CLIENT Nestle Australia



Why?: As a confectionery business it's crucial to have a presence in store during key seasonal occasions.

What: Insights - it's crucial to maintain a high profile in store during key purchase occasions; Objectives - increase sales across Halloween range, showcase Halloween gold range, secure front of store space using only creative POS as leverage; Challenges - Halloween is a competitive time of year between confectionery suppliers.

How: Towers showcase Halloween characters interacting with Halloween SKUs, helping shoppers associate between our confectionery range and Halloween. Four way tower dress up kits were created to bring four existing towers together into one spooky Halloween scene. The Halloween FGE dress up kit turned plain FGEs into a haunted houses.

Innovation: The POS was designed to bring Halloween to life, while the four way dress up kit bought existing towers together into one Halloween scene resulting in efficiencies and cost savings. We randomly supplied one of the four character towers to stores creating an element of surprise.

Results: The Halloween Gold range showed a strong sales uplift in 2018 compared to the previous year. Choc share packs sales grew by an average of 74.7%, wrapped lollies sold grew an average of 47%, and the field team placed 1726 over and above towers front of store in grocery without any additional funding.



TITLE Woolworths Summer Favourites Ice Cream Truck

ENTRANT Styleprint

CLIENT Woolworths

Building on the success of last year's activation, Woolworths set a goal of a six percent increase in category sales, and to make the unit more attention-grabbing, fun, easier to assemble, and noticeable from elsewhere within their massive store environment.

We added a number of innovations to this year's activation, including low drain LED lights (designed to last the length of the campaign without the batteries needing to be replaced). The use of these lights was a first within the Woolworths store environment and achieved the goal of making the Truck visible from across the store. We also modified the design with almost zero additional floor space, which is a huge innovation for Woolworths stores where floor space is at a premium delivering maximum impact for minimum space.

The Ice Cream Truck delivered a phenomenal result in its first week with a new record being set for the ice cream category, which was an increase of 15% on the same period last year. The ice cream category continued to outperform versus last year for the entire duration of the promotion. The client was thrilled with the results achieved and is looking to make the new and improved ice cream truck a regular summertime fixture throughout Woolworths stores.

.....

Kinder Natoons

Kinder.



TITLE Kinder Natoon Forest

ENTRANT Think Display

CLIENT Ferrero Australia

The new Kinder Surprise Natoon range from Ferrero offers kids the opportunity to collect, build and learn about 26 different native animals from around the world. Supporting the launch, we created a mini Natoon Forest for Big W, introducing the Kinder Surprise Natoon range and driving stockweight on floor.

Rather than an expensive custom build, the Natoon Forest was a clever combination of three regular, pre-packed Weekender towers and three dress-up Forest Wedges. The wedges simply clipped into pre-engineered slots in the sides of the towers. Adding further theatre, the 3D Forest Topper featured pop out green foliage and a koala Kinder Surprise egg. For ease, it was delivered to store pre-assembled.

To engage Big W stores managers, we created a Natoon Forest trade presenter box - including three of the actual toys and detailing the educational elements, the support plan and sales opportunity for the store. The easy, modular design enabled 168 Natoon Forest displays to be secured, totalling over 96,000 in stockweight of Natoon eggs. Big W has been enthusiastic about the new direction for Kinder Surprise and eager to get the Natoon range instore.

TITLE Mentos Pure Fresh

ENTRANT ID POP

CLIENT Stuart Alexander & Co



The gum category represents \$146 million. Extra is market leader with 75% share and keeps growing the category. Mentos Pure Fresh sits at number two at approximately four percent, and was in a slight decline. Although being in the gum market for more than 10 years, Mentos Gum awareness was extremely low.

To remain competitive in the market and turn around performance, Mentos Pure Fresh changed its format from packaging in a tin to a new plastic bottle shape, along with a fresh ingredient change. To support this and communicate in stores, Mentos required POS innovations to disrupt shoppers at front of store to drive instore awareness, plus influence customer trial and purchase.

The objective was to drive trial and incremental sales of Mentos Pure Fresh Gum, plus increase market share within the Gum Category in independent grocery. We were briefed to focus on the new packaging and emphasize the uniquely Mentos form factor, moving away from more traditional FSDU designs historically used for Mentos pre-pack displays.

During the Mentos Pure Fresh campaign period within IGA stores, units per store and per week increased 67% on average compared to outside campaign period. On average from six UPSW to 10 UPSW.

.....

TITLE Red Bull Flugtag Activation

ENTRANT Semcom Visual Communication

CLIENT Red Bull Australia



Bringing the Flugtag Event to life instore: Red Bull challenged the team to design off location displays to drive event awareness and build excitement for the November event. The displays needed to be theatrical to emulate the Flugtag spectacular event, and be ingenious enough to stand their own amongst the showmanship of the Flugtag entrants.

Our display design and production involved highly complex cardboard engineering, including a custom printed and 3D-folded Red Bull Flying Machine and pilot. We also designed and produced stock displays and instore theatre to accommodate a variety of store sizes and floor allocations. We influenced a total of 37 incremental Flugtag displays across 28 Sydney outlets, stores with displays had over three times greater uplift than stores with no display.



TITLE Nutella Unique

ENTRANT Conversion Group

CLIENT Ferrero Australia

Nutella Unique was launched in September 2018, a campaign that sought to celebrate the millions of features that make each individual different. Nutella wanted to celebrate the uniqueness of its consumers by offering more than 1 million differently patterned, limited-edition jars on its 750g and 1kg SKUs. Utilising cutting edge production technology, Nutella was able to bring to life what it means to be Unique, and so too did the point of sale.

A large thematic Unique Nutella jar was positioned on the display to create disruption in store and drive Shopper awareness from a distance to help navigate Shoppers not on a spreads shopping mission to the display and entice them to pick up a jar of Nutella. Using a lenticular (3D) print mounted to lightweight foamcore on a rotating motor, the display image was constantly moving and changing its visual appeal to reinforce the multiple prints on the jars, tying the product and the display perfectly.

The simplicity and efficacy of the POS, in tandem with strategic price promotions and a 360° campaign armed the field team with tools that enabled them to deliver invaluable incremental volume through securing additional off-location displays.

.....



TITLE Kellogg's Back To School

ENTRANT ID POP

CLIENT Kellogg Australia

Back to School is a key selling period for Kellogg's. In the retail environment, BTS messaging is everywhere. In order to cut through and succeed, the objective was to create a winning BTS campaign with high appeal amongst families. A Win with Every Pack mechanic ensures ease of participation and lowers the barrier to entry for shoppers.

Delight shoppers with a theme that conveys relevance and value. Gain retailers' support with a relevant BTS activation that lines up with their priorities at this time of year. Communicate the campaign in a way that appeals to family shoppers (plus ties in with BTS theme in store) providing in store theatre to inspire and delight shoppers.

Campaign results exceeded redemption expectations. Shopper redemptions performed better than prior year promotion (70k vs 46k). Overall participating SKUs outperformed the rest of Kellogg's in both RTEC (up 1%) and Snacks (up 14%). We saw great growth in our participating SKUs for the campaign in snacks, with 4.4% growth vs the category growth at 0.5%. We had impressive massive displays from the flex buses, which also had great tie-in to the Woolworths BTS campaign. Our reps were able to up weight their displays with the use of the display options provided.

TITLE Coca-Cola FIFA Spectacular

ENTRANT SOS Print + Media with Coca-Cola Amatil

CLIENT Coca-Cola Amatil



We created large floor displays for Coca-Cola in two Woolworths stores during the FIFA World Cup in July 2018. These displays needed to display various Coca-Cola Amatil brands including Coca-Cola, Coca-Cola Diet, Sprite, Flavours & Powerade. Pack sizes also varied from Mini packs, 1.25L bottles, 24 packs and 30 packs. It was designed to reflect the FIFA stadium and encourage shopper engagement either through entering to get the full experience or shopping the outer rim of the display. With several varieties of products to be displayed we designed a tiered display using 1.25L single bottles internally, to represent people on the tiered seating. The outer of the display was designed for quick grab and go by using 24 and 30 carry packs. The floor was a fully removable anti slip vinyl floor, goals, full stadium backdrop and Stadium scoreboard to promote FIFA and Stadium light poles that used battery operated flashing LED lights to grab shopper attention.

The outcome was a success with the majority of brands / packs that featured on the spectacular, increased in sales between 5% and 31% over the promotional period vs standard FIFA POS displays in other Woolworths stores.

TITLE P&G WW Beauty Essentials Three Sided FGE

ENTRANT Tag with Popcorn Displays

CLIENT Proctor & Gamble



Fully implementing our end to end retail solution, using shopper insights and market trend information we created a new three sided FGE unit that has revolutionised how P&G activates their FGE promotions for multi-brand campaigns. Developing a display that holds 75% more stock holding than traditional displays, achieving 100% compliance and a massive 60% uplift in sales, the three sided FGE unit has significantly increased customer engagement and sales, while transforming the shopper experience.

Kinder Awesome Santa

Kinder.



TITLE Awesome Santa

ENTRANT Think Display

CLIENT Ferrero Australia

To drive critical chocolate sales at Christmas, Kinder needed a unique Christmas display which would engage shoppers and be worthy of front of store position. Our Awesome Santa display had Santa asking mums and kids the most important question at Christmas - have you been naughty or nice?, inviting them to spin for their answer. Our interactive spinner could land on 'naughty' or 'nice', but for fun, we weighted it to land most often on 'awesome'.

Awesome Santa was a beacon for Christmas instore, used by sales reps as a book end to turn ordinary towers into an awesome display with significant brand presence and stock weight. Santa's clever sack was a simple half hex dump bin, with deceptively designed artwork to hold further critical stock instore.

Awesome Santa was a fantastic success, with Kinder sales growing more than 10% (vs Christmas year ago). The fast, modular design enabled the Ferrero Field team to build 118 displays compared to a target of 80. Store managers loved the display and wanted them in their stores. And of course, kids all around Australia were relieved to find out that they passed Santa's test!

.....

TITLE Smith's Spin to Win Campaign

ENTRANT Bluestar Display

CLIENT PepsiCo



The Smith's Spin to Win campaign was designed to drive strong retail presence during Easter, a confectionery dominated trading period. Using a combination of POS pieces, displays could be scaled up to suit medium and large locations across each retail channel. A combination of high impact game show artwork on the floor displays disrupted the Easter Themes instore. The larger displays had additional theatre with the use of a large 3D Spin Wheel with flashing LED lights positioned on the top of the display. With the support of retailers, we dispelled the belief about the challenge of securing off location displays during the Easter trading period (a confectionery dominated event). In total, we achieved a stretch target of an additional 19% more displays compared to planned and successfully secured 920 additional discretionary pallet displays and unplanned FGEs, which delivered multiple new touch points in store.

TITLE Chupa Chups & Mentos – Halloween Display

ENTRANT id8 Studio

CLIENT Stuart Alexander & Co



Creating instore theatre was key to disrupting passing shoppers while providing product exposure. Through the use of recyclable materials and an innovative mechanical rocker, we engineered a display solution that was focused heavily on the theatre component as well as providing a shelf solution for a large range of products. The displays were displayed mainly in IGA across Australia.

Assembly instructions were provided in each pack assisting stores with quick and easy assembly. The display provided great visibility instore while allowing the flexibility to display product and to communicate Halloween messaging. Creative artwork was used for maximum impact being the point of difference in the market, providing return on investment and great sales results.

.....

Grocery Store, Food

Permanent Display





TITLE 2019 Odyssey Activation

ENTRANT id8 Studio with Konica Minolta Marketing Services

CLIENT Nestle



Why: We had lost our presence in front of store to competitors, resulting in a decline in sales in independents. We needed to win back front of store using the right POS and strategy to drive incremental sales.

What: Shoppers are using Independent stores for top up shops rather than main food shops, resulting in them using express checkouts. Our challenge was to design a unit that was compatible with all stores; securable to hardware; easy to assemble. The criteria for success was 400 units in 12 weeks, 250 independents, with incremental express checkout ranging and an increase in Gold range sales.

How: Our POS unit is premium, complimentary to store decors, flexible, supports multiple configurations, has universal attachments, versatile, attaches to hardware, effective and efficient, injection moulded, easy to assemble; requires no tools and is aligned with ours and the customer's strategies.

Innovation: Trays click together connecting lighting to next tray; water transfer for wood effect; makes unit one facing up to nine facing; attachments secure to hardware; and no tools are required for the unit.

Results: 484 units in 256 stores at express checkouts were executed above KPI's in 12 weeks. It was a unique unit with clear strategy and incremental ranging and increased sales of the Gold range by an average of 30% in two months.



TITLE Energy For Now, Energy For Later

ENTRANT Red Bull with Mills Echo

CLIENT Red Bull



The vision of the Energy Now, Energy Later initiative was to excel category growth by tackling two strategic areas - aisle engagement and category conversion.

Aisle engagement: The challenge was not only to stand out, but give shoppers a reason to engage with the fixture. The key opportunities to address were improving the shopability of the fixture and increasing cold availability of category growth segments.

Category conversion: The focus was to reduce the walk away rates of brand loyal shoppers. The key opportunities to address were reducing the tail of core range focusing on key brands/top performing SKUs and improving cold availability across the category to convert the impulsive shopper.

The permanent display brings together both chilled singles and ambient multipacks, encouraging shoppers to think of their energy needs both now and in the future. Subtle brand cues were used through colour and lighting to help signpost the category and communicate the message in a simple, yet meaningful manner. The Energy Now, Energy Later initiative is on track to achieve its objective of excelled category growth, and feedback from the retailer and energy shoppers has been encouraging.



TITLE Premium Stores Water Gondola End

ENTRANT Coca-Cola Amatil

CLIENT Romeo's Retail Group



Eighty percent of consumers in Australia are actively managing their health with 25% reducing the amount of sugar they consume. This has resulted in a shift in beverage consumption away from sugared soft drinks to packaged water and in particular sparkling water which is better placed to capture the lapsed CSD drinker due to the sensory benefit of its sparkling format. It also appeals more to premium shoppers who are less interested in private label.

The drinks aisle is heavily avoided, so getting profitable packs on the perimeter of the store will unlock growth, however, a premium merchandising solution is required for premium outlets such as Romeos in Rundle Mall. The solution is a unit that fits onto the available space of a gondola end; offers both ambient and refrigerated SKUs across profitable packs such as sparkling water and flavoured still water and fits into the aesthetic of the store via lighting, appropriate branding and premium materials.

The ROI is driven by a combination of velocity from optimum location in store and ranging of profitable single serve packs. Sales of Mount Franklin water in Romeo's have increased by nine percent in the three weeks since the Rundle Mall store opened.

.....

Grocery Store, Non-Food





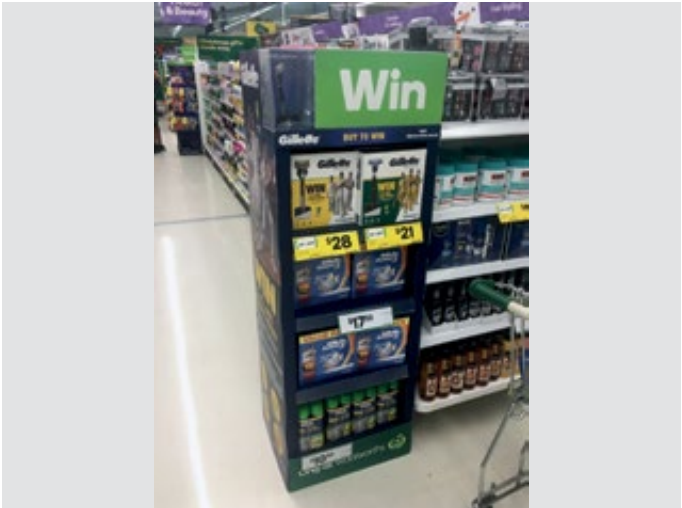
TITLE Oral B Touch & Learn Units

ENTRANT Tag with Popcorn Displays

CLIENT Proctor & Gamble

With sales declining in the toothbrush category we wanted to develop an interactive touch and learn display that would allow the shopper to touch and feel the different brushes available and to better understand the benefits of using an electronic toothbrush.

The display uses a variety of processes, including plastic fabrication as well as custom features including anti-theft security devices on retractable cables, LED lighting and direct power supply brushes, as well as an updatable information card listing the features and benefits, allowing customers to get a strong understanding of the product.



TITLE Gillette Summer Gifting Cricket Tower

ENTRANT Megara with Tag

CLIENT Proctor & Gamble

The local Gillette team was given the opportunity to distribute a limited-edition gift pack set. Released into the Australian market in time for the Christmas and post-Christmas sales period, a premium off location display was identified as the required path to purchase due to the uniqueness of the product.

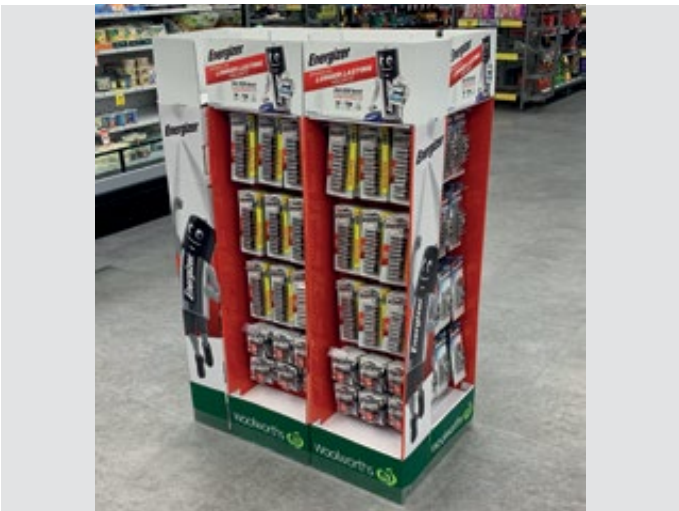
The Gillette team decided on a two-sided design that balanced large areas of graphics for strong cricket themed campaign messaging with the need to showcase the premium product across different store layouts. To educate shoppers on the final product, two tamper-proof product glorifiers were located on opposing corners of the display. This added to the allure and exclusivity of the product, while showcasing the quality of the product to the shopper. Balancing durability, print finish and recyclability, a hybrid construction of polypropylene and X board was created. The internal X board supported the 32kg of stock, while the polypropylene created a superb foldable print surface.



TITLE Energizer Mod-Bin

ENTRANT POP This POP That

CLIENT Energizer Australia



Hook merchandising presents product in an easier to navigate and inviting way. Energizer has traditionally sold batteries for short duration promotions in bin or bucket format displays. As stock is shopped throughout the promotion it becomes recessive, cluttered and jumbled. Battery sales are driven by seasonal requirements and impulse/discount driven promotions. Energizer is a premium brand in this category and needs to stand above the competition even in temporary display situations.

Retail activations using the new Modular bin began in 2018 and continue through to today. The Mod-Bin is unique in its customised design to suit perfectly and fully the range of Energizer, Eveready and specialty batteries. It holds a maximum stock weight on a minimal retail footprint. Sweeping graphic opportunities along the full length of the display have helped Energizer to launch its refreshed brand image with an invigorated Mr Energizer complete with radiating energy field on white background.

The Mod-Bin has been an outstanding success. Designed from the ground up to provide a single building block display for a variety of retail activations has been the key to its success. In particular the display has resulted in increased retailer compliance and faster merchandiser assembly times.

.....

Liquor

Temporary Display



Criminal success

The liquor sector excels at producing fun and innovative campaigns. Treasury Wine Estate backed up its 2018 Gold win in 2019 with a campaign by Maake - 19 Crimes Get Your Mug Shot Taken & Join The Gang - allowing shoppers to become part of the product in a campaign designed to raise awareness of 19 Crimes, increase brand loyalty, and lift sales.

Run in a handful of stores only, the concept was for consumers to have their photo 'mug shot' taken in a custom designed 'jail cell' and get their own personalised wine label printed to 'Join the 19 Crimes Gang', disrupting the market with an innovative instore display, in which consumers could participate in to create a memorable experience.

The Jail Cell photobooth was positioned at the front of stores to capture consumers attention. Consumers were engaged by a Brand Ambassador to sample the wines and get their mug shots taken. The photo was then used to create a personalised 19 Crimes red wine label printed on the spot. The tech applied sepia filters to the mug shots, to replicate the original look and feel of the brand packaging. The photo could also be sent via SMS or email with the ability to share the photo on socials using the #19Crimes hashtag.

The key element of this project was the technology and digital interaction. The campaign tied these personalised labels back to the Living Wine Labels augmented reality app, which when downloaded uses AR technology when placed near the labels to allow the criminal characters to tell the story of their deportation from Britain in the 1800s. This technology saw consumers become one of the 19 Crimes characters and part of the brand story.



TITLE 19 Crimes. Get Your Mug Shot & Join The Gang

ENTRANT Maake Australia

CLIENT Treasury Wine Estates



19 Crimes is a brand that ignites the inner rogue in all of us, inviting us to be true to ourselves and write our own incredible stories, inspired by the rebellious and passionate spirits of the characters on our product labels.

19 Crimes brand vision is to be the adult beverage category's most celebrated legend and disruptive force for those with the millennial mindset the world over. The premise for this campaign was to Get Your Mug Shot Taken & Join the 19 Crimes Gang. This was done through printing personalised wine labels onsite after mug shots were taken of consumers in a custom-designed jail cell corflute photobooth display, through an innovative and entertaining manner for both the brand and for consumers. The task was to increase brand exposure and recognition, drive consumer engagement and inform consumers about the brand story in an interesting, memorable and unique way, accompanied by the high-impact and unique instore display.

The results were incredibly successful for all parties involved with many positive comments and feedback from the retailer and consumers, and an overall sales uplift of 346.7% of units sold from the duration of the campaign.



TITLE Bottlemart & BWS Jack Daniel's Christmas Tree

ENTRANT Blue Star Display

CLIENT Brown Forman



Floor space in liquor retail during the key Christmas trading period is busy and cluttered, with stores choosing to fill their floor with as much fast-moving stock as possible. This leaves little opportunity for premium liquor brands to display away from the shelf and connect with this gift giving occasion. This left us wanting to find a creative solution that would excite retailers and give Jack Daniel's Family of Brands increased visibility instore.

Our strategy was to find an innovative way that would use existing instore furniture to display Jack Daniel's Family of Brand products. We knew if we could achieve this, the superior position away from shelf would capture the attention of shoppers looking for the perfect gift, resulting in a trade up to our premium range of Jack Daniel's spirit brands.

We created a metal Christmas tree that used the existing fixtures within both BWS and Bottlemart. Both POS options were displayed at our target location within the store and we achieved fantastic sales results and feedback from both retailers.



TITLE Aperol Spritz Shelfie

ENTRANT Branded

CLIENT Campari Australia



Displays are often cluttered, lost and blended in with the noise in a retail environment. So how can we develop a different, unique and new display to address these common notions? A display that our shoppers are not accustomed to and in turn attract their attention in stores.

The solution that emerged based on this consensus, gave StackaWraps Shelfie - a 3D, over-sized and photo realistic display that hold SKUs, the opportunity to overcome these notions. An Aperol Spritz Shelfie was developed and produced to maximise visibility and drive strong presence in-stores. With end of year celebrations in full swing, Aperol needed to remain top of mind when purchasing in this category.

Our point of difference was clear. The Aperol Spritz Shelfie provided a larger than life bottle, towering above all other displays in Vintage Cellars. The unit's visibility was secured by the sheer scale of the display and the branding imitation using the iconic Aperol orange. This was successfully executed across Top 50 Vintage Cellars and achieved 100% store compliancy. Many stores had also decided to use the Shelfie as a window display to attract consumers into the store.

TITLE 1st Choice Win Jack Daniel's Homeplace
BBQ Experience

ENTRANT Blue Star Display

CLIENT Brown Forman



Through a joint business planning session with 1st Choice, Jack Daniel's was presented with the opportunity to execute a major consumer promotion during their Easter key trading period. Easter is a time when family and friends get together and entertain at home. We wanted to find a way to inspire them to bring Jack Daniel's to their social gatherings over this time. The promotional period also captured the Anzac Day long weekend.

Using our BBQ platform to connect, we created a promotion whereby shoppers had a chance to win a trip for four people to the Jack Daniel's BBQ Invitational Event in Lynchburg Tennessee. The secondary prize was one of 25 \$250 Weber Store Vouchers.

.....

TITLE Hardy's Wine Char 3

ENTRANT What to Do

CLIENT Accolade Wines



Char 3 delivered on the need to create a unique, premium FSDU within the temporary category. It supported custom assets created for both the label and above the line content, bringing unique photography and aesthetics through to the instore environment. The client brief was to create disruption and conversion and support the innovation found in the product through the communication in the display.

Through the use of tactile and varied materials and finishes this display endeavours to draw shoppers in where they can interact with the charred elements and gain a further understanding on the wine. This is all further supported through an AR element in the bottle label for greater shopper interaction.



TITLE Liquorland Ice Bucket GWP Display

ENTRANT Blue Star Display

CLIENT Brown Forman

Through a joint business planning session with Liquorland, Jack Daniel's was presented with the opportunity to play a role in their 'footy season kick off' platform. Watching sports at home is a key liquor consumption occasion. Finding a relevant way to cater to this, we would appeal to both impulse and current shoppers and by doing so, increase the frequency of JD's Ready To Drink purchases.

The promotional idea we created responded to this. We connected to the occasion through our 'get in the game with Jack' creative and offered shoppers a JD Ice Bucket when they purchased two JD 10 packs. To support this offer, we created a disruptive free-standing display that connected with the occasion.

.....



IRI

Growth delivered.

HELPING YOU MOVE AT THE SPEED OF THE MARKET.

**THAT'S GROWTH
DELIVERED.**

iriworldwide.com



Liquor

Permanent Display





TITLE First Choice Bourbon

ENTRANT The Ship with rare SHOPAGEAR

CLIENT Campari Australia



What does bourbon mean to you - Fast cars? Promo Girls? Bogans? If so, you're not alone. Australian shoppers perceive bourbon to be less sophisticated, premium and aspirational than other dark spirits.

We were tasked to reverse this perception. Elevate the bourbon category in the minds of shoppers and gain access to the consideration set of the discerning dark spirits drinker. Essentially - make Bourbon cool again.

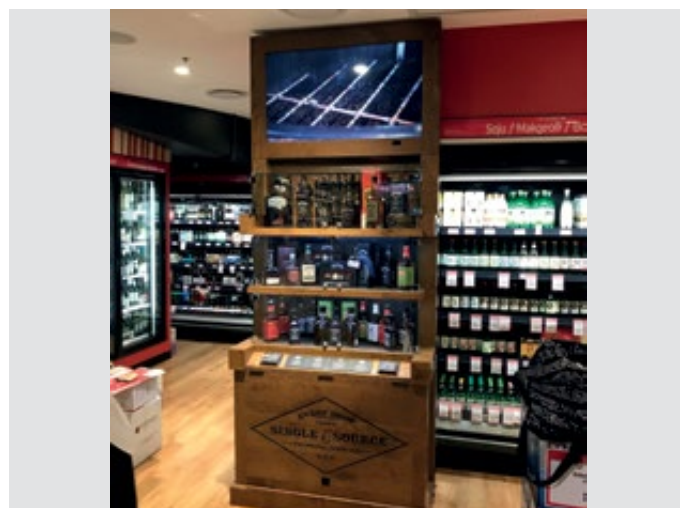
In First Choice stores we created an innovative drop-in shelf unit which immediately attracted shopper's attention with first in market lighting solutions and a beacon screen featuring eye-catching visual content. The display resulted in a 23% increase in shoppers passing within 2m of bourbon aisle and engaged shoppers with educational, easy to digest content through a secondary screen with sound and backed up with print material. More than 80% of shoppers thought the fixture made "bourbon look more premium" and was described as "Well presented, easy to find. Neat, clean and classy", ultimately converting shoppers to Bourbon with an easy to shop, premium and informative experience. Unplanned bourbon purchases increased by 400%, with a 5.13% increase in average sale price across the bourbon category.



TITLE Jack Daniel's Permanent Installation:
Red Bottle Shop

ENTRANT Brown Forman

CLIENT Red Bottle



In true collaborative style, we Jack Daniel's worked with retailer Red Bottle and supplier Pubart to turn an under utilised prime area of their 343 Pitt St, Sydney flagship store into something very special. An innovative installation that would reinforce the Red Bottle Group and our brand's premium positioning and provide the shopper with information in an engaging way that would give them confidence in their super-premium whiskey purchases.

For the last nine months, sales increases have been over 100% based on quarter on quarter sales figures. Key features of the installation included hand-crafted installation built to display-area specifications using premium materials that link back to our brands authenticity; lockable anti-theft shelves to display super-premium products, each shelf with LED lighting; seamless integration of a high-quality digital screen that projects images and video content. Content can be easily updated or added to via the cloud. Store staff can easily choose what to screen via one remote-control. E.g. tasting experiences, V.R. distillery tour; and a lockable tasting table that lifts and locks into place. Behind this, storage space for tasting stock and equipment and V.R. distillery tour equipment.



TITLE Accolade Premium Wine Display, Our Finest Selection

ENTRANT What to Do

CLIENT Accolade Wines

Our Finest Selection is an Accolade Wines campaign to provide a destination experience within retail to educate and entertain shoppers on their wine shopping journey, also delivering the proposition to trade shoppers up from the RRP\$15 everyday drinking segment to the above RRP\$25 premium wine category.

The retail activation was insight-driven at creative development to deliver on education and sales outcomes welcomed by both shopper and retailer. The destination display provided the relevant brand information and category cues to disrupt purchase behaviour, talk to shoppers in a more meaningful way and increase average weight of purchase. Insights which were identified at conception and sourced from a field sales survey of targeted customers to ensure the execution reflected the retail strategy but also meant it was practical in its delivery within the retail environment.

Real oak was shaped into the silhouette of a wine bottle to link shoppers to the cues of the category with a premium look and feel. The tagline Our Finest Selection continued to highlight this position supported with mirrored backing board, bottle glorifiers and tasting notes delivering on a unique category experience. Stores that have executed this permanent display have seen significant growth by comparison to those without.

.....

Petrol, Convenience & Route





TITLE Kinder Natoon Newslink

ENTRANT Think Display

CLIENT Ferrero Australia

Kinder Natoon is a new chocolate range from Ferrero, offering kids the opportunity to collect, build and learn about 26 different native animals from around the world. Supporting the launch, we created a high profile promotional display in 13 Newslink Convenience stores in 11 high traffic airport terminals across the country.

The display featured a 1200 x 1200 platform, supporting a huge 864 to 1296 stock weight of Kinder Natoon eggs and commanding significant presence instore. At the centre was a circular 3D topper, bringing to life the different animals and their wildlife habitat. A hanging mobile secured above the display built further brand presence and communicated the Kinder partnership with the Australian Wilderness Society. Extending beyond the display itself, a poster and counter mat placed at cash register provided a final reminder to shoppers to purchase.

The displays created significant brand exposure for Kinder Natoon at launch and the results demonstrate the effectiveness in driving sales. Sales in the 13 stores far outstripped sales in Newslink's store universe, versus prior year and versus prior period. The 13 stores with the displays were in fact responsible for 88% of the total sales generated during the promotional period.



TITLE Tic Tac Gum Launch

ENTRANT Orora Specialty Packaging with The Mix Agency

CLIENT Ferrero Australia

The new Tic Tac Gum range from Ferrero offers shoppers the chance to experience Tic Tac in a new way and format. Throughout September 2018, Ferrero and Lagardere Travel Retail would launch on a High Profile Promotion (HPP) in airports across Australia giving access to up 10.8 million passengers and potential for 1.3m customers to purchase. The Tic Tac Gum HPP display was designed to interrupt busy travellers at the front of store and stop them in their tracks as they arrived and departed on their flights.

To maximise shoppability within the footprint, the display was designed to be able to be shopped from all four sides. The central column and a motorised circular 3D topper created unmissable theatre in store and use of motion helped disrupt the shopper. Tic Tac Gum delivered amazing results across all stores that had the HPP display. 84% of the total sales for Tic Tac Gum in Lagardere Travel Retail were generated by the Newslink stores with the HPP display. Tic Tac Gum sales made up 75% of the total sales for the Tic Tac brand in LTR during the promotional period, and total sales of Tic Tac core range increased by 58%.

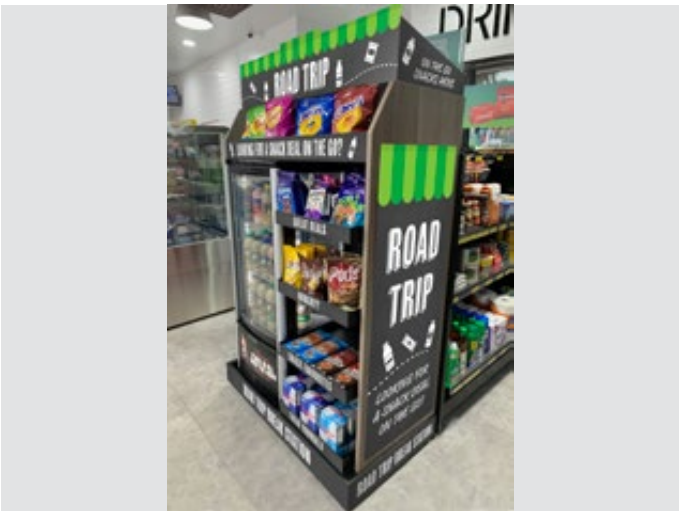




TITLE Lion Dairy Road Station Gondola End Destination

ENTRANT POPLever with SAPP Australia

CLIENT Lion Dairy & Drinks



This display saw a sales uplift up from base for the same quarter prior. Based on its success, it rolled out as a permanent end in 10 other sites. By combining snacks and drinks together on one fixture, it's become a first stop for shoppers entering the store.

The Road Trip Station was negotiated to be located close to the front door of the store, enabling interaction with shoppers immediately on entry. Previously Lion's range was at the back of the store in main home fridges. The new location meant shoppers purchased Lion beverages as their first choice of beverage increasing sales when they entered the store. This limits loss of sales to new entry products. The shopper combo "Any 3 for \$10" lifted the price bench for the retailer, increasing basket size and margin. A win-win for Lion Dairy and BP.

The POS flexibility around occasions has kept the offer fresh and, grown basket sizes. This allows shoppers to get a new offer and experience every time they enter the store i.e. QLD Fan Favourites versus road trip POS.

.....

TITLE Mentos Soft Drink

ENTRANT ID POP

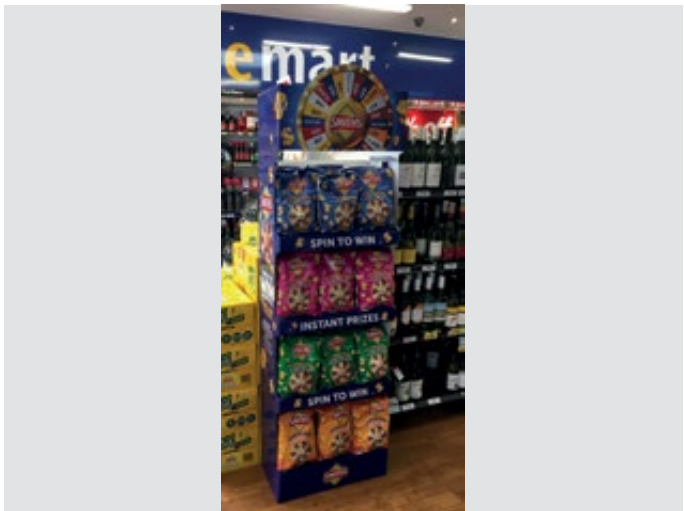
CLIENT Stuart Alexander & Co



1 in 3 confectionery shoppers are seeking "new" when shopping instore. The confectionery category is reliant on NPD to drive excitement and incremental growth to brands and retailers. Confectionery is also the most impulsive category in grocery and convenience channels. To drive trial and incrementality of their latest NPD, Soft Drink Mix, Mentos required impactful POS in the form of display towers to drive that conversion in-store in line with their launch and marketing campaign.

The main objectives were: to hero the new Soft Drink Mix NPD as well as include and drive sales of the core range flavours, design to test boundaries of a traditional four tiered tower, drive impact and disrupt instore. Consideration was given to pre-packing with stock and shipped nationally. It was easy to assemble, given that a portion would be shipped flat-packed to stores, with careful selection of board grades and lamination to ensure displays are structurally sound for eight to 10 weeks.

Mentos Soft Drink Mix sales overall attributed to a 28.8% uplift versus previous Mentos NPD - Fruit Fusion Mix in the same time period and achieved a share target of 25% within independents and convenience over a four week period from launch for Mentos Candy/ mint category.



TITLE Smith's Spin to Win Campaign

ENTRANT Blue Star Display

CLIENT PepsiCo

The Smith's Spin to Win campaign was designed to drive strong retail presence during Easter, a confectionery dominated trading period. Using a combination of POS pieces, displays could be scaled up to suit various size locations across the channel. With a highly recognisable path to purchase activation and a huge 1.367 million entries, the Smith's Spin to Win campaign over delivered, helping to grow brand presence and increase shopper awareness. With the support of retailers, we dispelled the belief about the challenge of securing off location displays during the Easter trading period (a confectionery dominated event).

.....



TITLE Chupa Chups Totem Pole

ENTRANT ID POP

CLIENT Stuart Alexander & Co

Chupa Chups is the number one lollipop brand in Australia. Over the years the brand has relied on permanent FOS POS to drive impulse conversions. The most successful grocery permanent POS unit was called the "totem pole", it ticked all the boxes except for one; it was not durable and stable. Most of these stands would be easily damaged instore, or be asked to move by the store owner as it decayed over the months and years. The brief to the agency was to evolve the globally recognised classic stand with a sleeker design, use more durable materials whilst keeping to a similar price point as the previous unit.

Material choice took into consideration where the previous Totem Pole design failed in store. Given the nature of placement in most retailers, high impact resistant plastics were chosen versus previously used brittle materials. The added feature of 360 degree shopability meant that the units were more likely to be placed away from a fixture or wall - hence further exposing it to shopping trolleys and foot traffic. In those stores that placed the Chupa Chups Totem Pole - we experienced an average of 40% uplift to volume sales, versus stores without.

INTRODUCING

Re-board® from Spicers

The original paperboard with a
unique engineered fluted core.



Re-board® is incredibly lightweight yet exceptionally strong. Re-board® has excellent planar flatness and provides thermal insulation and protection from different environmental conditions. An embedded moisture barrier protects the core and the physical properties remain unchanged in humid conditions.

It is durable, contains no harmful components and is form stable. Due to the use of water-based adhesives, Re-board® can be recycled as paper in normal waste paper streams.

APPLICATIONS

- FMCG standees
- POS displays
- Bulkheads
- Sustainable signage
- Exhibition signage

HIGHLIGHTS

- 100% Recyclable
- Lightweight
- High crush strength
- Excellent structural integrity
- Excellent strength to weight ratio
- Easy to assemble & disassemble



Re-board® Technology AB 2018, all rights reserved.

The Re-board® furniture 'Edges' is a design by ATC-Groupe of Lyon, France.

**For more information and samples,
please contact your local Spicers representative.**



spicers.com.au | 1300 132 644

| @spicersaus



Health & Beauty

Temporary Display



The Mecca of Christmas

Mecca needed a store display to stop traffic and bring shoppers into Mecca Maxima stores in the six week lead up to Christmas. Styleprint stepped up to this challenge with the Gold winning Mecca Summer Holidays campaign, which brought to life more than 60 elements throughout the store on many different stocks printed on a range of printing presses.

Mecca make it their mission to support women in the arts, so partnered with Rebecca Baumann from the National Gallery of Victoria to create the overarching theme. This theme needed to be replicated faithfully on every element in every store to stay true to the artist's creative vision.

All elements of the store were branded to fit in with the 2018 Holiday theme. Everything from small ticketing through to high level signage, backlit media, decals and security gate covers. Mecca also has a 'hot spot' unit fabricated from metal and acrylic in stores to highlight key products, but unfortunately, they don't fit much product. Styleprint needed to find a way to increase the product real estate on the fixture without the extension looking like an add-on, but using more cost-effective materials than metal and acrylic.

The result was a set of steps that wrapped around the hot spot, increasing the product real estate by 500%. This was created from X-board and tablecut in such a way that there were no raw or unfinished edges so that the finished steps looked more like fabricated melamine than cardboard. A mixture of direct print to the board and metallic gold vinyl was used to ensure the overall look was just as vibrant as the rest of the campaign, and the steps fitted seamlessly with the fixture.

Mecca Maxima's foot traffic increased dramatically by 30% from the time the campaign was installed through to Christmas. Mecca also achieved repeat sales from the same customers who found new and interesting destinations within the stores on multiple visits, with products being rotated throughout the suite of merchandising units, and new products being highlighted by being placed in key areas that were highlighted by the point-of-sale. Mecca's management team were thrilled to see the Holiday campaign come to life, cementing Mecca Maxima as the ultimate gifting destination.



TITLE Mecca Summer Holidays

ENTRANT Styleprint

CLIENT Mecca Brands



The key challenge of this campaign was bringing the artist's vision to life across more than 60 elements throughout the store, on many different stocks printed on a range of printing presses.

Multiple elements needed to be custom-designed to fit existing store fixtures to create a seamless effect and increase real estate for product merchandising across the store. These included Bulk Merch Steps designed to fit around an existing tower fixture. Innovation in design allows them to roll and fold, creating a clean 'step' edge that makes it look like a permanent shop fixture. High Level Hoardings were designed to look like they had been built in to the store. Made from foamcore, they were cleverly notched and folded to create a seamless frame which was inserted directly into the bulkheads.

The Bulk Merch Steps increased the real estate for product merchandising by a massive 500%, allowing for the display of 50 packs instead of the 10 that would fit on a standard tower without the steps. Mecca Maxima's foot traffic increased dramatically by 30% from the time the campaign was installed through until Christmas. Mecca's management team were thrilled with the Holiday campaign, cementing them as the ultimate gifting destination.

2019

Silver Winner

shop Marketing at Retail Awards

TITLE Rimmel Wonder'luxe Volume

ENTRANT Store Display Global

CLIENT Coty

The use of large die cut adjuncts, metallic reflective substrates, aqueous finishes and cut through colours gave this unit amazing presence in store. Supplying the unit fully assembled with a box header and flippable shelf inserts for carded/un-carded SKUs made this a very versatile unit for both pharmacy and grocery and very quick to install.

The results exceeded all expectations with the NPD becoming the number one of the quarter. Wonderluxe became Rimmel's third best-selling Rimmel mascara MAT after only four weeks, as well as being Rimmel's most successful (RSV & units) mascara launch in the last 5 years.



2019

Bronze Winner

shop Marketing at Retail Awards

TITLE Nicorette QuickMist Cool Berry Launch

ENTRANT Semcom Visual Communication

CLIENT Johnson & Johnson Pacific

The objective of the launch was to bring the new flavour to life, highlight the 'spray' format and educate shoppers of the efficacy of QuickMist, while driving off-location support across the total brand. The Nicorette QuickMist Floorbin was designed to replicate the product's iconic shape and incorporate a high-gloss berry burst graphic. This was then rolled out across an impactful POS suite. As a direct result of this, QuickMist Berry grew the mouth spray segment 25% versus the same period YA and 5% to Total Smoking Control OTC.



TITLE Revlon Plumping Lip Creme Launch

ENTRANT POP This POP That

CLIENT Revlon Australia



Lip is the third largest segment in colour cosmetics worldwide, however, it's uniquely important to Revlon - it is the lip leader in US, Australia, Canada, and South Africa, number two in Mexico, and growing fast in Japan. At Revlon an opportunity was recognised to gain share in lip with millennials through relevant innovation and capitalise on the full lip look trend with a plumping lip crème that delivers visible results in one gentle, easy step.

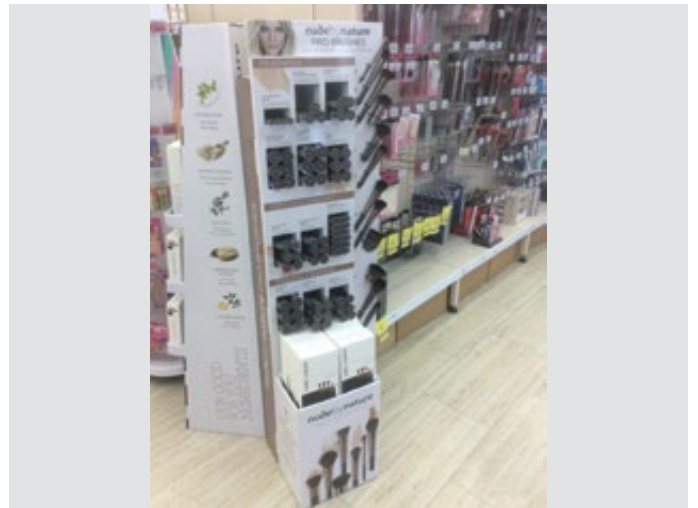
This engaging floor display design was created from ground up to speak "volumes". Our concept involved fullness and volume and used balloon shapes to communicate the lightness of wear and feel of the product. This whole display was an innovation of material choice and challenging "what is actually possible" when coming up with crazy cut-through designs. In a new product launch targeting a fussy millennial market, sales throughout the launch were excellent and reached above forecast.

.....

TITLE Nude Brush Collection Display

ENTRANT POP This POP That

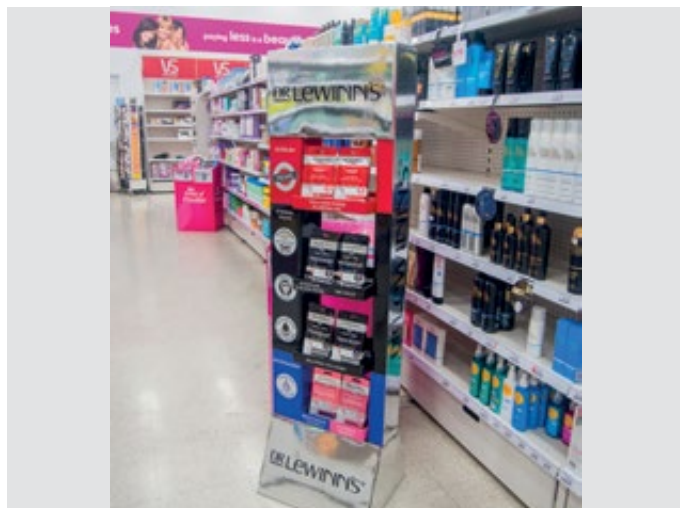
CLIENT Nude by Nature



Nude by Nature is Australia's number one brush brand. Brushes are a top performing category for Nude by Nature, however, can get lost among the purely cosmetic portfolio on the display units. An off-location brush promotion was conceived to promote test and trial of the high quality brush range.

The objective was to improve market share, generate sales and educate consumers on brushes and breadth of range.

Cutting through the clutter in the cosmetic pharmacy retail landscape this display included full factice tester brushes encouraging interaction. This floor stand has been instrumental in accelerating sales and driving Nude by Nature to Australia's number one.



TITLE Dr LeWinn's & A'kin Priceline Freestand Suite

ENTRANT Point Retail

CLIENT McPherson's Consumer Products

McPherson's Consumer Products required an innovative way to attract secondary product placement in the form of a floorstand in Priceline. The solution was to design a multi-brand structure that could easily be assembled by store staff. The key to the success of the stand is that it can be updated quickly to meet new product and promotional demands as the innovative design consistently meets Priceline's stringent dimensional and OH&S requirements, therefore not requiring detailed retailer approval for each new stand. The stands resulted in the second highest weekly uplift as compared with previous off-location periods, contributing significantly to brand growth overall across Dr LeWinn's and A'kin.

.....



TITLE Nude Lip Launch Floor Stand

ENTRANT POP This POP That

CLIENT Nude by Nature

A colourful impactful display was required to interrupt the foot traffic in stores and introduce a new, strategic pillar, leveraging an impulse purchase category. It needed to offer a natural lip make-up alternative, to complete the good for you beauty regime.

Consumers needs for non-toxic and humane cosmetics have driven a lot of the new product development at Nude by Nature and closing this gap with a lip offering was no exception. A podium style floor stand was designed from the ground up to contain the launch and invite shoppers to try the range. The display is hugely approachable. Shoppers could dwell from three sides of the display and interact with the various tester stock in order to discover the new range. The shopper experience at the display was complete and gave a sense of being at a more permanent beauty consultation counter.

The lip launch display has enjoyed excellent results. Post-launch, Nude by Nature successfully entered the top 10 brands within the competitive lip category.

Health & Beauty

Permanent Display



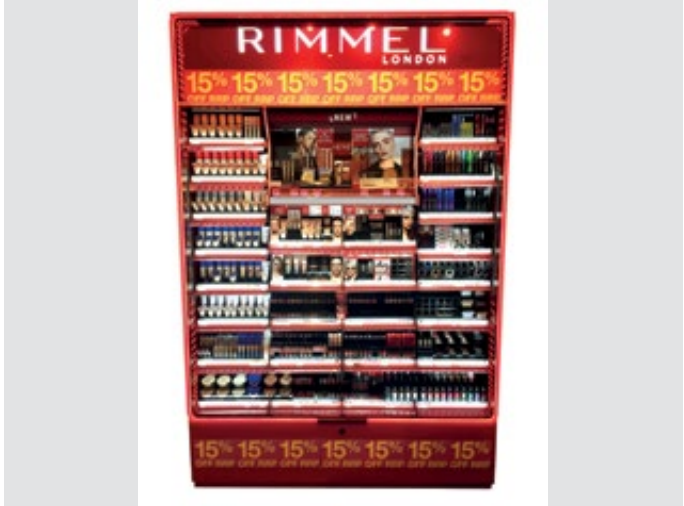


TITLE Manicare, Glam and Lady Jayne CWH Beauty Bays

ENTRANT Point Retail

CLIENT McPherson Consumer Products

The beauty industry is experiencing exponential growth and consumers continue to seek better experiences. McPherson's Consumer Products has responded by ensuring it remains a leader in this category. The brief was to design an experiential system to push the boundaries and educate the Manicare, Glam and Lady Jayne customer across 366 Chemist Warehouse locations. Utilising our strengths in engineering, technology and innovation we designed a suite of displays with dynamic content that attract and educate the customer, and practical to ensure merchandising guidelines are achieved. Brand consistency has been maintained and the planogram remains neat, organised, and always looks full. The innovation is in the adjustable gravity feed hook system which allows stock to slide forward freely, maintaining an organised and full-looking planogram. Our inhouse tech heads created punchy content on digital screens that engage and educate the shopper. The shelving/hook system is numbered both along the crossbars where the hooks sit and going down the track system to keep brand planogramming consistent in all stores. 741 units installed across 366 Chemist Warehouse stores throughout an aggressive rollout campaign. Sales achieved 13.6% average growth across all three brands as a direct result of this campaign.



TITLE Rimmel Mi Bar

ENTRANT EDA

CLIENT Coty

Mass cosmetics has become highly competitive with 'mass-prestige' stores and emerging global online beauty brands, vastly expanding into the Australian market. We needed to provide new, consumer-focused units that excite and inspire customers to encourage browsing, testing, self-selection and purchase decisions, while promoting product stand out, reinforcing the brands edge and diversity.

The unique features such as the silicone red edge, red mesh detailing, LED scrolling panels and mirror acrylic header gave the stand a point of difference against competitors. The black componentry allows the products to really stand out against the dark Rimmel red, giving the overall unit a real colour pop.

Within the first three months of the Mi Bar roll out, there was a huge uplift in sales. The highest store recorded an increase of 121% compared to last financial year. The retailer is extremely happy and look forward to upgrading the Mi Bar across many more stores in Australia.

All materials used on the Mi Bar are 100% recyclable, whilst still maintaining the quality and longevity of the permanent display. The use of an existing toolset changing clear to black components resulted in a brand-new look with minimal impact on costs and production lead times.



TITLE Oil Garden Chemist Warehouse Shelf Infill

ENTRANT Point Retail

CLIENT Heritage Brands



Inspired by nature, the ash timber Oil Garden unit was designed to optimise precious retail space in the tight Chemist Warehouse environment, while allowing for different product heights within the range. The result is a 25% increase in shelf space within the standard two-shelf allocation for this brand; two and a half shelves for the price of two! The unit is practical and functional, fitting seamlessly into the Chemist Warehouse fixture. The multi-layered internal structure has an integrated fully adjustable and updateable shelving system, providing flexibility displaying the full range of products. A whole new range of natural remedies is now merchandised in Chemist Warehouse by utilising the extra half shelf created with this new unit. The display has been a huge success with customers, as they can now clearly see and appreciate the full portfolio of Oil Garden products, leading to a 25% increase in SKUs across Chemist Warehouse stores nationally.

.....

TITLE A'kin Priceline & Pharmacy Shelf Dressup System

ENTRANT Point Retail

CLIENT McPherson's Consumer Products



Natural Haircare and Skincare is cluttered with many new brands including smaller independent brands due to low barriers to entry. A brief was issued to create a shelf system that ensured product stand out, point of difference and support shopper navigation and selection. This was achieved with layered shelf fronts that feature the logo and moveable range tiles behind the clear fascia with the A'kin leaf placed behind to create visual interest, education and call to action. The POS was easy to install, sent flat-packed for simple instore setup with no tools required by the merchandising team.

The display was received with overwhelming success and optimistic feedback from the Priceline and independent pharmacy buying teams, the results are a huge triumph with strong growth in the category.

TITLE Revlon Professional salon display

ENTRANT POP This POP That

CLIENT Revlon Australia

Revlon were launching a whole new care range to Australia: Eksperience. A permanent display was required to carry the Eksperience products and other products of the Revlon Professional Salon portfolio within the salon environment.

The objectives were to provide a home for the newly launched Eksperience range, increase presence in salons for all other Revlon professional range products and elevate all Revlon Professional brands. A display for holding the range needed to reflect the luxury of the products whilst being elegant and classic to fit all the salons.

This display was designed from the ground up to achieve a certain minimalism. Nuts and bolts and joins are secreted. Simple, easy and structurally co-dependant lightweight panels and framework form the strength and rigidity of the display. This display stand is truly achieving the sense luxury that gives the Eksperience range a home in Revlon's Tier one and two salons across Australia. We launched this new brand in early March 2019 and the acceptance into the market has been excellent.

.....

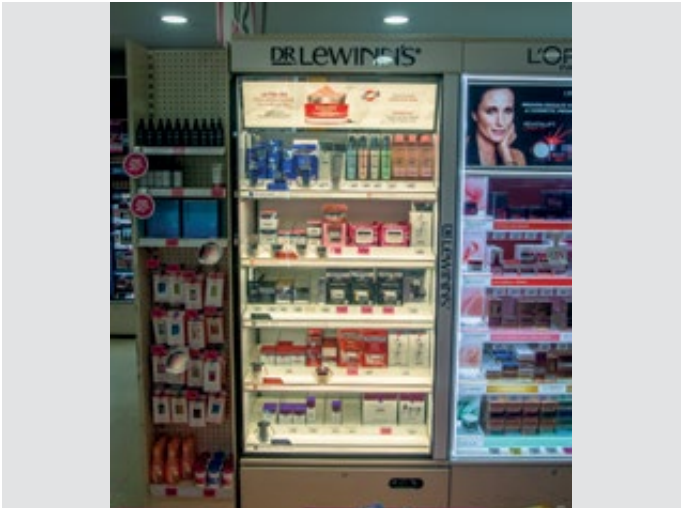


TITLE Dr LeWinn's Priceline Wall Bay Refresh

ENTRANT Point Retail

CLIENT McPherson's Consumer Products

The Dr LeWinn's bay in Priceline had signs of aging and desperately needed a facelift. The brief was to refresh the Dr LeWinn's bay giving a new premium look and feel with a contemporary edge. The upgraded refurbishment was installed on all existing units with minimal wastage. The existing unit structure was maintained as the backbone with an update kit of flat-packed parts implemented to improve the look and feel of the stand. The result is a clean, premium, illuminated unit that aligns with the Dr LeWinn's brand essence. In addition, education panels/tiles were added to assist the shopper in selecting the correct product for their skincare need. Overall a huge success with an uplift of more than 10% on baseline sales for the brand.



TITLE Oral B Touch & Learn Units

ENTRANT Tag with Popcorn Displays

CLIENT Proctor & Gamble



With sales declining in the toothbrush category in pharmacy, we wanted to develop an interactive touch and learn display that would allow the shopper to touch and feel the different brushes available and to better understand the benefits of using an electronic toothbrush. Using a variety of processes, including plastic fabrication as well as custom features including anti-theft security devices on retractable cables, LED lighting and direct power supply brushes, as well as an updatable information card listing the features and benefits, customers are able to get a strong understanding of the product.

.....

Consumer Electronics

Temporary Display





TITLE HP 'Sprocket' Mobile Cart

ENTRANT D2C with Creative Instore Display

CLIENT HP Australia



The HP Sprocket is a pocket-sized device that prints photos directly from a smart phone. HP needed a demonstrator program for the Sprocket but where in-store and how? With no permanent fixture and every store with varying display locations, was it even possible to devise a mobile solution?

To fulfil all demonstration requirements a bespoke mobile unit was created - the HP Sprocket Cart. Shaped as an oversized HP Sprocket, it included a handle so that it could be pulled around like a suitcase. It was made of two pieces, the main body and a removable panel that served two purposes - when reversed it transformed into a header board and when removed it revealed four demonstration Sprockets.

It was manufactured to be light and compact enough so that the Brand Ambassadors (BAs) were able to easily transport it around in their cars. When the BA arrived in-store they would set up the header board on the device - a two minute process. Ultimately the final proof of its success is the end result - the sales. Sales at shifts where the HP Sprocket Carts were used, were on average 10 times higher than shifts without.



TITLE New York Collection

ENTRANT Conversion Group with Think Display

CLIENT Newell Brands



Sunbeam's New York Collection is a premium kettle and toaster range inspired by the style and bright lights of New York city. The appliances feature a unique illumination function, lighting up when toasting and boiling. At launch, we created an extensive and versatile suite of display elements with the theme, Big City, Bright Lights, driving sales across eight consumer electronics customers and 740 individual stores.

Powered and motion-sensor light boxes brought to life the illumination function in both powered and non-powered stores, while ingenious non-functioning yet illuminating product samples overcame safety restrictions preventing the use of functioning kettles and toasters instore. Product plinths and swing tags created a deceptively premium aesthetic on shelf, end caps drove off location purchasing, and banner ads and social media, supported pre-store shopper awareness and consideration.

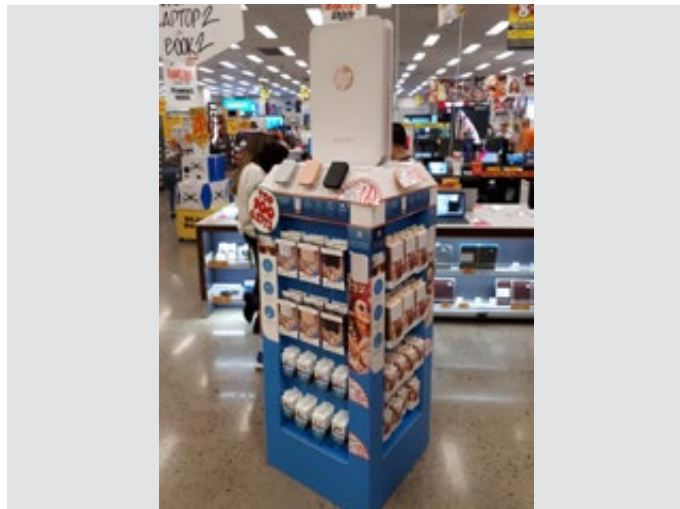
Sunbeam's New York Collection was a retail success, achieving toaster and kettle sales above forecast, Sunbeam sales and share growth, and total category growth for the retailer.



TITLE HP Sprocket

ENTRANT Grain Creative

CLIENT HP



Retail stores are extremely busy in the three month Christmas period and staff are too busy to assist. Product cut through in stores is hard especially with NPD. The Sprocket bluetooth printer is a seasonal product, only sold during the Christmas shopping period as a gifting solution.

Leveraging the gifting opportunity a dynamic instore experience was created to clearly, and easily, showcase Sprocket as 'the' product to gift at Christmas. The design process focussed on the multiple touchpoints throughout stores - the entry; aisle; shelf and impulse areas. Units were designed to work harmoniously in each area. POS had to highlight the different products within the range and communicate to shoppers the ease of use of the Sprocket, talk directly to the target demographic.

Most shoppers had not previously been exposed to the Sprocket, so the products needed to be on display, allowing shoppers to interact with the product. Over 100,000 Sprockets were sold in Australia alone, with another 45,000 in NZ. Sales were up 120% Y on Y and this lead to a halo effect on core print products up 26% Y on Y. The small photo printers category saw growth, driven by the Sprocket, with 74% of the category.

.....

TITLE Dell

ENTRANT Double Impact Displays

CLIENT Dell



As a direct result of this fixture and its futuristic feel we were able to cement Dell's number one position in JB Hi-Fi New Zealand for gaming. In a category dominated by one brand our goal was to elevate the brand Dell and Alienware in a busy retail environment within JB Hi-Fi stores in New Zealand. Portability, innovation and tight lead times were also key factors.

To attack forward thinking tech savvy customers and convert gamers to trial and demo on Dell the custom-designed retail displays were installed across New Zealand with a record lead time of eight weeks from design through to manufacture through to installation and backed by compliance. Our plug and play concept combined with its futuristic design meant we were able to achieve a display which 'amplified the enthusiasm of gamers everywhere' while at the same time exceeding Dell's time and budget constraints. A direct correlation between increased sales and positive customer interaction and feedback was attributed to the displays.

Consumer Electronics

Permanent Display



2019

Gold Winner

shop Marketing at Retail Awards

TITLE Samsung Interactive Mobile - Project Gem

ENTRANT id8 Studio

CLIENT Samsung Electronics Australia



In 2018 mobile smartphone sales stopped growing for the first time ever. In a dynamic market characterised by low cost competitors to traditional players, longer replacement rates and a lack of 'wow' models, Samsung's objective was to ensure that the brand experience at retail created a desire for consumers to associate with the brand, and ultimately choose to purchase Samsung products. After brand investment in an updated design suite, it was imperative to nail the look and feel for adherence to this premium branding, with the key considerations of flexibility and durability.

The option to re-engineer a supplied design was a great opportunity to add value to the project in the fabrication and installation stages through innovative use of materials, de-coupling components so they could disassemble easily on site for access challenges and revising the design of the security mat inlays to a 'universal' design we were able to significantly reduce the cost of product change out.

Project Gem delivered outstanding results for Samsung and its retail partners. Delivering sales growth of 10% versus non-fixtured stores for interactive mobile, 12% growth versus non-fixtured stores for fitness, proving it has been a massive success.

2019

Silver Winner

shop Marketing at Retail Awards

TITLE Dyson Gondola

ENTRANT Double Impact Displays

CLIENT Dyson



Dyson is about innovation. The brief was to create an innovative solution to suit the JB Hi-Fi instore gondola system across 138 stores nationally. The objective was a one size fits all panel system. A clean cord-free system that allows for a tactile customer experience. Modern, clean and simple in its innovation, the display is cost effective, able to adapt to future product extensions and fits well within the busy JB Hi-Fi retail environment. The system needed to be light and elegant to hero the products yet be robust enough to handle sales staff and customer interaction.

The innovative elements of this design are that the system is designed to fit all future varying size mounting docks for the cord free Dyson vacuums. Created with flexibility in mind store staff can change the stock around saving the client money and providing a quicker turn around with planograms. Brilliant.

The newly dressed gondola and its innovative solution was well received by both Dyson and JB Hi-Fi who gave overwhelming positive feedback on the design and functionality. Customers and staff alike are interacting with the displays in a positive way ensuring Dyson stays in the lead in the home appliances market.

2019 GOLD Winner



GOLD



GOLD



BRONZE



SILVER

GET IN TOUCH TO BECOME PART OF THE
DESIGN LED EVOLUTION THAT CREATES
AUSTRALIA'S MOST SUCCESSFUL RETAIL SOLUTIONS!





TITLE	Audio Technica
ENTRANT	Double Impact Displays
CLIENT	Audio Technica



Audio-Technica is a global brand dedicated to the design, manufacture, marketing and distribution of problem-solving audio equipment including high-performance microphones, headphones, wireless systems, mixers and electronic products for home, travel and professional use.

Our brief was to increase brand awareness and capitalise on the recent increased interest in consumer use turntables, Audio Technica required a retail solution to display their state of the art music turntables using the existing gondola bays within JB Hi-Fi. The client brief was to create a unique interactive brand awareness in its own allocated bay space across 148 JB Hi-Fi stores nationally, while also creating an interactive engaging Point of Sale piece which told the story of the brand. Our end goals were to disrupt shopper behaviour, engage the consumer, educate and provide a platform to encourage product trial and demonstration. The spike surge in sales is a direct result of correct fixture product placement instore.

We designed an innovative, modern, adaptable shelving display system able to be attached to existing gondolas within store.

.....

Specialty Retail, Lifestyle & Service Providers

Temporary Display



2019

Silver Winner

shop Marketing at Retail Awards

TITLE Seeing Eye Dogs Australia Pallet Display

ENTRANT id8 Studio with Petbarn

CLIENT Royal Canin



Creating instore theatre was key to disrupting the shopper and driving them to learn more about the charity fundraising campaign. Through the use of innovative recyclable materials, we engineered a display solution that was focused heavily on the theatre component as well as providing a shelf solution for a variety of products. The displays were flat packed in single cartons and delivered to more than 200 stores across Australia. Assembly instructions provided in each pack assisted stores with quick and easy assembly. The display provided great visibility instore while allowing the flexibility to display product, and communicate fundraiser messaging. The pallet displays were produced for all stores, using bold colours for maximum impact and created a point of difference in the market, driving sales results and exposure for a great charity. Upon campaign completion stores had the option to pack down the display and store for future rerun campaign.

2019

Bronze Winner

shop Marketing at Retail Awards

TITLE Kinder Natoon Airport

ENTRANT Think Display

CLIENT Ferrero Australia

Kinder Natoon

Kinder.



Kinder Natoon is a new chocolate range from Ferrero, offering kids the opportunity to collect, build and learn about 26 different native animals from around the world. Supporting the launch, we created a high profile promotional display in 13 Newslink Convenience stores in 11 high traffic airport terminals across the country.

The display featured a 1200 x 1200 platform, supporting a huge 864 to 1296 stock weight of Kinder Natoon eggs and commanding significant presence instore. At the centre was a circular 3D topper, bringing to life the different animals and their wildlife habitat. A hanging mobile secured above the display built further brand presence and communicated the Kinder partnership with the Australian Wilderness Society. Extending beyond the display itself, a poster and counter mat placed at cash register provided a final reminder to shoppers to purchase.

The displays created significant brand exposure for Kinder Natoon at launch and the results demonstrate the effectiveness in driving sales. Sales in the 13 stores far outstripped sales in Newslink's store universe, versus prior year and versus prior period. The 13 stores with the displays were in fact responsible for 88% of the total sales generated during the promotional period.

TITLE Darrell Lea Pop Up Display
- Heinemann Sydney Airport

ENTRANT POPLever with SAPP Australia

CLIENT Darrell Lea



A pop up solution that delighted the brand owners, exceeding the expectation of Heinemann's Duty Free. A stand-alone Darrell Lea three month destination. A beacon for shoppers looking for travel gifts. High margin for the retailers, generating incremental sales for Darrell Lea. Feedback included "it's easy to shop, an iconic display uniquely Darrell Lea. Staff are able to merchandise displays limiting out of stocks in busy periods".

The display drove multiple purchase behaviour in Duty Free, generating incremental sales growth in new channels. A modular display suitable for all types of locations and flexible in using mains power or a battery system gave the ability to roll this unit out into Cinemas for stage two for this project. Able to hold any of the 300 products, this allowed planograms to be made specific to each channel, no change to the structure and included a changeable shopper messaging targeted to the outlet. After seeing the display, other channels have requested the permanent location and roll out across their network. A long-term win for Darrell Lea from a sales perspective and brand awareness of the Darrell Lea range.

TITLE Tic Tac Gum Launch

ENTRANT Orora Specialty Packaging with The Mix Agency

CLIENT Ferrero Australia



The new Tic Tac Gum range from Ferrero offers shoppers the chance to experience Tic Tac in a new way and format. Throughout September 2018, Ferrero and Lagardere Travel Retail would launch on a High Profile Promotion (HPP) in airports across Australia giving access to up 10.8 million passengers and potential for 1.3m customers to purchase. The Tic Tac Gum HPP display was designed to interrupt busy travellers at the front of store and stop them in their tracks as they arrived and departed on their flights.

To maximise shopability within the footprint, the display was designed to be able to be shopped from all four sides. The central column and a motorised circular 3D topper created unmissable theatre in store and use of motion helped disrupt the shopper. Tic Tac Gum delivered amazing results across all stores that had the HPP display. 84% of the total sales for Tic Tac Gum in Lagardere Travel Retail were generated by the Newlink stores with the HPP display. Tic Tac Gum sales made up 75% of the total sales for the Tic Tac brand in LTR during the promotional period, and total sales of Tic Tac core range increased by 58%.



TITLE Uniqlo Seamless Sensory Window Campaign

ENTRANT Active

CLIENT Uniqlo Australia

Uniqlo’s ‘Seamless’ down puffer jacket range is designed uniquely to any other product with its stitching welded together below the surface of the fabric preventing wind and rain to penetrate through, while remaining warm, reliable and stylish. To educate customers about this revolutionary and innovative fabric technology as well as driving foot traffic into store, Uniqlo wanted to bring the key features to life in their windows while also weaving through their brand philosophy. Using colour, lighting, sound and textural materials, we created three stand out window displays that replicate the key features of the jacket.

To help visualise the windproof abilities of the jacket, we created a backdrop of a modern wind tunnel with floor standing fans attached with strands of fabric to create movement and represent wind. High pitch wind sounds were combined with the theatre of the window proving to communicate the message well visually. The rain repellent window combined rain sound effects together with vibrant angled chasing LED batons that were hung in various depths to create movement. Lastly, the light weight window incorporated sound activated RGB Parcan Lights to create a lightening effect, that reacted to the thunder clap sound from the speakers.

.....

Specialty Retail, Lifestyle & Service Providers

Permanent Display





TITLE MCG Cap Wall & Pop Up

ENTRANT GPS Group

CLIENT New Era Cap



The MCG, Australia's biggest and most attended sporting stadium, had no dedicated caps area, caps were mixed in with other apparel and difficult to find. Our main objective was to create a unique destination at the MCG for New Era caps, and to improve the accessibility and shopper experience. The MCG isn't your traditional shopping destination. People are predominately there to watch sport, with any shopping limited to before or after the event. The MCG shop was on one side of the stadium meaning less than half of the attendees had access on game days. Our solution was to produce two well branded destination zones that were accessible to the majority of fans. A fixed cap wall, and a portable Pop Up cap wall that could be used in other areas throughout the stadium and bring the product to the fans.

Results: A 68% sales uplift from 2018 to 2019 YTD which was well above expectations. Both units had an immediate impact on sales with many AFL games selling out of product. The displays have created vastly improved customer experience and the pop up's unique design and flexibility has enabled us to experiment with a variety of locations to maximum sales.



TITLE New Era @ General Pants Customisation Shop in Shop

ENTRANT GPS Group

CLIENT New Era Cap



New Era Caps were looking for a way to increase brand awareness and needed a vehicle to 'soft launch' their new range of apparel and backpacks. General Pants wanted a unique experience to drive additional traffic to their flagship George St store. In a world of increasingly dynamic retail interactions, personalisation is a trend that has exploded onto the retail landscape and a key way for brands to connect with consumers.

Arming ourselves with this knowledge, our New Era @ General Pants Personalisation Zone was born with the call to action of "Have your initials embodied for free when you buy a New Era cap". Our choice of materials played right to the heart of both the New Era brand and General Pants demographic with the embroidery station front and centre so shoppers could visualise the link with the exclusive offer and witness the embroidery staff in action.

Store traffic was up by 19% across the first month. New Era sales increased by 247% within the first four months. Trialling the New Era backpacks and apparel has resulted in the range being stocked across all General Pants stores nationally. Due to this overwhelming success, another two similar personalisation SIS have been commissioned.



TITLE Berger Paint Colour Display

ENTRANT Popcorn Displays

CLIENT Dulux Australia



Berger identified a need to replace the existing display that had been instore for more than 10 years. From a functional point of view the display needed to have great durability and longevity, standing up to the wear and tear of a trade paint store environment. It was important to make the colour selection journey as simple as possible, highlighting the full breadth of colours on offer while providing the consumer with inspiration for colour schemes.

Key factors in designing and fabricating the display were providing a large amount of visual real estate to display the full range of Berger colours while giving additional space for recommended colour schemes and imagery. This was achieved through creating six, three-sided pillars across the display. Each pillar features a modular system of injection moulded components that could be moved to suit varying planograms with colour chips, brochures, and imagery all being able to be easily moved around.

The pillars are easily rotated inviting the consumer to interact with the display, moving between vivid colours, neutral colours, and colour schemes. The introduction of colour schemes on the wall has reduced walk-aways as customers can more easily pick colours that work well together far more quickly than previously.

.....

TITLE Pixie's Bows Boutique

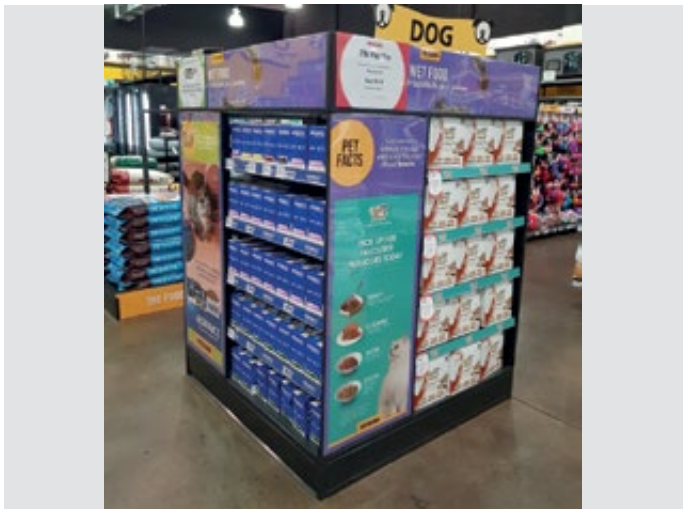
ENTRANT POP This POP That

CLIENT Pixie's Bows



The goal of the pop up initiatives has been to drive brand awareness and increase both online and retail sales. The Pixie's Bows iconic doll house inspired designs create a playful shopping destination from pop up retail activations to store in store environments and last minute impulse counter display purchases.

Overall, the Pixie's Bows retail installations have been a resounding success. The design and development of this installation was the first of its kind for the Pixie's Bows brand and they will continue to roll out these fixtures as they increase their retail presence in the coming months and years.



TITLE Cat Wet Food Pallet Display

ENTRANT id8 Studio

CLIENT Petbarn

Creating a display that provided the extra space instore was key to this execution. Having the large replaceable graphics area helped to educate more about the product and campaign. Through the use of specifically chosen materials, we engineered a display that allowed for quick and easy assembly. The display provided great visibility instore and held quite a large amount of stock. Having adjustable shelf height allowed for full flexibility when displaying different product packs. One display was produced for all 200 plus stores, with maximum impact and point of difference in the market the sales results speak for themselves.

.....



TITLE Artline Supreme “Try Me” Station

ENTRANT ID POP

CLIENT ACCO Brands

Artline Supreme Pens offer a fun and contemporary design with leading functionality. Covering all types of writing, the Artline Supreme range is ideal for the young and young at heart. Fineline Pens bring ideas to life with Artline’s range. Whatever you are creating, things flow better with Artline.

ACCO Brand’s brief was to design a custom fixture for their expanding Artline Supreme range which includes premium pens, markers and highlighters. There was no current one stop shop display existing that encouraged testing and multiple purchases at the store level. Shoppers are seeking new ranges of product in this category, especially at Back To School and seasonal periods. The display was to create a one stop shop for the varied range of Artline Supreme, pens, markers and highlighters, encourage multiple purchases at store level, plus supply a tester area on the unit so consumer can try and test before purchasing.



TITLE BCF Eyewear Sunglasses Island

ENTRANT POP This POP That

CLIENT Super Retail Group

BCF stores were cluttered with many kinds of sunglasses displays supplied by individual brands. They were different heights and sizes. The client brief required a permanent contemporary display fixture to bring together all sunglasses offered into a single destination. In a crowded section of the store customers were confronted with an often disorganised array of mismatched displays supplied to various specifications by independent brands. The marketing team at BCF recommended a brief be put forward for the design of a new category solution display.

The resulting display creates a brightly lit well defined shopper destination within the BCF store. Beyond this, following a limited number of trial stores, the resulting increase in category sales could not be ignored. Following the trial this category solution display was rolled out to over 100 existing stores and every new store coming online as the business grows. The ease of logistics and installation of the units, together with the flexibility of layout and instore manoeuvrability have all contributed to the success of the display fixture.

.....

Category Management





TITLE First Choice Bourbon

ENTRANT The Ship Marketing with rare SHOPAGEAR

CLIENT Campari



What does bourbon mean to you - Fast cars? Promo Girls? Bogans? If so, you're not alone. Australian shoppers perceive bourbon to be less sophisticated, premium and aspirational than other dark spirits.

We were tasked to reverse this perception. Elevate the bourbon category in the minds of shoppers and gain access to the consideration set of the discerning dark spirits drinker. Essentially - make Bourbon cool again.

In First Choice stores we created an innovative drop-in shelf unit which immediately attracted shopper's attention with first in market lighting solutions and a beacon screen featuring eye-catching visual content. The display resulted in a 23% increase in shoppers passing within 2m of bourbon aisle and engaged shoppers with educational, easy to digest content through a secondary screen with sound and backed up with print material. More than 80% of shoppers thought the fixture made "bourbon look more premium" and was described as "Well presented, easy to find. Neat, clean and classy", ultimately converting shoppers to Bourbon with an easy to shop, premium and informative experience. Unplanned bourbon purchases increased by 400%, with a 5.13% increase in average sale price across the bourbon category.



TITLE Baby Care Solutions

ENTRANT Raydar

CLIENT Kimberley Clark NZ



For many the most important decisions ever made in the grocery store are made in the baby care category. Known for highly engaged shoppers, this hero category is a key traffic driver for many retailers with shoppers often choosing their destination based on the value offered in this one department. Despite this, the aisle is generally treated no differently than any other - frequently hard to find, hard to shop, and challenging to identify the right products for a family's most vulnerable members.

For Foodstuffs North Island, Kimberly-Clark NZ proposed trialling a more shopper-centric, solutions-based category, restructured and reimagined to present a unified shopping experience focussed on value and convenience. From category beacons to product attributes, the proposed solution offered benefits right along the shopper journey. Able to extend across the full path to purchase, delivering the vision meant smart, strategic solutions that reflected a shopper's parenting needs while catering to specific requirements of five key suppliers, the store owner, retail banner and many other stakeholders.

Instore in May and progressing to live trial in five New World stores, the initial installation has provided double digit category growth within the first three weeks including one segment seeing an uplift of 45%.



TITLE Energy For Now, Energy For Later

ENTRANT Red Bull with Mills Echo

CLIENT Red Bull

The vision of the Energy Now, Energy Later initiative was to excel category growth by tackling two strategic areas - aisle engagement and category conversion.

Aisle engagement: The challenge was not only to stand out, but to give shoppers a reason to engage with the fixture. The key opportunities to address were improving the shop ability of the fixture and increasing cold availability of category growth segments.

Category conversion: The focus was to reduce the walk away rates of brand loyal shoppers. The key opportunities to address were reducing the tail of core range focusing on key brands/top performing SKUs and improving cold availability across the category to convert the impulsive shopper.

The permanent display brings together both chilled singles and ambient multipacks, encouraging shoppers to think of their energy needs both now and in the future. Subtle brand cues were used through colour and lighting to help signpost the category and communicate the message in a simple, yet meaningful manner. The Energy Now, Energy Later initiative is on track to achieve its objective of excelled category growth, and feedback from the retailer and energy shoppers has been encouraging.

.....



TITLE GTrack Adaptive Signage System

ENTRANT Blue Star Display

CLIENT Woolworths

The refrigerated areas in Woolworths supermarkets are devoid of emotion, difficult for customers to navigate and lacking a consistent way to communicate product provenance information to customers. We created a signage system to capture this and made it adaptable to suit a variety of fridge designs over the decades - and future proof for any upcoming design.

A continuous 'track' system was conceived, later dubbed GTrack, that has two unseen channels inside the track allowing for a constant background panel in the rear track along with product information and price signage and a front track for promotional signage that could be inserted and removed quickly without impacting or requiring permanent graphics being removed.

The continuous track system is cleverly fixed to fridge cabinets by powerful, adaptable magnetic brackets that are adjustable to suit any height, depth and thickness encountered on any fridge or freezer. A navigation arm locks onto the top of the GTrack and can be moved anywhere along the track to allow for precise positioning of navigation signage. Prior to installation, team members recount having to direct customers to where products such as eggs were kept more than 50 times per week - after installation this dropped to less than once a day.

TITLE BCF Eyewear Sunglasses Island

ENTRANT POP This POP That

CLIENT Super Retail Group



BCF stores were cluttered with many kinds of sunglasses displays supplied by individual brands. They were different heights and sizes. The client brief required a permanent contemporary display fixture to bring together all sunglasses offered into a single destination. In a crowded section of the store customers were confronted with an often disorganised array of mismatched displays supplied to various specifications by independent brands. The marketing team at BCF recommended a brief be put forward for the design of a new category solution display.

The resulting display creates a brightly lit well defined shopper destination within the BCF store. Beyond this, following a limited number of trial stores, the resulting increase in category sales could not be ignored. Following the trial this category solution display was rolled out to over 100 existing stores and every new store coming online as the business grows. The ease of logistics and installation of the units, together with the flexibility of layout and instore manoeuvrability have all contributed to the success of the display fixture.

.....

TITLE Dr LeWinn's Masks Modular Shelf Cassette System

ENTRANT Point Retail

CLIENT McPherson's Consumer Products



The mask market is taking the beauty industry by storm and is an important offering in the beauty segment. The brief was to create an innovative solution that highlights Dr LeWinn's seven masks in the space of two facings. The state-of-the-art design allows for acrylic modules to stack horizontally or vertically like Lego blocks, locking together with discreet magnets, seamlessly integrating into any shelf space. The design is clean, adaptable, flexible and able to be implemented across all major pharmacies including Chemist Warehouse, Priceline and various independents. The huge success of this design is the brand has played a major role in sales uplift resulting in a further 43% increase in facings allocated to the brand by 2020.



TITLE Sparkling Water Destination Bay

ENTRANT Coca-Cola Amatil

CLIENT Coca-Cola Amatil

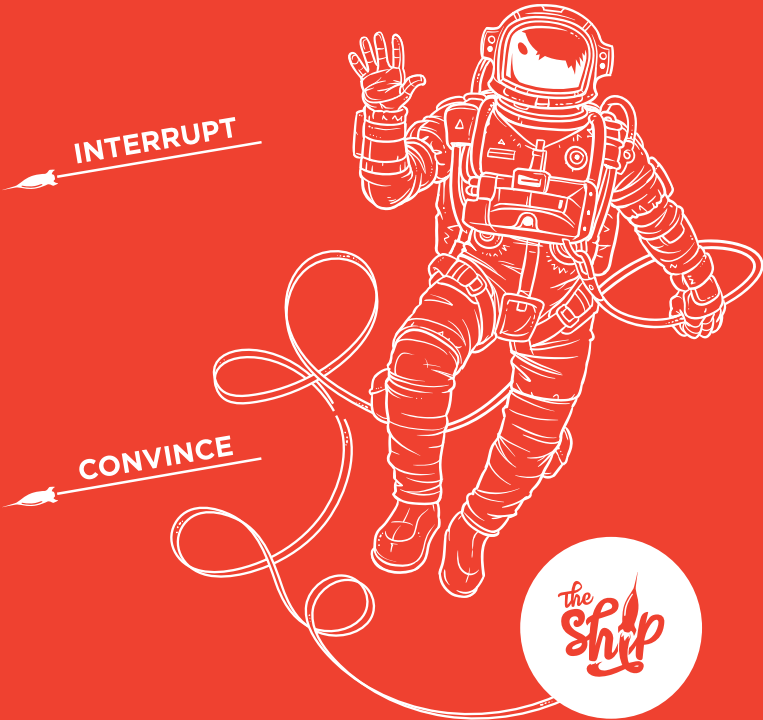
80% of consumers in Australia are actively managing their health with 25% reducing the amount of sugar they consume. This has resulted in a shift in beverage consumption away from sugared soft drinks to packaged water and in particular sparkling water which is better placed to capture the lapsing CSD drinker due to the sensory benefit of its sparkling format. The drinks aisle is heavily avoided and sparkling water has relatively low penetration plus in the Independent grocery channel, the aisle reflects less structured planograms compounding shopper navigation difficulties. The Sparkling Water Destination Bay utilises multiple POS devices to combine along the path to purchase. Aisle fins draw shoppers down the aisle by highlighting a permissible segment, and a vertically blocked, simplified planogram with a header card to lock in the alignment. Shelf stripping calls out the pack benefits to match to the shopper mission. This is all achieved at a low unit cost of \$45 with immediate payback, national reach, and can be installed by a sales rep. The unit is in 350 stores and has driven 16% growth for Mount Franklin, improved margin to retailers and provided shoppers with a more rewarding shopping experience.

HOLY SHIP!

That's what 96%* of The Ship's clients think when they see the quality of our Shopper work.

*No clients were actually polled in this survey – but judging by the smiles on their faces, we're pretty sure that's what they were thinking. We're good at reading people – it's what we do!

DROP US A LINE: HOLYSHIP@THESHIP.COM.AU



THE SHIP MARKETING
Double Gold Winners

- Best Category Management Solution
- Best Permanent Liquor Display

Shopper Strategy • Path 2 Purchase • Creative • Packaging • Digital • Interactive • Promotions

Window Displays





TITLE The Gallery of Note

ENTRANT Cheil Australia

CLIENT Samsung Electronics Australia

The way we now work is at a tipping point. A new generation of achievers has risen and is disrupting the traditional ways of working. Work and play have become the same when striving to break new ground. Because they are always on, they need technology that is powerful enough to keep up with them.

Introducing the all-powerful Galaxy Note 9. With an all-day battery, Bluetooth S-Pen, 8G of ram and terabyte of storage, it's the perfect tool for those who demand more out of life. Our task was to capture the hearts and minds of Next Generation Achievers by showcasing the Note 9's unique power to help facilitate their desire to do, achieve more and break new ground in an attention-grabbing way.



TITLE Uniqlo Seamless Sensory Window Campaign

ENTRANT Active

CLIENT Uniqlo Australia

Uniqlo's 'Seamless' down puffer jacket range is designed uniquely to any other product with its stitching welded together below the surface of the fabric preventing wind and rain to penetrate through, while remaining warm, reliable and stylish. To educate customers about this revolutionary and innovative fabric technology as well as driving foot traffic into store, Uniqlo wanted to bring the key features to life in their windows while also weaving through their brand philosophy. Using colour, lighting, sound and textural materials, we created three stand out window displays that replicate the key features of the jacket.

To help visualise the windproof abilities of the jacket, we created a backdrop of a modern wind tunnel with floor standing fans attached with strands of fabric to create movement and represent wind. High pitch wind sounds were combined with the theatre of the window proving to communicate the message well visually. The rain repellent window combined rain sound effects together with vibrant angled chasing LED batons that were hung in various depths to create movement. Lastly, the light weight window incorporated sound activated RGB Parcan Lights to create a lightening effect, that reacted to the thunder clap sound from the speakers.



TITLE 'Bold New Season' - Country Road Spring 2019 Window Display

ENTRANT Megara

CLIENT Country Road



Country Road's brief for the Spring 2018 season campaign was called 'Bold New Season', focusing our confidence, optimism, and the new season inspiration to use bold colours and floral prints. The collection required a bright, bold and impactful window design to convey and entice shoppers into store. Inspired by nature, hand cut forms started the design process to identify scale and composition. The final model was made of polypropylene material as it allows complex folding shapes to be constructed from flat, into large self-supporting structures. In order to match the two distinctive ranges, the polypropylene was PMS colour matched to the exact colour, which tremendously helped brand recognition. The polypropylene was also 30% recycled and 100% carbon neutral.

.....

TITLE W.Lane Venice Window

ENTRANT Styleprint

CLIENT W.Lane



W.Lane wanted a window that took customers on a journey to Venice and created a sense of wonder. Working within a budget, we used relatively commonplace pieces of point of sale, and supported these with a few key structural pieces that were cleverly designed to be easy for stores to self-install, and create a Venice theme with a set of realistic looking props mixed with an art-inspired backdrop.

The window literally stopped (foot) traffic and became a talking piece between store staff and customers. It also introduced some new customers to the W.Lane brand and delivered a result that was highlighted within the multi-brand Noni B Group during a company wide presentation as an excellent example of a creative, eye-catching window display, produced on time and on budget.



TITLE Call of Duty

ENTRANT Double Impact Displays

CLIENT JB Hi-Fi

Microsoft briefed us to design a traffic stopping window display for JB Hi-Fi in 98 retail stores across Australia to drive sales nationally of the much anticipated release of the iconic game Call Of Duty, Black Ops. With its hard-core gamer following, this window display needed to capture and reveal the essence of the game.

The brief to engage foot traffic in a unique way encouraged us to push the limits of what's possible in the chain retail medium and varied window spaces. As designers we faced a very limited budget and didn't have the luxury of a one-off live window event activation lux solution. With a tight lead time to manufacture and install this project of only three weeks, you could say we 'went to war' to pull off this installation. The windows played an integral part in customer engagement and increasing hype around the release. This converted to pre-orders and sales and increased foot traffic across all stores on release day. Call of Duty, Black Ops experienced a great opening week, smashing previous COD releases.

.....



TITLE Body Faux Tube Display

ENTRANT Styleprint

CLIENT Cotton On Body

Q: What looks like a tube, but isn't a tube?

A: A flat piece of paper with a clever design.

We were challenged to create a window display that looked like layered tubes, but without the limitations of tubes, and the substantial cost of 100+ tubes per store to create the same visual impact. Our innovative design allowed us to print the 'tubes' on flat sheets, and assemble around a tube to create the structure needed; utilise high-quality print on synthetic paper and colour-match precisely in line with the brand; design a special locking system that would hold the tubes in clusters; deliver flexibility for stores to place the clusters on the floor or to hang from the ceiling to create another layer of depth; deliver a lightweight solution that wasn't an OH&S hazard for the store teams to self-install.

We ensured that the tubes would not present a falling hazard to shoppers or store teams by either tipping over or dropping from the ceiling and packed the different diameter tubes one inside the other to save on packaging and shipping costs.

Store Design





TITLE Bendigo Bank

ENTRANT Public Design Group with The Shopper Collective

CLIENT Bendigo & Adelaide Bank

Banks globally are seeing an alarming decrease in customers coming into branches thanks to online banking. While other banks in the same position are closing branches, Bendigo Bank has begun a nationwide transformation of their branch network, starting with the pilot site in Norwood, Adelaide.

Following five months of strategy and research, the team embarked upon creating a first in Australian banking where product brochures have been replaced by product experiences and events to repurpose the physical footprint for the next generation of customers. The concept of Community has been transformed from a communications exercise into a local engagement initiative where people, businesses and groups are invited, included and connected through a myriad of in-branch events, all managed by a new dedicated staff role.

Half yearly results from the Norwood branch have exceeded all expectations, from staff satisfaction to customer experience to a significant, sustained increase high value sales. A number of further pilot sites are now in development, with Leichhardt opening in July and Carlton in October. The objective of the project is to determine how Bendigo Bank can tailor their customer experience across their 500 plus branch network.

.....



TITLE New Era @ General Pants Customisation Shop in Shop

ENTRANT GPS Group

CLIENT New Era Cap

New Era were looking for a way to increase brand awareness and needed a vehicle to soft launch their new range of apparel and backpacks. General Pants wanted a unique experience to drive additional traffic to their flagship George St store. In a world of increasingly dynamic retail interactions, personalisation is a trend that has exploded onto the retail landscape and a key way for brands to connect with consumers.

Arming ourselves with this knowledge, our New Era @ General Pants Personalisation Zone was born with the call to action of “Have your initials embodied for free when you buy a New Era cap”. Our choice of materials played right to the heart of both the New Era brand and General Pants demographic with the embroidery station front and centre so shoppers could visualise the link with the exclusive offer and witness the embroidery staff in action.

Store traffic was up by 19% across the first month. New Era sales increased by 247% within the first four months. Trialling the New Era backpacks and apparel has resulted in the range being stocked across all General Pants stores nationally. Due to this overwhelming success, another two similar personalisation SIS have been commissioned.



TITLE Perfect Store

ENTRANT Thirsty Camel Bottleshops

CLIENT Thirsty Camel Bottleshops



The Perfect Store project is a pilot program across a small amount of stores, with the results underpinning plans to expand the concept across future venues.

Thirsty Camel recognised the changing consumer landscape and to ensure it stays relevant, needed to invest and premiumise the shopper experience in stores. We created the perfect store program as we felt the shopper expectations were growing along with the market activity and we needed to continue to evolve in the retail space. A key pillar of this strategy is to differentiate from competitors on elements other than price and position, separating Thirsty Camel as the true convenience and occasion-based retailer. Coupled with shopper research segmentation, we aimed to drive a stronger connection between shopper experience and in store performance and remove the commoditisation of the category due to the current unrewarding and emotionless shopping experience in liquor.

This project required intricate planning, design considerations and consumer research to ensure we achieved the right results. Flexibility, navigation and shopper engagement were at the forefront throughout this project to ensure we delivered a strong end result.

.....

TITLE Motome by Macquarie, Hornsby

ENTRANT Greater Group with Watch This Space

CLIENT Macquarie Group



As the physical retail face of Macquarie's new car purchasing and finance platform, Motome was established to respond to evolving buyer preferences. The team were tasked with creating a space that was welcoming and engaging, that seamlessly integrated with technology and enriched the consumers ability to explore, compare and configure product choices. The environment needed to provide physical spaces to showcase and promote feature cars, interactive digital displays, along with varying lounge and chat space for the store staff to have conversations around vehicle selection or to go through financial applications and book customers in for test drives.

Featuring the first 'converge product information platform' in Australia, this custom kinetic display allows customers to easily browse the product range by brands and then directly compare similar products across different brands, simplifying what can often be a challenging part of the product selection process. The Motome interior environment puts the path to purchase at the heart of the design process. The result is a unique space that merges design typologies from hospitality, interactive retailing and financial services which nestles itself into the modern path to vehicle ownership.



TITLE Baby Care Solutions

ENTRANT Raydar

CLIENT Kimberley-Clark New Zealand

For many, the most important decisions ever made in the grocery store are made in the Baby Care category. Known for highly engaged shoppers, this hero category is a key traffic driver for many retailers, with shoppers often choosing their destination based on the value offered in this one department. Despite this, the aisle is generally treated no differently than any other; frequently hard to find, hard to shop, and challenging to identify the right products for a family's most vulnerable members.

For Foodstuffs North Island, Kimberly-Clark NZ proposed trialling a more shopper-centric, solutions-based category, restructured and reimagined to present a unified shopping experience focussed on value and convenience. From category beacons to product attributes, the proposed solution offered benefits right along the shopper journey. Able to extend across the full path to purchase, delivering the vision meant smart, strategic solutions that reflected a shopper's parenting needs while catering to specific requirements of five key suppliers, the store owner, retail banner and many other stakeholders.

Instore in May and progressing to live trial in five New World stores, the initial installation has provided double digit category growth within the first three weeks, including one segment seeing an uplift of 45%.

.....



TITLE Diamond Exchange

ENTRANT Greater Group

CLIENT The Thomas Group

From concept development through to delivery, this adaptive re-use project was a comprehensive fitout located on level five of The Georges Building, one of Sydney's oldest and most prestigious heritage buildings. A combination of existing heritage features mixed with fine joinery detailing and lighting accents work together as the ultimate setting for high-quality diamonds and jewellery.

From the outset, the design intent was to celebrate existing heritage detailing, a feature that reflected the craftsmanship of the handcrafted rings inside the showroom. A perfect extension to the Diamond Exchange brand story offering diamond jewellery produced by old-world craftsmanship in workshops equipped with the latest technology. Inside the walls of this spacious and light-filled boutiques bring a new type of luxury retail experience to life by combining traditional elements with modern design features.

The cautious interventions that attempt to preserve and celebrate the special atmosphere of the original building condition form part of the success of this design. The carefully restored ceiling creates an aesthetic that is full of history and detail, balancing the finer craftsmanship of the jewellery below. Respecting the existing heritage features required attention to detail, spatial planning and the design at large.

TITLE MCG Cap Wall & Pop Up

ENTRANT GPS Group

CLIENT New Era Cap



The MCG Australia's biggest and most attended sporting stadium had no dedicated caps area, caps were mixed in with other apparel and difficult to find. Our main objective was to create a unique destination at the MCG for New Era caps, and to improve the accessibility and shopper experience.

The MCG isn't your traditional shopping destination. People are predominately there to watch sport, with any shopping limited to before or after the event. The MCG shop was on one side of the stadium meaning less than half of the attendees had access on game days. Our solution was to produce two well branded destination zones that were accessible to the majority of fans - a fixed cap wall, and a portable pop up cap wall that could be used in other areas throughout the stadium, and bring the product to the fans.

Results: The MCG Cap Wall and Pop Up saw a 68% sales uplift from 2018 to 2019 YTD which was well above expectations. Both units had an immediate impact on sales with many AFL games selling out of product. The displays have created vastly improved customer experience and the Pop Up's unique design and flexibility has enabled us to experiment with a variety of locations to maximum sales.

.....

POP THIS!

SO HOT
RIGHT NOW

Adding spice to brand flavours since 2011

POP *this* POP *that*

Displays - Packaging - Digital - Graphics - Branding - Production - Activation

popthis.com.au

POP *this* **POP** *that*

AWARD WINNING DISPLAY AND PACKAGING EXPERTS

Retail Industrial Design





TITLE Manicare, Glam and Lady Jayne CWH Beauty Bays

ENTRANT Point Retail

CLIENT McPherson's Consumer Products

The beauty industry is experiencing exponential growth and consumers continue to seek better experiences. McPherson's Consumer Products have responded by ensuring they remain leaders in this category. The brief was to design an experiential system to push the boundaries and educate the Manicare, Glam and Lady Jayne customer across 366 Chemist Warehouse locations. Utilising our strengths in engineering, technology and innovation we designed a suite of displays with dynamic content that attract and educate the customer, and practical to ensure merchandising guidelines are achieved. Brand consistency has been maintained and the planogram remains neat, organised, and always looks full.

The innovation is in the adjustable gravity feed hook system which allows stock to slide forward freely, maintaining an organised and full-looking planogram. Our inhouse tech heads created punchy content on digital screens that engage and educate the shopper. The shelving/ hook system is numbered both along the crossbars where the hooks sit and going down the track system to keep brand planogramming consistent in all stores.

741 units were installed across 366 Chemist Warehouse stores throughout an aggressive rollout campaign. Sales achieved 13.6% average growth across all three brands as a direct result of this campaign.

.....



TITLE Chupa Chups Totem Pole

ENTRANT ID POP

CLIENT Stuart Alexander & Co and Perfetti Van Melle

Chupa Chups is the number one lollipop brand in Australia. Over the years the brand has relied on permanent FOS POS to drive impulse conversions. The most successful grocery permanent POS unit was called the 'totem pole' - it ticked all the boxes except for one - it was not durable or stable. Most of these stands would be easily damaged instore or be asked to move by the store owner as it decayed over the months and years. The brief to the agency was to evolve the globally recognised classic stand with a sleeker design, use more durable materials while keeping to a similar price point as the previous unit.

Material choice took into consideration where the previous Totem Pole design failed. Given the nature of placement in most retailers, high impact resistant plastics were chosen versus previously used brittle materials. The added feature of 360 degree shopability meant that the units were more likely to be placed away from a fixture or wall, further exposing it to shopping trolleys and foot traffic.

In those stores that placed the Chupa Chups Totem Pole - we experienced an average of 40% uplift to volume sales versus stores without.



TITLE Milo Winter 2019 MUG

ENTRANT Konica Minolta Marketing Services with Glamapak (Visy)

CLIENT Nestle Australia



Milo typically secures large pallet displays to keep up with demand and create instore theatre for increased visibility throughout the Winter season. A 3D Milo Mug was activated in the past, however, the unit was underutilised due to the assembly time and number of people required to erect one unit. The key motivation for this POS piece was to develop a new 3D Mug which could easily be assembled by one merchandiser and in minimal time.

Execution was maximised following on from effective industrial design which created a simple unit able to be erected in under five minutes and by one person, much of which was due to pre-glued elements during production. The industrial design process focused on construction and on specific material choices for the various components of the display depending on their function. A total of four types of corrugated cardboard were used to achieve the optimal outcome for purpose.

The 3D Milo Mug was successful in not only achieving every objective set out by Nestle but also delivered a 31% cost saving per unit, is 100% recyclable and mono-material and drove great speed to market with 95% of the allocation used within the first month of the activation.

.....

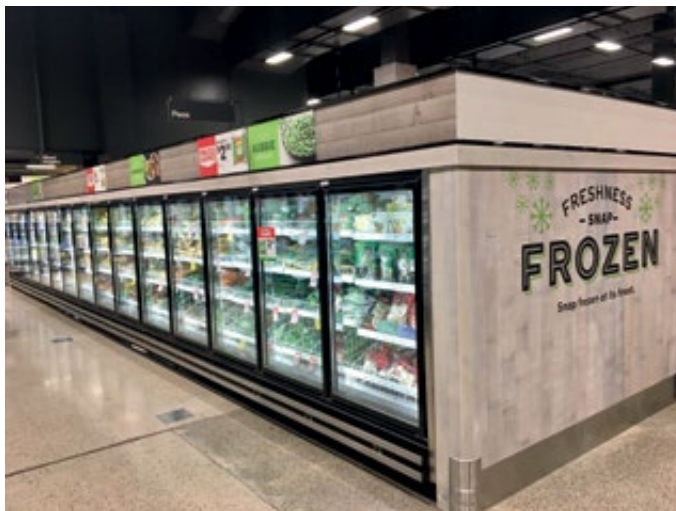
TITLE Woolworths Storefront - KVI Board

ENTRANT Pegasus Print Group

CLIENT Woolworths



The purpose was to maximise store entry impact on produce specials, conveying a clear message with large graphic displays. This display produced a premium permanent look within budget, using light weight predominately recyclable materials. It was easy to manoeuvre in and out of the store and change out the header, price points and graphic cards, with easily accessible storage area for interchangeable produce graphics boards and freighted flat pack, for ease of assembly instore.



TITLE GTrack Adaptive Signage System

ENTRANT Blue Star Display

CLIENT Woolworths

The refrigerated areas in Woolworths supermarkets are devoid of emotion, difficult for customers to navigate, and lacking a consistent way to communicate product provenance information to customers. We created a signage system to capture this - and made it adaptable to suit a variety of fridge designs over the decades and future proof for any upcoming design.

A continuous 'track' system was conceived - later dubbed GTrack - that has two unseen channels inside the track allowing for a constant background panel in the rear track along with product information and price signage, and a front track for promotional signage that can be inserted and removed quickly without impacting or requiring permanent graphics being removed. The continuous track system is cleverly fixed to fridge cabinets by powerful, adaptable magnetic brackets that are adjustable to suit any height, depth and thickness encountered on any fridge or freezer. A navigation arm locks onto the top of the GTrack and can be moved anywhere along the track to allow for precise positioning of navigation signage.

Prior to installation, team members recount having to direct customers to where products such as eggs were kept more than 50 times per week; after installation this dropped to less than once a day.

.....



TITLE Dr LeWinn's Masks Modular Shelf Cassette System

ENTRANT Point Retail

CLIENT McPherson's Consumer Products

The mask market is taking the beauty industry by storm and is an important offering in the beauty segment. The brief was to create an innovative solution that highlights Dr LeWinn's seven masks in the space of two facings. The state of the art design allows for acrylic modules to stack horizontally or vertically like lego blocks, locking together with discreet magnets, seamlessly integrating into any shelf space. The design is clean, adaptable, flexible and able to be implemented across all major pharmacies including Chemist Warehouse, Priceline and various independents. The huge success of this design is the brand has played a major role in sales uplift resulting in a further 43% increase in facings allocated to the brand by 2020.

TITLE Hellboy Cinema 3D FSD

ENTRANT Pegasus Print Group

CLIENT Roadshow Films



A high visual impact creating 3D effect with four layers to attract movie goers attention on entering the movie theatre. Structurally sound and self-standing to withstand high traffic areas and encourage moviegoers to take pictures standing in front of the display. Not being limited to footprint and height, we were able to create a 3D standee to have the wow factor in cinemas. Each standee was printed and packed into individual shippers and shipped direct to cinemas with assembly instructions to be put up in cinemas. The easy to assemble 3D standee with the clear instructions took around 20 minutes to assemble in theatres. Feedback from the client was extremely positive which resulted in an increase in the order to 82.

TITLE In Essences Launch

ENTRANT The Xine

CLIENT Heritage Brands



In Essence (IE), a reputable wellness essential oils brand, was looking to introduce a new product range, labelled IE, focusing on medicinal oil blends. The challenge was to produce a 600mm wide pharmacy display that perfectly portrayed the look and feel of this new range without losing any of its legacy brand recognition.

The stand needed a completely adjustable planogram, fully interchangeable artwork to reflect future changes in the brand, adjustable tester stock areas with relevant product information and finally, the unit needed to be a completely future proof permanent solution.

A unique display was created that features a counter levered shelving solution that achieved a unit that is approachable from all angles by a shopper. The display aesthetic was very light and clean, an appearance not traditionally evident in steel floorstands with such complexity and moving parts.

By utilising many different manufacturing techniques and analysing the tolerances and strength properties of various materials and manufacturing techniques, a display that was visually true to the new IE brand, with all the complexity to achieve the mandatory requirements of the client brief was achieved in full.



TITLE Dyson Gondola

ENTRANT Double Impact Displays

CLIENT Dyson

Dyson is about innovation. The brief was to create an innovative solution to suit the JB Hi-Fi instore gondola system across 138 stores nationally. The objective was a one size fits all panel system. A clean cord-free system that allows for a tactile customer experience. Modern, clean and simple in its innovation, the display is cost effective, able to adapt to future product extensions and fits well within the busy JB Hi-Fi retail environment. The system needed to be light and elegant to hero the products yet be robust enough to handle sales staff and customer interaction.

The innovative elements of this design are that the system is designed to fit all future varying size mounting docks for the cord free Dyson vacuums. Created with flexibility in mind, store staff can change the stock around saving the client money and providing a quicker turn around with planograms. The newly dressed gondola and its innovative solution was well received by both Dyson and JB Hi-Fi who gave overwhelming positive feedback on the design and functionality. Customers and staff alike are interacting with the displays in a positive way ensuring Dyson stays in the lead in the home appliances market.

.....



Environmental Stewardship





TITLE Bendigo Bank

ENTRANT Public Design Group with The Shopper Collective

CLIENT Bendigo & Adelaide Bank

180 The Parade is a building of historical significance on the most prestigious road in Norwood. We saw the opportunity to remove the 1970s ceiling grid and expose the original structure old the building right up to the seven metre roof apex. The effect was stunning but it required some clever thinking because the new AC system was three times the size of the previous one. Our solution was to install solar panels on the roof of the building to supplement the new increased power requirement and reduce what would have been a significant increase in carbon foot print. The need for air conditioning is also greatly reduced during summer due to the three new penetrations made through the external wall into the public footpath allowing staff to simply 'open up'. The main seating elements and the TCR (teller) are all fabricated from recycled cable reels.



TITLE Coca-Cola Amatil - Make it Yours

ENTRANT Presfast

CLIENT Coca-Cola Amatil

Our display was produced using recyclable corrugated board and vegetable based (food safe) inks. The paper used is FSC (Forest Stewardship Certified) accredited, even the glue used for laminating is water based so no harsh chemicals are used at all for manufacture. The unit was flat packed in a recyclable corrugated shipper and the shipper stored onsite. The display was then packed into the same shipper and returned to us to warehouse. We will now use this display for a pending campaign by reskinning the unit with a dress up kit.



TITLE Break Down the Beast

ENTRANT HP with Traffik

CLIENT HP



The Beast represents the 10+ millions of plastic bottles we divert from our ocean and landfill, every year, by breaking them down, upcycling them for production in our ink and toner cartridges. Our brief was specifically designed to ensure that any materials used would be recycled. Any supporting media was chosen as digital only to avoid unnecessary printing of offline media. The Beast was built and showcased in Sydney to minimize transport and environmental impact.

The Beast was made from 2,400 recycled plastic bottles, weighed 200kg and stood a towering four metres high. It made appearances at both Sydney's Circular Quay and the Australian Maritime Museum where it had a monster impact on over 60,000 people who visited the installation.

It was finally sent to Melbourne where it participated in the final customer event before going to our recycling partner in Melbourne. The Beast was recycled via our recycling partner Close the Loop, a premier sustainability solutions provider, with zero waste to landfill. We engaged both Close The Loop and Planet Ark through the process to ensure we took environmental consideration into account at all stages.

.....

Digital Instore, Mobile, Social & Online





TITLE Heinz SnapChat Augmented Golden Egg Hunt

ENTRANT XPO Brands

CLIENT Kraft Heinz



A SnapChat based Augmented Reality Egg Hunt at the Royal Easter Show

The story: Before Easter 2019, Kraft Heinz challenged us to create an experiential activity to educate consumers that Heinz makes its mayonnaise with whole eggs.

The strategy: Research found the Sydney Royal Easter Show to be the ideal environment to reach our audience. Our strategy was to leverage the 4.5 million daily Snapchat users in Australia to make the campaign accessible while capitalising on our nation's 'selfie' obsession. This strategy freed budget to leverage digital media to promote the campaign.

The digital experience: We devised a virtual Golden Egg Hunt for showgoers, using the tagline 'Whole eggs worth searching for' to underpin the recipe. Showgoers solved clues to find six virtual Golden Eggs around the showground. Snapchat geo-gated community filters only revealed the eggs when in the correct location. Once found, showgoers snapped selfies and claimed their prize at the Heinz stand, styled like a chicken coup in the Show's Poultry Pavilion.

Impact: The campaign more than fulfilled its brand awareness/education objective. It achieved more than 2 million media impressions, 165,597 Golden Egg Hunt Snapchat impressions and won a Show medal for its innovation.



TITLE Cadbury Elfie Selfie

ENTRANT XPO Brands

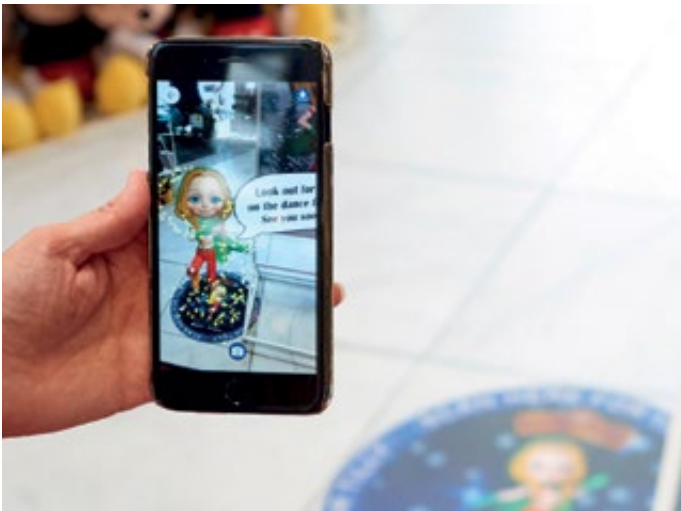
CLIENT Mondelez



The story: Christmas is the peak gifting occasion for Cadbury. In 2018, Woolworths reached out to Cadbury, seeking its support via an exclusive campaign featuring the Cadbury Magical Elves to help drive pre-Christmas sales.

The campaign: Knowing that Aussies snap 2 million selfies a day, we developed the Cadbury Elfie Selfie app featuring cutting-edge facial recognition technology. Available only to adults via Google Play and Apple App Store, Magical Elves playfully mimicked our shoppers' facial expressions, enabling them to snap and share #ElfieSelfies. We drove purchase using a secret code word that was printed on Cadbury purchase receipts. When entered in-app, the 'Elfie' code word unlocked bonus 'Elf Yourself' filters to extend the #ElfieSelfie experience. To round out the campaign, the app was supported with die-cut aisle fins, Magical Elves Brand Ambassadors, social media and Woolworths online.

Impact: Within the first week, the app was ranked number two on the Google Play store and 84% of users unlocked the GWP bonus filters. The digital campaign facilitated 142,800 joyful moments of connection with 14,608 #ElfieSelfies being publicly snapped and shared.



TITLE Myer Santaland Augmented Reality

ENTRANT Active

CLIENT Myer

Holding a strong legacy with the enjoyment customers get venturing out to see their famous Christmas Windows, Myer wanted to extend the Christmas storytelling from the windows all the way through their stores. Myer's Santaland and Santaland Express Train gave young and old an experience into the magical world of Santa, a popular destination that induced crowds and long queues. With customers expressing frustrations with long waiting times, Myer wanted to turn it into a more positive experience and tasked us to create an activation that could be enjoyed whilst waiting to embark on the Santa Express Train.

With this task, we developed the Myer Christmas Augmented reality activation that integrated a point of sale display and customer experiential activity that proved to be seamless, theatrical and entertaining. Triggered through different point of sale markers throughout the store, customers were able to engage with "Tilly", Myer's elf using their handheld devices. The App encouraged young and old to dance with Tilly and play games with her whilst waiting in the queue. A proven success for Myer, the activation app was given a 4.5 rating with a high engagement rate that yielded great ROI for Myer.

.....



TITLE Myer Easter Augmented Reality Game

ENTRANT Active

CLIENT Myer

Myer is known as one of Australia's key retail destinations for gift giving, particularly at key seasonal occasions such as Easter. Highly recognised for its unique abilities to engage customers with exciting and fun activities over key festive periods, Myer wanted to create an AR Easter app that would assist them with extending the Easter period for them. Intended to lead customers through the path to purchase, the Easter AR app we created entertained visitors with a game, encouraged them to journey through the store and interact with key displays as well as reward them with a compelling product promotion at completion of the game. Yielding excellent engagement and ROI, the Myer Easter AR activation was one of the highest performing digitally integrated retailtainment activations they've executed.

Experiential





TITLE Samsung Electric Playground

ENTRANT Cheil

CLIENT Samsung Electronics Australia

We created a variety of activations suited to the Samsung camera's features where visitors could unleash their inner child and bring the illuminated playground to life through the lens of the Galaxy S10. Each activation had cameras positioned throughout this installation specifically positioned to make sure visitors experienced the camera's features, but most importantly, took home the perfect shot. The playground provided us with enough content to turn into social media posts about the Galaxy S10's epic features.

We also created an immersive studio experience where visitors could get even more hands on with the Galaxy S10's features. The Samsung Storyteller classes showed how to use the built in Instagram mode and curate your shots. Visitors could then put it into practice by capturing the perfect insta-shot at one of our three epic activations. At the end of each day it was the fans that owned the night with thousands of curated photos and videos captured on the S10 appearing across social media. By tapping directly into everyone's inner child we created an experience that didn't just stand out - it stood apart, making the Samsung Electric Playground one of the most popular attractions at Vivid.



TITLE Heinz Mayonnaise Golden Egg Hunt Experience

ENTRANT XPO Brands

CLIENT Kraft Heinz

The story: Before Easter 2019, Kraft Heinz challenged us to create an experiential activity to educate consumers that Heinz makes its mayonnaise with whole eggs.

The strategy: Research found the Sydney Royal Easter Show to be the ideal environment to reach our audience. Our strategy was to leverage the 4.5 million daily Snapchat users in Australia to make the campaign accessible while capitalising on our nation's 'selfie' obsession. This strategy freed budget to leverage digital media to promote the campaign.

The digital experience: We devised a virtual Golden Egg Hunt for showgoers, using the tagline 'Whole eggs worth searching for' to underpin the recipe. Showgoers solved clues to find six virtual Golden Eggs around the showground. Snapchat geo-gated community filters only revealed the eggs when in the correct location. Once found, showgoers snapped selfies and claimed their prize at the Heinz stand, styled like a chicken coup in the Show's Poultry Pavilion.

Impact: The campaign more than fulfilled its brand awareness/education objective. It achieved more than 2 million media impressions, 165,597 Golden Egg Hunt Snapchat impressions and won a Show medal for its innovation.



TITLE Break Down the Beast

ENTRANT HP with Traffik

CLIENT HP



Almost all Australians are concerned about the environment and sustainability, but only half believe they are doing enough. Australians rank plastics in oceans as a top concern. To highlight this, HP launched a campaign that brings together the idea of an ocean monster built from plastic, with references to marine life.

The campaign highlights HP's sustainability programs with an experiential element called The Beast that personified the scale of waste created and the importance of choosing brands and partners that are making an impact. 'The Beast' was designed to engage the public by calling out the plastic problem for what it is – an environmental monster.

A four metre high, 200kg beast made up of 2,400 plastic bottles took four weeks to build and its large yellow eyes were deliberately at eye-level to help connect it with those who came across it. It was supported by online and outdoor advertising in 'teaser' phases prior to launch. The Beast represents the millions of plastic bottles this brand diverts from our oceans and landfill every year by using them to manufacture recyclable ink and toner cartridges.

.....

TITLE The Natural Confectionery Company Snakes the Game

ENTRANT Immediate Marketing Communications

CLIENT Mondelez



The single largest barrier to the future of the candy segment in the ANZ market is health and wellbeing concerns. To maintain the long term health of the candy category and pave the way for future growth, The Natural Confectionery Company (TNCC) developed a 25% Less Sugar range as a line extension.

We were tasked to "unashamedly launch TNCC's new 25% Less Sugar range" and reinforce the brand's "better for you" attributes to light and new field buyers who are looking for more permissible alternatives but are unwilling to compromise on taste or fun.

To do this we developed the 'Snakes the Game' sampling activation in 10 shopping malls across the country to reinforce the key product benefit in a unique way, building consumers relationship and affection for the brand and driving trial. The launch far exceeded expectations, surpassing its business case by 63% and driving long-term health of the candy category with 35% of its sales being sourced from new to segment buyers. The launch grew the TNCC brand to 5.5% VAL growth (YTD to 09/12/18) and to date, TNCC 25% Less Sugar launch is the most successful NPD launch in the history of the candy bag segment in Australia.



TITLE HP Spectre Folio Lounge

ENTRANT HP with oOh! Media

CLIENT HP

To build awareness of HP's Premium halo product, the Spectre Folio, HP activated a luxury lounge experience for patrons of the Qantas Club in Sydney and Melbourne airports. Travellers were able to be immersed in the HP experience and get the product in their hands so they could touch, smell and experience the leather of the HP Spectre Folio.

During the five week campaign period (two weeks in Melbourne, three weeks in Sydney) there was great success for HP and the HP Spectre Folio. There were over 33,000 engagements with travellers and more than 11,000 dedicated conversations about the laptops, while 1,350 HP personalised leather luggage tags were produced and given out and 3000 gin and tonics were served to travellers.

Post-campaign research showed that of those consumers not exposed to the activation 28% stated that HP offers a premium experience. Those who were exposed to the Lounge activation, 39% stated HP offers a Premium experience - a huge increase in this metric.

The Lounge campaign also drove sales of HP Spectre Folios in retail stores, with a more than 8% increase in sales quarter on quarter, of HP Spectre Folios.

.....



TITLE Crown Jack Daniels Gentleman Jack Barbershop

ENTRANT Immediate Marketing Communications

CLIENT Crown Melbourne

Background: Gentleman Jack is Jack Daniel's smoothest whiskey and Brown Forman wished to get it into more people's hands on Thursday and Friday nights through a unique partnership with Crown Casino. Enter the Gentleman Jack Barbershop.

Objectives: The key challenge was to recruit and convert visitors to choose Gentleman Jack Tennessee Whiskey. Preparing a memorable experiential offer that benefits the patronage was vital. We needed to drive foot traffic to Crown and specifically Atrium Bar; drive incremental revenue on Jack Daniels Gentleman Jack Whiskey; drive brand awareness and trial through a branded barbershop experience; give as many hair/beard cuts as possible.

Execution: The Atrium Bar in Crown was transformed into a Gentleman Jack destination. An intimate, genuine barbershop was created where complimentary hair or beard trims were offered with the purchase of a Gentleman Jack beverage. Two senior barbers worked the shop from 6pm to 9pm each night becoming strong ambassadors for the brand.

Results: The activation was extremely successful with the barbershop busy each night. Crown experienced an 16% in sales uplift of Jack Daniels Gentleman Jack and 14% in the overall whiskey category. The barbershop drove talkability across the venue as well as online with the social media placements receiving strong engagement.

TITLE Converged In Home Solution

ENTRANT Ive with Blue Star Display

CLIENT Vodafone Australia



The Vodafone business now offers technology beyond just mobile services. Streaming video on demand use in Australia increased 54% from 2017 to 2018, so we wanted to provide a product consumers can use as a medium to their entertainment content. Vodafone retail stores now have a new interactive demo space, connected to a TV screen, where shoppers can see its home solution products bundled together in one spot. Customers are invited to lift the TV box remote on display, allowing shoppers to experience live SVOD apps like Netflix and YouTube, as well as games, music and TV. By the end of the national install, sales of Vodafone's TV box unit increased 25% and multi-sell transactions for customers increased over 11%. This interactive zone sets our retail channel apart from competitors by providing customers with a home experience across multiple product types, all in one area.

TITLE 19 Crimes. Get Your Mug Shot & Join The Gang

ENTRANT Maake

CLIENT Treasury Wine Estates



19 Crimes is a brand that ignites the inner rogue in all of us, inviting us to be true to ourselves and write our own incredible stories, inspired by the rebellious and passionate spirits of the characters on our product labels. 19 Crimes' brand vision is to be the adult beverage category's most celebrated legend and disruptive force for those with the millennial mindset the world over.

The premise for this experiential campaign was to 'Get Your Mug Shot Taken & Join the 19 Crimes Gang'. This was done through printing personalised wine labels onsite after mug shots are taken of consumers in a custom designed jail cell photobooth, through an innovative and entertaining manner for both the brand and for consumers. The task was to increase brand exposure and recognition, drive consumer engagement and inform consumers about the brand story in an interesting, memorable and unique way. The results were incredibly successful for all parties involved with many positive comments and feedback from the retailer and consumers, and an overall sales uplift of 346.7% of units sold from the duration of the campaign.

we
innovate
create &
activate
memorable
brand
experiences.



Recognised as Australia's most awarded end-to-end retail point of sale display, print & visual merchandising company, we turn your dreams into reality and create lasting and memorable brand experiences.

make it with  **ACTIVE**

CONTACT US **E** sales@activedisplay.com.au **T** +61 3 8769 0000 **W** activedisplay.com.au

Sales Promotion





TITLE Smith's Spin to Win Campaign

ENTRANT 31ST Second

CLIENT PepsiCo



"Over 1,367,000 entries... this would easily be one of the biggest FMCG promotions ever run in Australia, if not the biggest. Beautifully simple, highly relevant, brought to life by iconic visuals, this promotion ticks so many best-practice boxes." Devon Rick, IMI International

Smith's Spin To Win on-pack promotion spun its way through campaign benchmarks and with unrivalled support through the line, exploding the salty snacks category.

Growth (IRI Aztec): Customer A - 16% value and 21% volume sales growth; Customer B - grew 6% versus last period and 9% volume sales versus year ago. The brand received higher tracking scores on category relevance, distinction, spontaneous awareness and likeliness to buy and smashed Smith's 850,000 entry benchmark with 1.37 million entries - 721,000 unique.

Retailer engagement: 17,202 disruptive display - up 125%, 19% above plan across Coles and Woolworths. There were 208,141 cartons of Smith's chips on floor across all channels, the most achieved all year and 40,000 more cartons ordered than any other month. There were 12,000 points of disruption across instore channels, with secured floor space usually allocated to chocolate. 40 live events with 7,200 prizes were run.

A 360 campaign, it also included a Channel Nine Partnership and live Today Show cross, radio and OOH. Social and digital reached more than 4 million, while TV reached 58% (4,312,897) 25-54 years metro - viewed message average 8.6X across campaign.



TITLE Nutella Unique

ENTRANT Think Display

CLIENT Ferrero Australia



Nutella is a brand with almost unrivalled love, with a proud history of engaging consumer promotions. To celebrate the uniqueness of each and every one of us, Nutella created unique limited-edition packaging. Not just a few different limited-edition labels, but 1.8 million of them. Each one completely unique and all made possible by an algorithm and clever printing process.

Our 'Everyone is Unique as You' Nutella TVC launched the promotion, celebrating the uniqueness of individuals and the Nutella jars. This ran in 30", 15" and 5" formats on both mainstream TV and digital. The promotion was further supported by social media content and incredible in-store execution, with over 3600 displays secured across grocery and mass customers.

Nutella Unique combined amazing technology with a much loved, iconic brand and executional excellence to deliver outstanding results. The campaign delivered on all objectives - including 10% brand growth versus a year ago. By celebrating what makes us all unique, we were able to successfully build brand love while driving commercial results.



TITLE Golden Circle Summer Camp Out Consumer Promotion

ENTRANT XPO Brands

CLIENT Kraft Heinz



The story: In 2018, Golden Circle research revealed Aussie kids spend 5.5 hours outdoors per week versus 9.5 hours per week screen-watching, and over 50% of Aussies have never been camping as a family. Crikey! They were missing out on a great Aussie tradition.

The campaign: Rather than creating a typical consumer promotion we were true to the Golden Circle proposition, “Real Life Grows Outside” and we challenged Australia to Get Out Camp Out (GOCO). We created an integrated campaign that linked online, social, instore and earned media seamlessly to a camping promotion that lived online, on social, outdoor, and bus media, through to retail, featuring pack sticker, catalogue ads and impactful instore displays.

The impact: The overarching campaign and giving shoppers the chance to instantly win their share of 15,000 camping prizes saw Golden Circle’s YTD market share increase 3.2%, peaking at 46.1% in December. This success was driven by a modular POS solution featuring cricketer Shane Watson and family that helped secure 75,777 off-located cartons of Golden Circle in 1,031 stores (+39% vs 2017).

TITLE Christmas Pop Outs/Christmas 2018

ENTRANT Blue Star Display

CLIENT Woolworths



We were really excited to be able to offer Australian families a small gift that captures the fun, imagination and festive spirit of the season with the Christmas Pop-Outs. Christmas is all about spending quality time with family, friends and loved ones and this is a great way for everyone to get together to workshop, build and play with their favourite Christmas characters.

We spent a great deal of time ensuring that we considered the environmental impact when putting this together and we are proud to say that the range is 100 per cent Aussie made and fully recyclable. 12 Christmas Characters to collect overall - three per week over a four week period.

There were no characters that were harder to collect than the other. Because of the high demand there was an extra print run of 7,500,000 inclusive of all 12 characters to collect over a fifth week leading into Christmas. We wanted to ensure kids didn't miss out on any character and provide the opportunity to collect and missed characters. All in all, a very successful campaign.



TITLE The ultimate ‘Shoey’- Southern Comfort x Volleys On-Pack Promotion

ENTRANT SouthTrade International

CLIENT SouthTrade International

The aim of the game? Put ourselves on the map as a culturally relevant brand for Aussies. We were on a mission create an exciting promotion which would reward and entice new and existing consumers. The hunt began for an iconic Aussie promotion partner who shared our New Orleans spirit for having fun above all else. Enter one of Australia’s favourite footwear brands. With refreshed branding and presence boosted by some famous supporters, they had been propelled back into the spotlight. While there has been change, the brand remains part of Australian folklore, much like how we are rooted in the spirit of New Orleans. Hence, we created ‘the Ultimate Shoey’.

The result was an iconic, multi-faceted and first time ever on-pack promotion comprised of on-pack, instore, social, and PR underpinned by a comprehensive shopper strategy. Overall, we were able to boost sales in independent wholesalers in the launch month by 5% versus YA and spark real conversation with more than 3.8 million impressions throughout the campaign and a whole new audience for our product.

.....



TITLE Maximus Tastes Funny Win Money

ENTRANT Bamboo Marketing with Connecting Plots

CLIENT Frucor Suntory

The sports drink category is a highly impulsive category, with a staggering 60% of decisions being made instore. In 2018, the sports drink category was stagnant with flat penetration. Essentially, all brands looked the same on shelf. The key to sustaining Maximus’ awareness and penetration was to ensure instore visibility was enticing and relevant, and Maximus stood out in a stagnant category.

Enter the ingenious promotional concept - ‘Tastes Funny Win Money’. Yes, you heard correctly. We added Vitamin C to 50 bottles of Maximus to make them taste ‘funny’ – not bad, just ‘funny’. They were then released into the wild. In true Maximus spirit, we kept it simple. All you needed to do was purchase Maximus. If it tasted funny; guess what, you won \$1,000!

Despite some pretty aggressive targets, it’s safe to say shoppers and customers loved the campaign. Promotional entries alone saw a 43% increase on the objective (98% increase from the 2017 on pack promotion). This demonstrated a high level of shopper engagement resulting in Maximus maintaining volume share. Funny that!

Occasion-based Shopper Campaign





TITLE QVB Lunar New Year 2019

ENTRANT Plump & Spry

CLIENT Queen Victoria Building

The QVB is home to a unique mix of retailers from mid-luxe goods to specialist stores, spread over five levels. Our challenge was to create a unique experience that resonated with the Asian audience, and increased centre traffic across the Lunar New Year period. Tapping into the love of nature and the superstitious audience, we created a bespoke installation based on a traditional peach tree – a popular motif in Chinese art. The unique twist? Substituting the blossoms for thousands of miniature felt pigs of the same colour to celebrate the Year of the Pig.

We also created a 'Wishing Station' where customers could write and attach their New Year's wishes to the iconic building. For bespoke campaign signage we commissioned award-winning Chinese-born illustrator Lisk Feng, whose previous clients include Apple Music, The New Yorker and Airbnb. Other supporting touchpoints included POS, wishing tags, a commemorative Swarovski Crystal Coin GWP in partnership with Unionpay, flyer featuring exclusive retailer offers, artist in residence, which were plotted around the QVB to encourage multi-level exploration. The tree and the event was a hit, going viral with over 90 million hashtag views and ranked in at Top 22 on Weibo (the Chinese social media channel).



TITLE Heinz Mayonnaise Easter Golden Egg Hunt

ENTRANT XPO Brands

CLIENT Kraft Heinz

A SnapChat based Augmented Reality Egg Hunt at the Royal Easter Show

The Story: Before Easter 2019, Kraft Heinz challenged us to create an experiential activity to educate consumers that Heinz makes its mayonnaise with whole eggs.

The strategy: Research found the Sydney Royal Easter Show to be the ideal environment to reach our audience. Our strategy was to leverage the 4.5 million daily Snapchat users in Australia to make the campaign accessible while capitalising on our nation's 'selfie' obsession. This strategy freed budget to leverage digital media to promote the campaign.

The digital experience: We devised a virtual Golden Egg Hunt for showgoers, using the tagline 'Whole eggs worth searching for' to underpin the recipe. Showgoers solved clues to find six virtual Golden Eggs around the showground. Snapchat geo-gated community filters only revealed the eggs when in the correct location. Once found, showgoers snapped selfies and claimed their prize at the Heinz stand, styled like a chicken coup in the Show's Poultry Pavilion.

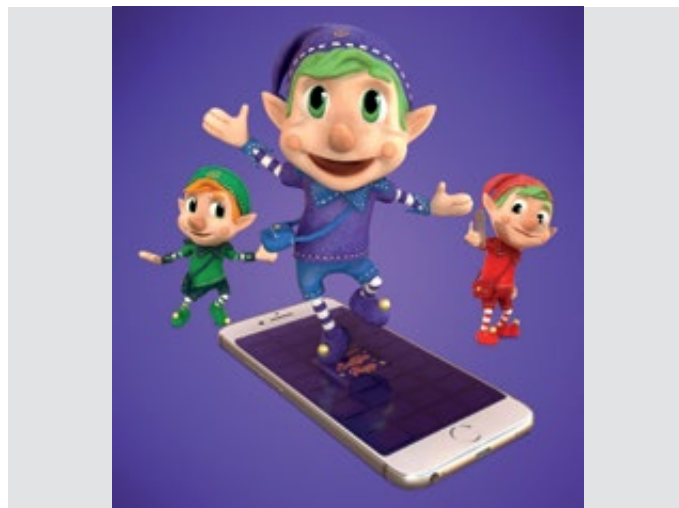
Impact: The campaign more than fulfilled its brand awareness/education objective. It achieved more than two million media impressions, 165,597 Golden Egg Hunt Snapchat impressions and won a Show medal for its innovation.



TITLE Cadbury Christmas Woolworths

ENTRANT XPO Brands

CLIENT Mondelez



The story: Christmas is the peak gifting occasion for Cadbury. In 2018, Woolworths reached out to Cadbury, seeking its support via an exclusive campaign featuring the Cadbury Magical Elves to help drive pre-Christmas sales.

The campaign: Knowing that Aussies snap 2 million selfies a day, we developed the Cadbury Elfie Selfie app featuring cutting-edge facial recognition technology. Available only to adults via Google Play and Apple App Store, Magical Elves playfully mimicked our shoppers' facial expressions, enabling them to snap and share #ElfieSelfies. We drove purchase using a secret code word that was printed on Cadbury purchase receipts. When entered in-app, the 'Elfie' code word unlocked bonus 'Elf Yourself' filters to extend the #ElfieSelfie experience. To round out the campaign, the app was supported with die-cut aisle fins, Magical Elves Brand Ambassadors, social media and Woolworths online.

Impact: Within the first week, the app was ranked number two on the Google Play store and 84% of users unlocked the GWP bonus filters. The digital campaign facilitated 142,800 joyful moments of connection with 14,608 #ElfieSelfies being publicly snapped and shared.

.....

TITLE TAB Soccer World Cup

ENTRANT The Idea Shed

CLIENT Tabcorp



In their exhaustive drive for customers, the wagering brands have resorted to shouting out aggressive offers. It's annoying, and it can miss the mark in not honouring the heightened emotion of a global moment like the Soccer World Cup. TAB hit gold with the realisation that gambling isn't really about winning money, but the jeopardy of choice. Making the right call. In asking Australians whether they listened to their Head vs Heart (creative platform) was our opportunity to design immersive SWC experiences powered by emotion, play and interactive TAB wagering.

Our role was to take this inviting creative platform and transform venues around Australia, exploding the question - how will you bet?. We launched everything from motion-sensor stadium tunnels to VR shoot-outs and decked venues with the flags of all 32 teams. A cross-pollination of media, tech and experience brought the SWC to Aussies in a way never imagined down under. As a result of the deeply immersive spaces we created, retail exceeded total turnover target by an impressive 45.4%, outperforming all channels which achieved 27.1% above target. Simply, retail had stronger growth than overall business - in spite of time zones, ferocious competitors and even without sponsoring the national team for once.



TITLE Bottlemart & BWS Jack Daniel's Christmas Tree

ENTRANT Blue Star Display

CLIENT Brown Forman

Floor space in liquor retail during the key Christmas trading period is busy and cluttered, with stores choosing to fill their floor with as much fast-moving stock as possible. This leaves little opportunity for premium liquor brands to display away from the shelf and connect with this gift giving occasion. This left us wanting to find a creative solution that would excite retailers and give Jack Daniel's Family of Brands increased visibility in-store.

Our strategy was to find an innovative way that would use existing instore furniture to display Jack Daniel's Family of Brand products. We knew if we could achieve this, the superior position away from shelf would capture the attention of shoppers looking for the perfect gift, resulting in a trade up to our premium range of Jack Daniel's spirit brands.

We created a metal Christmas tree that used the existing fixtures within both BWS and Bottlemart. Both POS options were displayed at our target location within the store and we achieved fantastic sales results and feedback from both retailers.



TITLE Myer Easter Augmented Reality Shopper Activation

ENTRANT Active

CLIENT Myer

Myer is known as one of Australia's key retail destinations for gift giving, particularly at key seasonal occasions such as Easter. Highly recognised for its unique abilities to engage customers with exciting and fun activities over key festive periods, Myer wanted to create an AR Easter App that would assist them with extending the Easter period for them.

Intended to lead customers through the path to purchase, the Easter AR app we created entertained visitors with a game, encouraged them to journey through the store and interact with key displays as well as reward them with a compelling product promotion at completion of the game. Yielding excellent engagement and ROI, the Myer Easter AR activation was one of the highest performing digitally integrated retailtainment activations they've executed.

TITLE JDE – Follow your passion for flavour

ENTRANT Raydar

CLIENT Jacobs Douwe Egberts NZ



Every Summer, hot beverage sales fall off a cliff. Hot drinks simply don't have a place in those Summer occasions when the sun is out, and ice is in. Leading hot beverages supplier, Jacob Douwe Egberts, needed to offset the seasonal slump with a disruptive, differentiated campaign; a portfolio play that would change the way shoppers saw their brands, influence seasonal purchasing behaviour and bolster a declining category with something other than price offers. Being the 'off season', gaining essential instore support also meant exciting retailers with a compelling platform that could grow in equity, season on season.

JDE's brew-masters created four recipes, tantalising ideas from creamy coffee ice blocks to refreshing fruit tea punch. These disruptive uses of traditionally hot drinks were delivered online and instore with striking imagery and a call to 'Discover a New Summer Favourite'. This inspirational, integrated shopper campaign positioned the portfolio as the perfect complement to those hot Summer occasions. The campaign was a runaway success. Delivering enviable ROI, it helped build the retailer relationship while driving significant growth and share gains. Driving trial and attracting valuable new buyers, it achieved record share in all segments ...and did so at a significant price premium.

TITLE 2018 Halloween Confectionery Activation

ENTRANT Konica Minolta Marketing Services with Store Display Global

CLIENT Nestle Australia



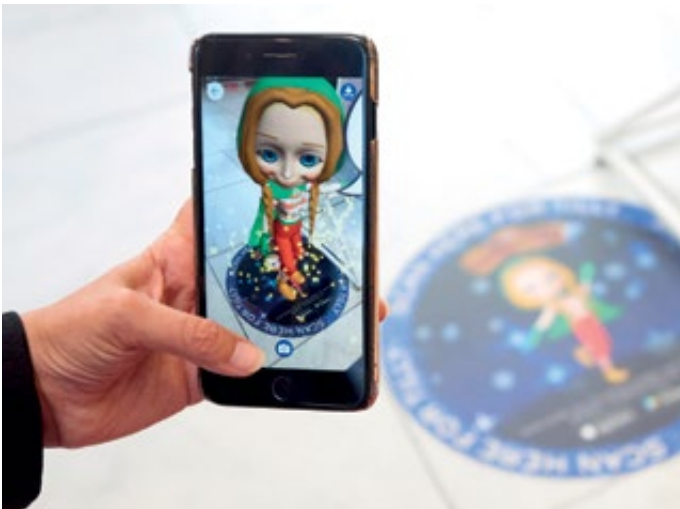
Why: As a confectionery business it's crucial to have a presence in store during key seasonal occasions.

What: The insight was that it's crucial to maintain a high profile in store during key purchase occasions, while our objective was to increase sales across the Halloween range, showcase the Halloween Gold range, secure front of store space using only creative POS as leverage. The challenge was that Halloween is a competitive time of year between confectionery suppliers.

How: We produced towers to showcase Halloween characters interacting with Halloween SKUs, helping shoppers associate between our confectionery range and Halloween. Four way tower dress up kits were created to bring four existing towers together into one spooky Halloween scene, while a Halloween FGE dress up kit turned plain FGEs into haunted houses.

Results: The Halloween Gold range show strong sales uplifts in 2018 versus YA; choc share packs sales had an average 74.7% increase; wrapped lollies sold an average increase of 47%; our field team placed 1726 over and above towers front of store in grocery without any additional funding.

Innovation: The POS was designed to bring Halloween to life. The four way dress up kit bought existing towers together into one Halloween scene resulting in efficiencies and cost savings. We randomly supplied one of the four character towers to stores creating an element of surprise.



TITLE Myer Santaland Augmented Reality Christmas

ENTRANT Active

CLIENT Myer

Holding a strong legacy with the enjoyment customers get venturing out to see their famous Christmas Windows, Myer wanted to extend the Christmas storytelling from the windows all the way through their stores. Myer's Santaland and Santaland Express Train gave young and old an experience into the magical world of Santa, a popular destination that induced crowds and long queues. With customers expressing frustrations with long waiting times, Myer wanted to turn it into a more positive experience and tasked us to create an activation that could be enjoyed while waiting to embark on the Santa Express Train. With this task, we developed the Myer Christmas Augmented reality activation that integrated a point of sale display and customer experiential activity that proved to be seamless, theatrical and entertaining.

Triggered through different point of sale markers throughout the store, customers were able to engage with "Tilly", Myer's elf using their handheld devices. The app encouraged young and old to dance with Tilly and play games with her whilst waiting in the queue. A proven success for Myer, the activation app was given a 4.1 out of 5 rating with a high engagement rate that yielded great ROI for Myer.

.....



TITLE Abbott's Village Bakery & Bega - Gluten Free Cross Promotion

ENTRANT id8 Studio

CLIENT George Weston Foods

The gluten free category in supermarkets is achieving growth as is bakery, with a 9% unit growth versus last year. There was an opportunity to increase the basket value by cross category collaboration between bakery and its highest basket item, spreads. The objective was to increase sales and create a disruptive display while being easy for the field team to assemble.

A through the line path to purchase activation was created between bakery and spreads to ensure shoppers bought the associated items. The pre-store customer rewards targeted campaign for gluten free shoppers focused in bakery aisle and POS at shelf was co-branded between bread and spreads to remind shoppers to pick up both products. Off location displays were placed in high traffic areas to interrupt shoppers on their shopping mission. Paired with a strong digital program the activation delivered an increase of 12.3% in volume and 10.9 % in value.

The impact of the display and halo brand presence instore achieved over 400 displays in Coles and Woolworths in high traffic areas. Everyday Rewards and Flybuys programs delivered incremental purchases of new shoppers that were not previously purchasing the brand. Overall a successful campaign for both bakery and spreads products.

Integrated Path to Purchase Campaign



Spinning a sales story

One of the biggest promotions in grocery in 2019 was the winner of Gold in Sales Promotion and Silver in Integrated Path to Purchase. The Smith's Spin to Win campaign delivered by 31ST Second was a fully integrated on-pack consumer promotion that extended into TV, a media partnership with the Morning Show, PR, experiential and digital including social.

Smith's is the market leader in salty snacks with 65% household penetration and dominant share and as a mature brand in a mature market, and a highly competitive category - delivering growth year on year and maintaining share can be tough. The initial brief was to develop an on-pack promotion for Smith's Chips with account specific promotions to support the major retail partners, however, this quickly grew to a much bigger idea.

Retailers are constantly requesting their suppliers to do half price promotions. This devalues the category, driving consumers to buy based on price, not loyalty. Smith's wanted to deliver value without cutting the price.

One of the main points to make this promotion so successful was the connection between digital and real-world elements from the on-pack promotion with a microsite entry via gamification and Smith's virtual spinning wheel to the store events with a 'real' Smith's spinning wheel offering 180 prizes.

The campaign was activated along the full path to purchase across all supermarkets and P&C outlets in Australia. A communications and POS suite was developed to ensure shoppers were disrupted and engaged along the shopper journey. There were more than 17,000 off location displays across the country during the promotion - an increase of 25%.

So successful was Smith's Spin to Win, in the first week it had received more than 45,000 entries; 500,000 by week 6, and at the end of the promotion had over 1.3 million entries.



TITLE Samsung Electric Playground

ENTRANT Cheil with Imagination

CLIENT Samsung Consumer Electronics



We created a variety of activations suited to the Samsung camera's features where visitors could unleash their inner child and bring the illuminated playground to life through the lens of the Galaxy S10. Each activation had cameras positioned throughout this installation specifically positioned to make sure visitors experienced and the camera's features, but most importantly, took home the perfect shot. The playground provided us with enough content to turn into social media posts about the Galaxy S10's epic features.

We also created an immersive studio experience where visitors could get even more hands on with the Galaxy S10's features. The Samsung Storyteller classes showed how to use the built in Instagram mode and curate your shots. Visitors could then put it into practice by capturing the perfect insta-shot at one of our three epic activations. At the end of each day it was the fans that owned the night, with thousands of curated photos and videos captured on the S10 appearing across social media. By tapping directly into everyone's inner child we created an experience that didn't just stand out - it stood apart, making the Samsung Electric Playground one of the most popular attractions at Vivid.

THIS YEAR
WE DESIGNED
"AUSTRALIA'S
BIGGEST FMCG
PROMOTION"



WE DESIGN **PURCHASE BEHAVIOUR**

SHOPPER | CREATIVE | STRATEGY | BRANDING | PROMOTION | DIGITAL | EXPERIENCE

31ST.COM.AU



TITLE Smith's Spin to Win On Pack Promotion

ENTRANT 31st Second

CLIENT PepsiCo

"Over 1,367,000 entries... this would easily be one of the biggest FMCG promotions ever run in Australia, if not the biggest. Beautifully simple, highly relevant, brought to life by iconic visuals, this promotion ticks so many best-practice boxes." Devon Rick, IMI International

Smith's Spin To Win on-pack promotion spun its way through campaign benchmarks and with unrivalled support through the line, exploding the salty snacks category.

Growth (IRI Aztec): Customer A - 16% value and 21% volume sales growth; Customer B - grew 6% versus last period and 9% volume sales versus year ago. The brand received higher tracking scores on category relevance, distinction, spontaneous awareness and likeliness to buy and smashed Smith's 850,000 entry benchmark with 1.37 million entries - 721,000 unique.

Retailer engagement: 17,202 disruptive display - up 125%, 19% above plan across Coles and Woolworths. There were 208,141 cartons of Smith's chips on floor across all channels, the most achieved all year and 40,000 more cartons ordered than any other month. There were 12,000 points of disruption across instore channels, with secured floor space usually allocated to chocolate. 40 live events with 7,200 prizes were run.

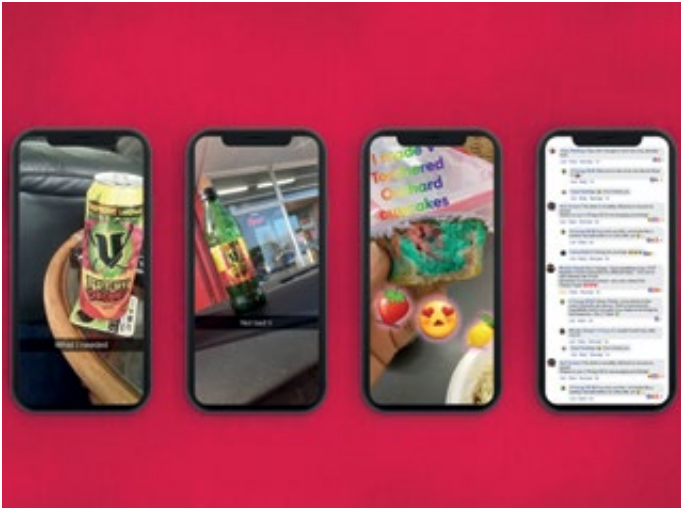
A 360 campaign, it also included a Channel Nine Partnership and live Today Show cross, radio and OOH. Social and digital reached more than 4 million, while TV reached 58% (4,312,897) 25-54 years metro - viewed message average 8.6X across campaign.



TITLE V Energy - Tortured Orchard

ENTRANT Raydar

CLIENT Frucor Suntory New Zealand



Every year V Energy brings out a limited edition flavour. Fans love it, look forward to it, and reminisce about their favourites after they're gone. But preaching to the choir doesn't deliver growth and it gets harder and harder to disrupt a category where every brand is amped to stand out. Enter the 'beautiful abomination' - Tortured Orchard. A sweeter, Raspberry and Lemon taste to appeal to light and lapsed energy drinkers not looking for that leap of faith. Starting with a blank can and great taste we developed a creative concept delivering flavour-first appeal wrapped up in no-holds barred V attitude.

Integrated seamlessly across the full path-to-purchase, from pack art and game changing social activity to ground breaking Outdoor and jaw dropping instore execution, it delivered a disruptive, dynamic NPD launch with a difference. One that dominated the category across multiple retail channels, eclipsed previous V Energy launch records and hammered home V's position as the homegrown hero. There was a double figure sales uplift in every channel, more than 80% incremental increase to the existing V portfolio, meaning the launch was rated number one Energy Launch in Grocery and Oils plus Best New Energy Launch by BP - topping the lot in terms of retailer appeal, market impact and shopper engagement.

TITLE Golden Circle Summer Get Out Camp Out

ENTRANT XPO Brands

CLIENT Kraft Heinz



The story: In 2018, Golden Circle research revealed Aussie kids spend 5.5 hours outdoors per week versus 9.5 hours per week screen-watching, and over 50% of Aussies have never been camping as a family. Crikey! They were missing out on a great Aussie tradition.

The campaign: Rather than creating a typical consumer promotion we were true to the Golden Circle proposition, “Real Life Grows Outside” and we challenged Australia to Get Out Camp Out (GOCO). We created an integrated campaign that linked online, social, instore and earned media seamlessly to a camping promotion that lived online, on social, outdoor and bus media, through to retail, featuring pack stickers, catalogue ads and impactful instore displays.

The impact: The overarching campaign and giving shoppers the chance to instantly win their share of 15,000 camping prizes saw Golden Circle’s YTD market share increase 3.2%, peaking at 46.1% in December. This success was driven by a modular POS solution featuring cricketer Shane Watson and family that helped secure 75,777 off-located cartons of Golden Circle in 1,031 stores (+39% vs 2017).

.....

TITLE Heineken Occasions

ENTRANT PMG

CLIENT Lion Beer Australia



A shopper problem was fixed and a client hailed ‘best in class’ success was delivered in a challenge to the norm in shopper marketing. A collaboration with a forward thinking and bold client team in a strategy first, creatively wide approach, put shopper insight to work and produced clear direction and creative work that enabled the Australian shopper team to lead the creative campaign. The result was a through the line campaign, strong in retail and in outdoor media that delivered new ideas, clarity and standout results.

Exclusive ideas for customers under an overarching idea drove impressive ROI. Downward retention trends were reversed (31% before to 44% after). Versus a year ago, figures doubled, ROI across banners all up - 53%, 62%, 72%. Trial and distribution increased, and more Heineken in the lives of Australian beer drinkers happened as a result of this campaign. What started as a visibility brief was explored with a key first question in mind, ‘What’s great about a Heineken experience?’. This case study is an exemplar of the value of being strategically and creatively bold in shopper marketing. The Heineken Australia team showed that in shopper marketing, bold strategy and creativity changes fortunes and delivers.



TITLE Jacob's Creek & Masterchef Activation

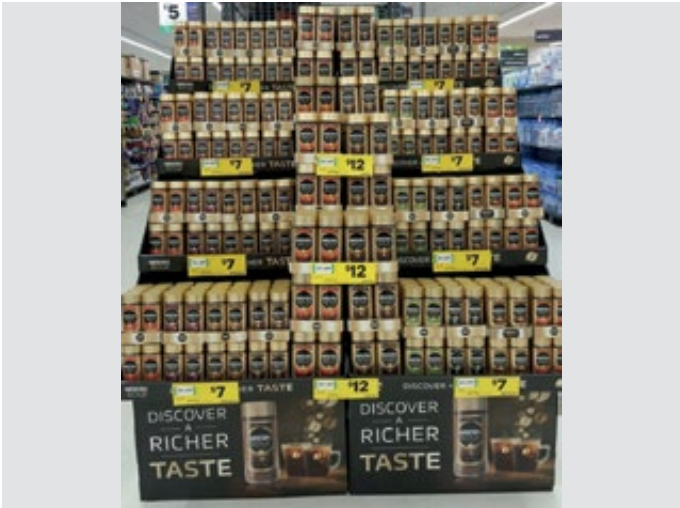
ENTRANT Pernod-Ricard with Evo Agency

CLIENT Pernod-Ricard

The partnership between Masterchef and Jacobs Creek has been more successful than we could have ever imagined. By leveraging the powerful Masterchef IP and creating a fully integrated P2P campaign, our goal of bringing Jacob's Creek Barossa Signature to the heart of every Aussie's meal time occasion with their family and friends was achieved on an extraordinary scale. The partnership drove positive sentiment for the brand and we had massive levels of digital engagement as consumers supported the partnership between the Masterchef series and our wines.

Importantly, it also drove strong commercial results for the brand. We achieved strong distribution growth of the new Barossa Signature range of 90% across the key IBA banners and throughout the Coles Liquor Group. We brought the brand to life in store via impactful displays encouraged by a generous retailer incentive program. As a result of this program rate of sale for this range increased exponentially during the promotion as shoppers rushed to pick up these wines and share them with family and friends at their next meal occasion.

.....



TITLE Nescafe Gold Relaunch

ENTRANT Nestle

CLIENT Nestle

Inspired by their café experiences, grocery shoppers were seeking better soluble coffee to enjoy at home. We had an opportunity to create a new 'gold standard' premium coffee segment by relaunching Nescafe Gold.

We created an innovative and disruptive path to purchase campaign to dominate hearts, minds and tastebuds which included mass awareness and unmissable displays instore; high reach TV and Out of Home campaign; impactful displays with store domination; innovative use of retailer media; on pack labels and EDMs to help shoppers transition to the new offer; trial and education; recreating the café experience for shoppers through pop up cafes and instore sampling; aisle fins with leaflets at shelf to inform choice; sales driving; creating a new premium segment at shelf to increase category value; motion activated illuminated shelf stripping highlighting our packaging, to trigger shoppers to buy.

Results: 20% sales overachievement versus target; 200% increase in penetration versus target; brand health growth in trial and repeat rates; enabled by over 3000 displays instore over three months and a coffee planogram relay and flow to improve shopability and trade up in over 1500 grocery outlets.

TITLE Twinings In'fuse

ENTRANT GPS Group

CLIENT Twinings



Twinings In'fuse, the world's first ever range of cold water infusion was developed to reprogram the way the nation drank water. Founded on the insight that everyone knows we should be drinking more water, but it can be boring, Twinings created a range of expertly blended fruit infusions to 'liven up your water.'

The primary target shopper for In'fuse does not currently visit the tea aisle, so our campaign had to be big, bold and focus on getting product out of aisle and in more locations throughout the store. A powerful integrated path to purchase campaign was created including: online, social and out of home; large tower; impulse tower, store manager kits, tearoom kits, sampling packs and events stand.

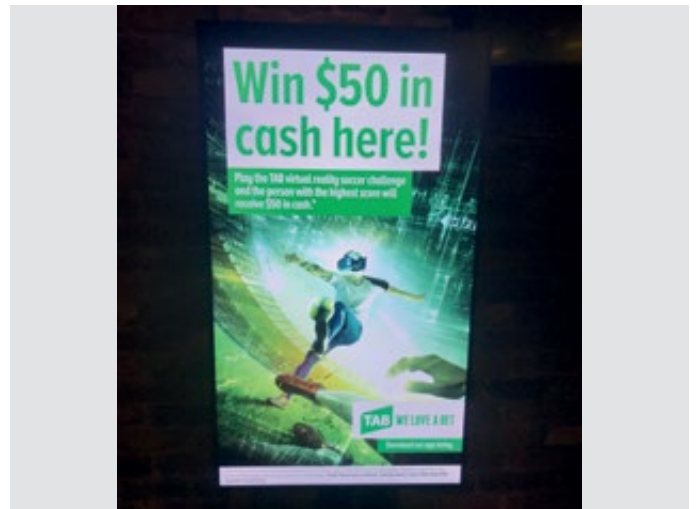
The success of our integrated campaign has helped revolutionise the category. Our Woolworths campaign was awarded the best new product launch for 2018 across all categories. We achieved: \$13.7 million sales, 6.7% of total tea sales; 8.6% category growth value; 15.5% penetration; 228,000 new households to tea; incremental purchase - main switching from soft drinks and plain water; 37% repeat rate (almost double that of competitive set) returning to the category sooner; over 90% compliance rate across all retailers was an especially pleasing result considering over 9,000 displays were produced.

.....

TITLE TAB Soccer World Cup Integration

ENTRANT The Idea Shed

CLIENT Tabcorp



In their exhaustive drive for customers, the wagering brands have resorted to shouting out aggressive offers. It's annoying. And it can miss the mark in not honouring the heightened emotion of a global moment like the Soccer World Cup. TAB hit gold with the realisation that gambling isn't really about winning money, but the jeopardy of choice. Making the right call. In asking Australians whether they listened to their Head vs Heart (creative platform) we could design immersive SWC experiences powered by emotion, play and interactive TAB wagering.

Our role was to take this inviting creative platform and transform venues around Australia, exploding the question - how will you bet?. We launched a multi-touchpoint campaign including motion-sensor stadium tunnels and VR shoot-outs, and we decked out venues with the flags of all 32 teams. A cross-pollination of media, tech and experience brought the SWC to Aussies in a way never imagined down under. As a result of the immersive spaces we created, retail exceeded total turnover target by an impressive 45.4%, outperforming all channels which achieved 27.1% above target. Simply, retail had stronger growth than the overall business - in spite of timezones, ferocious competitors and even without sponsoring the national team.



TITLE Tip Top Bakery Breakfast Winter Campaign

ENTRANT id8 Studio

CLIENT George Weston Foods

The Bakery Breakfast segment makes up 15% value of the bakery category, it is highly important due to its impulsive nature especially during winter. As it is highly seasonal it is critical that the bakery breakfast season is successful not only to the brands that play within the category but for the retailers too. 50% of shoppers consume bakery breakfast products for breakfast and there is a high opportunity to increase sales and basket value through interrupting during the shopping mission. The objective was to drive incremental sales through the use of off location to create a disruptive display whilst being quick and easy for the field team to assemble. A through the line path to purchase activation was created through pre-store touch points (catalogue and reward programs) combined with the highly impactful out of aisle, front of store and in aisle displays to remind shoppers to pick up the products and make a purchase. This activation delivered a successful change in shopper behaviour as it was increasing occasions and purchase/trial of products whilst being impactful and efficient for the field team to execute and up keep throughout the campaigns longevity in stores.

.....



TITLE Coca-Cola Make It Yours - Woolworths Campaign

ENTRANT Coca-Cola Amatil with Coca-Cola Company

CLIENT Coca-Cola Amatil

In a category that has faced challenges of growing proportions of light and lapsing user, low aisle penetration and low dwell time instore due to lack of relevance and inspiration, the Coca-Cola Make it Yours campaign within Woolworths and independents was able to effectively target current, light and lapsed drinkers of Coke, over the key consumption period (Summer). Our client was able to attain incremental off location displays, drive purchase intent with shoppers, drive sales and increase their visibility and relevance beyond the soft drink category aisle via targeted stores with Digital Spectaculars that captured shopper's attention with theatre and movement. The Coca-Cola Make it Yours campaign inspired shoppers to make each Coke experience relevant, unique and personal.

Field Marketing Excellence





TITLE Colgate Total Relaunch

ENTRANT Conversion Group

CLIENT Colgate Palmolive

Colgate Total was undergoing the biggest change in its 25-year history. The number one toothpaste brand was reformulating. The new formulation was superior, providing “Whole Mouth Health”, not just teeth and gums. But, people are averse to change. Our campaign educated shoppers about the reformulation, one-on-one, across 636 grocery/pharmacy field marketing sessions and 200 hours/25 days of shopping mall activation.

We used virtual reality demonstrations, literally taking people inside their mouths, and interactive quizzes to engage and educate shoppers on the benefits of the Colgate Total reformulation. We created bespoke point of sale - including a standee, floor mat and display stand - as both anchor points in-store for the education sessions and ongoing incremental days of Colgate Total stock weight on floor. Instore, our 636 sessions resulted in more than 12,000 immediate toothpaste sales, 63,835 conversations with shoppers and 546 additional off-location displays. Outside of store, our shopping centre activation created over 1 million physical impressions, encouraged 71,849 quiz entries and 29,478 virtual reality experiences and distributed 80,000 Colgate Total samples. Feedback from shoppers was very positive. “I’m a dentist and I recommend this to my patients”; “The packaging looks way better”; “The new technology sounds great; I want to try it.”



TITLE Jacob's Creek Double Barrel Tasting Program

ENTRANT XPO Brands

CLIENT Pernod-Ricard

The story: Jacob's Creek Double Barrel wines are crafted using a unique Double Barrel technique. In 2018, Pernod Ricard approached us to execute an educational wine-tasting campaign that delivered an 8% to 10% conversion to sale across Liquorland, BWS, First Choice and independent liquor stores.

The strategy: Category research revealed 89% of shoppers would become repeat buyers once converted to first purchase. Our strategy was to credibly conduct wine-tasting sessions with Jacob's Creek Double Barrel Wine Ambassadors to convert tastings to first purchase.

The campaign: 1,660 wine-tasting sessions were conducted over three months, equating to 4,980 wine-tasting hours. Creating a cellar door-style ambience, stands facilitated off-location merchandising and featured pieces of the two different barrels aided by an educational tasting mat to support Wine Ambassador storytelling.

Impact: Delivering a 191% increase on ROI, it achieved 73,895 wine tastings, averaging 77 per session, exceeding the 50-70 target. Furthermore, it achieved a 12.7% conversion to sale far exceeding the 8-10% conversion target.



TITLE Nescafé Dolce Gusto – Pick N Mix

ENTRANT Konica Minolta Marketing Services with id8 Studio

CLIENT Nestle



Why: Nescafé Dolce Gusto (NDG) wanted to execute a more premium brand experience and deliver increased sales in mass channel customers.

What: A premium NDG demo unit was launched for sampling in stores and delivered excitement and differentiation within mass channel sampling; showcased the NDG machine and capsule range in a way which was more premium and engaging when compared against typical banded sampling tables via acrylic plinth for machine presentation; acrylic display case for capsule range – just like a sweet shop counter and versatility to suit various store fixtures.

How: Exclusive execution for NDG’s number one mass customer Big W; unit delivered on both Big W’s and Nestle’s strategy to provide personalised experiences, alongside NDG’s ‘Pick N Mix’ campaign; high level engagement from retailer Big W, including store trials and resultant feedback which enhanced unit features/design for production; transport trials and ‘ease of assembly’ testing to bring build time to a minimum (<10min) & ensure units were lightweight for staff to maximise efficiency of time in store.

Results: Nov-Dec-Jan NDG machine sales – 35% growth versus 2017; Nov-Dec-Jan NDG capsule sales – 57% growth versus 2017; More than 3,000 redemptions of tins instore; Success in Australia prompted other markets to produce same unit.

.....

Index

Company

31ST Second
3M
ACCO Brands
Accolade Wines
Active
Audio Technica
Bamboo Marketing
BCF
Bendigo Bank
Blue Star Display
Bottlemart
Branded
Brown Forman
BWS
Campari Australia
Cheil
Chemist Warehouse
Coca-Cola Amatil
Colgate Palmolive
Conversion Group
Cotton Body
Coty
Creative Instore Display
Crown Melbourne
D2C
Darrell Lea
Dell
Double Impact Displays
Dulux Australia
Dyson
EDA
Energizer Australia
Evo Agency
Ferrero
First Choice
Frucor Suntory Australia
Frucor Suntory NZ
General Pants
George Weston Foods
GPS Group
Greater Group
Heinmann Sydney Airport
Heritage Brands
HP
ID POP
id8 Studio
Idea Shed, The
Immediate Marketing Communications
Ive Group
Jacobs Douwe Egberts NZ
JB Hi-Fi
Johnson & Johnson Pacific
Kellogg Australia
Kimberley-Clark New Zealand
Konica Minolta Marketing Services

Page

112 / 122 / 124
20
76
41 / 46
21 / 22 / 72 / 84 / 103 / 118 / 120
68
114
77 / 81
12 / 88 / 100
30 / 40 / 41 / 42 / 80 / 96 / 109 / 113 / 118
40 / 118
40
40 / 41 / 42 / 45 / 108
118
40 / 45
84 / 106 / 122
14 / 56 / 58 / 59 / 81 / 94 / 96
25 / 29 / 34 / 82 / 100 / 128
130
28 / 63 / 112 / 130
86
54
11 / 63
108
11 / 63
71
64
64 / 66 / 68 / 86 / 98
75
66 / 98
58
37
126
8 / 17 / 18 / 28 / 30 / 26 / 48 / 70 / 71 / 112
45
114
124
74
120 / 128
24 / 74 / 79 / 88 / 91 / 127 /
89 / 90
71
59 / 97
11 / 63 / 101 / 107 / 108
27 / 28 / 49 / 76 / 94
31 / 33 / 66 / 70 / 76 / 120 / 128
117 / 127
107 / 108
109
119
66 / 68 / 86 / 98
54
28
79 / 90
25 / 33 / 95 / 119 / 131

Index

Company

Kraft Heinz

Lagardere Travel Retail

Lego

Lion Beer

Lion Dairy & Drinks

Liquorland

Maake

Macquarie Group

Mattel Australia & NZ

McPherson's Consumer Products

Mecca Brands

Megara

Mills Echo

Modelez

Motome

Myer

Nestle

New Era Cap

Newell Brands

Nude by Nature

oOh! Media

Orora Specialty Packaging

Pegasus Print Group

PepsiCo

Pernod Ricard

Petbarn

Pixies Bows

Plump & Spry

PMG

Point Retail

POP This POP That

Popcorn Displays

POPLever

Presfast

Priceline

Proctor & Gamble

Pubart

Public Design Group

Queen Victoria Building

Rare Shopagear

Raydar

Red Bottle

Red Bull

Revlon Australia

Rimmel

Roadshow Films

Romeo's Retail Group

Royal Canin

Samsung Electronics Australia

SAPP Australia

Semcom Visual Communication

SOS Print + Media

SouthTrade International

Store Display Global

Stuart Alexander & Co

Page

10 / 103 / 106 / 113 / 116 / 125

71

17

125

49

42

39 / 109

89

20

14 / 58 / 59 / 60 / 81 / 94 / 96

53

12 / 36

33 / 80

103 / 107 / 117

89

21 / 22 / 103 / 118 / 120

25 / 95 / 119 / 126 / 131

74 / 79 / 88 / 91

63

55 / 56

108

8 / 17 / 48 / 71

95 / 97

30 / 112 / 122 / 124

126 / 130

70 / 76

18 / 75

116

125

14 / 56 / 58 / 59 / 60 / 81 / 94 / 96

4 / 14 / 18 / 37 / 55 / 56 / 60 / 75 / 77 / 81

29 / 61 / 75

49 / 71

25 / 100

59 / 60 / 96 / 101

29 / 36 / 61

45

12 / 88 / 100

116

20

79 / 90 / 119 / 124

45

27 / 33 / 80

55 / 60

54 / 58

97

34

70

66 / 84 / 106 / 122

71

27 / 54

29

114

25 / 54

27 / 31 / 49 / 94

Index

Company	Page
Styleprint	26 / 53 / 86
Tabcorp	127 / 117
Tag	20 / 29 / 36 / 61
The Mix Agency	8 / 17 / 48
The Ship	45
The Shopper Collective	12 / 88 / 100
The Thomas Group	90
Think Display	18 / 26 / 30 / 48 / 63 / 70
Thirsty Camel Bottleshops	89
Traffik	101 / 107
Treasury Wine Estates	39 / 109
Twinings	24 / 127
Uniqlo Australia	21 / 72 / 84
Vodafone Australia	109
Watch This Spaces	89
What To Do	41 / 46
Woolworths	26 / 80 / 95 / 96 / 113
Xine, The	20 / 97
XPO Brands	10 / 103 / 106 / 113 / 116 / 117 / 125 / 130

Retail Marketing Awards

2020



2020

Awards Gala Dinner & winner announcement

Thursday 10 September at 7pm
Doltone House, Jones Bay Wharf

Entries open

Tuesday 21 April

Early Bird Prices close

Monday 6 July

Latest entry

Tuesday 14 July

Become a sponsor and receive
FREE Gala Awards Dinner tickets.

For more go to shopassociation.org.au/news/shop-business-opportunities-2020



Visit shopassociation.org.au
for details on how to enter

2019

shop!



Marketing at Retail Awards

www.shopassociation.org.au/about-awards