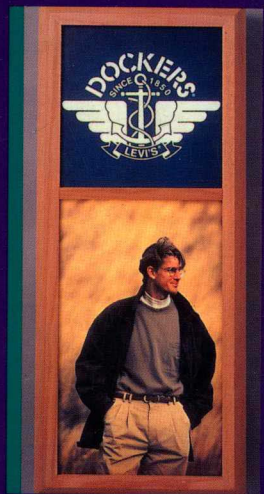
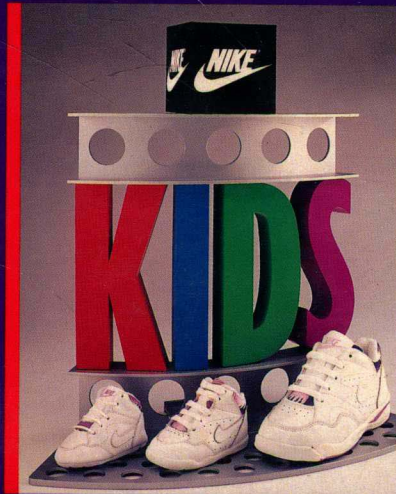


# POINT *of* PURCHASE

## DESIGN ANNUAL



## POPAI's 35th MERCHANDISING AWARDS





**POPAI'S 35th MERCHANDISING AWARDS**

**POINT *of* PURCHASE**  
**DESIGN ANNUAL**

**RETAIL REPORTING CORPORATION / ROCKPORT PUBLISHERS INC.**

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# INTRODUCTION

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 1992 merchandising award winners were selected by teams of judges drawn from the ranks of America's top consumer product manufacturers and retailers, judging outside of 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. Marketing case history information of award winners are included throughout the yearbook.

## **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 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 two display of the year winners in the permanent and promotional categories from all the gold winners. A special international judging team also selected the best promotional and permanent display to determine the winner of POPAI's inaugural International Display of the Year competition.

## **Sales Promotion of the Year**

Teams 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.

## **Nintendo Receives POPAI's Chief Award; Home Entertainment Company Honored for In-Store Excellence**



*POPAI's Chief Award for Merchandising Excellence was presented to Nintendo of America Inc. at POPAI's gala Chief Award Dinner. Pictured (from left) are John A. Sakaley III, Nintendo's Director of Merchandising, POPAI 1992-93 Chairman of the Board Janet Paris; Minoru Arakawa, President, and Peter Main, Vice President, Marketing, Nintendo of America Inc., and Dick Blatt, POPAI Executive Director.*

Nintendo of America, Inc., the Redmond, WA-based home entertainment company, received The Point-of-Purchase Advertising Institute's (POPAI) Chief Award for merchandising excellence. Accepting the award at a gala dinner at the Chicago Marriott Downtown during POPAI's Marketplace '92 trade show was Minoru Arakawa, President of Nintendo of America Inc. and Peter Main, Vice President of Marketing, Nintendo of America Inc.

"Nintendo has demonstrated how a dynamic and innovative presence at the point of sale is crucial in the highly competitive home entertainment marketplace," said Janet Paris, POPAI's chairman of the board.

According to a report published in *USA Today*, one out of every three American homes has a Nintendo game system and the company currently dominates the home video game market.

"From creating in-store merchandising that has the demonstrated ability to drive sales to forging alliances with retailers through innovative merchandising partnership programs, Nintendo embodies the dedication to merchandising and innovation at retail that we look for in selecting a recipient of this honor," Paris said.

Former recipients of the Chief Award, the highest honor bestowed upon a consumer product manufacturer or retailer by POPAI, include General Motors, the Warner-Lambert Company, McDonald's Corporation, Procter & Gamble, the Coca-Cola Company, Hallmark Cards, The Philip Morris Companies, and R.J. Reynolds Tobacco Company.



# POINT<sup>of</sup> PURCHASE

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A large, faint, circular seal of the University of Popai is visible in the background. The seal features a central emblem with a sunburst and a shield, surrounded by the Latin text "UNIVERSITAS POPAI" at the top and "FUNDATA 1543" at the bottom.

# BEVERAGES

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# BEER



### Labatt Genuine Draft P.O.P. Campaign

DIVISION:	Permanent
SUB-CATEGORY:	On-Premise - Illuminated or Motion
UNIT CLASSIFICATION:	Multi-Unit Promotions
CLIENT:	Labatt Breweries of Canada
ENTRANT:	Everbrite, Inc.
	Greenfield, WI USA
AWARD:	Gold

The Labatt Genuine Draft P.O.P. Campaign brought to Canadian retail a comprehensive P-O-P package designed to place a new product in the competitive beer marketplace.

The Campaign, produced by Everbrite, Inc., Greenfield, Wis., for Labatt Breweries of Canada was designed to

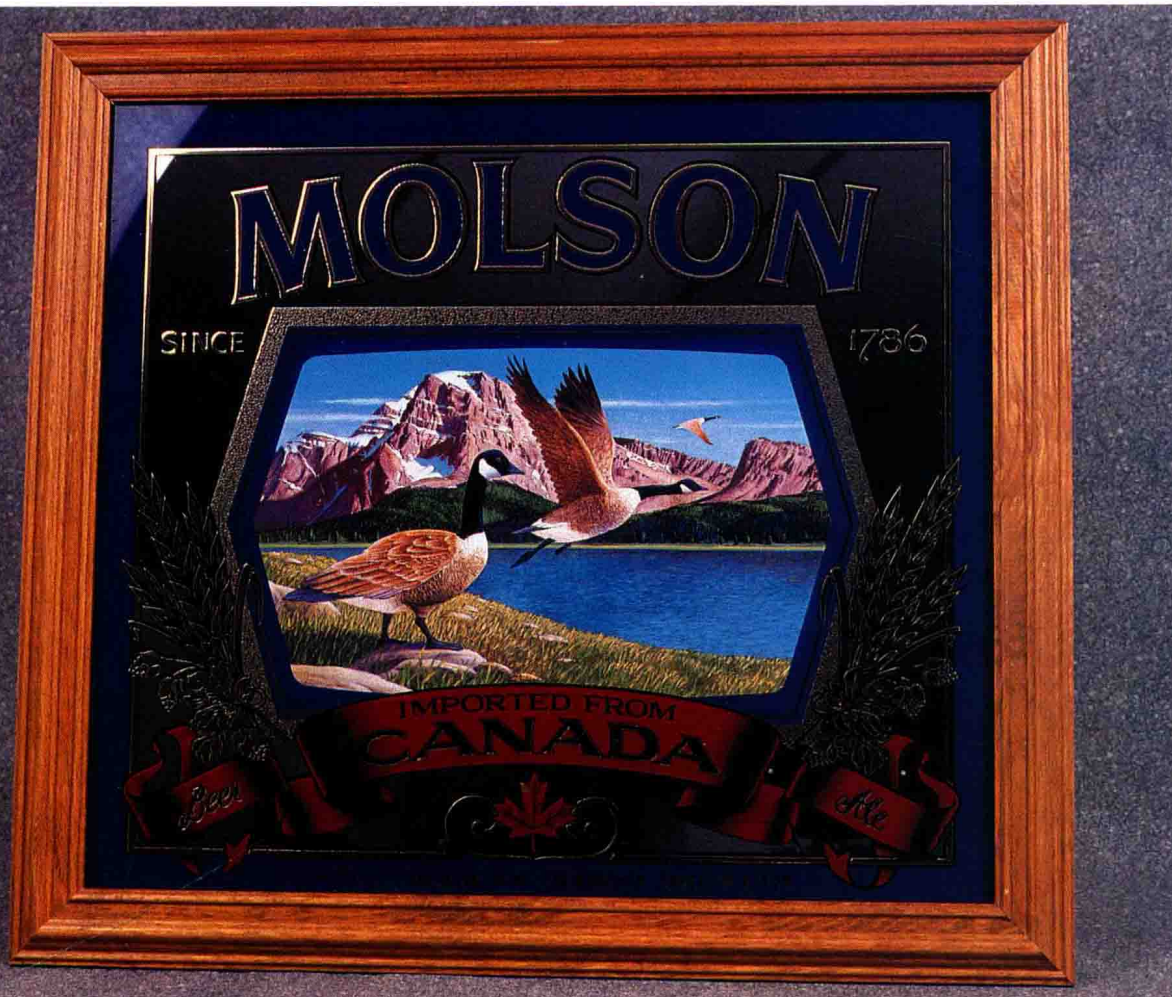
introduce Labatt Genuine Draft Beer into the Canadian provinces of Ontario and British Columbia.

Working under a 120-day time line, Everbrite put together a comprehensive group of permanent and temporary P-O-P that sought to communicate a high quality, cold and original product image. The company produced a package consisting of 22 different items ranging from a promotional lighter to window neon.

The end result, according to executives at Everbrite, was that the product exceeded its market share goal in both provinces.

The campaign utilized a variety of materials that ranged from acrylic to metal and vinyl. The program was designed for between three and six months' worth of use.





**Molson Scenic Corp Mirror with  
LTD Edition Litho O**

DIVISION: Permanent  
SUB-CATEGORY: Full-Line Merchandisers  
UNIT CLASSIFICATION: Signs  
CLIENT: Martlet Importing Company  
ENTRANT: Signs & Glassworks, Inc.  
Vista, CA USA  
AWARD: Silver

**Budweiser Family End Aisle Merchandiser**

DIVISION: Permanent  
SUB-CATEGORY: Off-Premise - Illuminated or Motion  
UNIT CLASSIFICATION: Floorstands  
CLIENT: Anheuser-Busch, Inc.  
ENTRANT: Chicago Display Company  
Melrose Park, IL USA  
AWARD: Bronze

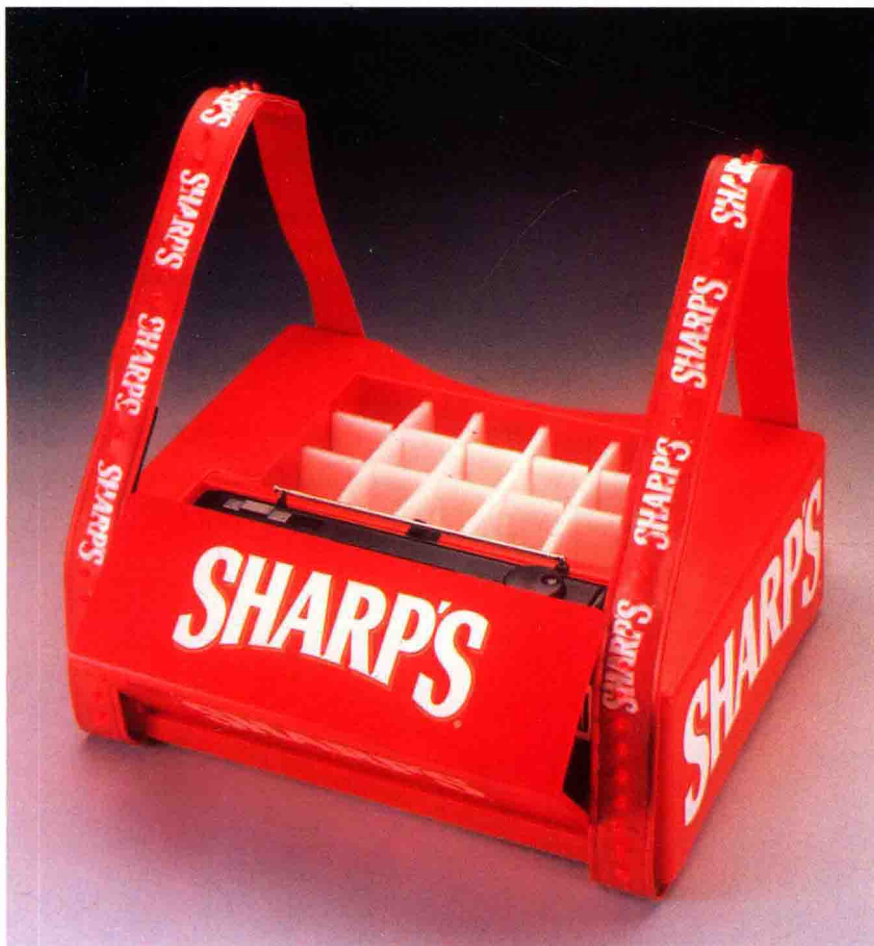






### Coors Tap Knob Series

**DIVISION:** Permanent  
**SUB-CATEGORY:** On-Premise - Non-Illuminated or Non-Motion  
**UNIT CLASSIFICATION:** Cash Register, Bar & Fountain, and Clocks  
**CLIENT:** Coors Brewing Company  
**ENTRANT:** Thomas A. Schutz Company, Inc.  
Morton Grove, IL USA  
**AWARD:** Bronze



### Sharp's Sampling Tray

**DIVISION:** Permanent  
**SUB-CATEGORY:** On-Premise - Illuminated or Motion  
**UNIT CLASSIFICATION:** Testers  
**CLIENT:** Miller Brewing Company  
**ENTRANT:** Everbrite, Inc.  
Mt. Vernon Neon  
Greenfield, WI USA  
**AWARD:** Bronze