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LURING THE INDIAN PALATE!

Pg 8

DEPLOYING IT RIGHT!

Pg 14



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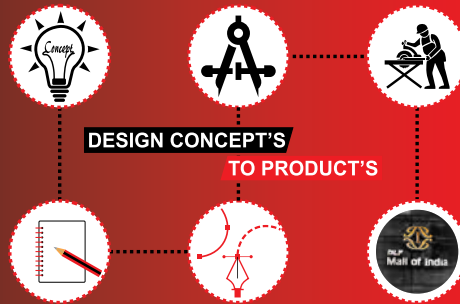
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Editor's Note

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Assist But Don't Invade

Walk into most modern trade stores in India... and you are instantly followed by a store assistant. I'm surprised at the speed of it! Sometimes peeping over your shoulder to see what you are browsing through or may even bump into you if you slow down your pace. While they may be eager to offer help... a shopper most times is also made to feel like a shoplifter! I recently experienced this during my visit to a popular mall in Bangalore, where the vicious phenomena began from a leading electronics brand to a hypermarket. It's amazing that shop assistants are trained to do this while they are lack additional information on products, availability of sizes or colours. Their simple answer to any extra query is 'NO'.

In this kind of scenario, I think there is a vital role to be played by in-store communication and shopper marketing strategies to be put in place that allows new-age shoppers in Indian metros and larger cities to browse through stores freely and shop independently with minimal intervention from shop floor 'stalkers'. So, the onus is on the brand and retailers to create effective in-store communication, planograms and customer-friendly staff in modern stores today. After the harrowing visit to MT, it was a relief to head back to the friendly neighbourhood mom-n-pop store with its chatty owner who reserved the last packet of yogurt for me.

Continuing our thoughts on in-store branding & communication, in this issue our Industry Focus story 'Deploying It Right!' features the POP industry's long-lasting challenge of effective deployment of POSM elements at retail stores, and delves deeper into the unique problems faced by brands & vendors too. Our Cover Story on 'Packaged Food' delves with the battle of brands on the shelf space in this category.

All this & more.

Happy Reading

Cheers

Chanda P Kumar

Point-of-Purchase

<http://www.media4growth.com/magazine/magazine-retail.html>

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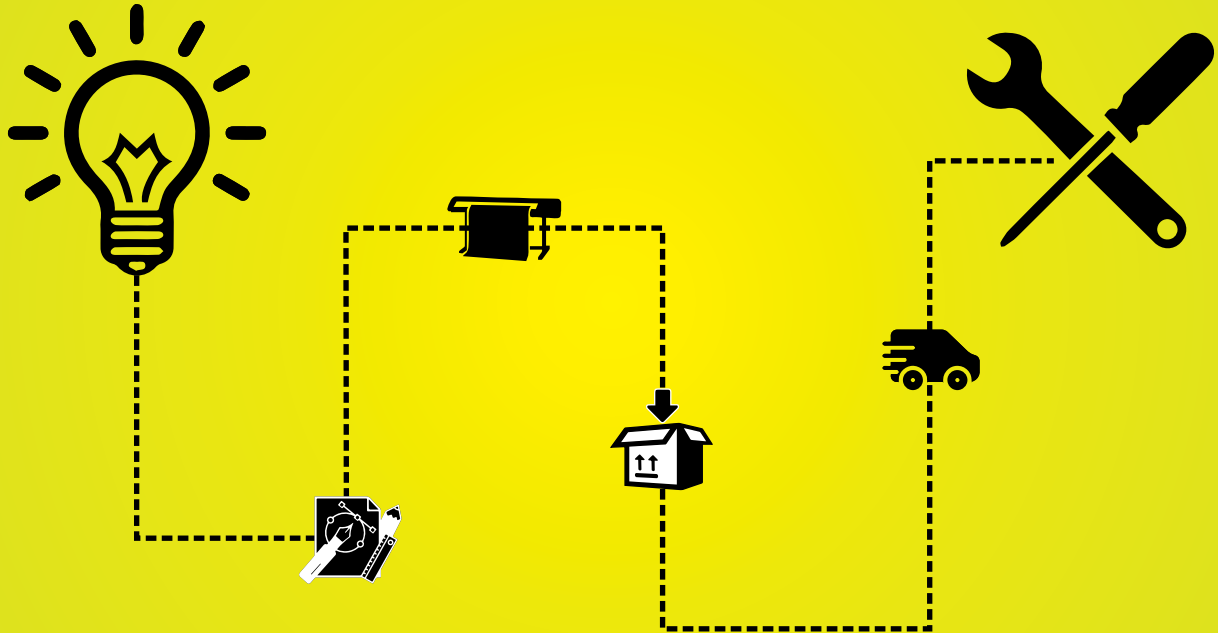
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Packaged
Food

LURING THE INDIAN PALATE!

Packaged Food is conquering more shelf space at retail, holding one of the biggest share in the FMCG sector. Point-of-Purchase takes a closer look at how these brands are creating impact and capturing customer attention at the store level.

Category Focus - Packaged Food



Hungry kya? Then grab a cookie or a bag of trans-fat free chips (or that's what they say)! Well, this seems to be the popular mantra for satiating our hunger pangs today. And even though eating fresh & healthy meals and consultation with the dietician or nutritionist is on the rise... it has had no massive impact on the packaged food products which is increasingly occupying more shelf space at the store and in our kitchen too. The Indian food and grocery market is the world's sixth largest, with retail contributing 70 per cent of the sales. The Indian food processing industry accounts for 32 per cent of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth, according to the Indian Brand

Equity Foundation (IBEF) report. India's packaged food business is estimated to grow \$50 billion by 2017 as per the Associated Chamber of Commerce and Industry of India (ASSOCHAM) survey.

STANDING OUT AT THE SHELF

However, with new brands and products arriving in the market every other day, there is a constant battle of the brands at the retail store, and the precious shelf space to grab the attention of the shopper. One of the biggest challenges today is being noticed in the cluttered space of a retail store is with the sheer number of brands and SKUs present in the market. Vipul Goel, Head – Trade Marketing at MTR believes that one of the key things to keep in mind while designing the visibility elements is that it is important to keep an "optimal size" perspective in mind that will not take up too much space and will also be noticed. The visibility elements should be designed in a way that it should make the product self-

MAJOR PACKAGED FOOD BRANDS IN INDIA

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 Mondelez | Nestle | ITC Limited |
 Mother's Recipe | Parle Products |
 HUL | Ruchi Soya Industries | MTR
 | Mother Dairy | Hatsun Agro
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Category Focus - Packaged Food

merchandise. An optimal Route to Market strategy is also critical in nature as it defines every action that is being taken in the market including affectivity and market penetration. "A sharper RTM strategy enables us to use Point of Purchase visibility resources more effectively in the market, thus bringing in a lot more focus and higher success and a maximum return on our investment".

To counter the competition with effective pop items the brands are utilizing multiple formats and experimenting with them both at the modern trade and at the traditional retail outlets.

RIGHT MARKETING MIX

On the other hand, many of the brands also feel that shelf space reduction is not the case for all categories. With the right marketing mix, brands can maximise shelf space. **B. Krishna Rao, Category Head – Parle Products** shares, "To create impact at the shelf level, it is critical to have the right marketing mix to be successful. In Modern Trade, one can create wrap around, floor stickers, end caps, innovative FSU's, sampling promotions, etc. While in General trade, one can look at options like hand-made POP material which clearly grabs the consumer attention along with new and innovative dispensers."

WHAT'S FUELLING THE GROWTH?

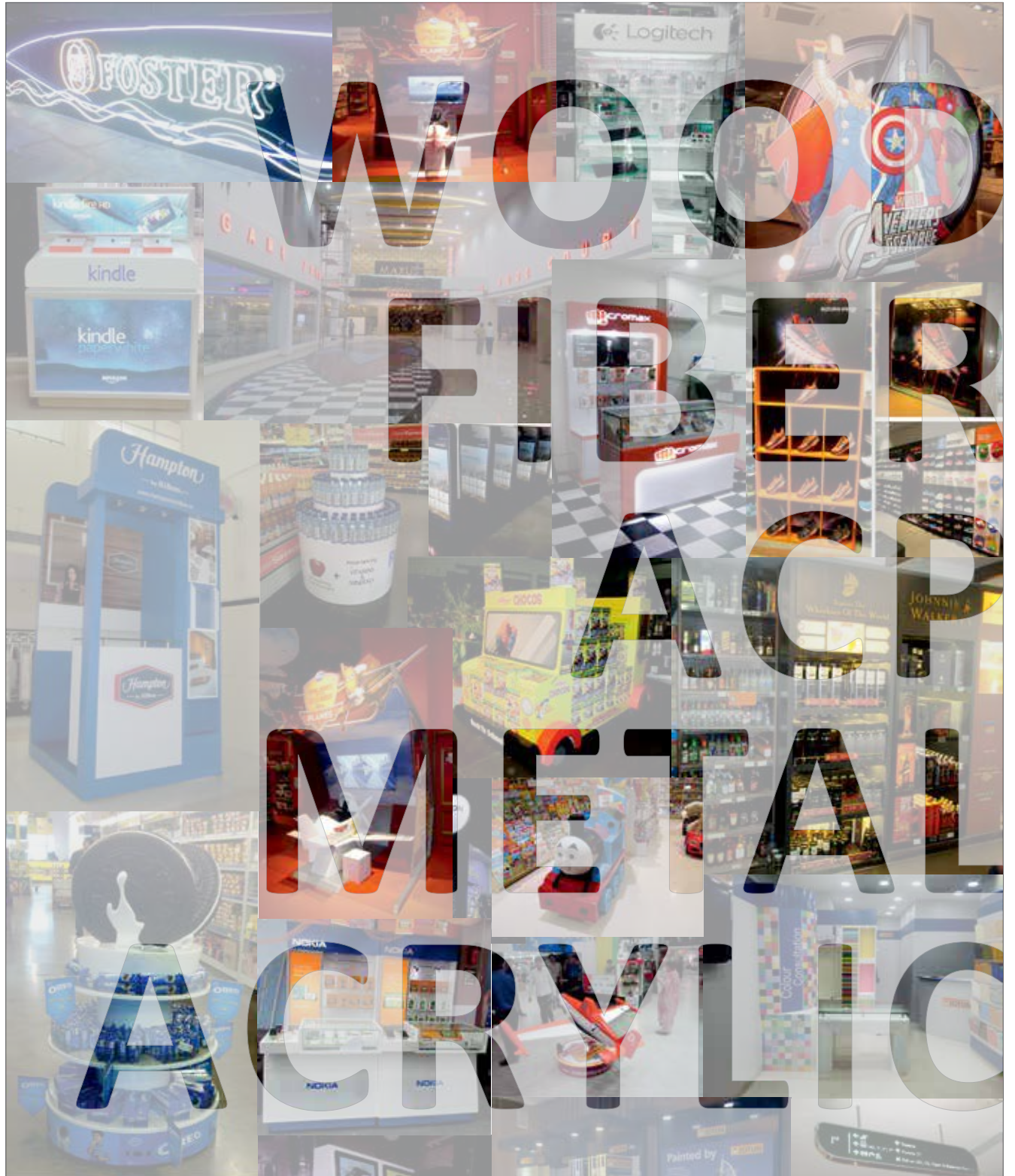
- The growing interest in products offering health and wellness benefits drove the rapid shift from unpackaged to packaged food (specially for categories like edible oil, yogurt)
- Apprehensions about the hygiene status of unpackaged food.
- Increased product availability as a result of manufacturers' new product developments and greater penetration of smaller cities and rural areas.
- Major shift in food habits in metropolitan cities
- Ready-to-cook foods are rapidly gaining ground in urban India, as double-income families look for value and convenience.
- Indian food and regional flavour also remains relatively untapped terrain, and an opportunity for startups.
- Increased exposure to global flavours and Indians demanding cuisines from different countries.



And while getting right shelf space is a challenge, some brands have been successful in creating catchy in-store branding and POP elements to get the desired impact with the defined space at MT. However, the GT space still remains a tough nut to crack. **Varun Jhavar, Co-Founder, Fizzy Foodlabs** which has popular brands like Chef's Basket and Colonel & Co. says, "Is it obvious that in GT we find bigger challenge and thus now we are more focusing on introducing our mass range packets and they will be showcased in foldable metallic racks and corrugated racks for GT which will be retailer friendly."

DIGITAL : THE WAY FORWARD

Digital is an upcoming medium and advertisers are gradually exploring several such options but for a vast country like India it is surely going to take a considerable amount of time to take that leap. Moving forward,



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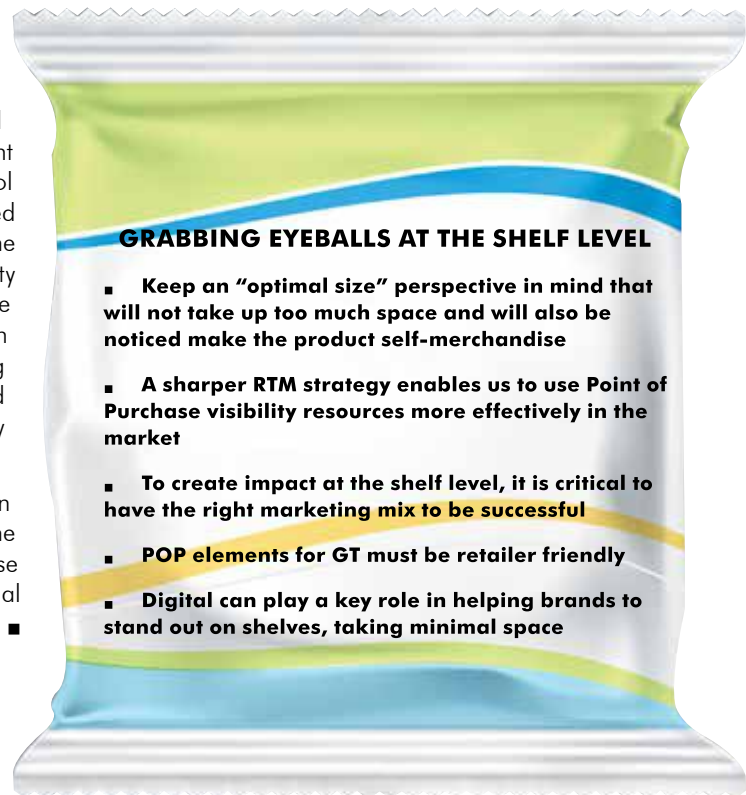


Category Focus - Packaged Food

it is expected to be extremely popular in the large metros within few years. Static POP have been to some extent replaced by dynamic digital displays that are constantly updated with relevant content, allowing brand managers to control information and display with sharply focused messaging. Adding to this Vipul mentions, "The critical aspect for any POP is to execute a visibility element that brings alive the concept of the product in a unique, clutter-breaking way which would catch eyeballs, at the same time taking minimum space and investment. This is a hard balance to reach and digital has played a key role in helping brands to stand out on shelves."

Thus, we may say that with the evolution of the Indian packaged food segment, the POP manufacturers is set to gain from these developments and must evolve to offer functional yet innovative solutions to thrive in this business. ■

Nabamita Chatterjee



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Deploying it right!

POSM influence shoppers' journey in the modern trade store right upto the cash counter. And as for India's popular format for daily needs - the kirana store, the shopping starts and stops at the same counter. So its a pretty tough space for brands to influence the shopper. While a lot goes into ideating, creating and manufacturing these POSM elements, there is always the challenge of deployment at the store. Point-of-Purchase highlights the issue that has been plaguing the industry for decades and understands the unique hurdles it faces.

Every consumer brand is trying to create impact with in-store branding at the retail store. However, deployment of these POSM elements to its fullest and in an effective way is still a

challenge to be tackled in the Indian retail landscape. While speaking to the POP industry, we learnt that a certain percentage of deployment happens through the POP manufacturers when they

are given end to end solutions and usually limited to modern trade channels. Whereas for the general trade category, the items are mostly handed over to the brand teams for deployment by their teams.

THE COMPLICATED ROUTE TO MARKET

Speaking with brands & retailers, we understand that deploying designed POSMs and complex assembly methods of some POP elements in modern trade is a time consuming job. Resulting in a rather undesirable final finish at times and wastage of POP elements. According to the



Shreesh Sharma
Director, GV Display

industry players, normally, there is a different process followed by different companies on a case to case basis as per individual project. Shreesh Sharma, Director, GV Display shares, "Normally, we manufacture and dispatch the goods and the companies take care of the implementation with their merchandisers or some 3rd party agency for General Trade. But for Modern Trade, we do installation work for most of the companies. From our factory it is handed over to either our transporter or a company recommended/appointed transporter to the CFA, then going to distributors and finally reaching the shopkeepers end. In Modern Trade case, we hand over the material either to our own transporter or company recommended or appointed transporter directory to an individual outlets."

DESIGN TO MEET FUNCTIONALITY

It is said that a good way to change

something is by retracing your steps. This sentiment is echoed by most players in the POP industry who believe that brands must first look at how effective is the design for deployment, and then craft POSM elements accordingly.

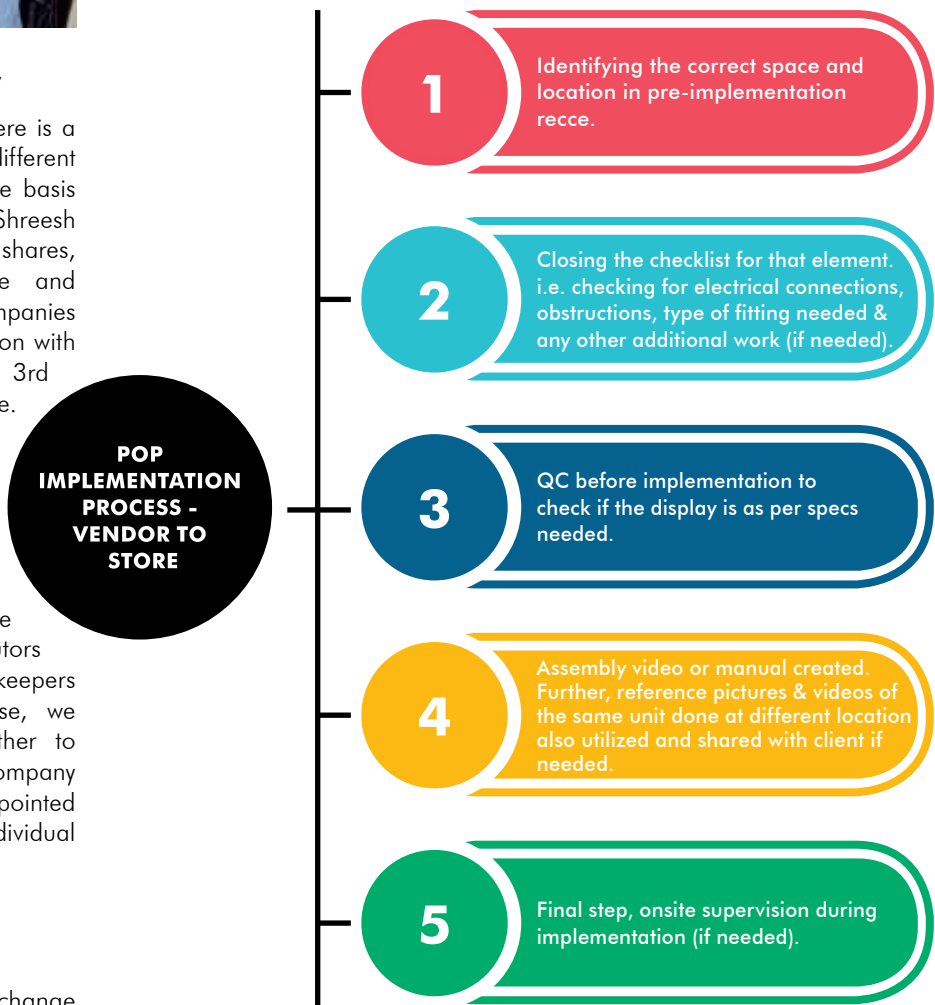
"In India we have observed that while planning for a pop item or posm, the brands mostly look for a nice design led solution and later the issues like logistics and real time reasons are taken into considerations. On the contrary in the western markets or other developed countries, the approach is different and the brands first take into consideration on how easy will it be to deploy and which

materials will help in the matter," shares Balaji Murugesan, Director SAB Creations.



Balaji Murugesan
Director, SAB Creations

It is very important to see that the design should sync with the utility of the pop item and how it is seamlessly



Industry Focus

merging with the logistic process while transportation. Renesh Raghwan, Director, Niche Business Promotions Pvt. Ltd. shares, "80% of our items are foldable and thus comes down in a knock down condition and we also prepare a comprehensive assembly manual which is a common practice for this industry and it eases out the difficulties to a certain extent. Though after GST the pop logistics has become easier and the clients are more looking for end to end solutions."



Renesh Raghwan, Director, Niche Business Promotions Pvt. Ltd.

ARE THE POP ITEMS RETAILER FRIENDLY?

With the increase in number of brands in the FMCG segment, we see that at the traditional retail outlets are always

cluttered in terms of advertising and marketing messages. Same time there is a great amount of wastage in the deployment of pop items. Balaji of SAB Creations is of the opinion that the wastage % in GT is as high as 25% in most cases.

It is predominantly because of the lack of space and/or the larger size of POS material made nowadays which is not retailer friendly. The same can be applicable for even MT to an extent, which is mostly because of the competition in the market. The brands consciously tend to make the units bigger and shout-out loud rather than making an effective yet compact unit that can fit at most GT outlets. Thus, wastage is seen more as a by-product of this compromise for the POP industry.



Jose Palanthinkal, Director Ideal Design and Display

Jose Palanthinkal, Director of Ideal Design and Display shares, "India being a complex country with such diverse geography, damages happen due to the road transportation as well and this a very basic issue but surely a fundamental one which we also face."

EXCLUSIVE POP LOGISTICS SERVICES

According to industry sources, there is still an absence of exclusive pop logistics agencies so far in India, who specializes on such services and ensuring the POP elements reach the last mile. High cost of manpower is one reason for this concept not gaining the required mileage. However, sometimes few multinationals either employ separate teams to do POP executions or it is either done through 3rd party or by a vertical within their own field force. But the flip side of this is that they do not specialize in complex implementation work, so in this case the work goes back to the pop manufacturer. Implementation costs today are almost half of the total logistics cost.

TO GET IT RIGHT

Overall, the POP industry reckons that in-order to excel at implementation & successful deployment, the sector first needs to crack the cost and time taken for logistics, brands should partner with vendors to design effective yet deployable units, create POSM elements that take lesser space which is also utilitarian for GT stores. There is also tremendous scope for professional deployment agencies. ■

Nabamita Chatterjee

WHERE THE PROBLEM LIES

- **Deploying design-led POSMs and complex assembly methods of some POP elements in modern trade is a time consuming job**
- **Brands mostly look for a nice design led solution and later issues like logistics and real time reasons are taken into considerations**
- **Due to lack of space, there is a great amount of wastage in the deployment of pop items at GT**
- **Brands are consciously making the units bigger and shout-out loud rather than making an effective yet compact unit that can fit in.**
- **Damages happen due to the road transportation**
- **An absence of exclusive POP logistics & deployment agencies so far in India**



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Golden Egg Offer

Located at: Frozen Food Section Supermarket

Brand name: Sumeru Wassup

Type of display: Island Unit Mockup

Spotted at: Dorabjee Camp Pune

Objective: Consumer Engagement with Golden Egg Offer on Chicken range

This 5.5ft Golden Egg mockup is created by Niche Business Promotions



Sweet Celebrations

Spotted at: Spencer's Retail outlet, Kolkata

Brand name: Cadbury

Type of display: FSU

Objective: To attract the TG with the festive offerings and special boxes of chocolates as a gifting option for Diwali



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A Sweet Surprise

Spotted at: Spencer's Retail outlet, Kolkata

Brand name: Raffaello by Ferrero

Type of display: FSU

Objective: To promote the new brand offering and connect with the TG with Raffaello boxes

Cooking with ease

Spotted at: Spencer's Retail outlet, Kolkata

Brand name: IFB

Type of display: Island kiosk

Objective: To attract the TG with the new series of IFB Minute Meals Thai range packs





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Breaking the clutter at GT!

Cycle Pure Agarbathies, the ubiquitous incense stick brand has been one of the largest selling product from the Mysuru-based home-grown enterprise, NR Group. Arnab Chatterjee, Senior VP – Sales & Marketing, N Ranga Rao & Sons Pvt. Ltd. shares with Point-of-Purchase about how they try to break the clutter in this category at the store level.



Arnab Chatterjee, Senior VP – Sales & Marketing,
N Ranga Rao & Sons Pvt. Ltd



Being a mass brand, how do you position your brands and products effectively in GT?

We primarily do this by an effective key account program in GT channel type which is through wholesale, big grocers, puja outlets, self – service outlets. So far we have been engaging with 8000 stores across all categories.

Can you share the POP items you use mainly for Cycle Agarbathies?

We do a lot of customised POSM devices like table tops, flanges, promo table, product hangers, category branding, etc.,also our branding at the outlets are customized to suit the needs of every type of retail outlet.

What do you think are the key evolutions in strategies for Point-

of-purchase for better affectivity and market penetration in your segment?

We use customized devices and dispensers which can break clutter, so each brand and our brand launch has its own unique display device, this is perhaps is our big shift from just generic POSM.

What are the key considerations for deciding on Point-of-purchase elements for design and deployment today for your category when it comes to General trade? Can you share any example related to any innovative POP branding campaign for Cycle?

The biggest problem we face, mostly in Grocery outlet is lack of display





space, and our range of products are really huge. So we are now successfully partnering with Grocers in creating a cycle pure prayer zone. We are also currently doing a huge campaign: a Display contest of key accounts where a retailer will get to meet a national celebrity (one of our brand ambassador) through a pan India display contest.

What are your key expectations from Retail Solution Providers who partners with you in the design development and deployment?

The 2nd level of evolution is already happening which is use of technology, retail partners should be able to offer solutions like display panels playing specific product promos, e fliers etc. for the customers. Also, real time data on customer purchase patterns, new product launches: test market through a mix of consumer trials plus generating Digital Buzz on FB / youtube etc. must become an integral part of solution providers while working with the brands.

Are you also coming up with innovative displays at MT?

We are present in all popular MT chains except Walmart. Though around 6% of our business comes from modern trade and rest 94% from GT but we have also come up with endcaps specific to campaigns and especially with creative around festivities. It is helping us to connect with the TG at the right time and definitely season led campaigns and festive promotions help us in getting better sales at the store. ■

Nabamita Chatterjee

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Driving health at the store with Nutrela!

Nutrela Soya Chunks from the stable of Ruchi Soya Industries has been in business of providing healthier food options to the customers for a long time. Alok Mahajan, Head of Marketing - Ruchi Soya Industries Limited, shares how they take product sampling and effective in-store marketing initiatives for their TG.



Alok Mahajan, Head of Marketing - Ruchi Soya Industries Limited



What is the effect of the new age shoppers on the way you have looked at In-store marketing? Tell us about your various in-store marketing events and sampling at the retail level for better customer connect in this regard ?

Nutrela is a leading brand in the soya food segment with a loyal consumer base. We primarily use merchandising displays which are optimized keeping in view the store layout. From an event perspective, we conduct a lot of consumer contact programmes involving wet sampling to communicate the variety of dishes that can be made with soya chunks.

Recently we have launched the Nutrela Culinary Festival to connect with our consumers and educate them from a 3 pronged perspective – the nutritional superiority of Nutrela, the huge variety of dishes that can be made with it and all this with no compromise on taste. We will be taking this initiative at a national level across various platforms including more in-store events.

What transformations have you observed in the new age customer and what are the initiatives that you have had to take?

The new age consumer knows

what he/she wants. They are well connected and aware about new age technology and what's new in the market. Therefore, Nutrela strives to give them something new every time when they interact with the brand. The Nutrela Culinary Festival is one such insightful initiatives which connects with our TG at an informational as well as emotional level.

Do you see a visible difference in shopper response when you undertake a major in-store branding of your products? Or like when you do festivals like Nutrela Culinary Festival etc, do you see a rise in the sales?

We do see a favourable response during and post the activity as well. We have certain benchmarks basis which we define success and based on which we scale up the activity. The rationale for initiatives like the Nutrela Culinary Festival is not a short term spike in sales but to lay a foundation and build a long term relationship with our consumers.

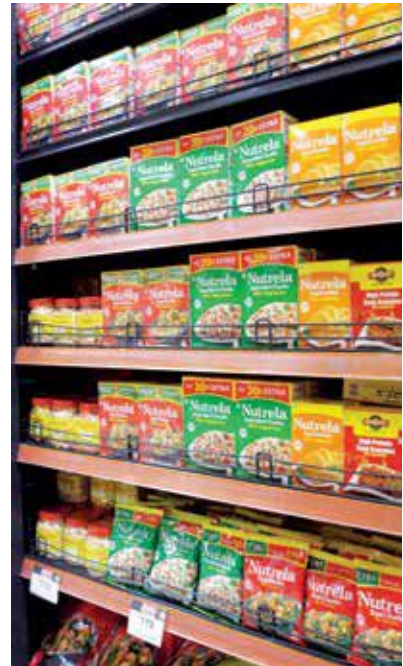
How do you plan for the point of purchase displays in retail outlets?

In today's changing environment where consumers are actively seeking for nutritional benefits in every product, Nutrela offers various healthier options in their diet. Therefore we focus on highlighting the nutritional and taste aspects of Nutrela soya at point of sales which resonates well with today's consumers.

How do you measure the effectiveness and ROI for the investments in in-store marketing?

We do not view our marketing initiatives as an expense but rather as an investment in educating the consumers on the quality and taste aspects of Nutrela soya and how it can be used in various recipes. We do check the Brand health parameters in various ways through regular consumer interactions / shopper observations / annual brand health surveys which measure key parameters etc. Over the past 3-4 years, Nutrela's key brand health scores have become even more robust. ■

Nabamita Chatterjee



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Creating an icon of recognition

Owlworx began its journey in 2013 and within a few years have been instrumental in designing effective packaging solutions for various FMCG products.

Anirudha Mukhedkar, Founder & CEO of Owlworx shares with us about their take on the strategic accordance between the packaging design and the in-store solutions.

How do you establish a cohesive relationship of FMCG packaging design with in-store branding and promotions?

Packaging is a summated expression of a brand's equity. This essentially means that the combination of the form, graphics and messaging on the pack is the voice of the brand attempting to tell the world what it is, what it does, and why you should pick it up. Now, these are multiple messages and layered in priority. Good packaging design sets priorities for

the messages – what we call the architecture or hierarchy, and it is this priority along with the graphic cues that will aid in designing the brand's in-store communication. Promotions are on the other hand driven by tactical sales objectives. Overall, a distinct packaging design will help in store presence, and well-designed messaging and POP will further enhance this presence leading to pick up/ trial.

What are the key factors you keep in mind while designing product packaging solutions?



Anirudha Mukhedkar
Founder & CEO, Owlworx



Packaging is the first tangible contact a customer establishes with the brand. It is a brief moment, maybe 2 to 3 seconds, when the shopper passes by your product – on a store shelf or on an online shopping site. The first principle of good packaging design is about grabbing the shoppers' attention. It must do this in a way that is relevant and meaningful. Good



packaging design, therefore, begins with an insightful understanding of how people shop, their needs, the brands in their consideration set, the shopping environment, the category codes, product preferences etc. These insights have to be placed in the context of a deep understanding of our brand, our product and our manufacturing process. Finally, we

need to understand the execution criteria like production constraints and budgets available for fabrication and printing of packaging.

At Owlworx, we have been fortunate enough to work on exciting projects for MTR, Pillsbury, Unibic Cookies, Jubilant Industries and Parle. In each case, we were able to bring rigour and creativity to the process resulting in packaging that was highly successful in the marketplace. In many cases, it was the only input that went in for the brand and that was enough for it to garner a big jump in sales numbers.



single channel to Omni-channel, brands have to start figuring out ways in which they can stand out. At Owlworx, we insist that packaging design systems absolutely must create a graphic identity that becomes the “icon of recognition”. This not only will help create a shortcut for quick identification, but also with time begin to become a brand property. This can then be leveraged for all Point-of-purchase designs, and becomes an integral visual representation of the brand equity.

What is your idea on taking the packaging design to the next level for Owlworx?

One of the ideas that we are actively engaging with, is, attempts to invent a new way of thinking about

packaging. This is essentially to take into account the fact that shoppers are no longer sticking to one channel for purchase. The way we look at packaging graphics or form design has to transform in fundamental ways. We can no longer judge good design by placing a prototype next to competition on a retail shelf. We will need to ensure that this pack is visible on a 4-inch mobile screen as our shopper scrolls through options on an e-commerce app. There is another emerging reality that we are addressing, the rising influence of millennial shoppers. They have lower attention spans, multi-channel purchase behaviour, very high dependence on social media for peer recommendations for purchase and a deluge of marketing messages. We are designing fresh new creative processes that will embrace these changes and inspire us to create breakthrough work that will impact shoppers in ways that no one else can. ■

Nabamita Chatterjee

What is the latest trend you see that's catching up with in-store branding design?

As retail gets more complex, from

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Emotion – The Future of Competitive Advantage



It's becoming more and more challenging to connect with consumers and shoppers at the right place and time with the right message, generating the right amount of emotional connection. How many brands can claim to be doing all of these things optimally? We need an evolved marketing goal for a new generation of consumers and shoppers. Marketing must evolve from generating transactions to sell goods and services to building emotional relationships that are then leveraged to sell goods and services. Brands must have a higher purpose than just meeting a set of rational needs, brands must also meet emotional wants. Emotion will be the new currency we use to get

consumers to consume and shoppers to purchase.

A great example of how effective meeting emotional wants can be is the growth of the Ayurveda brand Patanjali. The company was incorporated in 2006 and has already become the number one brand in India with a 64.5% compound annual growth rate compared to the industry average of only 17.5%. This tremendous growth is heavily credited to the company's "swadeshi" factor: pure and unadulterated products made in India with ingredients sourced from India. This story has resonated well among Indians who now prefer to buy Patanjali's products rather than the more established brands from multi-national corporations. "It is the power

of bringing this emotional story in-store, where the purchase decision is being made at shelf, that has shoppers pulling Patanjali's products rather than the competitors," says Carl Noronha, Head of Strategy at the retail design firm RES.

Shifting the focus of marketing to building emotional relationships will allow brands to develop what may be the only remaining long-term competitive advantage, owning your consumers' and shoppers' hearts. A competitor may be able to duplicate your products and packaging but they can't duplicate a deep emotional bond. To drive this home, let's step outside of marketing and into interpersonal relationships. Imagine a stranger

trying to replace your best friend. This stranger can duplicate behaviours and may even be able to sound and dress like your best friend, but the fact remains; he/she is not your best friend. No matter how much surface resemblance there is, this stranger can't duplicate that shared emotional bond. It's no different in the world of marketing. The more time brands focus on connecting emotionally with consumers, building emotional loyalty, the stronger the competitive advantage.

If you are a marketing executive and looking for ways to solve your most urgent business problems (losing share, eroding competitive advantage, no organic growth, etc.), then understanding how to connect emotionally with consumers and shoppers may provide the

solutions. The future of marketing lies in understanding the emotional truths that drive our consumers and shoppers' behaviours. Once we have identified these truths, we can then develop go-to-market strategies and communications that return your business to healthy growth based on sustainable competitive advantage. ■



Christopher Brace is the CEO of Syntegrate Consulting and can be reached at brace@syntegrate-consulting.com

Syntegrate Consulting is an insight-based strategic consulting firm that specializes in helping clients build better brands, communications, and go-to-market strategies that create new value in the marketplace. We help brands evolve to include a higher emotional purpose, one that connects with consumers and shoppers so your brand builds real brand loyalty. Syntegrate Consulting has offices in New York and Mumbai. <http://www.syntegrate-consulting.com/>.

RES (Retail Experience Stories) is an insight-led design agency specializing in visual merchandising, retail design, and digital experiences. We leverage the emotional truths that trigger shopping behaviours in the given category to create designs that connect emotionally with shoppers, engage them in your brand story, and then inspire them to take action. RES has offices in Mumbai. <http://retailexperiencesstories.com>



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POP AI UK and Ireland Awards 2017 celebrates excellence & innovation

The award ceremony recognised brilliance in the point of purchase industry, highlighting unique and ingenious designs, maneuvers and methods.



Display of the Year Permanent Team

Paul Phillips, Hasbro Senior Retail Manager Zoe Stevens, and Pepsico Head of merchandising Alison Waite. This year's awards have produced a number of big winners that have won multiple categories.

Arken POP won nine awards, including four Golds, while InContrast walked away with seven awards, two of them Gold. StormDFX won six awards, taking two Golds, while Alrec In Store won four awards, two of them Gold.

In this November edition of Point-of-Purchase we bring you the picture gallery of Gold and Silver awards across each category. Look on....

POP AI UK and Ireland Awards 2017 recently announced the name of winners of the esteemed award ceremony in London, while celebrating the 25th anniversary of the organisation and the eleventh year of the awards scheme. "At POP AI, we are frequently asked 'What does good look like?' Well, our Awards competition has amassed over 600 best-in-class case studies out of nearly 2,000 entries over the last 11 years," says POP AI director general Martin Kingdon. "So, next time you pose the question, or are asked, 'what does good look like?' you can use the POP AI Award entries to benchmark your work." The awards recognise brilliance in the point of purchase industry, underlining novel and groundbreaking designs, strategies and methods.

The judging panel for 2017 included Beiersdorf UK head of POS and Shopper Activation Lisa Hill, Boots head of Instore marketing and merchandising Mel Widdowson, Camelot Channel Marketing controller



Display of the Year Temporary Team

GOLD AWARD



Entry Title : Williams Racing Sure Wow Unit
Company Name : InContrast/STI Line
Client Company Name : Unilever UK



SILVER AWARD

Entry Title : NIVEA Cleansing
POS Suite
Company Name : Superior
Creative Services
Client Company Name :
Beiersdorf UK

GOLD AWARD



Entry Title : Vodafone Retail Christmas Campaign 2016
 Company Name : Haygarth / Xerox Corporation / Pure Innovations
 Client Company Name : Vodafone UK

SILVER AWARD



Entry Title : EE Xmas Campaign 2016
 Company Name : Communis Plc
 Client Company Name : EE



Entry Title : Nivea Christmas Sleigh and Reindeer
 Company Name : Stormdfx
 Client Company Name : Beiersdorf

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GOLD AWARD



Entry Title : 10" Totem Gaming Conversion Kit
 Company Name : Arken POP
 Client Company Name : Intel Corporation (UK)

SILVER AWARD



Entry Title : Amazon Echo & Dot Interactive CTU
 Company Name : Alrec UK
 Client Company Name : Amazon EU SARL, UK Branch

Entertainment & Leisure



GOLD AWARD

Entry Title : Hasbro Palletfest
 Company Name : The Delta Group
 Client Company Name : The Delta Group / Lick Creative

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Grocery, Convenience & General Merchandise - Permanent Display

GOLD AWARD



Entry Title : Kinder Surprise Side Rack
Company Name : Creative Instore Solutions (Europe)
Client Company Name : Ferrero UK & Ireland

SILVER AWARD



Entry Title : Try Me Torch Displays
Company Name : Arken POP
Client Company Name : Energizer Holdings UK

Grocery, Convenience & General Merchandise - Temporary Display

GOLD AWARD



Entry Title : Weetabix Weetabuddies Wow Unit
Company Name : The Delta Group / Lick Creative
Client Company Name : The Weetabix Food Company



GOLD AWARD



Entry Title : Eucerin Summer Sun Window Box
 Company Name : Pivotal Retail Marketing
 Client Company Name : Beiersdorf

SILVER AWARD



Entry Title : Eucerin Mini's Counter Unit
 Company Name : Pivotal Retail Marketing
 Client Company Name : Beiersdorf

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Grocery, Convenience & General Merchandise - Temporary Display

SILVER AWARD



Entry Title : NOW TV Sainsbury's FSDU
Company Name : Creative Idea
Client Company Name : Sky UK



Entry Title : Walkers Qashqai WOW
Company Name : InContrast/STI Line
Client Company Name : Pepsico

Confectionery - Temporary Display

GOLD AWARD



Entry Title : Walkers Sarnie Campaign 6case stacker
Company Name : Smurfit Kappa Display UK
Client Company Name : Walkers Snacks

SILVER AWARD



Entry Title : McVities Digestives Nibbles Sofa Display
Company Name : Smurfit Kappa Display UK
Client Company Name : RMF (On behalf of Pladis)

Category Management & Furniture



GOLD AWARD

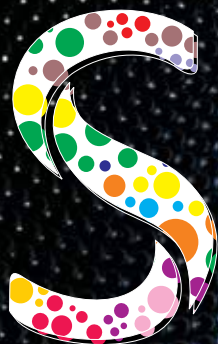
Entry Title : Superdrug
Skincare Displays
Company Name : Arken POP
Client Company Name :
Superdrug Stores



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GOLD AWARD



Entry Title : Ronseal Fence Life Display End
 Company Name : Linney
 Client Company Name: Sherwin-Williams
 Diversified Brands

SILVER AWARD



Entry Title : FloPro Spray Gun Display
 Company Name : InContrast/
 STI Line
 Client Company Name : Crest Garden

Cosmetics, Beauty, Hair & Fragrance - Permanent Display



SILVER AWARD

Entry Title : NIVEA Lip Display
 Company Name : Superior Creative Services
 Client Company Name : Beiersdorf UK

GOLD AWARD



Entry Title : PG Tips Motorised Toaster Display
Company Name : Stormdfx
Client Company Name : Unilever

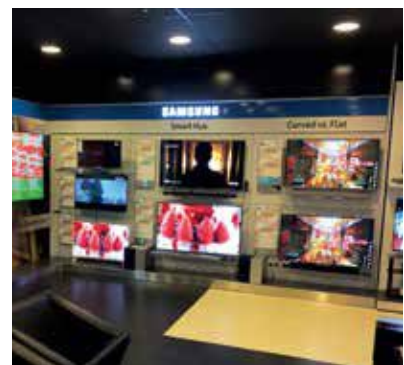
Installation

GOLD AWARD



Entry Title : Interactive Shopping Experience Installation
Company Name : CJ Retail Solutions
Client Company Name : Boots

SILVER AWARD



Entry Title : Samsung Modular Wall Display
Company Name : RDI Retail Display Installations
Client Company Name : M4 Design Company



Short Run - Permanent Display

GOLD AWARD



Entry Title : Garmin Arnotts Playtable
Company Name : Alrec UK
Client Company Name : Garmin (Europe)

SILVER AWARD



Entry Title : Boompods Aquapod Unit
Company Name : Arken POP
Client Company Name : Boompods

Short Run - Temporary Display

GOLD AWARD



Entry Title : The Beach Hut - Nivea Sun
Company Name : InContrast/STI Line
POP Client Company Name : Beiersdorf

SILVER AWARD

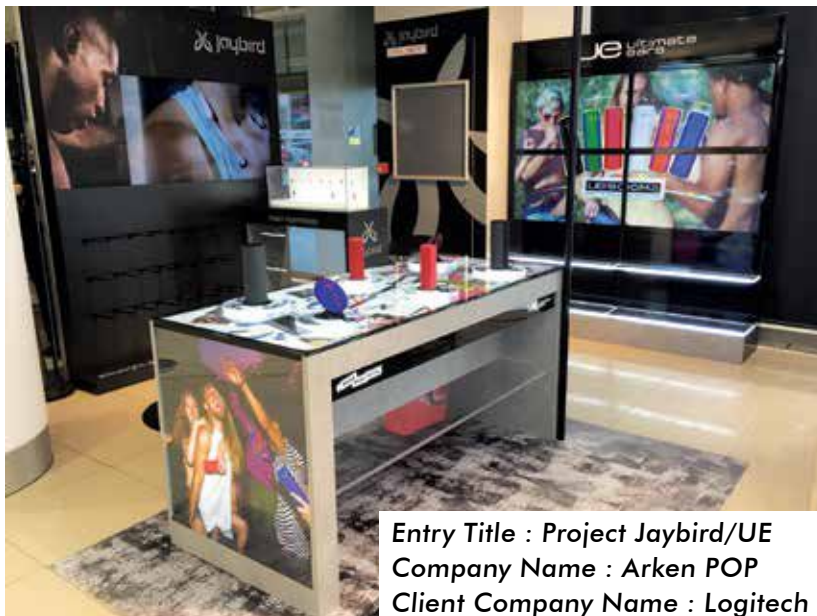
Entry Title : Dove Men Rugby Display
Company Name : Stormdfx
Client Company Name : Unilever



Shop in Shop



GOLD AWARD



Entry Title : Project Jaybird/UE
Company Name : Arken POP
Client Company Name : Logitech

SILVER AWARD



Entry Title : Hasbro Gaming
Shop in Shop
Company Name : Once Upon
a Time Marketing
Client Company Name :
Hasbro

Sustainability



SILVER AWARD

Entry Title : Ronseal Fence Life Display End
Company Name : Linney
Client Company Name : Sherwin-Williams Diversified
Brands



GOLD AWARD

Entry Title : Ben & Jerry's
Night In
Company Name : N2O
Client Company Name :
Unilever UK

SILVER AWARD



Entry Title : Glenfiddich Luxury
experiential
Company Name : Beyond
Communications
Client Company Name :
William Grant & Sons

GOLD AWARD



Entry Title : Joseph Cheaney,
Henrietta Street
Company Name : Checkland
Kindleysides
Client Company Name :
Cheaney Shoes

SILVER AWARD



Entry Title : Missguided, Westfield Stratford
London
Company Name : Dalziel & Pow
Client Company Name : Missguided



Entry Title : Window of opportunity for Vodafone
Company Name : Haygarth / Stylo
Client Company Name : Vodafone UK



GOLD AWARD

Entry Title : Amazon Echo &
Dot Interactive CTU
Company Name : Alrec UK
Client Company Name :
Amazon EU SARL, UK Branch

SILVER AWARD



Entry Title : Coca-Cola Inline QP
Company Name : Smurfit Kappa Display UK
Client Company Name : Adare International
(On behalf of Coca-Cola European Partners)

Display of the Year - Temporary



GOLD AWARD



Entry Title : PG Tips
Motorised Toaster Display
Company Name : Stormdfx
Client Company Name :
Unilever

SILVER AWARD



Entry Title : Weetabix
Weetabuddies Wow Unit
Company Name : The Delta
Group / Lick Creative
Client Company Name :
The Weetabix Food Company

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Display of the Year - Permanent

SILVER AWARD

GOLD AWARD



Entry Title : Superdrug Skincare Displays
Company Name : Arken POP
Client Company Name : Superdrug Stores



Entry Title : Kinder Surprise Side Rack
Company Name : Creative Instore Solutions
(Europe)
Client Company Name : Ferrero UK & Ireland

Check out this space for the Bronze Awards Gallery in our December edition



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Nilkamal launches Bubble-GUARD for VM, kiosks and signage

Being less prone to breakage, the product is much superior than sunboard and can be used in signage, kiosk and VM solutions.



The moulded plastic furniture and material manufacturer brand Nilkamal Limited has recently launched NilkamalBubbleGUARD, a material that can be used for flooring protection, print application and for industrial packaging. Made from polypropylene, it is designed as superior substitute to sunboard and can be used for signages, VM materials and self-standing kiosks in retail environments. NilkamalBubbleGUARD is a multi-layer polypropylene board with a unique circular honeycomb structure manufactured with patented European Technology. The air – lock technology creates non-collapsible bubbles which provide a cushioning effect to ensure protection. The patented structure results in a high strength - to- weight ratio, making these panels strong and durable yet light weight. "It is much more durable

than normal sunboard. Sunboard has parallel lines making it prone to tearing whereas this product has a core like bubble wraps where the strength is equal to all directions," mentioned Prajakta Sathe, Manager-Marketing, Nilkamal Ltd.

This revolutionary board is suitable for endless applications. It is scientifically engineered to replace conventional methods of protecting, packaging, panelling and more, with its simplicity of usage. Available in customisable colours, these boards also provide a wide range of processing and laminating possibilities. They can be laminated in-line with a vast range of compatible materials that includes foam,

textiles and printed film. Mihir H Parekh, AVP NilkamalBubbleGUARD further explained, "What makes NilkamalBubbleGUARD so versatile and unique is our understanding of the material and our approach to changing customer needs. We have designed the product to be as customisable as possible and thus the boards are available in a range that varies from thin and flexible to strong and rigid and is available in a series that starts at 250 GSM and goes up to as high as 3500 GSM, depending on the application. We thus believe NilkamalBubbleGUARD can be best described as – One board, million possibilities."

Nilkamal'sBubbleGUARD is currently conditioned for making indoor signages while it is slated for further development to be conducive for making outdoor signages. ■

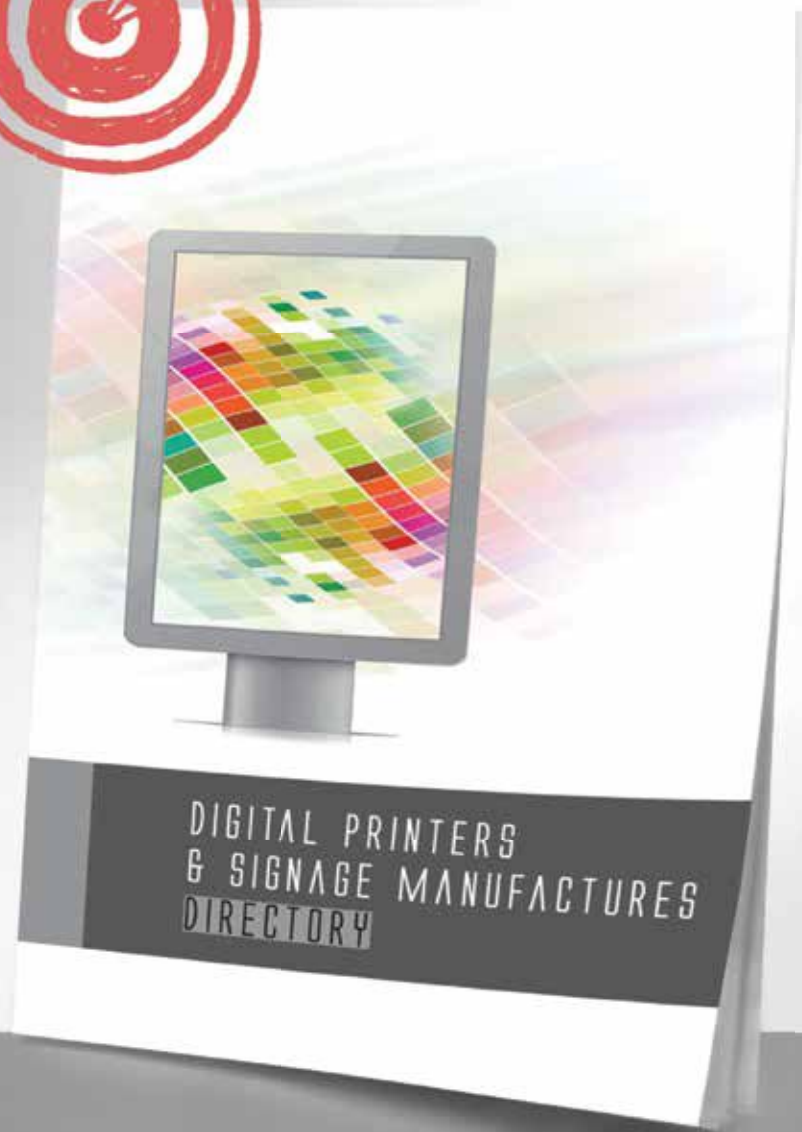
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- + Haat Markets
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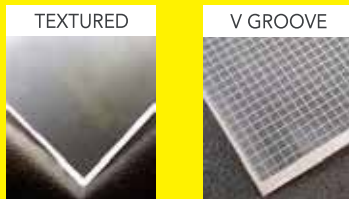
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DECEMBER 2017

5 - 7 December 2017

Food & Pack Tech Expo 2017
Exhibition Center, Indore, India
<http://tradeshows.tradeindia.com/foodPacktech/>

18 - 21 December 2017

PAMEX 2017
Bombay Exhibition Center, Navi Mumbai, India
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<http://www.instoreasia.org/index.html>

MARCH 2018

7 - 8 March 2018

Retail Week Live 2018
InterContinental London, The O2, London
<https://live.retail-week.com/>

13 - 14 March 2018

India Fashion Forum
Mumbai
www.indiafashionforum.co.in

27 - 29 March 2018

GlobalShop
McCormick Place, Chicago,
<https://www.globalshop.org/>

MAY 2018

02 - 03 May 2018

Retail Design Expo
Olympia, London
<http://www.retaildesignexpo.com/>

JUNE 2018

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