



# Innovative Australians victorious

Innovative Australian companies have taken the retail marketing world by storm, with nine local businesses awarded top honours at the first ever POPAI Global Marketing at Retail Awards at the EuroShop Retail Design conference in Germany in February.

Stand-out campaigns were recognised across a range of categories, including the Food Retailers section where POPArt Australia and Retail Logic took out awards for their Oreo Dump Bin campaign and Masterfoods Tomato Sauce Bottle Display respectively.

Creative Instore Solutions impressed with their Red Bull E-shots Modular Display while Visy Glama emerged victorious with their outstanding L'Oréal Paris Men Expert campaign.

id8Studio struck gold with two of their Jack Daniel's campaigns for Brown-Forman Australia, placing first in their individual categories.

Megara Australia also took out two awards, receiving recognition for the eco-friendly L'Oréal

latest trends in the industry are taking shape and translating into major retail campaign successes." **CW**

Professionnel Play Ball Counter Spinner with Ergo Asia, and the Braun Xpressive Floor Stand created for Procter & Gamble Australia.

The 5P Group rounded out the Australian winners with its Eukanuba Aisle, which was designed for Procter & Gamble Pet Care Australia and proved to be too strong for other contenders in the Retail Service Providers – Permanent category.

General Manager of POPAI Australia and New Zealand Karen Spear said that all the entrants displayed great innovation and inspiration.

"The awards showcased the best of marketing at retail and we were truly blown away by the standard and quality of entries which revealed the advancement of ideas by brands and retailers across the globe," Ms Spear said.

Each entry provided a shining example of how the

