

shop!

2024



**Retail Marketing Awards**

## **ONLINE ENTRY GUIDE**

**Navigating the online entry website**



# SHOP! AWARDS ONLINE ENTRY GUIDE

This handbook is designed to provide entrants of the Shop! ANZ Retail Marketing Awards with a guide to how to navigate the Shop! ANZ online entry portal to submit your entries.

For full details on the Awards, including category descriptions, entry questions, eligibility and judging, please download the Shop! ANZ 2024 Awards Entrant Information Guide available here:

[www.shopassociation.org.au/enter-awards](http://www.shopassociation.org.au/enter-awards)

**For more information, contact Shop! ANZ GM, Carla Bridge on 0412 727 774 or email [carla@shopassociation.org.au](mailto:carla@shopassociation.org.au)**



## **DATES & DEADLINES**

### **Wednesday 9 October, 2024**

Entries Open Online

### **Tuesday 31 December, 2024**

Early Bird entry price ends

*\$100 additional per entry after 31 December, 2024*

### **Thursday 16 January, 2025\***

Entries Close

*\*\$100 additional per entry after 31 December, 2024*

### **Monday 17 February – Monday 3 March, 2025**

Online Judging

### **Tuesday 4 March – Tuesday 11 March, 2025**

People's Choice Voting

### **Tuesday 27 February – Tuesday 5 March, 2025**

Pinnacle judging

### **Thursday 27 March, 2025**

Awards Gala Dinner – Winners Announced

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

**Purchase tickets:**

<https://www.shopassociation.org.au/events/2024-awards-gala-dinner>



## Where to start

Go to <https://shopretailmarketing.awardsplatform.com/>.

Register using the sign up form. If you used the system last year, you won't need to register again, simply use the email and password you used in previous years to log in.

The system will ask you to enter your email address, then create a password that you will continue to log in with each time you use the system. This does not need to be the same as your Shop! ANZ website password. Next, enter any additional details, as prompted.

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.

***Please note that the Awards entry website is not the same as the Shop! ANZ website - they are two different websites.***

A screenshot of the Shop! Awards website's registration and login interface. On the left, there is a blue box titled "Start here" with three numbered steps: 1. Register an account, 2. Start your entry (save it in progress), and 3. Submit your entry to be in the running. Best of luck! Below this box are social media icons for Facebook, Twitter, LinkedIn, and YouTube. In the center, the "Register" form includes fields for First name, Last name, Email, Password, and Confirm password, followed by a FunCaptcha verification box with a "Verify" button and a "Register" button at the bottom. On the right, the "Log in" form includes fields for Email or mobile (with a dropdown arrow) and Password, a "Remember me" checkbox, a "Log in" button, and a "Reset password" link.

## Confirm your account

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](mailto:shop@shopassociation.org.au).

## Start your entry

Review the Entrant Information on the opening page



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 16 January.
- 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 to be eligible for member rate.
- For full Awards entry guidelines [click here](#)

### DATES AND DEADLINES

- Wednesday 9 October - Entries Open Online
- Tuesday 31 December, 2024 - Early bird entries close
- Thursday 16 January, 2025: **FINAL cut off entries**
- \$100 additional per entry after 31 December. No entries will be accepted after 16 January.
- 17 February - 1 March, 2024 - Online Judging

Scroll down and select 'START ENTRY'



Select your category, then fill out the name of your entry. Note that the category description and judging criteria will pop up below automatically when you select a drop down from the category list. You may also download a blank PDF to print as a hard copy to work offline from this screen.

Category

I. Physical store categories ▾

12. Retailer Exclusive - Display ▾

Description

Awarded to the best retailer exclusive display/s focused on a single retail chain only.  
(For Retailer Exclusive Campaigns with two or more touchpoints, please see equivalent category under Shopper Experience stream.)

Judging

Judges will be looking for a strong shopper insight driving the creative idea and how well it identifies with the target retailer and shopper. They will be considering how complete the solution is for the nominated retailer and how it will deliver incremental sales volume.

[Download blank entry PDF for reference](#)

Campaign name

CB CaMPAIGN IESST

Save + next Save + close Preview Submit entry

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

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

The screenshot shows the 'My entries > Edit entry' page with the 'Client & Co-Entrant details' tab selected. The page includes a navigation bar with tabs for 'Details', 'Client & Co-Entrant details', 'Criteria', 'Tech specs', 'Eligibility checklist', and 'Attachments'. Below the navigation bar, there is a section titled 'Client details' with a note: '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.' There are three text input fields: 'Client's contact name', 'Client's job title (optional)', and 'Client's email address (optional)'.

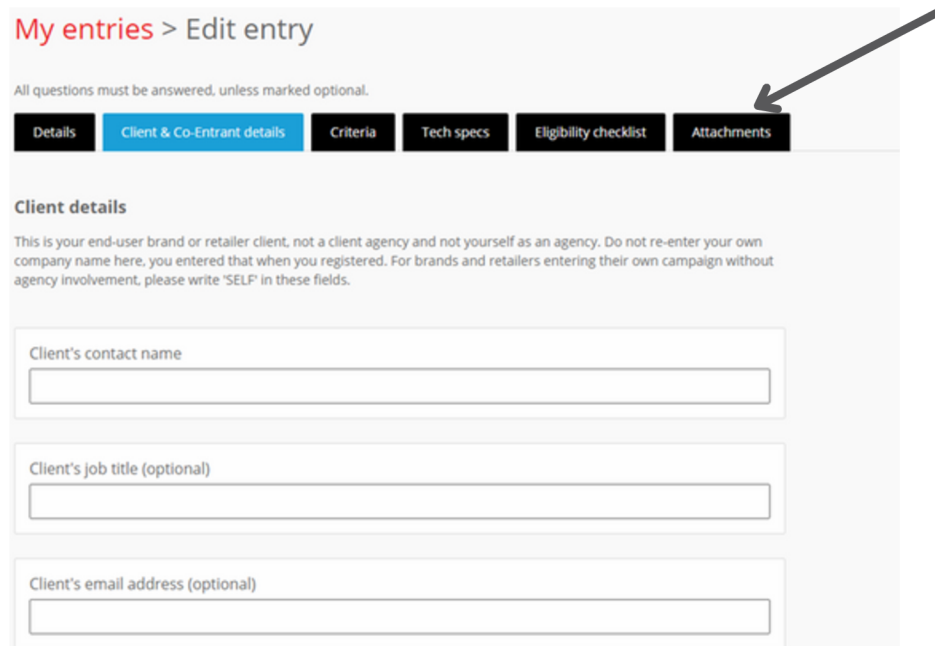
Select Save & Next and you will see your entry form appear, with guidelines for the specific category you have entered, to the right of the screen.

The screenshot shows the 'My entries > Edit entry' page with the 'Criteria' tab selected. The page includes a navigation bar with tabs for 'Details', 'Client & Co-Entrant details', 'Criteria', 'Tech specs', 'Eligibility checklist', and 'Attachments'. Below the navigation bar, there are three question sections: 'Q1: Why (background, context & task)' (0 / 120 words), 'Q2: What (objectives, insight & critical criteria)' (0 / 180 words), and 'Q3: How (activities, solution)' (0 / 220 words). Each question section has a text input field with a rich text editor toolbar. To the right of the input fields, there are guidelines for each question. An arrow points to the 'Q1' guidelines, which state: '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?'.

Select your category, then fill out the name of your entry.

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.

You will see a series of tabs across the top of your screen - click on each tab to complete the required information for each. Don't forget to save as you go, using the 'Save & Next' button to move to the next tab.



**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**

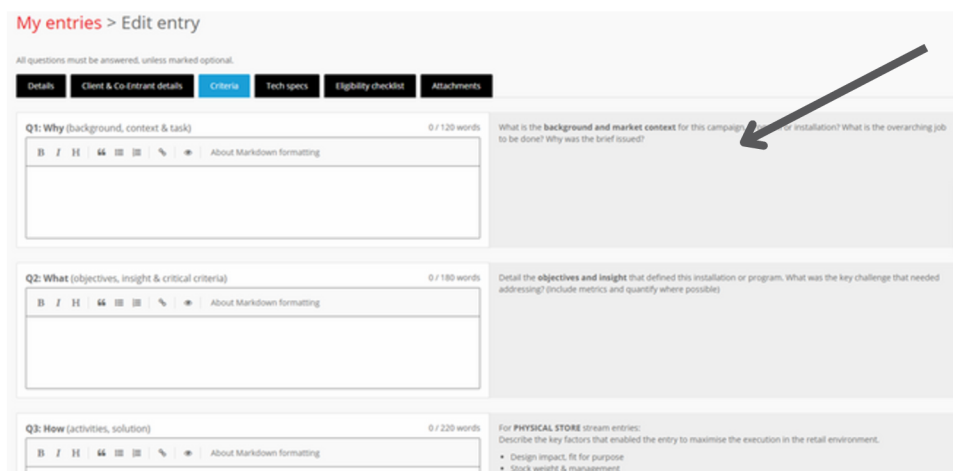
This is your end-user brand or retailer client, not a client agency and not yourself as an agency. Do not re-enter your own company name here, you entered that when you registered. For brands and retailers entering their own campaign without agency involvement, please write 'SELF' in these fields.

Client's contact name

Client's job title (optional)

Client's email address (optional)

Enter your client details and select Save & Next and you will see your entry form appear on the 'Criteria' tab, 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

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

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

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

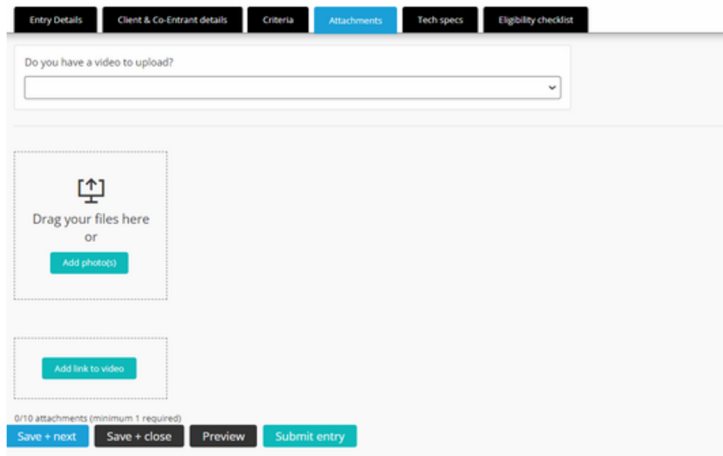
For **PHYSICAL STORE** stream entries: Describe the key factors that enabled the entry to maximise the execution in the retail environment.

- Design impact, fit for purpose
- Stock weight & management

Enter your responses - don't forget to save as you go. You may also return to each tab to change your entry text right up to closing deadline.

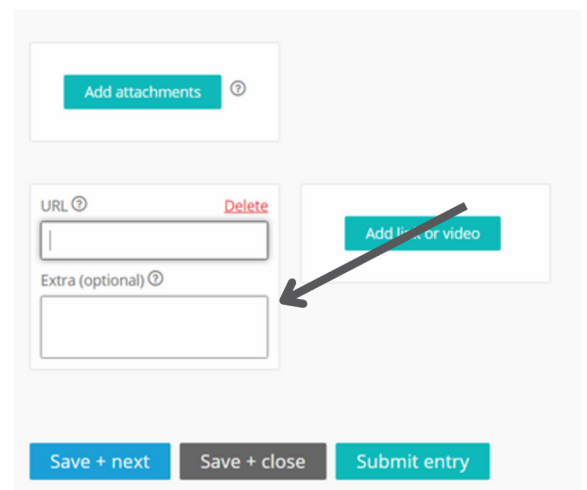
Next, upload your images and videos. on the 'Attachments' tab.

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



The screenshot shows the 'Attachments' tab selected in a navigation bar. Below the navigation bar, there is a dropdown menu asking 'Do you have a video to upload?'. Below that, there is a large dashed box with an upload icon and the text 'Drag your files here or Add photos'. Below this, there is a smaller dashed box with the text 'Add link to video'. At the bottom, there is a status bar showing '0/10 attachments (minimum 1 required)' and four buttons: 'Save + next', 'Save + close', 'Preview', and 'Submit entry'.

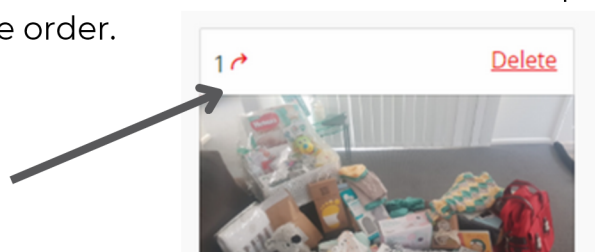
If you have a video to upload, you may upload it directly to the website (make sure your company name is not included). If your video is housed on a website (YouTube, Vimeo etc) please ensure that the name of the entrant company is not visible. Passwords for protected video links can be included here:



The screenshot shows a section for adding attachments. It features a button 'Add attachments' with a help icon. Below it, there is a 'URL' field with a 'Delete' link to its right. Below the URL field is an 'Extra (optional)' field. To the right of these fields is a button 'Add link to video' with an arrow pointing to the 'Extra (optional)' field. At the bottom, there are three buttons: 'Save + next', 'Save + close', and 'Submit entry'.

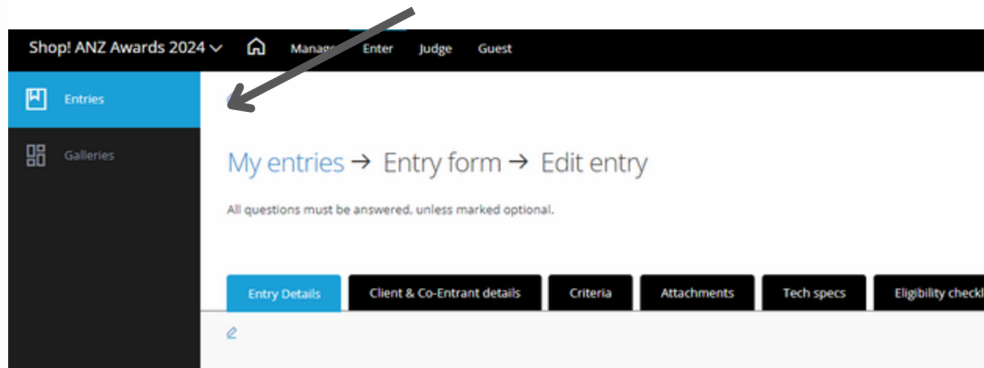
### All submissions must include:

- A hero UNEDITED high resolution 'in market' image. High resolution images must be more than 1MB, up to 5MB, suitable for print.
- Any entries that do not include an in-market image will be disqualified. Renders 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 showcase image as 'Hero'.
- If you have a certain order preference for your uploaded images to be shown, use the red arrow beside the number at the top of each image to shuffle the order.

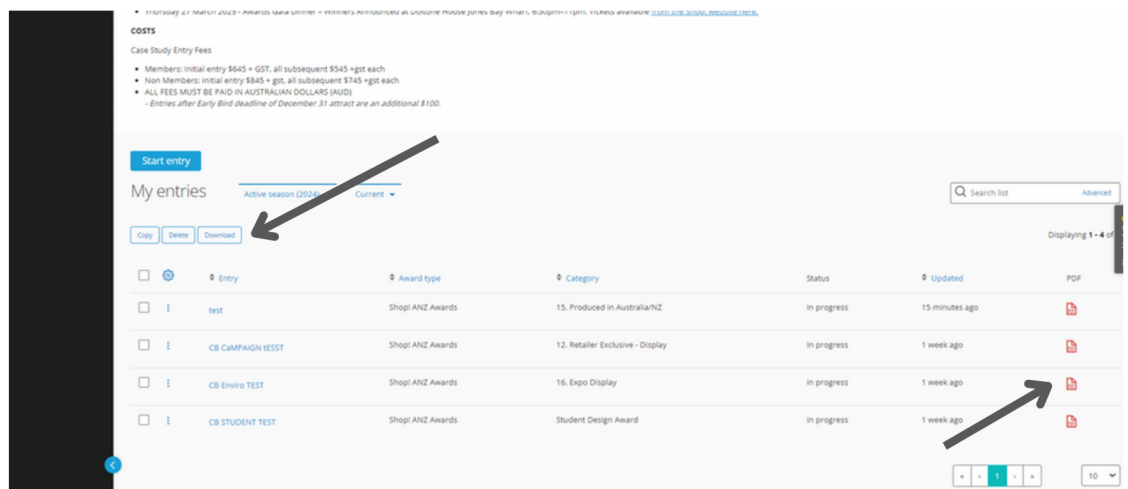




Once you have created your entry or entries, you can navigate to your Entry homepage using the 'Entries' option at the top left had side of the screen.



From the 'Entries' page, you can view all your entries and their status, and download each as a PDF if you wish to save them for future reference or share with stakeholders and clients. To download click the PDF symbol to the right of each entry. If you wish to download multiple entries at once, you can check the boxes to the left of each, and select 'download'. This is a bulk download and will send you an email with link.



## Submission & Payment

You may submit and pay for your entries all at once, or individually as you complete them. The 'Submit & Pay' button will activate only once you have completed all mandatory requirements.

The Awards entry website uses a cart to process your entries (like a shopping cart). You can add one or more entries into a single cart 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.

If you are a non-member, you must select the non-member option 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.

Follow the prompts through the payment process to pay and submit your entries. Subsequent entry prices will automatically be applied for all entries following the first entry submitted by your account. (It is recommended businesses use one account to submit all entries to avoid being charged for an initial entry more than once.) 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.

All submitted entries will have a status of 'submitted'.

## Frequently Asked Questions

**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, so it is recommended that your 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. These these must be high resolution (1MB or higher file size). It is essential to use unedited photographs of in-market activations, rather than renders. Ensure there is no company branding on any image or video. Clearly mark your showcase image as 'High res HERO' so we know which one you'd like featured in media.

Please review the comprehensive ['Award Entrant Information' booklet, available to download 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](mailto:shop@shopassociation.org.au) or (02) 9281 2630 with your questions, or to ask any further advice.