

Press Release



FOR IMMEDIATE RELEASE

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SHOP! ANZ WINNERS ANNOUNCED. 13TH September 2018 Doltone House, Jones Bay Wharf, Pyrmont, NSW

The retail marketing industry's 'Best of the Best' were honoured at the 2018 Shop! (formerly POPAI) Marketing at Retail Awards announced last night in Sydney.

Congratulations to our clients winning 11 trophies, including 2 pinnacle awards and the best in show award! 7-Eleven, Disney, Myer, Logitech and The Total Workwear Group were all awarded with trophies in their categories.

Our awards covered a diverse range of activations and clients, demonstrating ACTIVE'S flexibility within the retail marketing environment. Winners included activations from consumer electronics, department stores, specialty retail stores and petrol and convenience outlets.

Myer's highly unique Christmas installation 'Santaland', totally transformed the retail experience for what had previously been a very traditional activation for the retailer, capturing the hearts and minds of its youngest shoppers.

"Active and Ideaworks by Y&R last night scooped the major prize in an event celebrating Australian Retail Marketing, taking home the Best in Show Award for its Myer Santaland concept at the Shop! 2018 Marketing at Retail Awards."

"Myer Santaland took out several of the major prizes at the Awards Gala Dinner, held last night at Doltone House Jones Bay Wharf, including the Tom Harris 'best in show' Marketing at Retail prize, Best Design & Innovation, and Best Shopper Experience." Carla Bridge, General Manager of Shop! ANZ explained.

Continues...



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And the winners are:

2018 Shop! Pinnacle Award Winners

- Best Design and Innovation – Santaland
- Best Shopper Experience – Santaland
- Tom Harris Marketing at Retail Awards – Best in Show – Santaland

Marketing at Retail Award Winners Gold, Silver and Bronze

- Petrol, Convenience Stores – 7-Eleven – Cookies n Kreme. Bronze
- Window Displays – Disney – Cars 3 Myer Window – Bronze
- Specialty Retail – TWW Group – Wolverine Spinning Shoe Display - Gold
- Store Design – Myer – Gifforium Christmas Experience – Bronze
- Experiential – Myer – Santaland – Gold
- Experiential – Myer – Gifforium – Bronze
- Occasion Based Shopper Campaign – Myer – Santaland – Silver
- Consumer Electronics Temporary Display – Logitech – UE pop up - Bronze

SEE ALL THE ACTIVE WINNERS HERE!

<http://www.activedisplay.com.au/tags/-2018shopwinner>

Congratulations to everybody involved on achieving such wonderful success at our industries only awards for recognising marketing at retail in Australia!

More details contact:

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