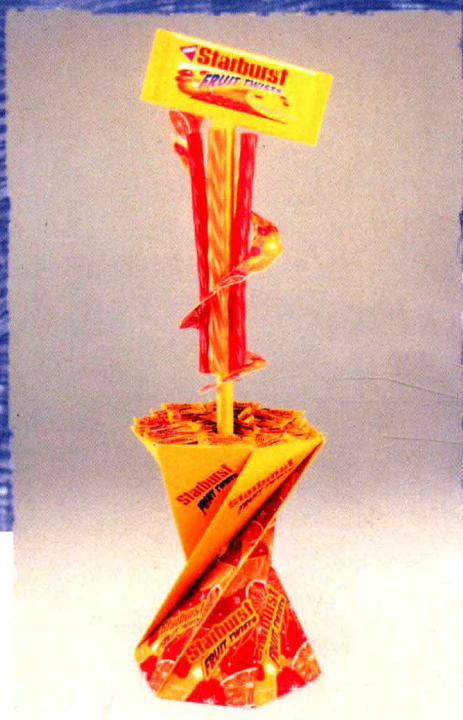




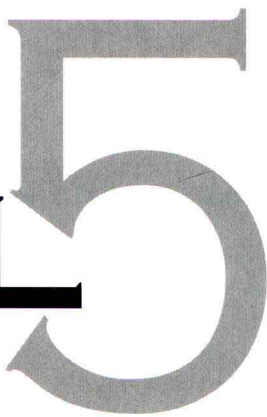
POINT-OF-PURCHASE DESIGN ANNUAL 5

The 39th Merchandising Awards



POPAI

POINT OF PURCHASE DESIGN ANNUAL



The 39th Merchandising Awards

RETAIL REPORTING CORPORATION, NEW YORK

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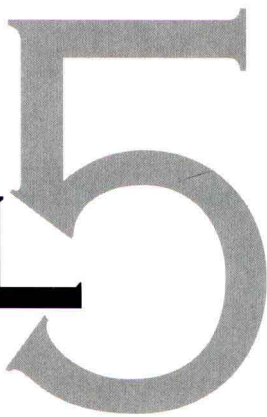
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The Point-Of-Purchase Advertising Institute

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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1660 L Street, N.W., Tenth Floor
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POPAI has chapters or task force offices in Europe, Australia, Japan and Brazil. For information on POPAI membership in those regions, please contact:

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Chuo-Ku, Tokyo 104
JAPAN
Tel. 81.3.3573.3791
Fax 81.3.3572.8650

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

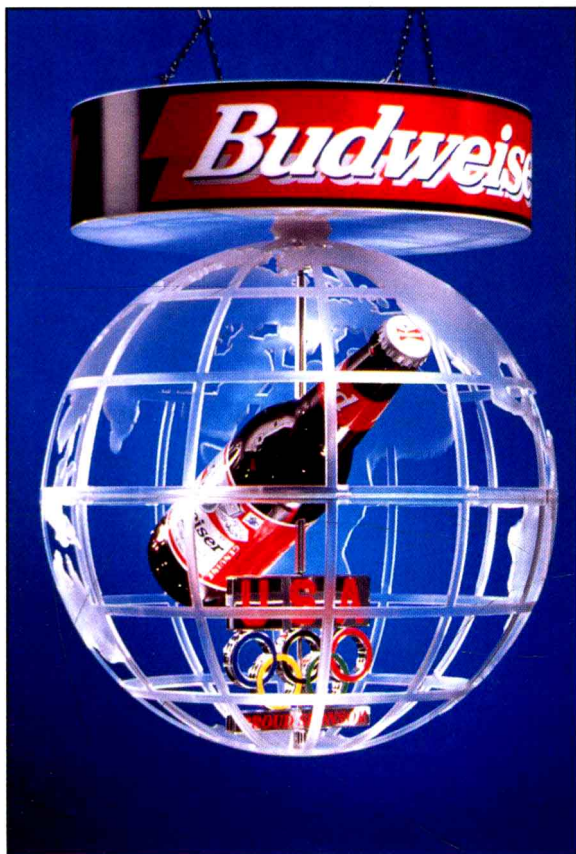
A blue-ribbon panel of marketing and retailing executives selected three Display-of-the-Year winners in the permanent, temporary and international categories from all the gold winners.

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 Beganus

DIVISION
Temporary

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

CLIENT
Pete's Brewing Company

ENTRANT
McCracken Brooks Communications, Inc.

AWARD
Gold

POINT OF PURCHASE SOLUTIONS



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