

# Teilnahmebedingungen POPAI D-A-CH Awards 2022

## Terms of Participation

The submitter is giving permission to publish the project, submitted pictures, videos (in part or as a whole) and the answers of the questionnaire. The publication will take place on the POPAI website, press releases, on the trade show and in POPAI D-A-CH Awards presentations, on YouTube, LinkedIn, Xing and Instagram.

The texts and information in the questionnaire will be published without checking for accuracy by POPAI D-A-CH. In case of errors it is the submitters responsibility. Submitters contact details can be published in the digital yearbook if desired. The applicant can only submit materials, products or processes, which he/she has manufactured or developed or when he/she is active as a sales agent or distributor.

The content of the award is all marketing activities in and around the retail environment. This includes sales promotion material, displays (long- and short-term), packaging, POS-Services, Retail Design and Shopper Marketing Activities including digital, cross-media instruments for retail.

The Participant guarantees the promoter that the products and materials presented in the competition do not violate the rights of a third party or have obtained the approval of the third party. The participant releases the organizer and his representative from all liabilities that could possibly arise from presentations of the products and materials of the participants in the POPAI D-A-CH Awards.

The participant will compensate the organizer and his representatives for any damages they may sustain, and will guarantee that no action will be taken by a third party.

## Exhibition Duty

Due to the ongoing Covid-19 situation we have decided to hold the awards purely digital, without any exhibition duty, like we have done last year. However, it is planned to show the submitted videos from February 15 to 17, 2022 at the EuroCis in Düsseldorf.

## Entries approved in the competition:

The POPAI D-A-CH Awards are open to:

- manufacturers, publishers and developers of Point-of-Sale communication, design-, promotion- and advertising agencies, advertisers from every country and every industry. The participation is independant from a Shop!/POPAI membership, however Shop!/POPAI members have a relevant price advantage. Applicants, who

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would like to participate in the competition can apply via the website [www.shopassociation-dach.de](http://www.shopassociation-dach.de).

Except in cases where the Promoter has rejected the submitters application, upon receipt and confirmation of the application, the participant will have a firm and irrevocable obligation to pay the full amount for the participation in the POPAI D-A-CH Awards in accordance with the Participation Fees under the Terms and Conditions.

## Dates:

<b>01.12.2021:</b>	Entries open
<b>17.12.2021:</b>	1. Early Bird Deadline (€ 100.00 discount per submission)
<b>17.01.2022:</b>	2. Early Bird Deadline (€ 50.00 discount per submission)
<b>01.02.2022:</b>	Entries close
<b>01. until 07.02.2022:</b>	Online view by the Jury
<b>10.02.2022:</b>	Jury Meeting
<b>15.02.2022:</b>	Announcement of the finalists.
<b>May/June 2022:</b>	POPAI D-A-CH Award Gala or virtual Award Gala.*

## Categories

**Attention:** The jury reserves the right to divide or expand the categories if required.

### I. Packaging and Display

In each of the categories 1 - 10, prizes can be awarded in the following subcategories:

- a. **Displays ≤ 3 Months (Temporary)**
- b. **Display > 3 Months (Semipermanent, Permanent)**
- c. **Promotion Packaging**
- d. **Produkt Packaging**

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Cat.Nr.	Product Category
1	Travel, leisure and automotive, sports and games (no software)
2	Drinks, tobacco
3	Food, convenience goods and confectionery
4	House, hardware store & garden
5	Telecommunications & Computers (Computer Software, Game Software, Personal Electronics (Cameras, Home Entertainment, Consoles & Video Games)
6	Health
7	Beauty, scents
8	Personal accessories, paper, office, stationery, Services
9	Luxury und Fashion
10	Small scale projects, concepts (including universities)

## II. Holistic / Digital Retail / Marketing Concepts, Shopper Marketing and Special Prices

In categories 11 - 15, the jury is responsible for the number of prizes awarded!

Cat.Nr.	Category
11	Visual Merchandising, Retail Design, Shop fitting, Shop in Shop Systems, Flagship Stores
12	Retail Technologies
13	Smart Shopper Journey
14	Special Award: Innovation
15	Data Driven Retail

## III. Honory Awards

Honory Award for:

- Best in Digitization
- Best in Digital Verticalization

will be awarded by an independent, high profile jury.

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## Evaluation criteria and explanations for all categories (if applicable):

- **Communication and Image:**
  - ✓ Are the brand and brand values of the product supported?
  - ✓ Is the message clear?
  - ✓ Are several customer touchpoints addressed?
- **Aesthetic quality and design:**
  - ✓ Is the chosen design appropriate for the product / service / project?
  - ✓ Does it meet the goals and requirements?
  - ✓ attention strength?
- **Production / Materials:**
  - ✓ Do materials and technology match the design, construction and product?
  - ✓ Do they meet the goals and requirements?
  - ✓ attention strength?
- **Overall impact and effectiveness in terms of objectives:**
  - ✓ How effective was / is the submission?
  - ✓ Have the goals been achieved? If possible, enter reference numbers.
  - ✓ **Creativity / Innovation / Originality:**
    - ✓ Is the submission creative or innovative?
    - ✓ Creative use of novel materials and / or technologies?
- **Impact on buying behavior:**
  - ✓ Influence on buying behavior?
  - ✓ case studies, profitability calculations, ROI
- **Retail conformity:**
  - ✓ Are retail requirements met?
  - ✓ Is a specific retail problem solved?
  - ✓ Are the requirements of the retail in handling, environment, size restrictions, applicability particularly fulfilled?
- **Sustainability/Circular Economy**
  - ✓ Use of environmentally friendly methods/technologies
  - ✓ Use and/or saving of renewable raw materials or recycling materials

**Further evaluation criteria, if more detailed or different, are listed within the detailed explanations of the categories!**

## Detailed explanations of the award categories

### I. Packaging und Display

#### 1. Travel, leisure, automobile, sports and games

- Cars and special vehicles
- Spare parts market (including tires, car batteries, wax, car shampoos, polishes, tools and accessories)
- Books, newspapers and magazines
- Batteries
- Travel accessories
- Pet accessories
- Sports equipment (including bicycles, sportswear)
- Card and board games
- Toys

#### 2. Drinks, tobacco

- Wine, beer, sparkling wine, spirits and alcoholic mix drinks
- Non alcoholic drinks, water, fresh juices
- Powdered drinks (including tea, coffee, preserved and concentrated juices)
- Tobacco products

#### 3. Food, articles of daily use and sweets

- Processed and processed foods
- Frozen, fresh and chilled foods (including fish and seafood,
- Baked goods, fruits and vegetables, dairy products, meat)
- Paper goods, soap, animal feed (including preserved food, packaged foods, sprays)
- Confectionery, chewing gum
- Snacks, biscuits and crackers

#### 4. House, hardware store and garden

- Household appliances (large and small)
- Household equipment/ furniture
- Housewares (including furniture, upholstery, carpet
- Wallpapers and floor coverings, fireplace accessories, patio and garden furniture,
- Bed linen, kitchen products and towels)
- Appliances and tools for domestic use (including brooms, brushes, mops, chainsaws, drills)
- Construction materials (including paints and dyes, cladding, ceiling panels,
- Lighting / lighting equipment, roofing materials, construction timber,

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- wall cladding, heating and sanitary installations)
- Terrace and garden accessories (lawnmowers, fertilizers, seeds, tools, insecticides and pesticides)

## 5. Telecommunications & Computer

- Personal Electronics, (mobile phones, Disposables and Fun Cameras, Home entertainment, consoles and video games)
- Telecommunications (Phones)
- Computer soft- / hardware
- Games software

## 6. Health

- Personal hygiene, nappies, baby care products
- First aid and medicines (painkillers, vitamin supplements, cough and cold remedies)
- Dental care, mouthwash and dental care utensils

## 7. Beauty, fragrances

- Make-up, hair spray, shampoo, perfume and aftershave
- Facial care (cream, cleansing lotions and beauty masks)

## 8. Personal accessories, paper, office, stationery; Services

- Leather goods
- Footwear, shoe care
- Haberdashery (including purses, eyewear,
- Fountain pens, luggage, sunglasses, lighters)
- Office supplies
- Paper goods, party supplies, wrapping paper, disposable material
- Stationery
- Congratulatory and greeting cards
- Vouchers, cash cards, prepaid vouchers
- Services and facilities (trade, craft)

## 9. Luxury goods and fashion

- Clothes and accessories
- Jewellery
- Luxury goods

In this category there is no distinction between categories of products, but all products can be submitted that fall under the following definition:

Luxury products have more than necessary and ordinary characteristics compared to other products of their category, reflected in their relatively high level in price, quality, aesthetics, rarity, exceptionality and symbolic meaning.

## 10. Small scale and concepts (also universities)

A special category for particularly eye-catching individual installations,



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Projects, displays or designs. Concepts in the field of packaging, display, promotional packaging can be submitted. Particularly welcome are student works or university projects. Rollout less than 50 units.

## II. Holistic / digital retail / marketing concepts, shopper marketing and special prices

### 11. Visual Merchandising, Retail Design, Shopfitting, SIS Concepts, Flagship Store

- Holistic store concepts
- Brand stores in malls, department stores
- Travel Retail
- Pop-up stores
- Shop in shop systems

Visual merchandising affects the appearance of the point of sale or business. This overview includes for example the external effect through façade and shop window, customer stopper and entrance area, sense and up to date goods presentation and decoration, original implementation of the visual representation of a company and product.

Retail design affects the entire holistic shopping experience. The following aspects are included in the assessment of the submissions: spatial planning, interior design, branding, presentation of the goods. Prerequisite is the finished implementation.

**Assessment criteria** are appealing store concepts; Communication of the product range, effective addressing of the target group(s), successful mixture of architecture, colours, materials, lighting for staging; clear communication of the idea and history to the shopper.

### 12. Retail Technologies\*

Technologies in all their diversity with high effectiveness at the point of purchase for a convincing and effective shopper experience. Creative digital solutions that inspire people, activate shoppers or improve processes like logistics find a home here.

- **Best Ambient Commerce:** In ambient commerce, retail surrounds consumers with technology to provide them with an immersive and sensory shopping experience
- **Best Cross Channel:** Technologies along the shopper journey that use the possibilities of cross-channel merging of relevant channels and thus ensure a holistic shopping experience from the first search to the purchase.
- **Best XR:** Integration of VR, AR and MR technologies to expand the shopper journey.

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- **Best Operational Excellence:** Operational excellence means finding better and new ways to develop products, execute orders, provide customer service or any other activity that an organization carries out. It is about digital solutions that increase operational excellence. For us, that means finding better and new ways to develop new solutions, carry out orders, provide customer service or any other activity such as payment, check-out or logistics.
- **Best Shopper Activation:** Shopper Activations involve the shoppers in the marketing campaigns by expanding the brand experience and the shopper experience beyond the point of purchase. In addition to the playful staging of the brand or the products, another aim of the Shopper Activations is to gain immediate knowledge about the behavior, opinions and actions of the shoppers, based on the reactions to the designed experience.

## 13. Smart Shopper Journey

We are looking for best cases in shopper touchpoint management as well as in integrated and hybrid shopper campaign management via various touchpoints along the entire shopper journey.

We are looking for pre-store, in-store, post-store campaigns or shopper marketing campaigns with classic sales promotion measures, promotions or direct marketing activities that successfully and efficiently combine the various touchpoints with one another. The holistic, closed shopper-centered communication is the focus here.

Please explain in the submission video how and which different touchpoints were addressed.

## 14. Special Prize: Innovation Award

POS solutions and displays that represent an innovative use of design, materials, usability / user friendly or innovative technology.

## 15. Data Driven Retail\*

Data is not called the new "oil" for nothing - it can be the most valuable resource in the hands of shopper marketers. However, the way in which they are collected and used still varies widely. We are looking for best cases from the following areas:

- **Best of CRM Data:** The acquisition and use of data along the shopper journey as well as customer data creates an individual approach to the shopper.
- **Best of Analytics Data:** The bundling and effective data analysis provide new insights into the shopper experience and thus secure a decisive lead on the market.
- **Best of Loyalty Program Data:** Data is increasingly the solution for developing customer loyalty programs that create brand loyalty and loyalty at a time when customers are more open than ever to changing brands.



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- **Best of in-store data:** The use of data from e.g. sensors, cameras, cash register systems, etc. at the POS to optimize and strategically develop the shopper experience.
- **Best of Supply Chain Data:** Today's customers want to move seamlessly between the physical and digital world and have a wide choice at every step. When moving through these two worlds, large amounts of data are generated during the procurement, processing and distribution of goods. The aim of retailers is to gain knowledge from this and to achieve added value for the shopper. From supply chain analysis to supply chain management.

\*In Category 12 & 15 all projects will be submitted to the parent category. The jury determines the sub-category.

## III. Honorary Prizes

Honorary prizes for:

- Best in digitization
- Best in verticalization

are awarded by an independent, high profile expert jury.

### Best in Digitization

Retail is facing a digital disruption. This category awards companies who meet the requirements of customer centric retails and promote their own digitization decisively.

### Best in Verticalization:

Verticalization is one of the recognized potentials for brands and retail. This category honors companies that have successfully implemented the verticalization of their value chain.

**Please contact us for further information if needed!**

### Please note:

These are general criteria. The application and the weighting of the individual factors are made by the jury according to the particular requirements of each category.

## Submission process / payment deadlines:

The submitter completes the submission documents online on the website. Each submission will require a separate registration form.

Payment of the participation fee becomes binding upon registration. If the participation fee is not paid by the payment deadline, Shop! D-A-CH e.V. reserves the right to exclude the application from the competition.

## Approved materials / Admission requirements:

The submitted materials have to meet the following conditions:

- The material must be for the purpose of communication / marketing with the customer or serve this purpose in a broader sense.
- Each project can only be submitted by one company. However, the same project may be submitted in multiple categories. Each submission is subject to a charge.
- Each company can submit as many projects as wanted.
- Only fully completed registration forms are accepted.
- Please do not use any references within the submission to the submitting company to exclude any possibility of influencing the jury.

The following material types are excluded from the competition in categories 1 - 9:

- Prototypes,
- Test materials
- Concept materials

These types of materials are expressly approved in category 10 and 14.

### Video

- 1 video without logos or company identification
- 1 video with approx. 15 seconds introduction about the submitting company
- Video duration approx. 120 seconds. In the case of submissions that require explanation, the duration can be extended up to 180 seconds.
- MP4 format, a maximum of 50 MB can be uploaded via the submission page. Please make larger files available elsewhere.

### Photos

- 1 photo

In 2022 there will be no questions on the submission page. These should all be answered in the short film.

## Submission Video

In this film, the uniqueness and value for money should be shown. Under no circumstances should it be an advertising message for potential customers.

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We need two versions.

## **Version 1:**

This is for the jury and must not contain any reference to the submitter in words or pictures.

## **Version 2:**

This is the award-winning video that will be published on our channels. An approx. 15 second introduction about the submitting company can be preceded by picture and sound.

The following areas should be covered in the film:

- Basic task
- What should be achieved in the task?  
e.g. new market launch, secondary placement, etc.
- How did you come to the solution? Presentation of methodology and result.
- Presentation of the submission. What makes this submission worthwhile? Show details that convince the jury of your project. This should become the main part of the film.
- Responses to your project. Has it been reported in the press, with customers or on social media? Please make sure that no information about the submitter appears.

It doesn't have to be an artistically demanding film. We and the jury look forward to cell phone films. You also don't need a professional in front of the camera. The main thing is to convince the jury of the enthusiasm and uniqueness of your development.

Entries that do not meet the above criteria will be disqualified immediately and without the right to a refund of the fee.

## **Admission:**

The organizer may exclude products and / or materials that do not appear to be in accordance with the subject matter of the competition or that do not meet the required criteria.

The organizer is not obliged to justify its decisions. If an application for participation is refused, the participation fee will be refunded by the organizer MaR D-A-CH GmbH / Shop! D-A-CH e.V.

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The participation of the submitter will be confirmed by the organizer. This confirmation of acceptance may also be in the form of an invoice addressed to the applicant.

## Cancellation:

If a submission is withdrawn or if the materials are not presented, the participation fee will be retained by the organizer. Submissions that fail to **pay** on time will be disqualified immediately without the right to reimbursement.

## Participation fees:

The total amount of the submission costs is as follows:

### 1. Basic expenses:

**Registration and administration fee (compulsory) 390.00 €**

This registration fee will be paid once per submission!

## PLUS

### 2. Price of submissions

#### Non-exhibitor EuroCIS 2022

Number of submissions	Price per submission	
	Non Member	Shop! POPAI Member's *
1	1.350,00 €	950,00 €
2 - 4	1.290,00 €	890,00 €
5 and more	1.090,00 €	790,00 €

#### Exhibitor EuroCIS 2022

Number of submissions	Price per submission	
	Non Members	Shop! POPAI Member's *
1	1.150,00 €	650,00 €
2 - 4	1.090,00 €	590,00 €
5 and more	890,00 €	490,00 €

\* Valid membership in D-A-CH for 2022

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POPAI/Shop! member companies from other countries or Shop!/POPAI chapters who do not have a company representation in D-A-CH, are naturally eligible at membership fees in D-A-CH. For companies with representation in D-A-CH, a membership in DACH is expected to be eligible for member fees.

All prices charged with the German VAT rate on top.

**Price for start-up companies**  
**(Until 3rd year of foundation) limited to 2 submissions** **500,00 €**

**Students and universities** **no participation fees.**

## Terms of payment:

The payment of participation fees as well as all incidental expenses are subject to the conditions set by the organizer and can be seen on the website [www.shopassociation-dach.de](http://www.shopassociation-dach.de) and in the terms of participation.

Subsequent to the submission you will receive an invoice according to the online submission. The submission fee is payable by bank transfer within 7 days. Invoicing is carried out by MaR D-A-CH GmbH, a subsidiary of Shop! D-A-CH e.V.

## Failure to pay / Inability to pay:

Failure to respect the due date or methods of payment as to the above conditions, authorizes the organizer to apply the article "Cancellation" above.

Submissions that fail to transfer the payment on time may be disqualified immediately and without the right to reimbursement of fees.

## Winning an AWARD:

Winning a Gold, Silver or Bronze trophy in each category will depend on the evaluation or assessment of the jury, regardless of how many entries there are in the categories. **The jury reserves the right to divide or expand the categories if required.** Submissions may be moved to a more appropriate category without consultation.

The decisions of the jury are final. The participant declares that he has been informed about the jury's evaluation and accepts them fully. In particular, he waives his right to claim recourse against the jury or the organizer.

The award ceremony takes place during a festive Gala (chargeable) or virtual Award Gala, depending on the current situation.



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By winning an award, the submitter receives **one** statue. Additional statues can be purchased for a fee. Each additional trophy will be charged with 220,00 € + VAT. Delivery is about 8 weeks after the award ceremony.

## Application of regulations - Disputes / conflicts:

By participating in the contest, each clause of these rules is accepted. Any violation of the provisions of these rules or internal regulations issued by the Organizer may result in the exclusion of the Participant without prior notice.

There is only the law of the Federal Republic of Germany excluding of the UN sales law.

Jurisdiction is Dusseldorf in the Federal Republic of Germany.

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