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IN STORE SOLUTIONS

WINNERS OF 2 SILVER INDIANS AT NORTH AMERICAN POPAI AWARDS!



Debbie Schubert, PepsiCo Australia and Steve Howell Creative Instore Solutions

On Tuesday 24th March in Las Vegas USA, Creative Instore Solutions were rewarded with 2 Silver Indians at the prestigious 2009 North American POPAI Marketing at Retail Awards in the Multinational category. Their distinctive *Twisties Big Mouth Display* won Silver in the Semi-Permanent category and the *Red Rock Deli Wine & Snack Display* did so as well in the Permanent category.

This follows on from their major award wins of Display of the Year and Gold in the Multinational Permanent Category for their *Red Bull Refuel Bowser* at the North American POPAI Awards in March 2008. They also won an unprecedented 9 awards across all categories at the Australian/New Zealand POPAI Awards in October 08.

These outstanding results certainly establish Creative Instore Solutions as a true 'best in breed' Point of Sale design and manufacture company on a global level. Their designs successfully push the boundaries of innovation, enhancing brand equity through a smart mix of technical excellence, creativity and outstanding ROI for their clients.

"Being recognised for the second year in a row for our design smarts at the North American POPAI Awards validates our strategic approach that focuses on innovation, creativity and value. We are extremely proud of our ability to reap such enviable results on a global stage, and to deliver international recognition for our client's brand message."

Steve Howell, Managing Director Creative Instore Solution

For the North American Awards, CIS only submitted the two units, created for PepsiCo Australia, and both proved to be award winners.

"We were thrilled to see our designs taking centre stage in the awards, recognised as being leaders in innovation and brand equity and receiving acclaim across the globe for the smart way we addressed the brief. This has certainly showcased our partnership with CIS, and our business success in Australia has been enhanced by global applause". Debbie Schubert, Trade Marketing Manager, PepsiCo Australia

The annual North American POPAI Awards are one of the toughest Point of Sale award platforms to compete in. The Multinational category is open to all nations, and pits all channel divisions, all product groups and all budgets against each other, only dividing the awards into temporary, semi-permanent and permanent categories. Judges are a collective of international representatives from the global POS industry, who make their choices based on a clear vision that effectively lift sales and engage shoppers across the globe.

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This is the second year that CIS have effectively proven that their designs cross international borders, speaking to the heart of a brand in all languages. As well, the three designs that have won CIS acclaim cross the board in terms of brief and budget, proving their versatility and flexibility in the market place. The *Red Bull Bowser* from 2008 is a premium refrigeration unit, the *Twisties* unit in 2009 is a small cost effective snack unit and the *Red Rock Deli* unit is a premium unit that marries wine with snacks.

Creative Instore Solutions are extremely excited to have been recognised for a second time by the North American POPAI Marketing at Retail Awards in 2009, for their work with PepsiCo Australia. These awards verify CIS as producers of award winning designs that improve brand equity that translates into sales growth at POS.

AWARD WINNING CAMPAIGNS



Twisties Big Mouth Display
for PepsiCo Australia
SILVER Multinational Category
Semi-Permanent



Red Rock Deli Wine & Snack Display
for PepsiCo Australia
SILVER Multinational Category
Permanent



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ABOUT CREATIVE INSTORE SOLUTIONS

Creative Instore Solutions began in 1995 in Australia as a small boutique powerhouse that blends creativity with structural engineering to conceive designs that sell. It's a winning combination that has enabled them to develop a blue chip client base. **Creative Instore Solutions** now have offices around the world in China, North America and Europe with a global network of design, manufacturing and logistics.

Creative Instore Solutions are internationally recognised as a highly innovative design organisation who is proactively customer focused and exceptionally efficient and effective at supplying point of sale (merchandising) solutions. Their team of creative experts conceive and execute concepts that hit the heartland of the brand and transcend cultural boundaries.

"One of the key cornerstones of our success is the team we have built around us. We have blue sky designers who work hand in hand with structural engineering designers and production planning teams. This combination ensures our clients are offered designs that not only move the brand closer to the emotional equity of the brand owner, but offer sustainable designs that can be manufactured cost effectively on small or large runs."

Steve Howell – Managing Director Creative Instore Solutions

Award winning work includes the *Twisties Big Mouth display* and the *Red Bull Refuel Bowser cooler unit*, as well as the *Smith's Fridge Topper counter display*, *Red Rock Deli Wine & Snack display*, *Chupa Chups counter unit*, *Grain Waves modular display*, *Sakata Barrel display*, *Cool Ridge ambient stand*, *Kahlua permanent unit*, *Microsoft Vista & Office launch display*, *PepsiCo Flat Pack Rack*, *Pernod Ricard Mini Wine counter*, *Nobby's Nuts counter unit*, *Panasonic batteries unit*, and the *Trebor 24/7 Permanent Rage*.

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