

POP AI

UK & IRELAND

AWARDS

2025

Celebrating creativity, innovation
and excellence in store

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Welcome

The POPAI Awards celebrate creativity, innovation and excellence in-store and throughout the shopper experience. They are the ultimate showcase for those dedicated to achieving excellence in shopper engagement – a hallmark that provides the benchmark for success and the catalyst for continuous improvement.

This guide contains everything you need to know about entering the POPAI Awards: entry criteria, categories, key dates, details of the judging process and more.

Key Dates

25 April 2025	Entry deadline (<i>early bird fees apply</i>)
9 May 2025	Final deadline
June 2025	Judging
10 July 2025	Nominations announced
7 October 2025	POPAI Awards 2025 Gala Dinner



SAVE MORE IF YOU ENTER BEFORE 25 APRIL 2025

Entry Fees

POPAI Members

Single entries: £365 before 25 April 2025 / £415 from 26 April 2025

5+ entries: £330 before 25 April 2025 / £380 from 26 April 2025

Non-Members

Single entries: £435 before 25 April 2025 / £485 from 26 April 2025

5+ entries: £395 before 25 April 2025 / £455 from 26 April 2025

Special Categories

Innovation: £185

Sustainability: £185

All prices above are exclusive of VAT

Why Enter?

Winning an Award is highly prized by industry clients and suppliers alike and sends the message that your business is dedicated to creativity, innovation and excellence in shopper engagement.

With a broad range of categories, the awards cover all aspects of the industry. Your submission will be judged by an independent panel of esteemed retail and brand professionals.

You will:

- Gain unparalleled recognition for your project on a national and potentially international platform
- Associate with the Award's core values: creativity, innovation and excellence
- Celebrate your team's achievements
- Raise the profile of your business amongst leading retail brands

[Click here to view the POPAI Awards 2024 Winners](#)



What Do You Win?

All nominated entries will receive a POPAI Award. The level of Award given is determined by how the entry meets the Judging Criteria as set out in this guide. There is no requirement for each Award category to receive a Gold, Silver and/or Bronze Award.



BRONZE – Represents a fine example of how to enhance the total shopper experience



SILVER – Standout work, well executed with an original and inspiring idea at its heart



GOLD – The ultimate accolade, reserved for only the most outstanding work that achieves true excellence in terms of idea, context, implementation and retail performance.

Details on Entering

How to Enter

- Log in or register at popai.co.uk and select 'Enter now' from the Awards page
- Fill out your entry title (*max 5 words*) and select the appropriate category
- Complete all entry questions with as much relevant information as possible
- Upload your images (*max 5*) to highlight key elements of your entry and supporting information (*e.g. video, proof of shipment*)
- Submit your entry along with full payment

Tip

You can save your entry online and return at a later date to complete and submit



What can be entered?

- ✓ Displays, campaigns and projects that were live in the **3 year period** up to the awards deadline.
- ✓ Displays, campaigns and projects that haven't previously been entered into the POPAI Awards.
- ✓ Work produced as a response to a genuine brief from a client and not altered for the purpose of the award entry.
- ✓ Work designed or manufactured in the UK or Ireland placed in any market around the world.
- ✓ Work placed in the UK or Ireland regardless of where it was designed or manufactured.

Who can enter?

- ✓ POPAI members and non-members.
- ✓ Creative agencies, P-O-P manufacturers, shopper technology specialists, brands and retailers from across the UK & Ireland.
- ✓ Suppliers involved in the technical construction of an entry or just the design (*with appropriate permissions*).
- ✓ Suppliers from outside the UK & Ireland providing the entry was placed in the UK or Ireland.

You won't be able to enter

- ✗ Work previously entered into the POPAI Awards (*unless previously entered into Insights/Shopper Research or Installation project management categories*).
- ✗ Prototypes that have not been commercially released.
- ✗ Concept designs or works created only for the purpose of entering the awards.
- ✗ Work into multiple categories (*apart from Sustainability and Innovation add-on*)
- ✗ Any mention of the entrant name or logos. This is forbidden and will be removed by POPAI prior to judging.

What you need to enter

1. Client approval.
2. 3-5 photos, at least one of which must have been taken in-store.
3. Answers to the entry questions.
4. Production date / run quantity / unit price / proof of shipment.
5. Payment, which must be received in order for the entry to be judged.

Categories (minimum run 50+)

Gold winners from these categories will be eligible for the Display of the Year Award, chosen by judges and announced at the Awards dinner.

Tip



Remember that your entry will not be judged by anyone currently working in that sector. Please describe any nuances/ specifics to your entry to assist the judge.

Entertainment & Leisure

What can I enter? Toys, games, cinema, sports, fashion, clothing, and other leisure activities.

Grocery & General Merchandise

Permanent Display

What can I enter? Items sold in multiple grocery, convenience stores and forecourts, as well as general merchandise products.

Grocery & General Merchandise

Temporary Display

What can I enter? Items sold in multiple grocery, convenience stores and forecourts, as well as general merchandise products. **Single display/ FSDU. In-aisle, in-category, shelf-based or secondary-sited.**

Grocery Theatrical

What can I enter? More than just an FSDU, scale-display often but not always related to a season or event, may or may not be at front of store.

Home, Garden & Consumer Electronics

Permanent Display

What can I enter? Home décor, consumer electronics, telecoms, gardening, DIY and automotive.

Home, Garden & Consumer Electronics

Temporary Display

What can I enter? Home décor, consumer electronics, telecoms, gardening, DIY and automotive.

Cosmetics & Beauty

Permanent Display

What can I enter? Make-up, hair care, perfume, aftershave and related products.

Cosmetics & Beauty

Temporary Display

What can I enter? Make-up, hair care, perfume, aftershave and related products.

Pharmacy & Wellbeing

What can I enter? Medicines and first aid, health and wellbeing, skincare, foot care, and dental care.

Retail Services & Signage

What can I enter? Financial services, travel agents, betting shops, out-of-home and other retail outlets where no physical product is sold. Also, signage display from any retail sector.

Categories (no minimum run)

Tip

Make sure your supporting images demonstrate high retail standards such as merchandising and store placement



Tip

Bring your work to life by including a short video in your entry for the judge (max. 1 minute long, mp4 only & max. file size 15MB each)



** Entries to the Shopper Research, and Installation Project Management categories are not eligible for the Innovation or Sustainability add-on category.*

[Click here for entry questions >>>>](#)



Short Run (max. run 49) Permanent Display

What can I enter? Displays whose planned rollout was a run of less than 50 units. Permanent display relating to any retail sector. Must not be a trial or a component part of a larger display project.

Short Run (max. run 49) Temporary Display

What can I enter? Displays whose planned rollout was a run of less than 50 units. Temporary display relating to any retail sector. Must not be a trial or a component part of a larger display project.

Retail Technology

What can I enter? Entries where the core or sole proposition is a shopper facing, innovative digital solution involving cutting edge retail tech.

Shopper Research*

What can I enter? Shopper research/ insights projects that have been used to influence display solutions and shopper activations.

Experiential

What can I enter? Physical activations and events providing an immersive shopper experience.

In-store Campaign

What can I enter? Executions with more than one mechanic activated in-store at the same time. May include a touchpoint from out-of-store, but is entirely or predominantly comprised of in-store elements. Temporary/seasonal only.

Omnichannel

What can I enter? Executions across multiple touchpoints, comprised entirely or predominantly out-of-store mechanics. Temporary/seasonal only.

Wholesale

What can I enter? Temporary or permanent displays which have been placed in to wholesale retail environments.

Merchandising

What can I enter? Retail display solutions which offer a technical and/or storage mechanic for the product which may or may not be visible to the shopper.

Window Display

What can I enter? Any display designed to be placed into store windows.

Store Design

What can I enter? Whole-store spaces. May include updates, store refreshes and rebrands.

Shop-in-Shop & Pop-Up

What can I enter? Display concepts forming a branded retail area as part of a larger store or mall. Also, temporary retail spaces.

Installation Project Management*

What can I enter? Installation/ implementation and post-placement activities, with entries covering the project management involved in the process of installation along with compliance, maintenance, merchandising and staff training projects.

Sustainability & Innovation

Tip

Keep explanatory text short, clear and relevant.

Tip

Poor photos never win.

Tip

Video cannot be annotated.

Sustainability*: Add-on category

Recognising the differences in design and manufacture disciplines, we have now split this category into temporary display and permanent display.

Permanent Display

What can I enter? Permanent display produced with a strong focus on meeting sustainability requirements as an integral part of the overall design, production and implementation process.

Temporary Display

What can I enter? Temporary display produced with a strong focus on meeting sustainability requirements as an integral part of the overall design, production and implementation process.

** Entries to the Shopper Research and Installation Project Management categories are not eligible for the Innovation or Sustainability category.*

Innovation*: Add-on category

Any entry to the POPAI Awards can also be entered in the Innovation category by answering one extra question.

What can I enter? Work that pushes the boundaries of what can be done with retail display and shopper engagement, using creative thinking, materials and/ or technology in a novel way. The judges will see the main entry and your answer to the question below.

[Click here for entry questions >>>>>>](#)



Supporting Information



Images – minimum of 3 and maximum of 5 (*jpgs only*) at least one showing the work in-store, or online and NO collages (*maximum file size 10MB each*).




Proof of shipment – Delivery note or order form (.pdf).



Videos – optional 1 minute video (*mp4 only & maximum file size 15MB each*). Must not be a showreel. Supporting video is to demonstrate any functionality, design or aesthetic elements which are not clear in a photo. No words or annotations are allowed on video unless annotating a technical element, e.g. hidden bracket.

Judging Process



Tip

Remember – judges can only critique entries based on the info they are given

Your work is judged and nominated for an award according to POPAI's set criteria by a panel of esteemed retail and brand professionals.

Each judge is allocated one or more categories. After a preliminary round of judging online, the panel gathers in London for a final day, with full and fair discussion of initial nomination recommendations before a final selection is made. In the first round, entries are scored based on how well they perform against the set judging criteria.

The identities of individual entrants remain undisclosed to judges throughout the duration of the process.

Judging Criteria

Judges are asked to consider several important factors when deciding on whether an entry is worthy of nomination including how well the entry:

- Meets the brief and satisfies both brand objectives and shopper needs.
- Overcomes practical in-store challenges and demonstrates original thinking.
- Performs in terms of retail impact – was it well executed and relevant to its context?
- Communicates brand and promotional messages.
- Performs against key performance measures.

Using the whole entry case study, along with photos and video, the judges look for evidence to score your entry out of 10 for each of the applicable criteria in your category from the below:

Criteria	Interpretation of Brief & Marketing Objectives	Design	Materials	Touchpoints	Use of Retail Space	Branding	Performance	Planning	Complexity	Resource Management	Timescale	Production	Supply Chain	Installation	End of Life	Project Impact	Methodology
General Categories / Short Run / Wholesale / Merchandising / Window Display	✓	✓	✓		✓	✓	✓										
Store Design / Concept Store / Shop-in-Shop & Pop-up	✓	✓	✓		✓	✓	✓										
Shopper Marketing Campaigns / Experiential	✓	✓		✓	✓	✓	✓										
Shopper Research	✓							✓	✓	✓						✓	✓
Retail Technology	✓	✓		✓	✓	✓	✓										
Installation Project Management	✓						✓	✓	✓	✓	✓						
Sustainability		✓	✓									✓	✓	✓	✓		

Terms & Conditions of Entry

1. Full payment (cheque, credit card (2.5% admin fee), BACS transfer) must be received and cleared before the entry deadline.
2. No entry fees will be refunded under any circumstances.
3. The entrant must, and confirms and warrants that it does, own all the rights and/or have all the permissions needed to enter the entry in the competition on these terms. If POPAI asks it to do so, the entrant must promptly provide whatever proof of those rights and permissions POPAI reasonably requires. The entrant agrees to indemnify POPAI against the consequences of the entrant being in breach of this clause 3.
4. The entrant irrevocably grants POPAI the right:
(i) To make and reproduce images and details of the entry, and any images, text and information provided by the entrant, in any form and in any medium (including on POPAI's website and its printed and electronic publications); and (ii) To distribute all the aforesaid, and to display and communicate all the aforesaid to the public, anywhere in the world.
5. If the entrant provides the relevant information with the entry, POPAI will ensure that any images of the entry it reproduces will be accompanied by appropriate details of any rights related to the entry.
6. POPAI may move an entry into a different category without prior notice or consultation if it considers the alternative category is more appropriate. No entry fees will be refunded if it does.
7. POPAI reserves the right to combine, divide and change categories, and to create new categories, without prior notice or consultation.
8. POPAI may disqualify the entry if: (i) The entrant has broken any rule set out in the entry form or has breached any of these terms; or (ii) A third party challenges or disputes the entrant's right to enter the entry in the competition and does not withdraw that challenge or dispute when invited to do so. No entry fees will be refunded if POPAI disqualifies the entry.
9. All entries are made available to members on the POPAI website after nominations have been announced. If any entry has sensitive information within the case study, please mark this with ** before and after ** the text you wish to omit from the public domain. This does not include the cost of a project which is already for judges eyes only and will not be shown on POPAI website.
10. If POPAI establishes that an entrant has broken the awards rules, the offending entry may be disqualified from the Awards.
11. POPAI will not provide feedback on an individual entry's performance in the Awards.
12. POPAI reserves the right to validate any of the entry content.
13. Client permission must have been received for an entry to compete in the POPAI Awards and that the entrant holds copyright for the entry, or have written permission from the copyright holder and in this case that the copyright holder does not require recognition
14. By entering the POPAI Awards entrants confirm that they will abide by the rules, and that they accept the terms and conditions of entry.

Make sure your work receives the recognition that could be in-store.

ENTER NOW » Visit [popai.co.uk/awards](https://www.popai.co.uk/awards)



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