



# Australians awarded at the 2011 Marketing at Retail Awards in Germany

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

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

5P Group rounded out the Australian winners with its Eukanuba Aisle designed for Procter & Gamble Pet Care Australia, proving 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 latest trends in the industry are taking shape and translating into major retail campaign successes.

"Australia was also extremely well represented at the awards and punched well above its weight, with companies from the region taking out nine of the 23 awards categories."

Entries for the high-profile global competition were drawn from displays that had proved themselves winners at a regional level in the 2010 awards contests run by POPAI Chapters in Australia & New Zealand, Benelux, France, Italy, North America and the United Kingdom & Ireland.

The 2011 POPAI Global Marketing at Retail Awards Contest provides a global platform to showcase the design and manufacturing talents of both producers and suppliers across the world and recognise excellence within the industry. The global awards program was conducted online and was judged

by representatives from leading brands, retailers and producers across the world.

The category winners include:

## Temporary

### Category 1: Food Retailers

Oreo Dump Bin  
 Designed and produced for Kraft Foods  
 By POPArt Australia  
 Member POPAI Australia & New Zealand

### Category 3: Beverages Alcoholic

Jack Daniel's Harley-Davidson Pallet Display  
 Designed and produced for Brown-Forman Australia  
 By id8 Studio Pty Ltd  
 Member POPAI Australia & New Zealand

### Category 4: Beauty – Cosmetics, Healthcare & Skincare

L'Oréal Paris Men Expert – Excell 5  
 Designed and produced for L'Oréal Australia  
 By Visy Glama  
 Member POPAI Australia & New Zealand

### Category 5: Beauty –Fragrances

Impulse Display  
 Designed and produced for Unilever  
 By DesignFX  
 Member POPAI UK & Ireland

### Category 7: Department Stores/ Mass Merchants

Halloween Seasonal Campaign 2009  
 Designed and produced for Matalan Retail Ltd  
 By Simpson Print Ltd  
 Member POPAI UK & Ireland

### Category 10: Retail Service Providers

MAISON LA HAUT  
 Designed and produced for



Walt Disney  
 By I.D.D  
 Member POPAI France

Designed and produced for Coca-Cola North America  
 By Ellie Inc  
 Member POPAI North America

Designed and produced for LIXIR  
 By CAMELEON group  
 Member POPAI France

**Category 13: Sales Promotion**

Jack Daniel's Harley-Davidson Promotion  
 Designed and produced for Brown-Forman Australia  
 By id8 Studio Pty Ltd  
 Member POPAI Australia & New Zealand

**Category 2: Convenience/Route Stores**

Red Bull E-shots Modular Display  
 Designed and produced for Red Bull GmbH  
 By Creative Instore Solutions Pty Ltd  
 Member POPAI Australia & New Zealand

**Category 4: Beauty – Cosmetics, Skincare & Haircare**

Floor stand Go Fresh Face double  
 Designed and produced for Unilever Andina Colombia S.A.  
 By INNERCIA S.A.  
 Member POPAI North America

**Semi-Permanent**

**Category 1: Food Retailers**  
 Coke Summer Program 2009

**Category 3: Beverages Alcoholic**

Mur de théâtralisation 'Atelier Cocktail'

**Category 7: Department Stores/ Mass Merchants**

Braun Xpressive Floor Stand  
 Designed and produced for Procter





& Gamble Australia Pty Ltd  
 By Megara Australia  
 Member POPAI Australia & New Zealand

**Category 11: Environmental/Eco Design/Green**

L'Oréal Professionnel Playball Counter Spinner  
 Designed and produced for L'Oréal Australia  
 By Megara Australia  
 Member POPAI Australia & New Zealand

**Permanent**

**Category 1: Food Retailers**

Modular Counter Display for powdered mixes  
 Designed and produced for Kraft Foods de Mexico S. de R.L. de C.V.  
 By POPmachine SA de CV  
 Member POPAI North America

**Category 1: Food Retailers**

Joint winners  
 Masterfoods Tomato Sauce Bottle Display  
 Designed and produced for Mars Food Australia  
 By Retail Logic  
 Member POPAI Australia & New Zealand

Zealand

**Category 2: Convenience/Route Stores**

Pringles Small Can Magnetic Unit  
 Designed and produced for Procter & Gamble UK  
 By PPE Limited  
 Member POPAI UK & Ireland

**Category 3: Beverages Alcoholic**

Bacardi Bat Statue  
 Designed and produced for Bacardi USA  
 By Bish Creative Display  
 Member POPAI North America

**Category 4: Beauty – Cosmetics, Skincare & Haircare**

Max Factor MUA Counter  
 Designed and produced for Procter & Gamble UK  
 By Bezier  
 Member POPAI UK & Ireland

**Category 7: Department Stores/ Mass Merchants**

Dolce Gusto Coffee Machine Display  
 Designed and produced for NESTLÉ Hungária Kft.  
 By BEFLEX Solutions Kft.  
 Member POPAI Hungary

**Category 9: Home Entertainment,**

**Telecommunications & Computer Retailers**

LG Electronics – Home Entertainment Interactive Learning Centre  
 Designed and produced for LG Electronics USA, Inc.  
 By Trans World Marketing  
 Member POPAI North America

**Category 10: Retail Service Providers**

Eukanuba Aisle  
 Designed and produced for Procter & Gamble Pet Care Australia  
 By 5P Group  
 Member POPAI Australia & New Zealand

**Category 14: Digital In Store Media Content**

BBVA Action Network  
 Designed and produced for BBVA, Spain  
 By John Ryan International, Inc  
 Member POPAI UK & Ireland

**Category 15: Digital In Store Media Networks**

POSE CAFÉ  
 Designed and produced for MOKAFE  
 By TELELOGOS SAS  
 Member POPAI France ■

