



Judges look to the case study to provide all the information they require that is not visible from the images submitted.

Please ensure that your case study highlights anything relevant to the display including how and why it was created. These may include:

- The design and material features
- How creative interpretation of the brief delivered the result
- How the display stands apart from its competitors in standout, simplicity, complexity, budget or any other relevant factor.

Photographs & Videos

Entrants must submit a minimum of three and a maximum of five hi-resolution jpeg photographs of the entry.

At least one of the photographs must be of the display in its environment, scanned to a resolution of at least 300dpi at A4 size. This is to help the judges evaluate the display's use of retail or other space and see it in the context of its environment.

Visuals are not acceptable and these will not be considered by the judges unless they provide technical detail not evident from the photograph.

Video files are restricted to a maximum of two per entry (three for digital entries), each lasting no longer than 30 seconds in duration. It is recommended that these videos are uploaded as .wmv files with a recommended size of no more than 5mb.

Entry Title	'Pride & POPAI' DVD FSDU
Category	FMCG - Other
Production Date:	21.01.2015
Production Run Quantity:	250
Unit Price to Client:	R100.00

What is the entry's targeted retail environment?

Multiple grocery chains in support of the DVD release, 'Pride & POPAI.' Designed to promote the movie to consumers in 20 countries including South Africa, France, Russia, Mexico, Brazil and Japan as part of a worldwide campaign, the display was positioned in predominantly in-store entertainment aisles.

Describe how the entry achieved its marketing objectives overall:

- Include how well the display has integrated into an advertising programme or how the brand's equity or position in the market has been improved.
- In situations where displays are created for reasons other than sales, document how displays met their goals such as breaking into accounts and reinforcing brand awareness.
- Submit measurable sales increase if documented by the client.
- Demonstrate the cost versus 'value' of display.
- Describe how the number of displays ordered compared with the number which secured placement.

The brief was to produce a display that would form an integral part of an overall campaign rollout. The key marketing objectives were to reinforce the 'Classics' costume drama brand and integrity by featuring the logo and animation style associated with previous releases from the same film portfolio.

Built around a pivotal cardboard tower the use of integrated screens and 3-D/holographic animation techniques co-ordinated with and were complemented by occasional live models in authentic costume to provide creative impact and standout in a DVD retail environment.

To ensure compliance a set of build instructions were provided with each unit which could be assembled to near full effect in stages therefore making it flexible enough to be accommodated in different-sized spaces.

Given only a short lead time for turnaround all units were successfully installed on time with 95% compliance ahead of the commencement of promotional activity. Sales uplift was reported as 295% overall based on comparative data from the last promotion of a previous 'POP AI Classics' DVD release.

Use this space to add further information about 'how the entry achieved its marketing objectives overall' if required.

List materials and construction processes used in manufacturing:

Combining the use of print, cardboard engineering and imaginative 'set design' incorporating digital screens, a number of integrated 'props' were attached including the famous body stocking and trilby hat. A wooden crate was included to hold a selection of movie memorabilia for purchase. The crate was printed four-colour on E'flute corrugated board designed by our in-house engineers. Stickers were printed four-colour on white self-adhesive vinyl and TT panel onto foam centered board.

Describe media tie-in e.g. print, radio, TV (if applicable)

The display complemented a full four-week print, television and in-store campaign which ran concurrently.

For more information, contact Busi:

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Deadline for FINAL entries: **Saturday 30th September 2017**