



# POINT-OF-PURCHASE DESIGN ANNUAL 5

The 39th Merchandising Awards

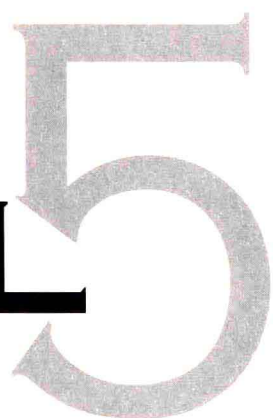


# POINT OF PURCHASE DESIGN ANNUAL 5

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# POINT OF PURCHASE DESIGN ANNUAL



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The 39th Merchandising Awards

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## The Point-Of-Purchase Advertising Institute

**POPAI** is the only global trade association of the point-of-purchase advertising industry dedicated to serving its more than 1,500 members internationally by promoting, protecting and advancing the broader interests of point-of-purchase advertising.

**POPAI** programming includes:

- **Research studies** of consumer buying habits, the size and structure of the P-O-P industry, the effectiveness of P-O-P, and more!
- **Educational opportunities**, such as our Professional Designation Program, more than ten annual seminar events and the P-O-P Advertising Industry Trade Practices Manuals, currently available for the U.S., Europe and Canada.
- **Trade Forums**, the most renowned of which is Marketplace, the largest and most comprehensive P-O-P trade show in the world.
- **Legislative Efforts** that protect the interests of POPAI members by monitoring and lobbying against undue regulation and taxation of the P-O-P industry.
- **Recognition of Excellence** in merchandising, through our Outstanding Merchandising Achievement (OMA) Awards contests, our annual Chief Award and other honors.

**POPAI** welcomes new members from around the world. For information on POPAI membership, please contact:

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# **INTRODUCTION**

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Each entrant in the contest was judged from an actual display. A case history detailed the merchandising objectives of each entry and listed available field results. Entries were evaluated on the basis of:

- (A) Effectiveness of the unit as a solution to the requirements set forth in the case history;
- (B) Originality of Concept;
- (C) Excellence of design and engineering; and
- (D) Quality of reproduction and manufacture.

The 1996 merchandising award winners were selected by teams of judges drawn from the ranks of America's top brand marketers and retailers, judging outside their respective industries.

## **Why an Indian?**

Before the turn of the century, a wooden Indian, one of the earliest forms of P-O-P, stood in front of almost every cigar store in America. The merchandising awards are stylized versions of that cigar store Indian.

## **Gold OMA Awards**

Displays that are judged the best in the industry receive gold statuettes. Gold awards were presented to the highest scoring units in each major industry category. Display producers and their clients received gold statuettes.

## **Silver OMA Awards**

Silver awards were presented to the second highest scoring units in major industry categories. Display producers and clients received silver statuettes.

## **Bronze OMA Awards**

Bronze statuettes were awarded to producers and clients of those units receiving outstanding scores by the judges.

## **Display-of-the-Year**

A blue-ribbon panel of marketing and retailing executives selected three Display-of-the-Year winners in the permanent, temporary and international categories from all the gold winners.

## **Sales Promotion-of-the-Year**

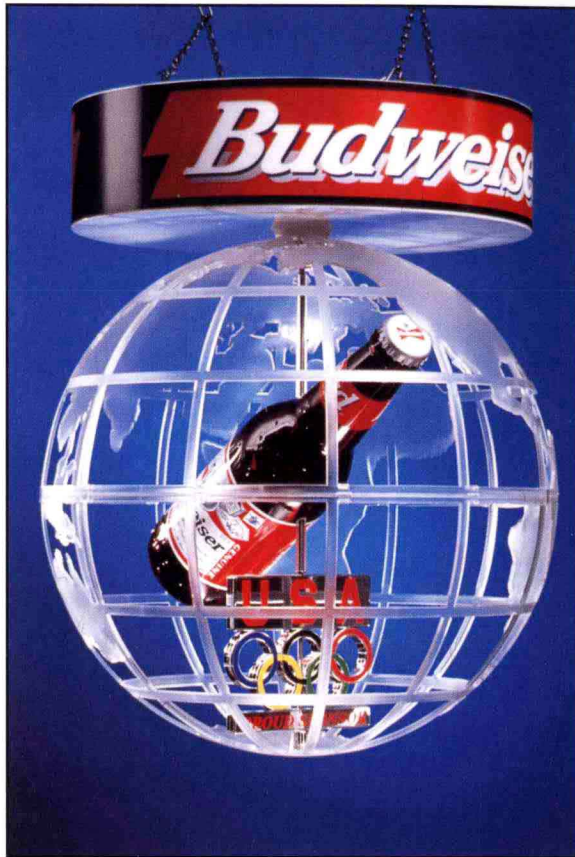
A team of judges also selected the best sales promotion program to receive POPAI's Sales Promotion-of-the-Year award. The winner was selected from the highest scoring units in the national and regional categories.





**POINT OF  
PURCHASE  
DESIGN  
ANNUAL** 5





**TITLE**  
Budweiser Illuminated Olympic Globe Spectacular

**DIVISION**  
Permanent

**SUB-CATEGORY**  
On-Premise - Illuminated or Motion

**CLIENT**  
Anheuser-Busch, Inc.

**ENTRANT**  
Everbrite, Inc.

**AWARD**  
Gold

**TITLE**  
Coors Field Neon Dominator

**DIVISION**  
Permanent

**SUB-CATEGORY**  
On-Premise - Illuminated or Motion

**CLIENT**  
Coors Brewing Company

**ENTRANT**  
Integer Group

**AWARD**  
Gold





**TITLE**  
Original Coors Cooler Door Handle

**DIVISION**  
Temporary

**SUB-CATEGORY**  
Off-Premise - Non-Illuminated or Non-Motion

**CLIENT**  
Coors Brewing Company

**ENTRANT**  
Integer Group

**AWARD**  
Gold



**TITLE**  
Letus Gamus Beginus

**DIVISION**  
Temporary

**SUB-CATEGORY**  
Off-Premise - Non-Illuminated or Non-Motion

**CLIENT**  
Pete's Brewing Company

**ENTRANT**  
McCracken Brooks Communications, Inc.

**AWARD**  
Gold



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## BEVERAGES - BEER



**TITLE**  
Miller Multi-Brand Two Sided Neon Arrow Pricer

**DIVISION**  
Permanent

**SUB-CATEGORY**  
Off-Premise - Illuminated or Motion

**CLIENT**  
Miller Brewing Company

**ENTRANT**  
Everbrite, Inc.

**AWARD**  
Silver

**TITLE**  
Rockies Fastball Tap Handle

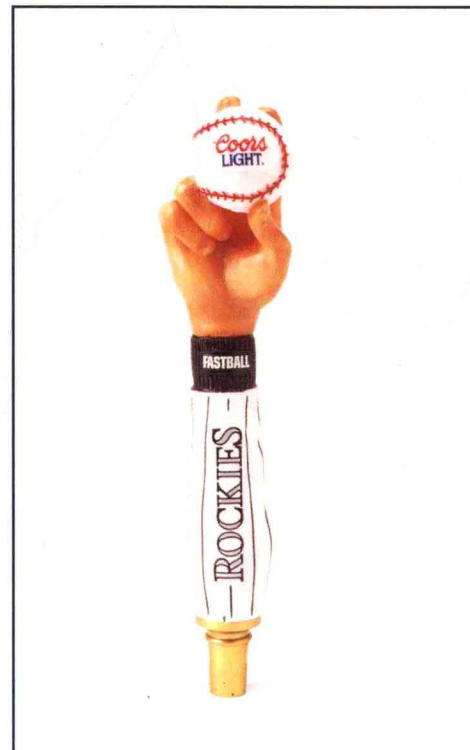
**DIVISION**  
Permanent

**SUB-CATEGORY**  
On-Premise - Non-Illuminated or Non-Motion

**CLIENT**  
Coors Brewing Company

**ENTRANT**  
Integer Group

**AWARD**  
Silver

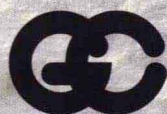




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**TITLE**  
Coors Light Pool Cue Rack and Pool Rack Hanger

**DIVISION**  
Permanent

**SUB-CATEGORY**  
On-Premise - Non-Illuminated or Non-Motion

**CLIENT**  
The Integer Group

**ENTRANT**  
KCS Industries, Inc.

**AWARD**  
Silver

**TITLE**  
Icehouse Double-Sided Tacker Sign

**DIVISION**  
Permanent

**SUB-CATEGORY**  
Off-Premise - Non-Illuminated or Non-Motion

**CLIENT**  
Miller Brewing Company

**ENTRANT**  
Lakeside, Ltd., Inc.

**AWARD**  
Silver

