

2014 POPAI SA winners

Point of Purchase Advertising International - South Africa (POPAI SA), in sponsorship with ZaPOP, hosted its 4th Annual POP Industry Awards on Thursday, 13 November 2014 at the Radisson Blu Gautrain.



With comedian Dave Levinsohn as MC for the evening, the awards ceremony was aimed at recognising outstanding achievement by leading point-of-purchase service providers and brands in point-of-purchase advertising displays and in-store communication activity produced in South Africa.

Entries were judged by leading industry representatives from AMKA Products, Nestle, Incredible Connection and Kantar Retail. The volume and quality of entries exceeded previous years, with the 2014 ceremony seeing 28 awards being presented on the evening.

Visual Fusion Global took top honours and walked away with six awards for its work. Way Up Front Point of Sale Promotions and Kansai Plascon each took three awards, including Gold.

The Display of the Year Award in Gold went to Pod Communications for their Hippo Insurance Kiosk. Silver went to 34 Group for their Lindt Mother's Day campaign and Bronze was awarded to Hewitt & Associates for their Nivea Cocoa Butter campaign.

Full list of categories and the winners:

| Category | Gold | Silver | Bronze |
|---|---|--|---|
| 1. Product - FMCG - Food and Soft Drinks - Permanent | Visual Fusion for Parmalat Custard FSU | The PopShop for Nestle Generic Slabs 150g FSU | The PopShop for Nestle Tillpoint Unit |
| 2. Product - FMCG - Food and Soft Drinks - Temporary | 34 Group for Lindt Mother's Day | 34 Group for Kellogg's Wake Up To Warmth | Pod Communications for Stimorol Sensations Experience |
| 3. Product - FMCG - Cosmetic and Personal Hygiene - Permanent | Way Up Front Point Of Sale Promotions for Clicks Dental Dashboard Units | | |
| 4. Product - FMCG - Cosmetic and Personal Hygiene - Temporary | Hewitt and Associates for Nivea Cocoa Butter FSU | | Visual Fusion for Amka Everyday Styling, Gels and Waxes |
| 5. Product - FMCG - Cleaning and Pharmaceuticals - Permanent | | Way Up Front Point Of Sale Promotions for Benylin Range Counter Top Unit | |
| 6. Product - FMCG - Cleaning and Pharmaceuticals - Temporary | Hewitt and Associates for Skip FSU | | |
| 7. Product - FMCG - Tobacco and Liquor - Permanent | Visual Fusion for Brandhouse Gondola End Fridge | Way Up Front Point Of Sale Promotions for Marlboro Phase 4 Counter Unit | Fishwick Printers for Flying Fish Metal Stand |
| 8. Product - FMCG - Tobacco and Liquor - Temporary | | | Fishwick Printers for Castle Lite Window Display |
| 9. Product - Non FMCG - Permanent | | | Kansai Plascon for Plascon Inspired Colour 2 Stand |
| 10. Product - Non FMCG - Temporary | | Kansai Plascon for Plascon Bring Home The Best Competition | |
| 11. Short Run (Under 50 Units) | Kansai Plascon for Plascon Custom Colour Creation in Mass Retail | Angle Orange for BOS Billabong FSU | Visual Fusion for Brandhouse Rockstar |

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| 12. Flagship and Store | Pod Communications for Hippo Insurance Kiosk | Inhouse Brand Architects for Pernod Ricard GH Mumm Champagne Lounge | Rocketfuel for Pernod Ricard Room 101 |
| 13. Emerging / Main Market | Visual Fusion for Brandhouse Tavern Hatch Portal | | |
| 14. Sustainability | | | Visual Fusion for Heineken Solar Lightbox |
| Display of the Year | Pod Communications for Hippo Insurance Kiosk | 34 Group for Lindt Mother's Day | Hewitt and Associates for Nivea Cocoa Butter FSU |

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