

POPAL Awards 2013: A call for entries

The POPAI Awards 2013, sponsored by ZaPOP is now open for entries at popai.co.za. The only awards for the display industry in South Africa is looking to build on the successes of the last two years and recognise excellence in POP in an extended range of 18 categories.

Issued by POPAI South Africa 27 Jun 2013



Judged to international standards, POPAI SA is calling on all agencies, brand owners, service providers and retailers to consider which of their retail communications is ready to compete against the best in South Africa.

The pinnacle of achievement is the awarding of the prestigious Displays of the Year. Awarded in both temporary and permanent categories these are the best of the best, providing reward and recognition for brand and supplier alike.

More recognition for the industry

"The POPAI Awards have shown remarkable growth over the last three years. It has become the clear benchmark for identifying and rewarding the most effective and innovative retail marketing executions in South Africa," comments Scott Adcock, executive director at POPAI South Africa.

This year POPAI has expanded the number of available categories to 18, covering everything from fast moving consumer goods (FMCG), non-FMCG to digital media in retail. Displays designed or manufactured by a South African producer for either an international or domestic customer may be entered.

Entries must have been produced and shipped between 1 August 2012 and 31 July 2013. Yearly programmes, such as automotive campaigns scheduled for the 2012 model year are also eligible.

The entries are judged in a local context by South African captains of industry from the brand and retailer sectors. All entries are judged against the following criteria:

- Marketing objectives and strategies
- Design and Construction
- Creativity
- Use of retail space
- Branding
- Communicative value
- Ability to drive sales or meet the objectives set by the client in the brief
- Any other factor the judges determine that make the display stand out against the others in the same

category

Awarding excellence

The Awards season culminates in a gala evening where all the winners, including the Display of the Year Award (both temporary and permanent) will be presented. Winners are then given an opportunity to compete on a global platform by entering the POPAI Global Awards. Previous South African Gold Winners went on to win 'Best in Show' in the international awards, illustrating that the POPAI Award is indeed a global benchmark.

The Awards are open to both POPAI members and non-members. For more information and to enter your display, please go to awards.popai.co.za

About POPAI

POPAI (Point of Purchase Advertising International) is the only global not for profit trade association exclusively dedicated to the retail marketing industry. It has 1 700 members and covers 45 countries worldwide. The POPAI Awards 2013 are based on the criteria and format utilised by all POPAI chapters around the world.

For more information please contact

Chris de Wet

Business Development Manager

chris@popai.co.za

0861 776 724

For more, visit: <https://www.bizcommunity.com>