

How to Enter online



Welcome



Thank you for entering the industry benchmark awards program, the Shop! ANZ 2023 Retail Marketing Awards.

We look forward to reviewing your entries.

Please review the comprehensive ‘Award Entrant Information’ booklet, available [here](#).

This booklet details all entry categories and criteria, along with detailed instructions on using the Retail Marketing Awards entry website.

This handbook is designed to provide you with an overview of how to enter using the online awards system.

Please do not hesitate to contact us with any questions or issues.

Kind Regards,

The Shop! ANZ team

Dates and Deadlines

4 October 2023

Entries Open Online

31 December 2023

Early Bird entry price ends

15 January 2024

\$100 additional per entry after 31 December 2023

Entries Close

12 – 26 February 2024

Online Judging

27 February – 10 March 2024

People's Choice Voting

27 February – 5 March 2024

Pinnacle judging

21 March 2024

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

Awards Gala Dinner 6.30pm

ABOUT THE AWARDS



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. In 2022 there were more than 70 judges.
- Global pathways – Gold winners have the opportunity to vie for the Shop! Global Awards and MAA Globes the following year.
- 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 Retail Marketing Awards Gala Dinner, on Thursday 21 March, at Doltone House Jones Bay Wharf, in Sydney.

Who can enter?

- Any designer or producer of shopper and retail marketing programs, including agencies, brand owners, point of purchase material suppliers and retailers
- The Awards are open to both Shop! ANZ members and non-members.
- **There is no limit to the number of entries you can enter into the awards.** Just review the Awards Entrant Information booklet to select the most appropriate categories for your case studies

What is the process?

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. In the 2023 awards, there are three rounds of judging in total. The first round is done online, in which judges review the entrants' comprehensive written case history and submission, on our digital awards platform.

Gold-winning category campaigns are then judged for Pinnacle Awards, and finally Best in Show. All award winners will be announced at 2023 Retail Marketing Awards Gala Dinner on Thursday 21 March at Doltone House, Jones Bay Wharf.

Please review the comprehensive 'Award Entrant Information' booklet, [available here](#).

HOW TO ENTER ONLINE



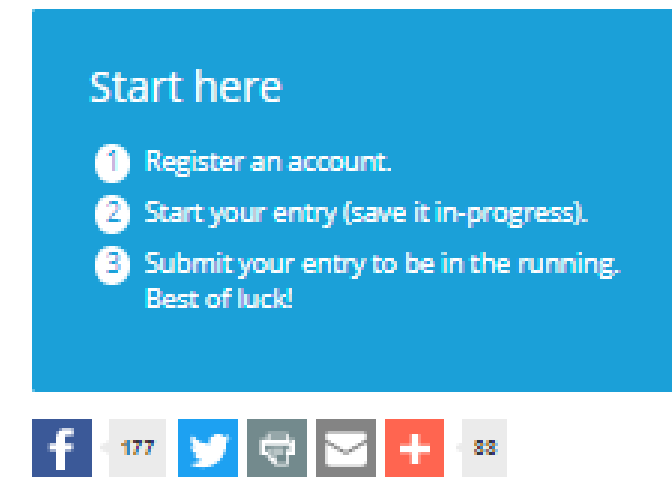
Go to <http://marketingatretail.awardsplatform.com>

1. Register using the simple registration form. If you used the system last year, you won't need to register again.

The system will ask you to enter your email address, then create a password that you will continue to log in with, every time you use the system. If you are a Shop! ANZ member, this *does not* need to be the same as your Shop! ANZ website password. Then you need to enter the additional details.

Please note, when selecting Shop! ANZ member or non-member, that your current membership status will be verified by Shop! ANZ staff members when your entries are submitted.

- Once you have registered, locate the awards confirmation email (sent to the email address you registered with).
- Confirmation emails are usually received within a minute of registration.
- Click the 'link' in the confirmation email, this will confirm you as a registered user in the awards platform.
- If you don't see the email in your inbox, first check your spam/junk folders, if it's not there please contact award support – shop@shopassociation.org.au.



Register

First name

Last name

Email

Password

Confirm password

Verification

Please solve this FunCaptcha so we know you are a real person

Patent pending

Log in

Email or mobile

Password

☐ Remember me

[Reset password](#)

2. Review the Entrant Information on the opening page.



[🔗](#) [①](#) Entrant home ▾

GENERAL INFORMATION

- Please note the entry deadline - this date is final and there will be no extensions provided.
- You may edit your entry after submitting and paying, right up until the entry deadline 15 July.
- Please make sure all your personal details are entered accurately, including contact details.
- You are eligible to enter more than one category, as long as the work submitted meets the criteria.
- You can use the 'copy' feature to create a copy of your entry and change the category as required, though it is recommended you tailor your responses to the category.
- Entry fees may be paid by credit card only and must be paid online at time of completing submissions. If your submissions have not been paid for at close of entry they may not be included for judging.
- A merchant fee will be applied to entries paid by Visa, MasterCard and American Express. These fees will be added to your total and outlined in the payment summary.
- This system defaults to non-member cost per entry. **If you are a member, you must select member when you get to payment**, Shop! ANZ staff will validate that you have selected the correct price point.
- Membership fees must be paid and up-to-date for you to be eligible for member rate.
- For full Awards entry guidelines [click here](#)

3. Scroll down and hit ‘Start Entry.’

COSTS

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)

My entries

Active season (2018) ▼

All but deleted ▼

Start entry

Copy

Delete

Download

4. Select your Category.

Then fill out the name of your entry.

My entries > Start entry

All questions must be answered, unless marked optional.

Details

Client & Co-Entrant details

Criteria

Tech specs

Eligibility checklist

Attachments

Category

i. Physical store categories

04. Grocery Store (Non-Food)

Campaign name

Test

Description

Awarded to the best temporary or permanent Non-Food installation across all categories in any major or independent Grocery Store Eg. Woolworths, Coles, IGA, Aldi Campbells, Harris Farm etc.

Judging

For all displays judges will be considering how the entry 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.

Save + next

Cancel

Note that your category description will pop up automatically on the right, when you select a drop down from the category list. Scroll down the category description to view the judging criteria.

5. After you’ve filled out the entry name (this can be any working title – you can make changes right up until close date), hit the ‘Save & Next’ button.

6. Now enter your client and co-entrant details (if applicable).

My entries > Edit entry

All questions must be answered, unless marked optional.

Details

Client & Co-Entrant details

Criteria

Tech specs

Eligibility checklist

Attachments

Client details

This is your end-user brand or retailer client, not a client agency and not yourself as an agency. Do not re-enter your own company name here, you entered that when you registered. For brands and retailers entering their own campaign without agency involvement, please write 'SELF' in these fields.

Client's contact name

Client's job title (optional)

Client's email address (optional)

7. Hit Save & Next and you will see your entry form appear, with guidelines for the specific category you have entered, to the right of the screen

My entries > Edit entry

All questions must be answered, unless marked optional.

Details

Client & Co-Entrant details

Criteria

Tech specs

Eligibility checklist

Attachments

Q1: Why (background, context & task)0 / 120 words

B I H | “ ” | ••• | 🔗 | 👁 | About Markdown formatting

What is the **background and market context** for this campaign, program or installation? What is the overarching job to be done? Why was the brief issued?

Q2: What (objectives, insight & critical criteria)0 / 180 words

B I H | “ ” | ••• | 🔗 | 👁 | About Markdown formatting

Detail the **objectives and insight** that defined this installation or program. What was the key challenge that needed addressing? (Include metrics and quantify where possible)

Q3: How (activities, solution)0 / 220 words

B I H | “ ” | ••• | 🔗 | 👁 | About Markdown formatting

For **PHYSICAL STORE** stream entries:
Describe the key factors that enabled the entry to maximise the execution in the retail environment.

- Design impact, fit for purpose
- Stock weight & management
- Profitability & operational efficiency

Australia & New Zealand

shop!

8. If you wish to work on the main body of your entry offline, you can simply copy your specific category blank entry form straight off this page, into a Word Document.

It will look like the below: just delete the box images to leave a blank space for your text.

Also keep in mind that you can keep working on your entry online, even after you have paid and submitted your entry – right up to closing deadline.

Below is the example generated when the 'Grocery Store (Non-Food)' category:

Q1: Why (background, context & task)

What is the **background and market context** for this campaign, program or installation? What is the overarching job to be done? Why was the brief issued?

Q2: What (objectives, insight & critical criteria)

Detail the **objectives and insight** that defined this installation or program. What was the key challenge that needed addressing? (Include metrics and quantify where possible)

0 / 120 words

Q3: How (activities, solution)

0 / 220 words

For **PHYSICAL STORE** stream entries:

Describe the key factors that enabled the entry to maximise the execution in the retail environment.

- Design impact, fit for purpose
 - Stock weight & management
 - Flexibility & campaign-ability
 - Shopper engagement
 - Navigation & shop-ability
 - Function & education
 - Integration within retail space
 - Materials and production
 - Ease of distribution & installation
- 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?

For **SHOPPER EXPERIENCE** stream entries, consider the following:
Describe the components of your campaign.

Q5: Innovation (over & above, distinguishing factors) – what's unique about your entry



Outline the innovative elements of design, construction & function, which have maximised efficiency for the client, supplier, & shoppers.

- Material choice
- Manufacturing process
- Sustainability considerations

Outline any innovation or distinguishing factors that make your campaign distinctive or unique. How did this aid in its execution and/or effectiveness?

The diagram shows a rectangular box. The bottom portion of the box is shaded with a light gray stippled pattern. On the right side of the box, there is a vertical control panel. This panel includes, from top to bottom: a small square button with an upward-pointing arrow, a larger rectangular button, and another small square button with a downward-pointing arrow. At the bottom of the box, there are two small square buttons with left and right arrows, and a larger rectangular button with a stippled pattern, similar to the bottom section of the box.

OPTIONAL

- How your choice of materials environmentally friendly
- How it was packed for transport to customer/ store,
- What happens to your product when its life instore is over,
- Can it be used more than once
- What steps you have taken towards reducing the carbon footprint of your product.

0 / 200 words

Please ensure that your **Entry Summary** summarises points 1 through 5 above. This is the information that will be publicly displayed on the Shop! ANZ website and used for People's Choice voting.

DO NOT INCLUDE YOUR COMPANY NAME - we add entrant company names after judging is complete.

Entries must be anonymous for judging. Your entry will be disqualified if your brand name is included anywhere in your text - check your previous question responses.

Please ensure that your ENTRY SUMMARY summarises points 1 through 5 above.

9. Once you have draft text in, hit ‘Save and Next.’ Don’t worry, you can go back and change your entry text right up to closing deadline.

10. Hit ‘Save & Next,’ then enter your tech spec details for your physical entry to provide an understanding of physical size and scale.

If you are in one of the Shopper Experience categories, or another category where a physical display unit is not representative of the program, you can describe your physical exhibition entry format under ‘unit description,’ e.g. ‘video,’

My entries > Edit entry

All questions must be answered, unless marked optional.

Details

Client & Co-Entrant details

Criteria

Tech specs

Eligibility checklist

Attachments

Production Unit(s) Information

Unit description (optional)

If your campaign is not a single POS unit, but involves multiple executions, please use a summary title for the total activation.

Country of Design/Origin (optional)

Country of Production (optional)

If your campaign involves multiple executions, please use the country where the majority of the elements were produced.

Country(s) of Placement

B I H | About Markdown formatting

Where was the campaign activated? Australia, New Zealand, anywhere else?

11. Hit ‘Save & Next,’ then check the ‘Eligibility Checklist’ boxes to provide validation of your client approval to enter, and to verify the in-market activation of your program.

My entries > Edit entry

All questions must be answered, unless marked optional.

Details

Client & Co-Entrant details

Criteria

Tech specs

Eligibility checklist

Attachments

Client approval

If your company is not the client / brand, you must declare the following for the entry to be eligible

Is the campaign for a client?

Client details for verification

Company

Contact name

Phone number

Australia & New Zealand

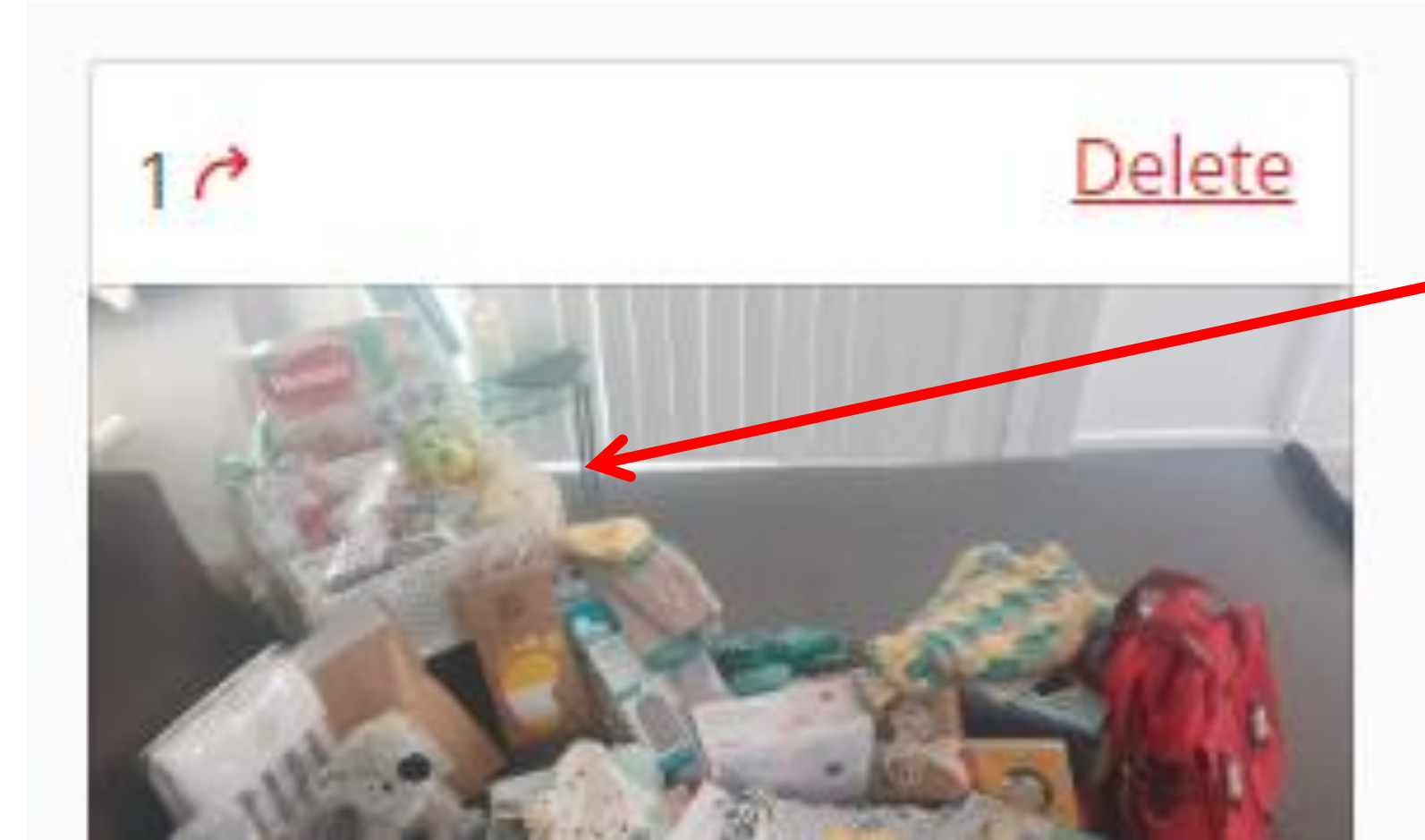
shop!

12. Upload your attachments.

You may upload up to 10 attachments. Use the 'Attachments' tab to do this:

All PHYSICAL STORE and SHOPPER EXPERIENCE stream entries must upload:

- . A hero **UNEDITED** high resolution '**in market**' image. High resolution images must be more than 1MB, up to 10MB, suitable for print.
- . Any entries that do not include an in market image will be disqualified. **Renderers are not permitted.** Should a render be submitted, it WILL NOT be considered by judges.
- . Please ensure your images demonstrate scale and size.
- . Please label your attachments 'High Res Hero'.
- . If you have a certain order preference for your uploaded images/files to be shown, use the red arrow beside the number at the top of each image to shuffle the order.



Material may be supplied as follows:

1. There are no file size limits, but please consider download times. A maximum of 10 pieces can be uploaded with your entry. Please include JPEG format for hero images for ease of use by Shop! ANZ.

2. Select the correct attachment type for every attachment. Especially company logo files, as these will be hidden from the judges.

3. Video attachments may be uploaded direct to the awards platform in a number of formats. **Ensure there is no company branding on the video. Do not provide links to branded video URLs.**

4. You may provide website URLs to the publicly accessible campaign or active URL of a landing page on the following condition: This landing page must be to the client program (brand or retailer) and **may not include your company name** - all entries are anonymous and unbranded until after judging. Please ensure any applicable usernames and passwords are provided and active.

5. **Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.**

6. **DO NOT INCLUDE YOUR COMPANY NAME in any text or attachments or on your hero in-market image, or your entry will be disqualified.** Your company name and logo (if you have added one) will be added to your campaign after judging is complete. If you upload a company logo, please select the attachment type 'company logo' so that the file may be hidden from judges.
- My entries > Edit entry

All questions must be answered, unless marked optional.

Details

Client & Co-Entrant details

Criteria

Tech specs

Eligibility checklist

Attachments

Attachments information

Please select the attachment type for every attachment. Especially company logo files, as these will be hidden from the judges.

All PHYSICAL STORE and SHOPPER EXPERIENCE stream entries must upload:

 - A hero 'in market' image in both high res (suitable for print - up to 10MB) and lower res (1 MB or less for online). Any entries that do not include an in market image will be disqualified. Renders are not permitted. Please ensure this image shows scale and size.
 - Please label these attachments 'High Res Hero' and 'Lo Res Hero.'
 - Please also upload your company logo file in print-ready jpeg.

Retail Marketer of the Year and Lifetime Achievement award entries must upload: one headshot (1 MB or less, min 300 dpi resolution)

Material may be supplied as follows:

 - Upload JPEG or PDF files. Maximum file size is 5MB per piece. A maximum of ten pieces can be uploaded with your entry.
 - Video attachments may be uploaded direct to this platform. Ensure there is no company branding on the video. Do not provide links to branded video URLs.
 - You may provide website URL's to the publicly accessible campaign or active URL of a landing page on the following condition: This landing page must be to the client program (brand or retailer) and may not include your company name - all entries are anonymous ;
 - Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.
 - DO NOT INCLUDE YOUR COMPANY NAME in any text or attachments or on your hero in-market image, or your entry will be disqualified. Your company name and logo will be added to your campaign after judging is complete. You may upload your company logo

Add attachments

Add link or video

Save + next

Save + close

Submit entry

Please ensure photographs are actual unedited in-market photos (renders are not acceptable as a primary image). Ensure there is no company branding.
- Australia & New Zealand

shop!

*Please note we prefer you upload your video files direct to the system, as it is optimised for judge viewing. If you decide to use a link instead; **any external video channel must be anonymous and unbranded**. Passwords for protected video links can be included here:

Add attachments ?

URL ?

Delete

Extra (optional) ?

Add link or video

Save + next

Save + close

Submit entry

At this point, you can hit ‘My Entries’ on the top left, to go back to a page that will show a summary of all your entries.

Once you have one draft entry in the system, ‘Entries’ will be your default home page every time you log in.

13. From the ‘Entries’ page, you can view all your entries and their status, and download each as a PDF if you wish to share them with stakeholders and clients. Just click the PDF symbol to the right of each entry.

Or, if you wish to download multiple entries at once, you can check the boxes to the left of each, and hit the ‘download’ tab. This is a bulk download and will send you an email with link.

- 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)
- Costs Include – Entry, Exhibition Floor space of max 1m W x 1m L x 2.5m H
- Please note: All entrants must physically exhibit their entry to be eligible for judging (with the exception of Individual Achievement awards)

Individual Achievement Award Entry Fees

- Retail Marketer of the Year: Members \$125 + GST Non-Members \$195 + GST
- POPAI Hall of Fame Lifetime Achievement Award – Members Only - FREE
- **Please note the POPAI Hall of Fame Lifetime Achievement Award nominees can only be employed and nominated by POPAI member companies.**

My entries

Active season (2016) ▾ All but deleted ▾

Start entry

Copy

Delete




Download

Search list

▾

Displaying 1 - 3 of 3

Bulk downloading has started. An email will be sent to you with a link to the file when it's ready. This may take a few minutes.

<input type="checkbox"/>	Entry	Award type	Category	Status	Updated	PDF
<input type="checkbox"/>	Test Liquor	POPAI Awards	05. Liquor – Temporary Display	In progress	10 minutes ago	
<input type="checkbox"/>	X (copy)	POPAI Awards	02. Large or Department Store (all categories) – Permanent Display	In progress	1 hour ago	
<input type="checkbox"/>	X	POPAI Awards	18. Environmental Stewardship	In progress	20 hours ago	

« < 1 > »

10 ▾

Australia & New Zealand

shop!

14. Submission and Payment – you may submit and pay for your entries all at once or individually as you complete them.

- **If you are a non-member, you must select non-member price here again in your cart. It's on the top right under 'Entry Fee'.** Correct prices for members and non-members will be checked by Shop! ANZ staff. Your entry will be ineligible for submission if the wrong price is paid, until the difference is paid.
- Click on the 'Submit & Pay' button to submit your entry. The 'Submit & Pay' button will activate only once you have completed all mandatory requirements.
- All submitted entries will have a status of 'submitted'.
- **The system will automatically deduct your subsequent entry discount of \$100 on each entry after the first.**
- The awards platform uses a cart to process your entries (like a shopping cart). You can add one or more entries into a single cart simply by clicking the 'Submit & Pay' button on each entry you want to enter. As long as you have not processed your cart, any entry you submit will be added to the same cart.
- You can also add subsequent existing entries to your cart following the initially entry by hitting the 'Add more entries to cart' button when you are on the 'cart' screen.
- Follow the prompts through the payment process to pay and submit your entries.
- Once successful, you will be notified via email of your successful payment, a link to your PDF invoice, and confirmation that your entry has been submitted.

FAQS



Q. What is the maximum number of entries I can submit?

A. There is no limit on the number of entries, as long as each entry submitted meets the eligibility criteria.

Q. Do I have to complete all entry criteria to be eligible for the competition?

A. Yes. Otherwise, the judges will not be able to fully assess the merit of the entry or verify its eligibility.

Q. Can I submit the actual display as part of my online entry?

A. No. Only photographs and video clips are accepted in support of online entries. There will be NO physical displays exhibited in 2022, so it is recommended that you're in market images are of high quality and of high resolution to paint them in the best light.

Q. How many photographs can I submit for each entry?

A. You may submit up to 10 different images, however, the submission of two (2) images is required. At least one of these must be high resolution (1MB or higher file size). It is essential to use unedited photographs of in-market activation, rather than renders. Ensure there is no company branding on any image or video. Clearly mark your images 'High res HERO', 'Low res HERO', and 'Company Logo.'

Please review the comprehensive ‘Award Entrant Information’ booklet, available [here](#). This booklet details all entry categories and criteria.

We’re here to support you with your entry process. Feel free to contact us at shop@shopassociation.org.au or (02) 9281 2630 with your questions, or to ask any further advice.



@Shopassn



@Shopassn



@ShopAssnANZ



@Shopanz



shop@shopassociation.org.au



www.shopassociation.org.au

Australia & New Zealand
shop!



Let's talk Shop!

Australia & New Zealand
shop!

Carla Bridge
carla@shopassociation.org.au