POPAI Search engines – hints & tips

Boxfile

REMEMBER: The more filters you use the narrower your results will be - if it isn't presenting enough results remove some filters.

Use the **keyword** search box if you know the document name you are looking for or want a range of results using a keyword such as 'digital' or 'connected shopper'.

If you want to see the **most recent** documents leave all filters blank and select 'Search'.

You can **add filters** for your search by selecting from the drop down lists or begin typing for suggestions to appear. On many of the filters you can also select multiple options, just keep selecting from the list.

If you are looking for a particular **brand** make sure you select the brand owner. An example would be Unilever for Pot Noodle. To narrow your search consider adding a 'Brand Area' such as 'Pharmacy, Health & Beauty' or 'Grocery/Ambient Food'.

If you are looking for **general inspiration** select the 'Brand Area' and/or 'Retail Sector' e.g. Toys rather than a particular brand.

NOTE: If after a number of searches, it doesn't seem to be working properly refresh your browser to reset.

POPAI Search engines – hints & tips

Benchmark

REMEMBER: The more filters you use the narrower your results will be - if it isn't presenting enough results remove some filters.

You can **add filters** for your search by selecting from the drop down lists or begin typing for suggestions to appear. On many of the filters you can also select multiple options, just keep selecting from the list.

If you are keen to see the very best entries make sure you tick the **'Winners Only'** box underneath the 'Year(s) of Awards' filter.

If you are looking for a particular **brand** make sure you select the brand owner. An example would be Unilever for Pot Noodle. To narrow your search consider adding a 'Brand Area' such as 'Pharmacy, Health & Beauty' or 'Grocery/Ambient Food'.

If you are looking for **general inspiration** select the 'Brand Area' and/or 'Retail Sector' e.g. Toys rather than a particular brand.

To see **just one year of entries** select the relevant year from the 'Year(s) of Awards' filter and nothing else.

Consider using the '**Entrant'** filter to investigate past entries from a particular company, please bear in mind every iteration of a company name is included (as was submitted on each entry) but you can select multiple options to ensure you capture them all.

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POPAI Search engines – hints & tips

POPWatch

REMEMBER: The more filters you use the narrower your results will be - if it isn't presenting enough results remove some filters.

Want to see what was in-store recently? Skip the rest and select the most recent 'POPWatch Edition' from the drop-down box and click 'Search'.

You can **add filters** for your search by selecting from the drop down lists or begin typing for suggestions to appear. On many of the filters you can also select multiple options, just keep selecting from the list.

If you are looking for a particular **brand** make sure you select the brand owner. An example would be Unilever for Pot Noodle. To narrow your search consider adding a 'Brand Area' such as 'Pharmacy, Health & Beauty' or 'Grocery/Ambient Food'.

If you are looking for **general inspiration** select the 'Brand Area' and/or 'Retail Sector' e.g. Toys rather than a particular brand.

Don't forget you can now **create a PDF** of your search results to use at a later date but bear in mind each PDF is limited to 40 images due to file sizes. Select the images you want to include (check box under each result) and select the 'Create PDF' button at the bottom of the screen. Please be patient whilst it creates your PDF.

You can **flick through** search results by selecting the first thumbnail and use the lightbox feature to click through each image by clicking on the image itself, the arrows at the bottom or by using the arrow keys on your keyboard.

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