

# shop! 2021

Retail Marketing Awards



Entrant  
Information

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# Dates & Deadlines

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## **Wednesday 6 October, 2021**

Entries Open Online

## **Friday 31 December, 2021**

Early Bird entry price ends

## **Monday 17 January, 2022**

Entries Close

*\$100 additional per entry after 31 December, 2021.*

## **Monday 14 February – Monday 28 February, 2022**

Online Judging

## **Tuesday 1 March – Friday 11 March, 2022**

People's Choice Voting

## **Tuesday 1 March – Tuesday 8 March, 2022**

Pinnacle judging

## **Thursday 31 March, 2022**

Awards Gala Dinner – Winners Announced

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

# About the Awards

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

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

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

## The Shop! ANZ Retail Marketing Awards

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

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

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

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

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

Awards can be entered at the official online entry site at

[www.marketingatretail.awardsplatform.com](http://www.marketingatretail.awardsplatform.com).

# Why Enter

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## The Industry Standard Retail Marketing Awards with Global Pathways

The Shop! ANZ Retail Marketing Awards are the Industry Benchmark for Retail Marketing, enjoying:

- Comprehensive media coverage, including profiling winning case studies
- Senior, experienced industry experts judging the entries – exposure of your best work to future clients and retail partners
- Global pathways – Gold winners have the opportunity to vie for Global Awards the following year, with exposure to international markets and media – in 2020, six Australian entries won Global Awards – more than a quarter of the prizes awarded
- Professional development of your teams – Benchmarking their work against the best of the best in the industry, and receiving feedback via the judges
- Networking at the industry event of the year; the Shop! ANZ Marketing at Retail Awards Gala Dinner, on Thursday 31 March at Doltone House Jones Bay Wharf, in Sydney.

## Comprehensive Profiling Package for Winners

In 2021, winners will enjoy comprehensive profiling for their case study and company, including:

- Image of statue
- Winner/client with statue image
- Email tag and hyperlink
- Winners badge (electronic) for use in email signatures and on website
- Official awards statement for use in email signatures/website
- Approved judges' quote
- Shop! ANZ website profiling
- Profiling in 2021 Awards Annual publication
- Complete profiles and case studies for winners provided to industry media for editorial consideration
- Winning case studies promoted on social media

- *All entrants, whether or not they win, will also be provided with one approved judge's quote per entry that can be used for PR purposes.*

# What's new in 2021?

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Following a review of the 2020 Awards by the Shop! ANZ Awards Steering Committee, in 2021 we have added made a few tweaks to the Awards.

## Returning Categories to Note

### **Campaign Response to a Covid-19 Changing Shopper**

Housed under the 'Shopper Experience' stream, this category will recognise the best campaign or retail transformation project designed specifically to cater to changes in shopper behaviour or challenges arising from the Covid-19 pandemic and social restrictions.

Entries must have an insight or address a new shopper behaviour created by Covid-19, taking into consideration changes to shopping environments and behaviours and can include one or several elements. This category may also include supporting of a business 'pivot' from their core business due to Covid-19.

### **Field Marketing**

Having taken a hiatus in 2020 to allow for the introduction of a second Covid-related category, Field Marketing has returned for 2021. This category covers off activities including brand ambassadors, merchandising, sales, field training, sampling, demonstrations and mystery shopping programs, both long term and blitz/project based programs.

Winning entries will be programs sound in structure, cost effective, deliver exceptional results, drive innovation in the industry, and are focused on the end customer experience. Programs should show retailer and brand partnerships via clear and demonstrated understanding of retailer practices and preferences that programs are customised around.

# Eligibility

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## Who can enter?

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

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

To apply for membership, visit [www.shopassociation.org.au](http://www.shopassociation.org.au) or contact General Manager, Carla Bridge at [carla@shopassociation.org.au](mailto:carla@shopassociation.org.au) or 0412 727 774.

## What can be entered?

There are 26 categories covering all retail channels and activity types across two streams: Physical Store, and Shopper Experience.

Bronze, Silver or Gold award winning entries from any previous Shop! ANZ Retail Marketing Awards contests may not be entered into this year's contest. A display or case study may not be re-entered from a prior year. More than one company cannot enter the same display or case study. There is provision for co-entrants in the online entry process. Clients must authorise all entries submitted to the Shop! Retail Marketing Awards.

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

Entries must have been in the Australian and/or New Zealand market at some time between

**1 January 2021 – 31 December 2021.**

# Minimum Production Runs and Store Numbers

With the exception of the Produced in ANZ Award, no minimum production runs apply. The Produced in ANZ Award has a minimum production run of 25 units. For all other categories, we recognise the need to reward trials as well as large-scale campaigns; these are not a 'like for like' comparison, however, and each will be judged on its merits and outcomes versus objectives. Each entry is required to state production numbers in order to be evenly judged. The minimum requirement is that the campaign must have been a client-funded campaign and activated in market.

## No Physical Awards Exhibition

As per previous years, in 2021 the Awards will be entered and judged completely online. As a result, all Award submissions will be required to include a **high quality in market image**. In addition, a video may also be added demonstrating size and scale. **renders will not be judged, and any entry not including an original, UNEDITED high resolution in market photo will be ruled ineligible.**

# Costs

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

Payment can be made by credit card during the online awards submission process. For entrants requiring EFT invoice, provision is made for this during the Awards submission process. Please note that credit card payment is preferred, and EFT invoices unpaid by the submission date will result in entry disqualification. All entries must be submitted prior to the closing date, in order for judging to commence. No exceptions will be made.

## Case Study Entry Fees

- Members: Initial entry \$595 +GST, all subsequent \$495 +GST each
- Non-members: Initial entry \$795 +GST, all subsequent \$695 +GST each
- ALL FEES MUST BE PAID IN AUSTRALIAN DOLLARS (AUD)

*An additional fee of \$100 will be applied to all entries after 31 December, 2021.*

# Categories

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There are a total of 26 categories across two streams – Physical Store and Shopper Experience. For the Physical Store stream, six of the categories provide for two divisions with separate awards for Temporary and Permanent displays. Definitions are:

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

## Pinnacle and Special Awards\*

- Best Design & Innovation
- Best Display
- Best Shopper Experience

- People's Choice Award
- Tom Harris Retail Marketing Excellence Award (Best in Show)

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

CATEGORY	DESCRIPTION	JUDGING
<b>PHYSICAL STORE – Gold, Silver and Bronze</b>		
<b>1. Large or Department Store</b>  Including department stores, discount department, major hardware and electrical or home	Awarded to the best temporary or permanent display in a large format, multi category retail store e.g. Myer, David Jones, Target, Kmart, Bunnings, Supercheap Auto, Harvey Norman etc.	For all displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability will be considered.
<b>2. Grocery store – (Food)</b>  TEMPORARY DISPLAY	Awarded to the best temporary food display across all categories in any major or independent grocery store e.g. Woolworths, Coles, IGA, Aldi Harris Farm etc	For all temporary displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Judged in context of size of production run.
<b>3. Grocery store – (Food)</b>  PERMANENT DISPLAY	Awarded to the best fixed/permanent food-related installation across all categories in any major or independent Grocery store e.g. Woolworths, Coles, IGA, Aldi, Harris Farm etc	For all permanent/fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability.
<b>4. Grocery store – (Non-Food)</b>	Awarded to the best temporary or permanent non-food installation across all categories in any major or independent Grocery store e.g. Woolworths, Coles, IGA, Aldi, Harris Farm etc	For all displays judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability will be considered.
<b>5. Liquor</b>  TEMPORARY DISPLAY	Awarded to the best temporary display in any on-premise or off-premise liquor retailer or venue e.g. Dan Murphy's, Liquorland, Cellarbrations, Bottle Mart, Clubs, pubs, bars, restaurants etc.	For all temporary displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Judged in context of size of production run.

CATEGORY	DESCRIPTION	JUDGING
<b>PHYSICAL STORE – Gold, Silver and Bronze</b>		
<b>6. Liquor</b> PERMANENT DISPLAY	Awarded to the best fixed/ permanent installation in any on-premise or off-premise liquor retailer or venue e.g. Dan Murphy's, Liquorland, Cellarbrations, Bottle Mart, clubs, pubs, bars, duty free etc.	For all permanent/fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability.
<b>7. Petrol, convenience and route</b>	Awarded to the best display in any service station, corner store, milk bar, forecourt shop, mini-mart, express store or newsagent – permanent or temporary.	For all displays judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability will be considered.
<b>8. Health &amp; Beauty</b> TEMPORARY DISPLAY	Awarded to the best temporary display representing any health or beauty orientated product in a cosmetic store, beauty spa or centre, pharmacy, medical centre, therapist, optometrist, gym etc.	For all temporary displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Judged in context of size of production run.
<b>9. Health &amp; Beauty</b> PERMANENT DISPLAY	Awarded to the best fixed/permanent installation representing any health or beauty orientated product in a cosmetic store, beauty spa or centre, pharmacy, medical centre, therapist, optometrist, gym etc.	For all permanent/fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability.
<b>10. Consumer Electronics</b> TEMPORARY DISPLAY	Awarded to the best temporary display across all consumer electronic categories including telco, IT, small appliances, major appliances, home entertainment and office equipment.	For all temporary displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and management, ease of distribution and installation and if the display is sturdy, cost effective and recyclable. Judged in context of size of production run.

<p><b>11. Consumer Electronics</b></p> <p>PERMANENT DISPLAY</p>	<p>Awarded to the best fixed/ permanent installation across all consumer electronic categories including telco, IT, small appliances, major appliances, home entertainment and office equipment.</p>	<p>For all permanent/ fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability.</p>
<p><b>12. Specialty, Retail, Lifestyle &amp; Service Providers</b></p> <p>TEMPORARY DISPLAY</p>	<p>Awarded to the best temporary display in any specialty retailer including fashion, footwear, accessories, stationary, art, postal, finance, pet, travel and automobile.</p>	<p>For all temporary displays, judges will be considering how it addresses the brief as well as the design impact and fit for purpose, stock weight and engagement, ease of distribution and installation and if the display is sturdy, cost effective and recyclable, Judged in context of size of production run.</p>
<p><b>13. Specialty Retail, Lifestyle &amp; Service Providers</b></p> <p>PERMANENT DISPLAY</p>	<p>Awarded to the best fixed/ permanent installation in any specialty retailer including fashion, footwear, accessories, stationary, art, postal, finance, pet, travel and automobile.</p>	<p>For all permanent/ fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability</p>
<p><b>14. Category Management</b></p>	<p>Awarded to the best installation demonstrating application of category management principles. Covers 'multi-brand' installations designed to maximise stock placement and/or organise a specific category to make it easier to shop. Open to all stores &amp; categories.</p>	<p>Judges will be considering how it addresses the brief, the application of shopper insight, representation of and impacts on both category and product, ease of navigation, opportunity for education and practicality for stock management.</p>
<p><b>15. Window Displays</b></p>	<p>Awarded to the best window display across all retail channels. May be interactive, 3D or static.</p>	<p>Judges will be considering how it addresses the brief, relevance to target audience, the design impact from far away and close up as well as different times of day, interaction and potential for instore footfall conversion, engineering and materials.</p>
<p><b>16. Store Design</b></p>	<p>Awarded to the best whole or part store design and refurbishment including concept stores, store within store, category re-invention and pop up stores.</p>	<p>Judges will consider how it addresses the brief, relevance to target audience, the design impact and visibility, navigation, education, interaction, flexibility and campaign-ability, fit with categories and brands ranged, innovation and engagement of the five senses.</p>

<p><b>17. Retail Industrial Design</b></p> <p>TEMPORARY DISPLAY</p>	<p>Awarded to temporary or permanent displays demonstrating the best use of industrial design skills to improve a display, solve a challenge, or fulfil a specific brief across any store format. Displays may also include interesting/innovative integration of technology and sensory components that work together to create a greater connection with shopper.</p>	<p>Judges will consider how the design of the display addresses the brief, taking into consideration elements such as cost and time savings, innovation, design skill, problem solving, efficiency, aesthetics and function (form follows function discipline), distribution and installation and any other element of usability or function.</p>
<p><b>18. Retail Industrial Design</b></p> <p>PERMANENT DISPLAY</p>	<p>Awarded to a permanent display demonstrating the best use of industrial design skills to improve a display, solve a challenge, or fulfil a specific brief across any store format. Displays may also include interesting/innovative integration of technology and sensory components that work together to create a greater connection with shopper.</p>	<p>Judges will consider how the design of the display addresses the brief, taking into consideration elements such as cost and time savings, innovation, design skill, problem solving, efficiency, aesthetics and function (form follows function discipline), distribution and installation and any other element of usability or function.</p>
<p><b>19. Produced in ANZ</b></p> <p>Includes physical store display, temporary and permanent</p>	<p>Awarded to the best Australian or New Zealand produced temporary or permanent display in any Australian or NZ retailer.</p> <p>Your entry must be 100% produced in Australia or NZ (excluding componentry/some materials) by an Australian or New Zealand-based business. All processing of raw materials such as printing, fabrication of metal work and timber etc as well as assembly and packing of the unit MUST be completed in either Australia or NZ. *Excluded components purchased outside Australia or NZ may include the following: Lighting, motors, control units, injection moulded components, nuts &amp; bolts, ticket stripping, complete props, clips, strips, connection parts, hinges, hooks, and raw materials such as timber, acrylic, and other substrates.</p> <p>Minimum run of 25 units</p>	<p>For all permanent/fixed installations, judges will be considering how it address the brief as well as the design impact and fit for purpose, interaction with the shopper (lighting, moving parts), navigation, education, flexibility and campaign-ability, as well as the local skill involved in manufacture.</p>

CATEGORY	DESCRIPTION	JUDGING
<b>SHOPPER EXPERIENCE – Gold, Silver and Bronze</b>		
<b>20. Digital Instore, Mobile, Social &amp; Online</b>	Awarded to the best integration of digital technology into the retail environment or best retail campaign that most successfully uses digital media, internet tools, social media, and was specifically designed for or enabled by digital technology or mobile device (including mobile phone, tablet, mobile payment solution, in-field devices etc)	Judges will be looking for world class, cutting edge technology integration into the physical in-store retail experience or out of store experience to enhance product/service education, enablement of purchase and extended relationship with the brand/retailer pre and post leaving the store, as well as means of capturing data, user sharing and viral potential.
<b>21. Experiential</b>	Awarded to the best activity that engages directly with shoppers, delivering an interactive experience including events, stunts, sampling, demos, interactive kiosks, etc	Judges will be looking for strategic relevance, innovative thinking, creative execution and quantitative measurable results.
<b>22. Field Marketing</b> <b>**RETURNING**</b>	Awarded to the best field marketing execution in retail. This includes Brand Ambassador, Merchandising, Sales, Field Training, Sampling, Demonstrations, Mystery Shopping programs, long term programs and blitz/project based programs.	Judges will be program that are sound in structure, cost effective, deliver exceptional results, drive innovation in the industry, and are focused on the end customer experience. Programs should show retailer and brand partnerships via clear and demonstrated understanding of retailer practices and preferences that programs are customised around.
<b>23. Sales Promotion</b>	Awarded to the best promotional activity for retailer or brand that delivered an increase in sales including sweepstake, GWP, MBG, cashback, sales incentive etc	Judges will be looking for a creative idea, innovative prize/reward solutions that fit the target audience, clarity of message and a strong call to action.
<b>24. Occasion-Based Shopper Campaign</b>	Awarded to the best shopper campaign focused on an occasion e.g. Seasonal, event based, cultural, consumption occasion, commemorative etc. Could be single brand, category wide or cross category.	Judges will be looking for a strong shopper insight driving the creative idea and how well it identifies with the target shopper. They will be considering how complete the solution is for the nominated occasion and how it will deliver incremental sales volume.
<b>25. Integrated Path to Purchase campaign</b>	Awarded to the best integrated retail campaign that covers multiple touchpoints across the shopper experience and multiple stage of the path to purchase from awareness to consideration, purchase and beyond	Judges will be looking for a big idea that executes seamlessly across the various touchpoints (utilising at least 3), with consistency and relevance as well as intelligent use of media and whether the objectives have been supported by the media mix.

<p><b>26. Campaign Response to a Covid-19 Changing Shopper</b></p> <p><b>**RETURNING**</b></p>	<p>Awarded to the best campaign or retail transformation project designed specifically to cater to changes in shopper behaviour or challenges arising from the Covid-19 pandemic and social restrictions. Entries must have an insight or address a new shopper behaviour created by Covid-19, taking into consideration changes to shopping environments and behaviours can include one or several elements. This category may also include supporting of a business 'pivot' from their core business due to Covid-19. <i>Must have been instore between 1 March 2020 and 31 December 2020</i></p>	<p>Judges will be looking at how the entry addresses a challenge or new shopper behaviour brought about by the Covid-19 pandemic and how this differs from normal activity. They will be considering strategic relevance in the Covid environment, innovative thinking, safe and hygienic execution and quantitative measurable results.</p>
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### SPECIAL AWARDS

<p><b>Environmental stewardship</b></p>	<p>Awarded to the in-store activation that shows the most consideration for environmental impact in design, production, shipping, use, and end-of-life. (Digital, Sales Promotion, Campaign Response to a Covid-19 Changing Customer &amp; Covid-Safe Retail Continuity Product categories not eligible.)</p>	<p>Judges will be considering how it addresses the brief whilst achieving environmental impact efficiencies, from design, material choice and production methods, through distribution, to in-store usage, and end-of-life (e.g. recycled or re-used).</p>
<p><b>People's Choice Award</b></p>	<p>Awarded to the entry that attracts the most votes from members of the industry and public.</p>	<p>By online public vote</p>

CATEGORY	DESCRIPTION	JUDGING
<b>PINNACLE AWARDS – Gold only</b>		
<p><b>Best Design &amp; Innovation</b></p>	<p>Awarded to the entry that demonstrates the most innovation and strong design principles. Award will be judged from all entries in all categories above.</p>	<p>Judges will be looking for creative inspiration, technical innovation, use of innovative materials and sustainable practice. Finalists determined by the highest score on entry criteria 5.</p>
<p><b>Best Display</b></p>	<p>Best of all Gold Awards in the display categories.</p>	<p>Finalists include Gold winners of Display categories. Winner determined by highest overall score. In the case of a tie, winner will be awarded at the judges' discretion.</p>
<p><b>Best Shopper Experience</b></p>	<p>Best of all Gold Awards in the Shopper Experience categories</p>	<p>Finalists include Gold winners of Shopper Experience categories. Winner determined by highest overall score. In the case of a tie, winner will be awarded at the judges' discretion.</p>

<b>Tom Harris Retail Marketing Award</b>	Best in Show	Finalists include Gold winners of categories. Winner determined by highest overall score. In the case of a tie, winner will be awarded at the judges' discretion.
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# Entry Questions

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Entry questions for each stream are as follows. See following pages for Retail Industrial Design, Produced in ANZ and Covid category questions.

	PHYSICAL STORE Temporary	PHYSICAL STORE Permanent and other	Shopper Experience
<b>Q1: Why</b> (Background, context & task)	A brief description of the context with which the creative solution was founded upon.  Max 120 words	What is the background and market context for this installation? Why was the brief issued?  Max 120 words	What is the background and market context for this campaign? What is the overarching job to be done?  Max 120 words
<b>Q2: What</b> (Objectives, insight & critical criteria)	Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible)  Max 180 words	Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible)  Max 180 words	Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible)  Max 180 words

<p><b>Q3: How</b> (Activities, solution)</p>	<p>Describe the key factors that enabled the entry to maximise the execution in the retail environment. Consider the following:</p> <ul style="list-style-type: none"> <li>• Design impact, fit for purpose</li> <li>• Stock weight &amp; management</li> <li>• Ease of distribution &amp; installation</li> <li>• Function &amp; shop-ability</li> <li>• Integration within retail space</li> <li>• Materials and production</li> </ul> <p>Max 220 words</p>	<p>Describe the key factors that enabled the entry to maximise the execution in the retail environment. Consider the following:</p> <ul style="list-style-type: none"> <li>• Design impact, fit for purpose</li> <li>• Stock weight &amp; management</li> <li>• Flexibility &amp; campaign-ability</li> <li>• Shopper engagement</li> <li>• Navigation &amp; shop-ability</li> <li>• Function &amp; education</li> <li>• Integration within retail space</li> <li>• Materials and production</li> </ul> <p>Max 220 words</p>	<p>Describe the components of your campaign. What touchpoints was it executed across? How well did it reflect the brand and showcase the product? How did it fit into the shopper journey and enhance the customer experience? How did it fit into the retail environment and impact the retailer?</p> <p>Max 220 words</p>
<p><b>Q4: Innovation</b> (Over &amp; above, distinguishing factors) – what’s unique about your entry</p>	<p>Outline the innovative elements of design, construction and function, which have maximised efficiency for the client, supplier, and shoppers.</p> <ul style="list-style-type: none"> <li>•Material choice</li> <li>•Manufacturing process</li> <li>• Sustainability considerations</li> </ul> <p>Max 150 words</p>	<p>Outline the innovative elements of design, construction &amp; function, which have maximised efficiency for the client, supplier, and shoppers.</p> <ul style="list-style-type: none"> <li>•Material choice</li> <li>•Manufacturing process</li> <li>• Sustainability considerations</li> </ul> <p>Max 150 words</p>	<p>Outline any innovation or distinguishing factors that make your campaign distinctive or unique. How did this aid in its execution and/or effectiveness?</p> <p>Max 150 words</p>
<p><b>Q5: Results</b> Outcomes – sales, ROI, impact, influence, inputs)</p>	<p>Outline the effectiveness of the campaign, specifically how it achieved the objectives and reflected the insight as stated in Question 1. Include results relating to the brand, shopper and retailer. Substantiate with brand metrics and sales results where possible.</p> <p>Max 180 words</p>	<p>Outline the effectiveness of the campaign, specifically how it achieved the objectives and reflected the insight as stated in Question 1. Include results relating to the brand, shopper and retailer. Substantiate with brand metrics and sales results where possible.</p> <p>Max 180 words</p>	<p>Outline the effectiveness of the campaign, specifically how it achieved the objectives and reflected the insight stated in Question 1. Include results relating to the brand, shopper, category and retailer. Substantiate with brand metrics and sales results where possible.</p> <p>Max 180 words</p>
<p><b>Q6: Environmental Stewardship</b> <i>*OPTIONAL – State the project’s environmental credentials to be eligible for entry.</i>  <i>*Digital &amp; Sales Promotion campaigns not eligible.</i></p>	<p>Detail how your choice of materials environmentally friendly, how it was packed for transport to customer/ store, what happens to your product when it’s life instore is over, can it be used more than once and what steps you have taken towards reducing the carbon footprint of your product.</p> <p>Max 220 words</p>	<p>Detail how your choice of materials environmentally friendly, how it was packed for transport to customer/ store, what happens to your product when it’s life instore is over, can it be used more than once and what steps you have taken towards reducing the carbon footprint of your product.</p> <p>Max 220 words</p>	<p>Detail how your choice of materials environmentally friendly, how it was packed for transport to customer/ store, what happens to your product when it’s life instore is over, can it be used more than once and what steps you have taken towards reducing the carbon footprint of your product.</p> <p>Max 220 words</p>

## RETAIL INDUSTRIAL DESIGN AWARD (Temporary & Permanent) - QUESTIONS

<p><b>Q1: Why/What</b> (background, context &amp; task)</p>	<p>A brief description of the context with which the creative solution was founded upon. What were the objectives of this Industrial Design project or feature? What is the background and market context for the design of this display? What was the key design element or challenge that needed addressing? (Include metrics and quantify where possible)</p> <p>Max 200 words</p>
<p><b>Q2: How</b> (Design features, solution)</p>	<p>Describe the key factors that enabled the particular Industrial Design element or project to maximise the execution in the retail environment. Consider the following:</p> <ul style="list-style-type: none"> <li>• Design impact, fit for purpose</li> <li>• Integration of technology and sensory elements; e.g. digital screens, push button elements, NFC and other online integration tools, fragrance.</li> <li>• Stock weight management</li> <li>• Ease of distribution &amp; installation</li> <li>• Function &amp; shop-ability</li> <li>• Integration within retail space</li> <li>• Materials and production</li> <li>• Consider how design has reduced complexity of fabrication and assembly</li> <li>• Cost</li> <li>• Usability &amp; efficiency</li> </ul> <p>Max 220 words</p>
<p><b>Q3: Form</b> (Materials used, innovation, manufacturing processes)</p>	<p>Outline the specific processes or skills used in the construction of this display that distinguish it from other displays, including elements of design, construction &amp; function, which have maximised efficiency for the client, supplier and shoppers, material choice, and the manufacturing processes used. Consider the principle of 'Form Follows Function'.</p> <p>Max 150 words.</p>
<p><b>Q4: Functionality</b> (Materials used, innovation, manufacturing processes)</p>	<p>Outline the specific processes or skills used in the construction of this display that distinguish it from other displays, including elements of design, construction &amp; function, which have maximised efficiency for the client, supplier and shoppers, material choice, and the manufacturing processes used. Outline any innovation in regard to use of technology and sensory elements Consider development of modular designs to create flexibility and scale</p> <p>Max 150 words.</p>
<p><b>Q5: Results</b> Outcomes – sales, ROI, impact, influence, inputs</p>	<p>Outline the effectiveness of the specific Industrial Design elements, taking into consideration how it achieved the objectives or addressed the challenges and background reflected stated in Question 1. Include results relating to the brand, shopper and retailer. Substantiate with brand metrics, sales, cost savings, logistical benefits or other relevant results where possible.</p> <p>Max 180 words</p>

## PRODUCED IN ANZ AWARD - QUESTIONS

<p><b>Q1: Why</b> (Background, context &amp; task)</p>	<p>What is the background and market context for this installation? Why was the brief issued?</p> <p>Max 120 words</p>
<p><b>Q2: What</b> (Objectives, insight &amp; critical criteria)</p>	<p>Detail the objectives and insight that defined this installation. What was the key challenge that needed addressing? (Include metrics and quantify where possible)</p> <p>Max 180 words</p>
<p><b>Q3: How</b> (Components, engagement)</p>	<p>Describe the key factors that enabled the entry to maximise the execution in the retail environment. Consider the following:</p> <ul style="list-style-type: none"> <li>• Design impact, fit for purpose</li> <li>• Stock weight &amp; management</li> <li>• Flexibility &amp; campaign-ability</li> <li>• Shopper engagement</li> <li>• Navigation &amp; shop-ability</li> <li>• Function &amp; education</li> <li>• Integration within retail space</li> <li>• Materials and production</li> </ul> <p>Max 220 words</p>
<p><b>Q4: ANZ Produced Credentials</b> (Details of Australian &amp; New Zealand production processes)</p>	<ul style="list-style-type: none"> <li>- Outline how this display was designed and produced in Australia or NZ.</li> <li>- What design features showcase the uniquely Australian or NZ design?</li> <li>- Demonstrate that the main material choice and manufacturing process was carried out in Australia or NZ.</li> </ul> <p>Max 180 words</p>
<p><b>Q5: Results</b> Outcomes (Compliance, conversion)</p>	<p>Outline the effectiveness of the campaign, specifically how it achieved the objectives and reflected the insight as stated in Question 1. Include results relating to the brand, shopper and retailer. Substantiate with brand metrics and sales results where possible.</p> <p>Max 180 words</p>

## FIELD MARKETING

<p><b>Q1: Why</b> (Background, context &amp; task)</p>	<p>What is the background and market context for this campaign? What is the overarching job to be done?</p> <p>Max 120 words</p>
<p><b>Q2: What</b> (Objectives, insight &amp; critical criteria)</p>	<p>Detail the objectives and parameters that defined this program. What was the key challenge that needed addressing? (Be specific around applicable metrics, including but not limited to frequency, completion, conversations, demonstrations, conversions etc where possible)</p> <p>Max 220 words</p>
<p><b>Q3: How</b> (Components, engagement)</p>	<p>Describe the components of your campaign.</p> <ul style="list-style-type: none"> <li>- Included retailer/s?</li> <li>- Type of engagement? (store environment/staff/customer)</li> <li>- Size &amp; scale?</li> <li>- How well did it reflect the brand and showcase the product/service?</li> <li>- What outcomes of the work impacted the shopper journey and enhanced the customer experience?</li> <li>- How did it impact the retailer?</li> </ul> <p>Max 280 words</p>
<p><b>Q4: Innovation</b> (Over &amp; above, distinguishing factors) – what’s unique about your entry</p>	<p>Outline any innovation or distinguishing factors that make your program distinctive or unique. This can be either proprietary systems or technology that manage the program (shopper or retailer). How did this aid in its execution and/or effectiveness?</p> <p>Max 180 words</p>
<p><b>Q5: Results</b> Outcomes (Compliance, conversion)</p>	<p>Outline the effectiveness of the campaign - specifically how it achieved the objectives and reflected the insight as stated in Question 2. Include all aspects relating to the program. Substantiate with execution-based metrics (frequency, completion, compliance, conversion etc), in addition to brand metrics, shopper, category and retailer (and retail staff).</p> <p>Max 280 words</p>

## CAMPAIGN RESPONSE TO A COVID-19 CHANGING SHOPPER - QUESTIONS

<p><b>Q1: Why</b> (Background, context &amp; task)</p>	<p>What is the background and market context for this product/campaign? Was the initiative supplier or client led? What barriers were identified as a result of Covid-19?</p> <p>Max 120 words</p>
<p><b>Q2: What</b> (Objectives, insight &amp; critical criteria)</p>	<p>Detail the objectives and insight that defined this program. How does this product/campaign differ from normal activity? (Include metrics and quantify where possible)</p> <p>Max 220 words</p>
<p><b>Q3: How</b> (Components, engagement)</p>	<p>Describe the components of your campaign.</p> <ul style="list-style-type: none"> <li>- What touchpoints was it executed across?</li> <li>- How well did it reflect the brand and showcase the product?</li> <li>- How did the campaign deal with differing consumption, occasion or shopper behaviour?</li> <li>- How did it fit into the Covid affected shopper journey and enhance the customer experience?</li> <li>- How did it fit into the Covid affected retail environment and impact the retailer?</li> </ul> <p>Max 280 words</p>
<p><b>Q4: Innovation</b> (Over &amp; above, distinguishing factors) – what’s unique about your entry</p>	<p>Outline any innovation or distinguishing factors that make your program distinctive or unique. This can be either proprietary systems/technology that manage the program or customer (shopper or retailer). How did this aid in its execution or effectiveness?</p> <p>Max 180 words</p>
<p><b>Q5: Results</b> Outcomes (Compliance, conversion)</p>	<p>Outline the effectiveness of the work, specifically, how it achieved the objectives and reflected the challenge as stated in Question 1. Include all aspects of results relating to the program. Include execution-based metrics – frequency, completion, compliance, conversion etc, in addition to any brand metrics, shopper, category, and retailer (and retail staff). Substantiate with brand metrics and sales results where possible.</p> <p>Max 280 words</p>

# Judging criteria

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

## Example judging criteria

Scoring Instructions:

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

CATEGORY AWARDS: QUESTIONS		SCORE
1	How well does the entry demonstrate understanding of the brief, problem/opportunity and outline the task to be done? (May include demonstrated understanding of shopper insights relevant to brief)	/10
2	How well has the entry fulfilled the overall brief set by the client?	/10

3	How effective was the entry design in maximising its execution opportunity and environment/s? How well did the solution both aesthetically and functionally engage the shopper and drive interaction? (Execution environments may be pre-store, instore, post store, out of store experiential, and/or digital)	/10
4	Were there any innovative or unique aspects of the entry that made it stand out? Does the entry demonstrate thought leadership?	/10
5	How have the entry's results performed against the set brief/objectives? (Results could include sales outcomes, ROI, shopper impact and influence, input measures such as display placements achieved, reach & frequency)	/10

Final comment:

SCORE /50

ENVIRONMENTAL STEWARDSHIP AWARD: QUESTION 6		SCORE (out of 10)
How well does the entry minimise environmental impact through design and production? How efficient is the shipping strategy in reducing environmental footprint through choice of packing materials, freight methods and distribution plan? How have environmental outcomes been considered in the instore use of the display (length of use, multiple usage opportunity, ease of		

Final comment:

SCORE /10

RETAIL INDUSTRIAL DESIGN: QUESTIONS		SCORE
1	How well does the entry demonstrate understanding of the brief, problem/opportunity and outline the task to be done? (May include demonstrated understanding of design relevant to brief) How well has the design, construction or manufacture of the entry fulfilled the overall brief set by the client?	/10
2	How effective was the entry design in maximising its execution opportunity and environment/s? How well did the solution both aesthetically and functionally engage the shopper and drive interaction? How did the design assist the brand or retailer? How clever was the design in making impact; reinforcing the brand and product it's selling/promoting?	/10
3	Does the design demonstrate effective use of design, materials, manufacturing processes and construction? Are there any innovative or unique design features that have resulted in an improvement in functionality, usability, efficiency or another area? Is this an iconic looking display that will help shoppers create an ongoing connection with the brand and product it's selling/promoting?	/10

4	Does the design demonstrate effective use of design, materials, manufacturing processes and construction? Are there any innovative or unique design features that have resulted in an improvement in functionality, usability, efficiency or another area? Can you see any innovative elements that will become a basis of industrial design of retail displays of the future? How well has any Integration of technology been included to improve connection with shopper, and has this helped to assist integration with online marketing. e.g.digital screens, push button elements, NFC and other online integration tools, fragrance.	/10
5	How have the entry's results performed against the set brief/objectives? (Results could include sales outcomes, ROI, shopper impact and influence, input measures such as display placements achieved, reach & frequency, set down & pack up times, logistical benefits or cost savings)	/10

Final comment:

SCORE /50

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

Final comment:

SCORE /50

# Judging process

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## Who can judge?

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

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

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

## Judging rounds

### **CATEGORY JUDGING: CATEGORY JUDGING TEAM**

**Online: 14 February – 28 February**

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

### **PINNACLE JUDGING: PINNACLE JUDGING TEAM**

**Online: 1 March – 8 March**

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

Pinnacle Awards in four categories are selected from the Gold Winners:

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

### **BEST IN SHOW/TOM HARRIS: PINNACLE JUDGING TEAM**

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

### **PEOPLE'S CHOICE AWARD**

**1 March – 11 March**

The People's Choice Award is an online voting tally where members of the public and industry can vote for their favourite entry from any of the entries in the competition. Award entries will be exhibited online for 10 days, with each registered voter allowed three votes each.

After the Awards Gala Dinner, all Shop! ANZ 2020 Retail Marketing Awards entries become a permanent part of Shop! ANZ's online case study gallery, and winning displays are featured in a trade industry media and in Shop! ANZ's own publications, including the 2020 Awards Annual.

# 2021 entry checklist

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A complete entry includes the following:

- Full payment by credit card  
(EFT by application direct to Shop! ANZ only and remittance advice received by Shop! ANZ prior to submission)
- Entry form completed online
- Entry display footprint and / or Information

- At least one primary UNEDITED in-market high resolution image in JPEG format, NO RENDERS, and a secondary image
- Supporting video where applicable
- Completed 200-word Entry Summary (used for public display and people's choice voting)

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

## ENTRY INFORMATION

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

## ENTRANT INFORMATION

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

## CO-ENTRANT INFORMATION

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

## CASE STUDY INFORMATION

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

## ENTRY SUMMARY AND IMAGE

The Entry Summary should provide a brief synopsis of the objectives and outcomes of the case study. The Entry Summary in your online awards entry needs to clearly and concisely represent your whole case study and contain only information for public use. Your Entry Summary is the only written part of your case study that will represent it in media and on the Shop! ANZ website

after the competition. It will also be used in People's Choice judging. One 'hero' high resolution image, clearly marked, must be supplied.

## CLIENT APPROVAL ASSURANCE

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

## PHOTO AND VIDEO

You may submit up to 10 different images, however, the submission of two (2) images is required in High Resolution.

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

## FILE REQUIREMENTS

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

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

## VIDEO

- Video specs are: .mov, 120 sec. or less.

- Your video **must not contain company branding**, with an **anonymous file name**, and uploaded to the Shop! ANZ Awards Entry Website. For YouTube or Vimeo links that are password protected, a password can be provided in the system (instructions provided in the separate How to Enter instructions). Please ensure that you also use an anonymous YouTube/Vimeo account or unload direct to our entry form instead.

\* Any image that is found to be markedly different than the actual display will be disqualified. No refund will be given with disqualification.

\* **Photographs may not include producer/manufacture information.** Any image that includes producer/ manufacturer name will be disqualified. No refund will be given with disqualification.

# Disqualification

An entry may be disqualified for the following reasons:

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

No refund will be provided for disqualified entries.

## How to enter online

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When entries open, the following URL will become active:

<http://marketingatretail.awardsplatform.com>

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

## Awards celebration

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The announcement of Gold, Silver, and Bronze winners, along with the other special awards, will take place in Sydney during the Shop! ANZ 2021 Retail Marketing Awards Gala Celebration on Thursday 31 March, 2022 at Doltone House, Jones Bay Wharf, Sydney, 6:30pm-11pm.

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

## ***Liability and Other Important Information***

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

We wish all 2020 entrants the very best of luck and can't wait to see your fabulous work.

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

**[www.shopassociation.org.au](http://www.shopassociation.org.au)**

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