

shop!



Retail Marketing Awards

## **ENTRANT HANDBOOK**

Guidelines and Criteria for Entry, 2025



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# SHOP! ANZ RETAIL MARKETING AWARDS

Shop! ANZ is the only global, not-for-profit association exclusively advocating for Retail Marketing and Shopper Experience.

Shop! Australia & New Zealand holds its 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 and producer/suppliers.

Entries to the annual Shop! ANZ Retail Marketing Awards vie for Gold, Silver and Bronze honours in 26 categories, across two streams; Physical Store and Shopper Experience.

Pinnacle Awards are also presented to entrants for Best Shopper Experience, Best Display and Best Design & Innovation, selected from Gold Winners from relevant categories. 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 three votes and cannot vote for any entry more than once.

Awards can be entered at the official online entry website:

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



## WHY ENTER?

### 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 2023, eight Australian entries won Global Awards – more than a quarter of the prizes awarded
- Professional development of your teams – Benchmark your work against the best of the best in the industry, and receive feedback from judges
- Networking at the industry event of the year; the [Shop! ANZ Retail Marketing Awards Gala Dinner](#), on Thursday 27 March, 2025 at Doltone House Jones Bay Wharf, in Sydney.

### Comprehensive Profiling Package for Winners

In 2025, winners will enjoy comprehensive profiling for their case study and company, including:

- Image of trophy
- Image of Winner/s with statue
- Winners badge (electronic) for use in email signatures and on website
- Official awards statement for use in email signatures/website
- Shop! ANZ website profiling
- Profiling in 2025 Awards Annual publication
- Profiles and case studies for winners provided to industry media for editorial consideration
- Winning case studies promoted on social media

All entrants, regardless of whether they win, will also be provided with feedback from judges, available to view following the Awards Gala Dinner.



## **DATES & DEADLINES**

### **Wednesday 9 October, 2025**

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/2025-awards-gala-dinner>

# COSTS

All entry fees must be paid prior to the start of judging or entries will be disqualified. Payment is made by credit card online at the completion of the entry submission process. For entrants requiring an EFT invoice, provision is made for this at checkout. 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 \$645 +GST, all subsequent \$545 +GST each

**Non-members:** Initial entry \$845 +GST, all subsequent \$745 +GST each

FEES MUST BE PAID IN AUSTRALIAN DOLLARS (AUD)

**An additional fee of \$100 will be applied to entries submitted after 31 December, 2025.**

To receive 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.

# ELIGIBILITY

## Who can enter?

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

## What cannot be entered?

- Bronze, Silver or Gold award winning entries from any previous Shop! ANZ Retail Marketing Awards contests. A display or case study may not be re-entered from a prior year without significant material differences.

- 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 2024 – 31 December 2024. Expo Displays must have been inmarket between 1 July 2023 – 31 December 2024.**

### **Minimum Production Runs and Store Numbers**

With the exception of the Produced in ANZ category, no minimum production runs apply. Produced in ANZ 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 2025 the Awards will be entered and judged completely online. As a result, all Award submissions will be required to include a high quality (high res – 1MB or over) in-market image. Please do not group images into a PDF document as this lowers image quality.

In addition, entrants are encouraged to submit videos demonstrating size, scale and any other detail. Renders will not be judged, and any entry not including an original, UNEDITED high resolution in market photo will be ruled ineligible.

## **CATEGORIES**

There are a total of 26 categories across two streams – Physical Store and Shopper Experience. For the Physical Store stream, two 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

In addition to the 26 categories are Pinnacle and Special Awards, selected from entries/winners of the Physical Store and Shopper Experience. These include:

- Best Design & Innovation
- Best Display
- Best Shopper Experience
- People's Choice Award
- Tom Harris Retail Marketing Excellence Award (Best in Show)

A full listing of Awards categories, including what should be entered and questions can be found on page 12 .

## NEW IN 2025

An annual review of the Shop! Awards and categories is conducted at the conclusion of each Awards program to ensure continued relevance. In 2025 we have made a few tweaks to the Awards, removing some underperforming categories and introducing two new categories to help spread entries and provide more opportunities for entrants.

### Expo Displays

Brand new to Shop! ANZ in 2025, Expo Displays is designed for Exhibition Displays and Stands and will recognise displays built for and used in an Expo environment, whether that be trade or consumer shows. Displays may include interesting or innovative use of floor space, use of available space in the exhibition environment (including, but not limited to suspended elements) and integration of technology and sensory components that work together to create a greater connection with show attendees and the deliver on the clients expectation. Judges will consider how the design of the exhibition stand 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. **Displays must have been inmarket between 1 July, 2023 and 31 December 2024.**

### Retailer Exclusive Categories expanded

In 2023 Shop! ANZ introduced the Retailer Exclusive Campaign category, which fell under the growing 'Shopper Experience' stream to recognise campaigns and activations tailored for and carried out exclusively for a single retailer. Due to the popularity of this category, in 2025, it has been split into two categories - the existing **Retailer Exclusive - Campaign**, for any campaign featuring two or more touchpoints within the same retailer (eg. A POS display AND sales promotion), which falls under the Shopper Experience stream. The new **Retailer Exclusive - Displays** is for any physical activations of single disciplines (eg, a single unit or suite of

POS displays), developed exclusively for a single retailer. Retailer Exclusive - Displays falls under the Physical Displays stream. For both Retailer exclusive categories, judges will be looking for a strong shopper insight driving the creative idea and how well it identifies with the target retailer and shopper. Also coming into consideration will be how complete the solution is for the nominated retailer and how it will deliver incremental sales volume.

### **Environmental Stewardship**

In previous years, entry to the Environmental Stewardship category has been via the answering of an optional additional question, with responses from all entrants, regardless of category, judged together. Due to the increase in sustainably designed and manufactured displays, in 2024 Environmental Stewardship will once again become a standalone category, with separate criteria, eligibility, and questions.

Environmental Stewardship prizes will be awarded to the in-store activation that shows the most consideration for environmental impact in design, production, shipping, use, and end of life. Judges will be considering how the entry addresses the brief, while achieving environmental impact efficiencies from design, material choice and production methods, distribution, in-store usage, and end of life (e.g. recycled, re-used, or biodegradable).

## **AWARDS CELEBRATION**

The announcement of Gold, Silver, and Bronze winners, along with the other special awards, will take place in Sydney at the Shop! ANZ 2025 Retail Marketing Awards Gala Dinner on Thursday 27 March, 2025 at Doltone House, Jones Bay Wharf, Sydney, 6:30pm-11pm.

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

# JUDGING

More than 90 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.

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. No judge can judge a category their company is entering. Current Shop! ANZ Board Members are also not permitted to judge.

No two category judging panels are the same, each includes a different set of judges.

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

## JUDGING CRITERIA

Judges are asked to consider the clarity and veracity of the written information for each of the scoring criteria. Judges will evaluate the entry on how well the case study adheres to these criteria and provides "proof" of the presented information.

Each question is marked out of 10. Total entry scores are then tallied by the system, and averaged out to provide a final score for each entry. The highest three scores for each category are Awarded Gold, Silver and Bronze.

As a guide:

- Entries scored 8 or above should be 'gold worthy'
- 7-8 should be given for entries that met the criteria but execution or other elements weren't perfect
- 6-7 should be given for entries that met criteria in terms of concept, but not delivery
- 4-6 should be given for entries that met some of the criteria, but not all
- Under 3 should be given for entries that met criteria poorly, or not at all.

# JUDGING ROUNDS

## Category Judging

**17 February – 3 March, 2025**

A panel of between 70 and 90 judges comprised of brand marketers, retailers, agency representatives, shopper insights professionals, researchers and producers score the entries online. Judges review the entrants' comprehensive written case history, images and videos on our digital awards platform, allocating a score for each question and leaving an overall comment on each entry.

## Pinnacle Judging

**4 March – 11 March, 2025**

This panel is comprised of a team of 10 industry leaders including retailers, brands, agency, POP, and shopper insights. Pinnacle judges cannot be from companies that are current entrants. Following category judging, the Pinnacle team select the Pinnacle Award winners from Gold winning entries.

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

**Best Design & Innovation:** All Gold winning entries

**Best Display:** All Gold winning entries across the Physical Store stream

**Best Shopper Experience:** All Gold winning entries from the Shopper Experience stream

**Tom Harris Best in Show Award**

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

**4 March – 11 March, 2025**

The People's Choice Award is an online voting tally where members of the public and industry can vote for their favourite entries. Entries will be available online for viewing and voting for one week, with each registered voter allowed three votes each.

After the Awards Gala Dinner, all entries become a permanent part of Shop! ANZ's online case study gallery, with winning activations featured in trade industry media and in Shop! ANZ's own publications, including the 20234 Awards Annual. Past entries can be viewed here:

<https://shopretailmarketing.awardsplatform.com/gallery/>

# HOW TO ENTER

All entries are required to be submitted on our dedicated Awards entry website:

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

Please note that the Awards entry and judging website above is separate to and not linked to the general Shop! ANZ website. A step by step guide on how to navigate the Awards entry website to submit your entries is [downloadable here](#).

A copy of questions is downloadable from the Awards entry website for each of your entries if you prefer to work in a hard copy format ahead of submitting online, however, all submissions must be completed in a digital format.

**Category descriptions and entry questions for each category can be found in the following pages.**

We wish all 2025 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 263.**

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

*Shop! ANZ reserves the right to use entrant information and images in Shop! ANZ Awards 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.*

# CATEGORY DESCRIPTIONS

Category Name	Description	Judging Points
<b>PHYSICAL STORE - GOLD, SILVER, BRONZE</b>		
<b>1. Large or Department Store</b>	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.	<b>Judges will consider:</b> How the entry addresses the brief; design impact; fit for purpose; stock weight and management; ease of distribution and installation; is the display sturdy, cost effective and recyclable; Interaction with the shopper (lighting, moving parts); navigation; education; flexibility and campaign-ability. Judged in context of size of production run.
<b>2. Grocery Store (Food)</b>  <b>TEMPORARY DISPLAY</b>	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	
<b>3. Grocery Store (Food)</b>  <b>PERMANENT DISPLAY</b>	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	
<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	

Category Name	Description	Judging Points
<b>PHYSICAL STORE - GOLD, SILVER, BRONZE</b>		
<b>5. Liquor</b>	Awarded to the best display in any on-premise or off-premise liquor retailer or venue e.g. Dan Murphy's, Liquorland, First Choice, BWS, Thirsty Camel, Bottle Mart, Clubs, pubs, bars, restaurants etc. permanent or temporary.	<p><b>Judges will consider:</b>            How the entry addresses the brief; design impact; fit for purpose; stock weight and management; ease of distribution and installation; is the display sturdy, cost effective and recyclable; Interaction with the shopper (lighting, moving parts); navigation; education; flexibility and campaign-ability. Judged in context of size of production run.</p>
<b>6. Petrol, Convenience &amp; Route</b>	Awarded to the best display in any service station, corner store, dairy (NZ), milk bar, forecourt shop, mini-mart, express store or newsagent – permanent or temporary.	
<b>7. Health &amp; Beauty</b>	Awarded to the best display, permanent or temporary, representing any health or beauty orientated product in a cosmetic store, beauty spa or centre, pharmacy, medical centre, therapist, optometrist, gym etc.	
<b>8. Consumer Electronics</b>	Awarded to the best display across all consumer electronic categories including telco, IT, small appliances, major appliances, home entertainment and office equipment. Permanent or Temporary.	

Category Name	Description	Judging Points
<b>PHYSICAL STORE - GOLD, SILVER, BRONZE</b>		
<b>9. Specialty, Lifestyle &amp; Service Providers</b>	Awarded to the best permanent or temporary display in any specialty retailer including fashion, footwear, homewares, accessories stationary, art, postal, finance, pet, travel and automobile.	Judges will consider: How the entry addresses the brief; design impact; fit for purpose; stock weight and management; ease of distribution and installation; is the display sturdy, cost effective and recyclable; Interaction with the shopper (lighting, moving parts); navigation; education; flexibility and campaign-ability. Judged in context of size of production run.
<b>10. Window Displays</b>	Awarded to the best window display across all retail channels. May be interactive, 3D or static.	Judges will consider how the entry 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.
<b>11. Store Design</b>	Awarded to the best whole or part store design or refurbishment including concept stores, store within store, category re-invention and pop-up stores.	Judges will consider how the entry addresses the brief; relevance to target audience; the design impact and visibility; navigation; education; interaction;

Category Name	Description	Judging Points
PHYSICAL STORE - GOLD, SILVER, BRONZE		
<b>11. Store Design</b>		flexibility and campaign-ability; fit with categories and brands ranged; innovation; and engagement of the five senses.
<b>12. Retailer Exclusive - Display</b>	Awarded to the best retailer exclusive display/s focused on a single retail chain only.  <i>(For Retailer Exclusive Campaigns with two or more touchpoints, please see equivalent category under Shopper Experience stream.)</i>	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.
<b>13. Retail Industrial Design</b>  <b>TEMPORARY DISPLAY</b>  	Awarded to temporary 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.	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.

Category Name	Description	Judging Points
PHYSICAL STORE - GOLD, SILVER, BRONZE		
<p><b>14. Retail Industrial Design</b></p> <p><b>PERMANENT DISPLAY</b></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>15. Produced in ANZ</b></p> 	<p>Awarded to the best Australian or New Zealand produced temporary or permanent display in any Australian or NZ retailer. 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.</p> <p><b>Minimum run of 25 units.</b></p> <p><i>*Excluded components purchased outside Australia or NZ may include the following:</i></p>	<p>Judges will consider how the entry addresses the brief; design impact; fit for purpose; stock weight and management; ease of distribution and installation; is the display sturdy, cost effective and recyclable; Interaction with the shopper (lighting, moving parts); navigation; education; flexibility and campaign-ability; as well as the local skill involved in manufacture.</p>

Category Name	Description	Judging Points
PHYSICAL STORE - GOLD, SILVER, BRONZE		
<p><b>15. Produced in ANZ</b></p> 	<p><i>Lighting, motors, control units, injection molded components, nuts &amp; bolts, ticket stripping, complete props, clips, strips, connection parts, hinges, hooks, and raw materials such as timber, acrylic, and other substrates.</i></p>	
<p><b>16. Expo Displays</b></p>	<p>Awarded to the Exhibition stand/display demonstrating the best use of design and manufacturing skill built for and used in an Expo environment, whether that be trade or consumer shows. Displays may include interesting/innovative use of floor space, use of available space, including but not limited to, suspended elements, integration of technology and sensory components.</p>	<p>Judges will consider how the design of the exhibition stand 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>17. 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.</p>	<p>Judges will be considering how the entry addresses the brief while 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>

Category Name	Description	Judging Points
SHOPPER EXPERIENCE - GOLD, SILVER, BRONZE		
<b>18. Digital</b>	<p>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 a mobile device (including mobile phone, tablet, mobile payment solution, in-field devices etc)</p> <p>Includes in-store, e-commerce and omni-channel environments.</p>	<p>Judges will be looking for world class, cutting edge technology integration into the physical in-store retail experience and/or out of store experiences 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.</p>
<b>19. Experiential</b>	<p>Awarded to the best activity that engages directly with shoppers, delivering an interactive experience, including events, stunts, interactive kiosks, etc</p>	<p>Judges will be looking for strategic relevance, innovative thinking, creative execution and quantitative, measurable results.</p>
<b>20. Field Marketing</b>	<p>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.</p>	<p>Judges will be looking for programs 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</p>

Category Name	Description	Judging Points
SHOPPER EXPERIENCE - GOLD, SILVER, BRONZE		
<b>20. Field Marketing</b>		partnerships via clear and demonstrated understanding of retailer practices and preferences that programs are customised around.
<b>21. Sales Promotion</b>	Awarded to the best promotional activity for a 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>22. 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>23. Integrated Path to Purchase Campaign</b>	Awarded to the best integrated retail campaign that covers multiple touchpoints across the shopper experience and multiple stages of the path to	Judges will be looking for a big idea that executes seamlessly across the various touchpoints (utilising at least 3), with consistency and

Category Name	Description	Judging Points
<b>SHOPPER EXPERIENCE - GOLD, SILVER, BRONZE</b>		
<b>23. Integrated Path to Purchase</b>	purchase from awareness to consideration, purchase and beyond	relevance as well as intelligent use of media and whether the objectives have been supported by the media mix.
<b>24. Category Management</b>	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 & categories.	Judges will be considering how the entry 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.
<b>25. Retail Media</b>	Awarded to the best use of retail media as a part of an activation or campaign that demonstrates effective media planning and buying of retailer-owned media to enhance shopper experience, and engagement, drive sales, and deliver exceptional retail marketing results.	Judges will be considering insight lead media planning, effectiveness, and measurable impact of retail media utilisation. Judges will assess how campaigns successfully connect with shoppers, elevate brands, and achieve tangible results within the retail environment.
<b>26. Retailer Exclusive - Campaign</b>	Awarded to the best retailer exclusive campaign focused on a single retail chain only. Can include multiple or single disciplines and	Judges will be looking for a strong shopper insight driving the creative idea and how well it identifies with the target retailer and

Category Name	Description	Judging Points
<b>SHOPPER EXPERIENCE - GOLD, SILVER, BRONZE</b>		
<b>26. Retailer Exclusive - Campaign</b>	touchpoints within the same retailer, but must include more than two touchpoints.	shopper. Judges will consider how complete the solution is for the nominated retailer and how it will deliver incremental sales volume.

Category Name	Description	Judging Points
<b>PINNACLE &amp; SPECIAL AWARDS</b>		
<b>PEOPLE'S CHOICE</b>	Awarded to the entry that attracts the highest number of votes from members of the industry and public.	By online public vote
<b>BEST DESIGN &amp; INNOVATION</b>	Awarded to the entry that demonstrates the most innovation and strongest design principles. Award will be judged from Gold winning entries across all categories.	Judges will be looking for creative inspiration, technical innovation, use of innovative materials and sustainable practice.
<b>BEST SHOPPER EXPERIENCE</b>	Best of all Gold winners in the Shopper Experience categories	Winner determined by highest overall score. In the case of a tie, winner will be awarded at the judges' discretion.

Category Name	Description	Judging Points
<b>PINNACLE &amp; SPECIAL AWARDS</b>		
<b>BEST DISPLAY</b>	Best of all Gold winners in the physical display categories.	Winner determined by highest overall score. In the case of a tie, winner will be awarded at the judges' discretion.
<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.

# ENTRY QUESTIONS

	PHYSICAL STORE	SHOPPER EXPERIENCE
<p><b>Q1. Why</b> (Background, context &amp; task)</p> <p><b>MAX 120 WORDS</b></p>	<p>What is the background and market context for this installation that the creative solution was founded upon? Why was the brief issued?</p>	<p>What is the background and market context for this campaign? What is the overarching job to be done?</p>
<p><b>Q2. What</b> (Objectives, insight &amp; critical criteria)</p> <p><b>MAX 180 WORDS</b></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>Detail the objectives and insight that defined this campaign. What was the key challenge that needed addressing? (Include metrics and quantify where possible)</p>
<p><b>Q3. How</b> (Activities, solution)</p> <p><b>MAX 220 WORDS</b></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>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 it fit into the shopper journey and enhance the customer experience?</li> <li>• How did it fit into the retail environment and impact the retailer?</li> </ul>
<p><b>Q4. Innovation</b> (Over &amp; above distinguishing factors - what's unique about your entry?)</p> <p><b>MAX 150 WORDS</b></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>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><b>Q5. Results</b> (Outcomes - sales ROI, impact, influence, inputs)</p> <p><b>MAX 120 WORDS</b></p>	<p>What is the background and market context for this installation that the creative solution was founded upon? Why was the brief issued?</p>	<p>What is the background and market context for this campaign? What is the overarching job to be done?</p>

## EXPO DISPLAYS

### Q1. Why/What

(Background, context & task)

**MAX 200 WORDS**

A brief description of the context 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)

### Q2. How

(Design features, solution)

**MAX 220 WORDS**

Describe the key factors that enabled the Exhibition display to maximise the execution in the show environment.  
 Consider the following:

- Design impact, fit for purpose
- Integration of technology and sensory elements; e.g. digital screens, push button elements, NFC and other online integration tools, fragrance.
- Ease of set up
- Function & shop-ability
- Integration within the show space, including size and footprint
- Materials and production
- Cost
- Usability & efficiency for staff and event attendees

### Q3. Form

(Aesthetic design, materials used, innovation, manufacturing processes)

**MAX 150 WORDS**

Outline the specific processes or skills used in the construction of this display that distinguish it from other displays, including elements of design, construction & function, which have maximised efficiency for the client, staff and show attendees, material choice, and the manufacturing processes used. Consider the principle of 'Form Follows Function'.

### Q4: Functionality

(Use of the display by shopper and/or retailer)

**MAX 200 WORDS**

Outline the specific 'Functionalities' that distinguish this entry from other Expo displays, including: use of the display by show attendees, improvements or innovations that could become an industrial design basis of expo displays of the future. Consider any innovation in regard to use of technology and sensory elements to drive engagement (e.g. digital screens, push button elements, NFC and other online integration tools, fragrance.) and how this has helped to assist integration with online marketing.

### Q5. Results

(Outcomes - sales ROI, impact, influence, inputs)

**MAX 280 WORDS**

Outline the effectiveness of the campaign - specifically how it achieved the objectives and reflected the insight as stated. Results could include, but are not exclusive to, attendee registration, post show data collection, follow up requests, business opportunities, ROI, impact and influence, input measures such as display placements achieved, reach & frequency, set down & pack up times, logistical benefits or cost savings), sustainability; (in manufacturing or end of life), aesthetics, product placement and/or use of space, dual or multi-functionality.

## RETAIL INDUSTRIAL DESIGN (PERMANENT & TEMPORARY)

### Q1. Why/What

(Background, context & task)

**MAX 200 WORDS**

A brief description of the context 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)

### Q2. How

(Design features, solution)

**MAX 220 WORDS**

Describe the key factors that enabled the particular Industrial Design element or project to maximise the execution in the retail environment.  
 Consider the following:

- Design impact, fit for purpose
- Integration of technology and sensory elements; e.g. digital screens, push button elements, NFC and other online integration tools, fragrance.
- Stock weight management
- Ease of distribution & installation
- Function & shop-ability
- Integration within retail space
- Materials and production
- Consider how design has reduced complexity of fabrication and assembly
- Cost
- Usability & efficiency

### Q3. Form

(Aesthetic design, materials used, innovation, manufacturing processes)

**MAX 150 WORDS**

Outline the specific processes or skills used in the construction of this display that distinguish it from other displays, including elements of design, construction, and 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'.

### Q4: Functionality

(Use of the display by shopper and/or retailer)

**MAX 200 WORDS**

Outline the specific 'functionalities' that distinguish this entry from other displays, including; use of the display by the shopper, improvements or innovations this display possesses that could become an industrial design basis of retail displays of the future. Consider any innovation in regard to use of technology and sensory elements to drive engagement (e.g. digital screens, push button elements, NFC and other online integration tools, fragrance) and how this has helped to assist integration with online marketing. Consider development of modular designs to create flexibility and scale.

### Q5. Results

(Outcomes - sales ROI, impact, influence, inputs)

**MAX 280 WORDS**

Outline the effectiveness of the campaign - specifically how it achieved the objectives and reflected the insight as stated. Results could include, but are not exclusive to, sales outcomes, ROI, interactivity (if measurable), input measures such as display placements achieved, reach & frequency, set down & pack up times, logistical benefits or cost savings, sustainability; (in manufacturing or end of life), aesthetics, product placement and/or use of space, dual or multi-functionality.

PRODUCED IN ANZ

**Q1. Why**

(Background, context & task)

**MAX 120 WORDS**

What is the background and market context for this installation?  
Why was the brief issued?

**Q2. What**

(Objectives, insight & critical criteria)

**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)

**Q3. How**

(Components, engagement)

**MAX 120 WORDS**

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

Consider the following:

- 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

**Q4. ANZ Produced Credentials**

(Details of Australian & New Zealand production processes)

**MAX 180 WORDS**

Outline how this display was designed and produced in Australia or NZ. What design features showcase the uniquely Australian or NZ design? Demonstrate that the main material choice and manufacturing process was carried out in Australia or NZ.

**Q5. Results**

(Outcomes - sales ROI, impact, influence, inputs)

**MAX 280 WORDS**

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.

## ENVIRONMENTAL STEWARDSHIP

### Q1. Product development and production

(Product development, design and production)

**MAX 200 WORDS**

How is your choice of materials and manufacturing methods environmentally friendly? i.e. Recycled materials, carbon neutrality, sustainable resource (eg, FSC, PEFC, vegetable based inks).  
How is your product designed to have a minimal environmental impact? What innovations make your design environmentally friendly? i.e. Efficient use of material, small amount of processing, flat packed, easily broken into recycling streams  
Is there something unique to your production techniques that reduces environmental impact compared to alternate methods?

### Q2. Shipping

(Distribution/shipping strategy)

**MAX 150 WORDS**

Was the entry shipped locally or imported from overseas?  
What was the method of transport and how did the entry address size and weight of the display? i.e. Air freight, sea freight, road freight.

### Q3. Instore use

(In-store use and environmental consideration)

**MAX 200 WORDS**

How long is your product used in-store? Can your product be used more than once? i.e. can it be redressed for multiple executions? How easy is it to assemble/disassemble or reconfigure your entry?

### Q4. End of life

(Removal, disposal, recycling)

**MAX 200 WORDS**

What happens to your product when its life instore is over? Can it be easily disposed into the recycling stream?  
What percentage can be recycled and what percentage will become landfill? Is your product biodegradable?

### Q5. Carbon Neutrality

(Demonstration of carbon emissions)

**MAX 200 WORDS**

What steps have you taken towards reducing the carbon footprint of your product versus alternatives?  
Is any part/ whole of your product carbon neutral?  
\*Please reference the calculation or offset claimed in the question response.

## FIELD MARKETING

### Q1. Why

(Background, context & task)

**MAX 120 WORDS**

What is the background and market context for this campaign?  
What is the overarching job to be done?

### Q2. What

(Objectives, insight & critical criteria)

**MAX 220 WORDS**

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)

### Q3. How

(Components, engagement)

**MAX 280 WORDS**

Describe the components of your campaign.

- Included retailer/s?
- Type of engagement? (store environment/staff/customer)
- Size & scale?
- How well did it reflect the brand and showcase the product/service?
- What outcomes of the work impacted the shopper journey and enhanced the customer experience?
- How did it impact the retailer?

### Q4. Innovation

(Over & above, distinguishing factors) – what's unique about your entry

**MAX 180 WORDS**

Outline any innovation or distinguishing factors that make your program distinctive or unique. This can be either proprietary systems or technologies that manage the program (shopper or retailer). How did this aid in its execution and/or effectiveness?

### Q5. Results

(Outcomes - compliance, conversion)

**MAX 280 WORDS**

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.

## RETAIL MEDIA

<p><b>Q1. Why</b> (Background, context &amp; task)</p> <p><b>MAX 120 WORDS</b></p>	<p>What is the background and market context for this campaign? What is the overarching job to be done?</p>
<p><b>Q2. What</b> (Objectives, insight &amp; critical criteria)</p> <p><b>MAX 180 WORDS</b></p>	<p>Detail the objectives and insight that defined why retail media was strategically selected. (Include metrics and quantify where possible)</p>
<p><b>Q3. How</b> (Components, engagement)</p> <p><b>MAX 220 WORDS</b></p>	<p>What retail media touchpoints were used? How well did it reflect the brand and showcase the product? How did it fit into the shopper journey and enhance the customer experience?</p>
<p><b>Q5. Results</b> (Outcomes - compliance, conversion)</p> <p><b>MAX 180 WORDS</b></p>	<p>Outline the effectiveness of the campaign driven using retail media, Outline media measurement results such as media return on investment or return on ad spend and 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>

# ENTRY CHECKLIST

### 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 judging)
- Entry form completed online
- At least one primary UNEDITED in-market high resolution image in JPEG format, NOT AS A PDF, NO RENDERS, and at least 1 secondary image
- Supporting video where applicable
- Please do not include PDFs or slides of case studies. All this information should be included in the written answers to the questions.
- Completed 200-word Entry Summary (used for public display and people's choice voting)

Entries cannot be submitted without all of these items.

For entries taking advantage of Early Bird pricing, changes cannot be made to your entry after 31 December, 2024. For entries submitted between January 1 and January 16, 2025, you can continue to make changes up until the closing date on January 16.

# Additional details & FAQs

## 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 on the entry, 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.

## Entry Summary

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 represents your whole case study and should contain only information for public use, so please do not include anything you do not want the public to view. The Entry Summary is not seen by judges. 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.

## Imagery

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

- A minimum of one 'hero' high resolution JPEG image of no less than 1MB, clearly marked, and one supporting image depicting your entry must be supplied, however, you may submit up to 10 different images in High Resolution JPG format (1MB in size or above).
- Please do not group photos into a PDF as this reduces quality and makes it difficult for judges to view and download, and do not show up in People's Choice voting or the gallery.
- Company logos should not be included as an image upload.
- Your images should depict the entire entry/program and must show the activation in-market. Entries without an in market, original, unedited, standalone image will not be eligible. Images saved in PDF format are also not acceptable.
- 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 public as representation of the project.
- The order of uploaded images can be changed using the arrow icon at the top of each image. The image at the number 1 position will be displayed as your entry thumbnail for People's Choice voting and the Awards Gallery.

- File names must be anonymised – if you are not the client/end user of the campaign or installation, do not include your company name in file names. You will be asked to change any images labelled with your company name - client/brand names are permitted.
- 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 between 1MB and 5MB if possible. Please label it ‘HERO’. This is should be the main image that showcases your entry. (Sitting at the first position in order)
- 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.
- The attachment section SHOULD NOT be used to upload a PDF or PPT case study. This information should be wholly contained in your written responses for uniformity and fairness across all entries.
- Any image that is found to be markedly different than the actual display will be disqualified. No refund will be given with disqualification.
- Photographs and videos may not include producer/manufacturer information. Any image that includes producer/manufacturer name will be disqualified. No refund will be given with disqualification.

### Video

- Videos must be uploaded as a.mov
- Please keep videos to 120 seconds or less.
- Your video must not contain the name, logo or branding or staff of the entrant company (client names and product branding is perfectly fine - if you are a brand entering on your own behalf this is also fine). File names must also be anonymised.
- Videos may be uploaded to the Shop! ANZ Awards Entry website, alternatively, links to videos on YouTube or Vimeo etc can also be added. For 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 upload direct to our entry form instead.

### Client approval assurance

Evidence of client approval of the case study being entered 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. If client details are not provided the entry will be disqualified.

### **Early Bird entry**

Please note that entries submitted prior to December 31 under the 'Early Bird' pricing will be reviewed and sent through to judging from January 1. This means that Early Bird entries should be in their completed form ready for judging at the time of submission. The Early Bird pricing is used to assist the Shop! team in completing the mammoth review and judging set up task in the week between entries closing and judging opening.

### **Disqualification**

An entry may be disqualified for the following reasons:

- Entrant company name is included on submitted images, video content or written case study
- Entry not paid in full 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 or no JPG files are provided
- Client approval assurance not provided

No refund will be provided for disqualified entries.

A step by step guide to navigating the Shop! Awards entry website may be found [here](#).

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