



Shop! Greater China Award Contest

Entry Kit

Organizer:



Sponsor:



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GLOBAL AWARDS 2020 GALLERY

Terms & Conditions

Entry Deadline: 23:59, 2020/09/14

1. Shop! Awards Contest is run by Shop! Greater China (hereinafter referred to as the “Awards Committee”).
2. The Awards Contest is open to domestic and overseas retail companies registered at home and abroad.
3. Please seek the customer's consent before entering, as this is an Awards Contest joined by both Party A and Party B.
4. There is no limit of entry quantity.

Terms & Conditions

5. Except “International Entries” category, entries must be designed or produced in Chinese mainland, Hong Kong, Macau and Taiwan.
6. Entries must be on the market from January 2019 to June 2020.
7. Entries that have been entered in 2019 Shop! Awards Contest are not entitled to join.
8. Questions about entries must be answered in full Chinese or in all English.
9. The jury's decision will be final and no dispute. Once entry is entered, this Terms and Conditions is deemed accepted by entrant.
10. The Awards Committee will have final interpretation right of the Awards Contest.

Entrants Company

@Retailer

@Retail brands

@4A Advertising company

@Branding company

@Retail designer

@Retail Tech Suppliers

@Retail Service Supplier

@Retail Display Supplier

14 Regular + 2 New Category

1. 超市、食杂店和便利店 Supermarket, Grocery & Store (P, SP, T)
2. 百货商场和购物中心 Department Store & Shopping Mall (P, SP, T)
3. 美容美妆 Cosmetics Convenience& Beauty (P, SP, T)
4. 玩具、运动和时尚 Toy, Sport & Fashion (P, SP, T)
5. 视觉/场景营销 Visual Merchandising & Scene Marketing (P, SP, T)
6. 店装、展柜和货架 Shop Fitting & Fixtures (P, SP)
7. 快闪店、店中店和专柜 Pop-up Store, Shop-in-Shop & Kiosk (P, SP, T)
8. 品类管理 Category Management (P, SP)
9. 店内促销 In-Store Promotion (T)
10. 跨界零售 Cross-Over Retail (P, SP, T)
11. 购物者营销活动 Shopper Marketing Campaign (T)
12. 线上营销项目 Online Campaign (T)
13. 节庆营销活动 Seasonal Marketing & Promotion (T)
14. 绿色环保项目 Sustainable Project(Long Term)
15. 海外市场 International Entries (P, SP, T)
16. 杰出零售抗疫大奖 Anti - Pandemic Retail Excellence Awards (SP, T)

New

New

■ Sustainable Project (Long Term)

Need to answer below entry questions:

Q1. Did practices employed in the design stage of the project reduce the environmental impact of the display?

Q2. Materials used and how the production process helped reduce the environmental impact?

Q3. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control?

Q4. How has the supply chain included in the process driven environmental efficiencies?

Q5. Describe the role that installation and fulfillment played in reducing the environmental impact and how changes in practices were employed.

■ International Entries (P, SP, T)

It is to encourage and recognize more outstanding retail pops, stores fixtures and marketing campaigns on international retail market. If the company is not covered by the regular Shop!/POPAI Awards Contest in the region, Shop! Greater China Awards Contest is an internationally certified award that is absolutely competitive in your market.

Entry type can be one of below but not limited to:

- Retail POP products and fixtures
- Retail marketing campaigns
- Store design
- Retail/Brand solution projects
- And more....

■ Anti-Pandemic Retail Excellence Awards (SP, T)

The vast majority of retail businesses have been hit significantly this year because of COVID-19. At the same time, many enterprises boldly business mode and develop post pandemic retail solution. Moreover, some of them even share their resources to assist with governmental anti-pandemic actions! So Shop! Greater China established Anti-Pandemic Retail Excellence Awards in 2020 to recognize these companies for its excellent business strategy and social responsibility.

Entry type can be one of below but not limited to:

- Product: Anti-Pandemic products, anti-pandemic POP displays and fixtures, etc.
- Project: Social distancing VI system, anti – pandemic community campaigns, etc.

Landing page



国际零售环境及广告展示大赛（大中华）
Shop! Greater China Awards Contest
2020

中文参赛 点击此处
To Enter in English Click Here

中文评审 点击此处
To Judge in English Click Here

Click English Link

2 Registration

Login to our Contest website

If you don't have an account, please register

If you have previously registered and have received your email and want to login, [click here now](#).
If you haven't already registered, complete the form below with your details and click the **Continue** button when ready.

Register Below

Please complete the fields below with your details and when ready click the **Continue** button.

First Name	<input type="text"/>
Surname	<input type="text"/>
Company Name	<input type="text"/>
Position	<input type="text"/>
Email Address	<input type="text" value="Morena"/>
Password	<input type="password" value="*****"/>
Repeat Password	<input type="password"/>

Continue



CONTACT US | LOGIN

ENTER THE AWARDS

MY AWARD ENTRIES

HOME

Enter the Awards

To enter the **SHOP! Greater China Awards**, you need to be registered and logged in.

2 Entering Entry

Entrant information

Award Entry: Step 2

Complete/amend the fields of information for this award below and click on the **Continue** button when ready.

Company Detail

Company Name	Shop! 大中华区协会/Shop! Greater China
Address 1	昌岗中路188号1楼113房
Address 2	
Address 3	
Address 4	
Town/City	Guangzhou
County	Haizhu District
Postcode	5100000000000000
Telephone	15626106517
Fax	
Email Address	morena@shop-gc.com
Contact Name	Morena Luo

Client Detail

Company Name	Lux设计工作室
Address 1	芳村大道东31号7栋201
Address 2	
Address 3	
Address 4	
Town	Guangdong
County	Liwan District
Postcode	CANNOT PROVIDE
Telephone	15626106517
Fax	
Email Address	morena@shop-gc.com
Contact Name	Morena Luo
Job Title	行政助理



✓ Make sure the email is correct



Client Authorization

You have to make sure your client agree to your joining to the Contest because the entry will be publicly announced if winning.

Client Authorization



I confirm that the client's approval has been given to enter this activity in the SHOP! Greater China Awards Contest 2019

Save & Continue

Cancel

Entry name

SHOP! Greater China Awards: New Entry

Please read this helpful information **before** you start your entry.

Entry Submissions.

Entries for the competition will be judged against the following criteria.

Judges look to the case study to provide **all** the information they require that is not visible from the images and videos submitted. Remember - if you don't include it, the judges won't know it.

- ***What were the Client's marketing objectives as stated in their brief?*** (Maximum 300 words)
- ***How did the design, chosen materials and construction method respond to the brief?*** (Maximum 300 words)
- ***How was the entry received in its targeted retail environment?*** (Maximum 300 words)
- ***How well did the entry meet its targeted ROI (Return On Investment)?*** (Maximum 300 words)
- ***Production run***
- ***Life expectancy***

Judges look to the case study to provide all the information they require that is not visible from the images and videos submitted. Remember- if you don't include it, the judges won't know.

Frequently Asked Questions.

Q. What is the maximum number of entries I can submit?

A. There is no limit on the number of entries.

Q. Do I have to complete all entry criteria for it to be eligible for the competition?

A. Yes, all criteria need to be completed.

Q. Can I submit the actual display as part of my entry?

A. No. Only photographs and video clips are accepted in support of entries.

Q. How many photographs can I submit for each entry?

A. Four. The minimum number of photographs required is three. It is essential to use photographs of the display in-store.

i Important!

Entry Title

Continue



Please write your entry name carefully because it will be announced publicly

Award Entry: Step 1

Complete/amend the fields of information for this award below and click on the **Continue** button when ready.

Entry Title SHOPASIA TESTING

Awards Category 超市、食杂店和便利店 Supermarket, Grocery & Convenience Store

超市、食杂店和便利店 Supermarket, Grocery & Convenience Store

百货商场和购物中心 Department Store & Shopping Mall

美容美妆 Cosmetics & Beauty

玩具、运动和时尚 Toy, Sport & Fashion

视觉/场景营销 Visual Merchandising & Scene Marketing

店装、展柜和货架 Shop Fitting & Fixtures

快闪店、店中店和专柜 Pop-up Store, Shop-in-Shop & Kiosk

品类管理 Category Management

店内促销 In-Store Promotion

跨界零售 Cross-Over Retail

购物者营销活动 Shopper Marketing Campaign

线上营销项目 Online Campaign

节庆营销活动 Seasonal Marketing & Promotion

绿色环保项目 Sustainable Project

海外市场 International Entries

杰出零售抗疫大奖 Anti-Pandemic Retail Excellence Awards

Save & Continue

New

New



- Choose category according to entry's nature, usage, targeted market, etc
- If the category does not match after entry submission, we will notify via email for further action

Choose according to life expectancy on market

Award Entry: Step 1

Complete/amend the fields of information for this award below and click on the **Continue** button when ready.

Entry Title SHOPASIA TESTING

Awards Category 超市、食杂店和便利店 Supermarket, Grocery & Convenience Store ▼

- | | | |
|---|---|-------------------|
| <input type="radio"/> Permanent | → | • 6 months above |
| <input checked="" type="radio"/> Semi-Permanent | → | • 2 to 6 months |
| <input type="radio"/> Temporary | → | • Within 2 months |

Save & Continue

Cancel

Entry information: answer 4 questions

Award Entry: Step 3

Please complete the sections below with the relevant information.

Q1. What were the client's marketing objectives as stated in their brief? (Up to 300 words)

Q2. How did the design, chosen materials and construction method respond to the brief? (Up to 300 words)



! When answering questions, you should not mention about any of the following:


- Company full name
- Company abbreviation name
- Company's key person's name
- Company logo
- Company patent information

Otherwise your entry will be deemed as invalid!

Entry information

Q3. Did the entry enhance client's sales in its targeted retail environment? If you have sales data, especially ROI, please state (Up to 300 words)

Q4. Are there any additional remarks on the entry? (Up to 300 words)

 Q5. Production Run

Q6. Life Expectancy

Life expectancy should match the sub-category:
Permanent, Semi-Permanent, Temporary

Save & Continue

Cancel



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- Company full name
- Company abbreviation name
- Company's key person's name
- Company logo
- Company patent information

Otherwise your entry will be deemed as invalid!



Questions are different
from other categories

Entry information for
Sustainable Projects, 5
questions

Award Entry: Step 3

Please complete the sections below with the relevant information.

Q1. Did practices employed in the design stage of the project reduce the environmental impact of the display? (Up to 300 words)

Q1. Did practices employed in the design stage of the project reduce the environmental impact of the display? (Up to 300 words)

Q2. Materials used and how the production process helped reduce the environmental impact? (Up to 300 words)

Q2. Materials used and how the production process helped reduce the environmental impact? (Up to 300 words)

Q3. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control? (Up to 300 words)

Q3. How have changes made to the physical infrastructure impacted upon production, such as reduced utility consumption, reduced wastage/waste treatment and improved process control? (Up to 300 words)



! When answering questions, you should not mention about any of the following:

- Company full name
- Company abbreviation name
- Company's key person's name
- Company logo
- Company patent information

Otherwise your entry will be deemed as invalid!

Entry information for Sustainable Projects, different questions

Q4. How has the supply chain included in the process driven environmental efficiencies? (Up to 300 words)

Q4. How has the supply chain included in the process driven environmental efficiencies? (Up to 300 words)

Q5. Describe the role that installation and fulfillment played in reducing the environmental impact and how changes in practices were employed. (Up to 300 words)

Q5. Describe the role that installation and fulfillment played in reducing the environmental impact and how changes in practices were employed. (Up to 300 words)

Save & Continue

Cancel



! When answering questions, you should not mention about any of the following:

- Company full name
- Company abbreviation name
- Company's key person's name
- Company logo
- Company patent information

Otherwise your entry will be deemed as invalid!

2 Entering Entry

Uploading images
or videos

i Images quality
requirement: 300 dpi

Award Entry: Step 4

The images you have previously uploaded are shown below.

Existing Award Entry Images



Upload/Replace Images

You can upload up to three images or photos for your entry. To upload an image, click the browse button below, find the image on your computer and the click **Continue** button when ready.

IMPORTANT NOTE: A minimum of three images are required to be uploaded and your images should be in JPG format and ideally less than 2MB in size EACH..

Main Photo/Image

未选择任何文件

This image will be the main image used in all publicity, unless SHOP! Greater China deems another image more suitable. This must be an image of the display in store.

Image 1

未选择任何文件

Image 2

未选择任何文件

Image 3

未选择任何文件

Image 4

未选择任何文件

Video files should each last no longer than 30 seconds in duration. It is *mandatory* that these videos are uploaded as .WMV files (Windows Media Viewer/WMV format) with a size of no more than 5mb.

VIDEO 1 Upload

未选择任何文件

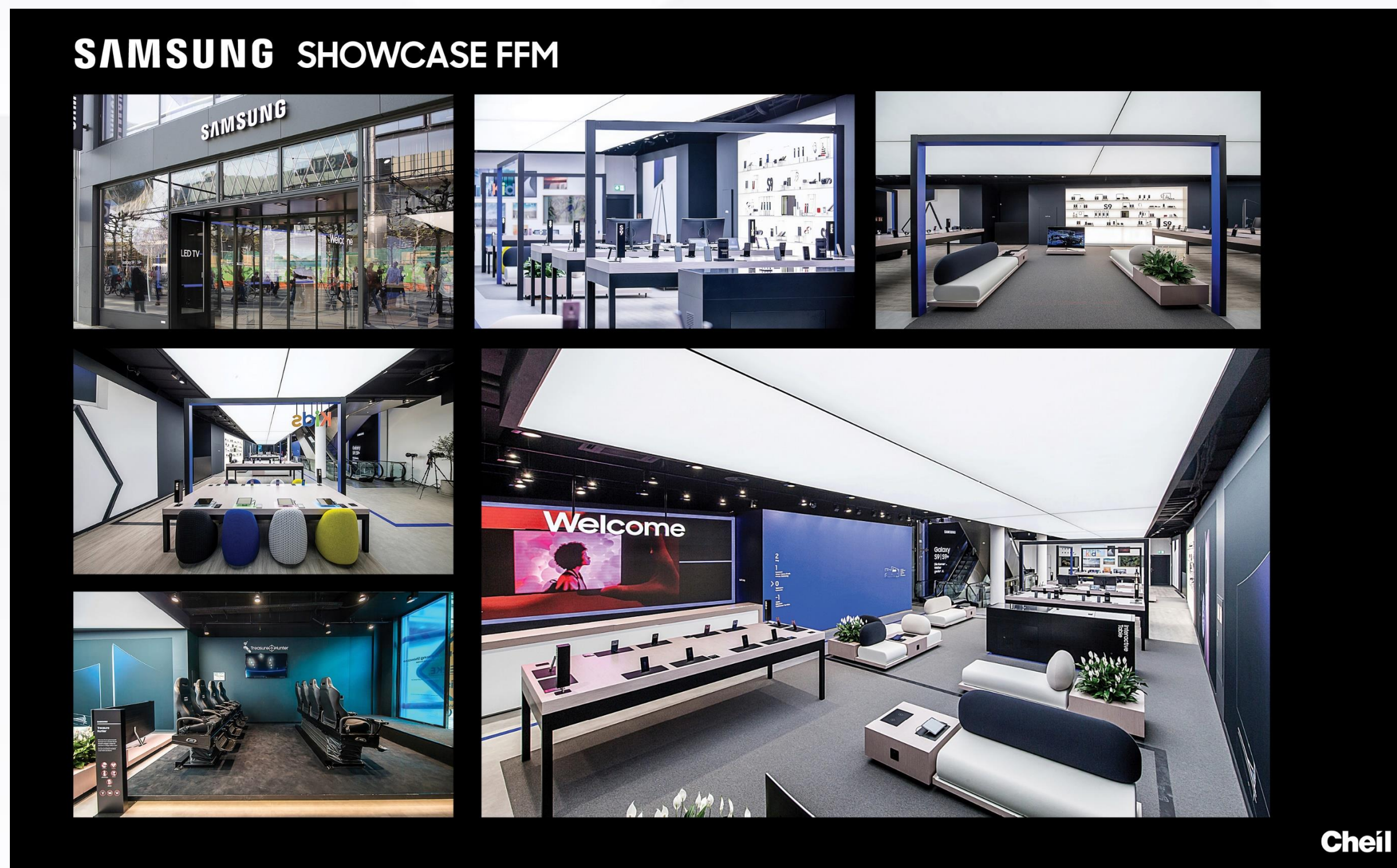
i Not mandatory but highly recommend

Before clicking below, please be aware that if you are uploading several files it may take several minutes to upload.

i Only when you edit the entry can you
see the images you have uploaded

Images example

- ✓ Combining multiple images into one is acceptable



- ✓ Entry's appearance in market



2

Entering entry

Finish entering



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Award Entry: Complete

Your Award Entry has successfully been saved/updated.

[Continue](#)



Finish entering ≠ Finish the contest

2

Submitting entry

- Entry quantity unlimited
- Entrant can enter multiple entries and submit all of or several of them



Tips: Please have text and images copy before submission

To ensure the entry accuracy, we strongly recommend a double-check by Contest Committee before submission. Please contact us when you feel you are ready to submit, but do not check the submit option!

My Award Entries

Below are a list of your existing Award Entries. [To enter another award click here.](#)

Delete	Entry Date	Entry Title	Payment Status	Submit Entry	Edit
	Today	SHOPASIA TESTING <i>Category: 海外市场 International Entries</i>	PAYMENT RECEIVED	<input type="checkbox"/>	
	Today	SHOPASIA TESTING <i>Category: ?Unknown</i>	NOT YET PAID	<input type="checkbox"/>	
	Today	SHOPASIA TESTING <i>Category: 超市、食杂店和便利店 Supermarket, Grocery & Convenience Store</i>	NOT YET PAID	<input type="checkbox"/>	

Entries can be entered for by ticking the appropriate box



You can delete entry before submission
Once the entry is submitted, you cannot edit or delete!



Before submission, you can still edit your entry anytime

Submitting entry

My Award Entries

Below are a list of your existing Award Entries. [To enter another award click here.](#)

If the entry is submitted,
you cannot review or
check status.


Delete	Entry Date	Entry Title	Payment Status	Submit Entry	Edit
	Today	SHOPASIA TESTING <i>Category: 海外市场 International Entries</i>	PAYMENT RECEIVED		
	Today	SHOPASIA TESTING <i>Category: ?Unknown</i>	NOT YET PAID	<input checked="" type="checkbox"/>	
	Today	SHOPASIA TESTING <i>Category: 超市、食杂店和便利店 Supermarket, Grocery & Convenience Store</i>	NOT YET PAID	<input type="checkbox"/>	

Entries can be entered for by ticking the appropriate box

This submission acknowledges acceptance of the rules of entry. The entrant declares that client permission has been received for the entry to compete and that you accept any SHOP! Greater China Awards sponsored publicity and use of the entry.

Number Of Entries To Submit: 1

Submit Entries

 **Tips: Please have text and images copy for your entry. It would be re-used when you are nominated for Global Awards**

Entries Successfully Submitted

Your entries have successfully been submitted to this year's SHOP! Greater China Awards.

All entries are checked and vetted by our team and we will be in touch with you if we have any questions.

The SHOP! Greater China Team

After submission, payment process begins.


- ☐ Entrant may have multiple entries
- ☐ Entry fee is paid for submitted entries



Entry submitted successfully



Entrant will receive payment invoice by
Contest Committee



Pay the entry fee per invoice and send
back the bank slip to Contest Committee

- Entry fee: Shop! members and partners: 1st entry is FREE! 2nd, 3rd,... USD400 per one
Non-members: USD800 per one
- Entry submit deadline: September 14th, 2020, end of business day
- This is also the payment deadline. If not paid before deadline, the entry will be deemed invalid

Shop! Greater China Payment Account

Please transfer entry fee to below account:

Account Name: SHOPASIA LIMITED

Account Number: 333-28-04386-2

Bank & Branch: Shanghai Commercial
Bank Ltd., Tsuen Wan Branch

Bank Code: 025

SWIFT code: SCBKHKHHXXX

Bank Address: 405 Castle Peak Road,
Tsuen Wan , N.T. Hong Kong

After payment

- The entry payment status will change after paid. That means:

You have completed the whole process and just wait for your results!

My Award Entries

Below are a list of your existing Award Entries. [To enter another award click here.](#)

Delete	Entry Date	Entry Title	Payment Status	Submit Entry	Edit
	Today	SHOPASIA TESTING <i>Category: 海外市场 International Entries</i>	PAYMENT RECEIVED		
	Today	SHOPASIA TESTING <i>Category: ?Unknown</i>	NOT YET PAID		
	Today	SHOPASIA TESTING <i>Category: 超市、食杂店和便利店 Supermarket, Grocery & Convenience Store</i>	NOT YET PAID	<input type="checkbox"/>	

Entries can be entered for by ticking the appropriate box

After payment, you can still enter entry

3 Other questions

If you:

- ◆ Have scenarios that not mentioned in the Guidelines
- ◆ Are first to join the Contest and need more guidance
- ◆ Want to double check entry accuracy before submission

Please contact

Morena: morena@shop-gc.com



2019-2020 Global Gold Awards Gallery

■ Shop! Greater China-2019

<https://www.shop-gc.com/2019shopgcawards>

■ Shop! US-2020

<https://www.shopawards.org/wp-content/uploads/2020/06/20ShopAward-OMAGold.pdf>

■ POPAI UK-2019

<https://www.popai.co.uk/awards/gallery/2019/>

■ POPAI D-A-CH-2020

https://shopassociation-dach.de/wp-content/uploads/2020/05/Gewinner-Pr%C3%A4sentation_Awards_2020.pdf

■ POPAI FR-2019

<https://www.popaiawards.com/content/dam/sitebuilder/ref/popai-awards/pdf/Tableau%20Palmares%20POPAI%20Awards%202019.pdf.coredownload.625809907.pdf>



Chengdu Gather Market

Location: Shenzhen, Guangdong province, China

Submitter: Shenzhen Onewe Commercial Space Design & Planning Co., Ltd

Category: Store Fixture & Elements

Location: Shenzhen, Guangdong province, China



Objectives

China is one of ancient civilization of the world. Prosperity of commercial markets has a long history. The modern Chinese retail department store design style is dominated by the style of following and imitating the west, which gives people a sense of Deja Vu in every retail space. The lack of humanistic atmosphere and thematic design is a common problem in contemporary Chinese commercial space design. Renhe city is located in the “land of abundance” of Chengdu, Sichuan province. Under the soil of such a thousand-year old city, there is no commercial space that truly conforms to the Oriental traditional culture.

In this context, the client hopes that we can jump out of the cookie-cutter business environment and build a unique heritage of the Chinese nation millennium heritage of the Chinese nation millennium culture of the eastern city collection. While satisfying the core value of the store, it endows the space with the soul of the east, arouses the resonance of consumers, and shapes an impressive commercial space.

How were the objectives met?

Renhe market invested 15 million yuan in the decoration and decoration cost. In this project, we planned it as a supermarket+market, and integrated the food stalls and snacks into it to improve the efficiency, enhance the fun and shopping of the store, and extend the time consumers stay in the store. Since the opening of this project in November last year, the turnover of this project has reached 40 million yuan within half a year, with a gross profit of 14%. Compared with other unchanged branches, the turnover has increased by 30%.

This project is the first commercial space created with the theme of “new Oriental” in China, which covers many cultural symbols rooted in the bones of our Chinese people, so that consumers have a great resonance. With the continuous efforts of the operation team in the later period, Chengdu Renhe market has achieved a state of high appearance and high income. After it was launched in southwest China in 2018, Renhe market has become the benchmark of the industry, with a large number of people in the industry going to visit and study, and a wave of the return of traditional national culture in the field of retail design has been set off.

2020 Global Awards

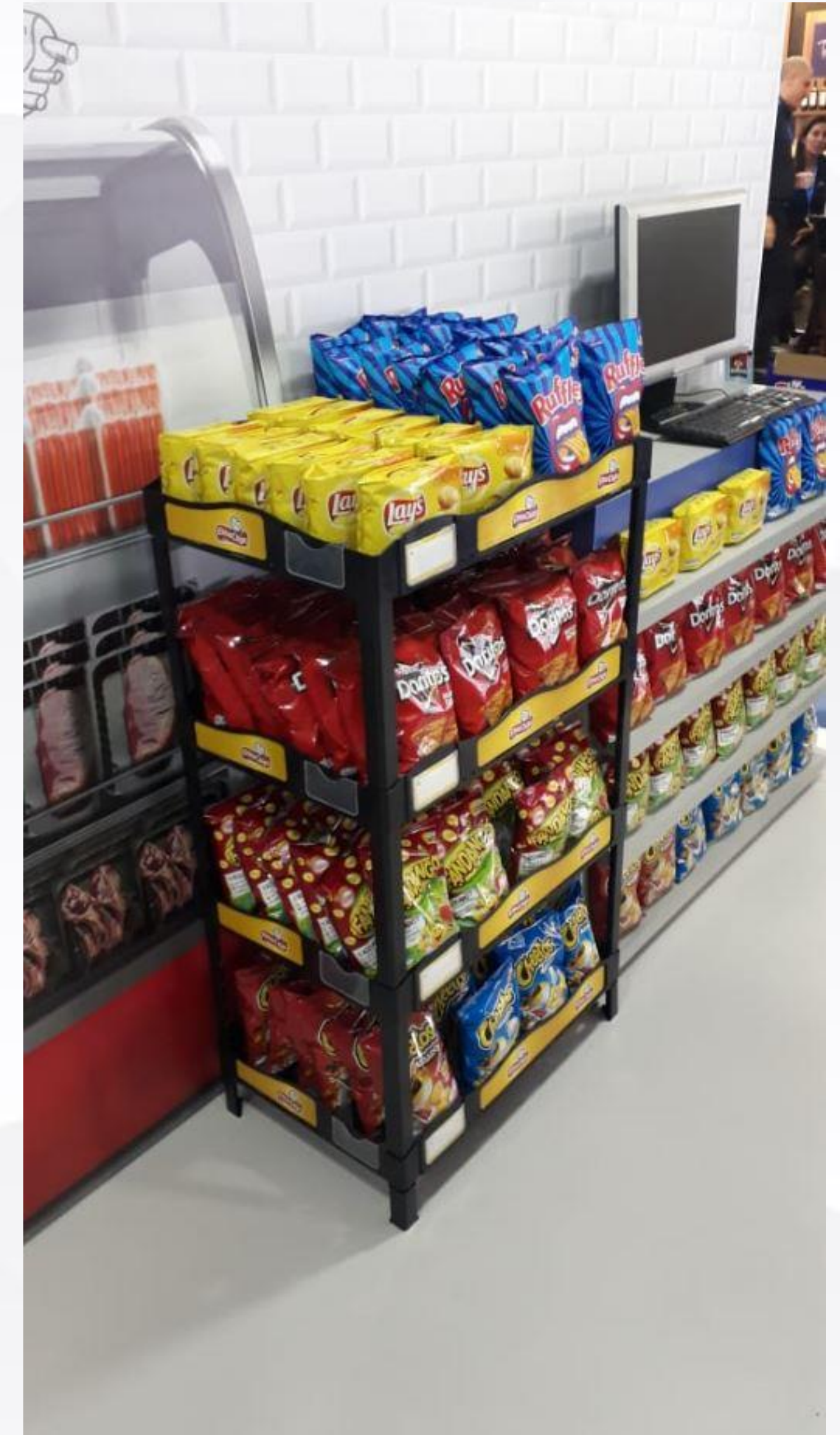
ELMA CHIPS® Recycled Display

Location: Embu das Artes, São Paulo, Brasil

Submitter: Fábrica de Ideias

Originating Country Contest: Brasil

Category: Sustainability





2020 Global Awards

Objectives

After the implementation of the National Solid Waste Law, in 2010, PepsiCo Brasil initiated a business policy with the Performance with Purpose project, involving a series of actions aimed at delivering long-term sustainable growth, leaving a positive mark on society and the environment.

With this new strategic vision, the company started to worry about the destination of the waste generated in the production and post-consumption stages of its plastic packaging, seeking a new use for them.

It was from there that the demand arose to produce a display for ELMA CHIPS® products that was manufactured from post-consumer plastic packaging and that served the objective of being a sustainable solution for the point of sale, contributing to the circular economy of plastic.

How were the objectives met?

To carry out this project, it was necessary to foster the recycling chain, developing the recycling process in partnership with cooperatives of recycled material collectors. The solution was to transform a recycled material into a durable asset, in this case the permanent display that can stay at the point of sale for a long time and then be recycled again, in a continuous cycle of sustainability.

The result of this project was the use of recycled material equivalent to 75 million packages or 450 tons of recycled plastic in 8 years. In addition, to meet the requirements of a complete sustainable solution, we also think about logistics optimization, through the creation of a modular display that could be disassembled and easily assembled at the point of sale. This made it possible to reduce costs in storage and transportation, also contributing to the reduction of pollutants in the atmosphere (less trucks on the streets).

This was undoubtedly a pioneer and exclusive project, carried out in partnership with PepsiCo Brasil, which brought great visibility to the brand and its products, earning it the maximum sustainability award in the Eco Efficiency category of the Popai Brasil 2019 Award.

Positives of the project:

- Strengthens the circular economy of plastic and promotes recycling
- Contributes to the preservation of the environment
- Generates a recycled product with high added value for the merchandising chain
- Positively impacts the shopper's perception and adds value to the brand
- Agility of execution at the POS
- Cost reduction of POS materials

2020 Global Awards



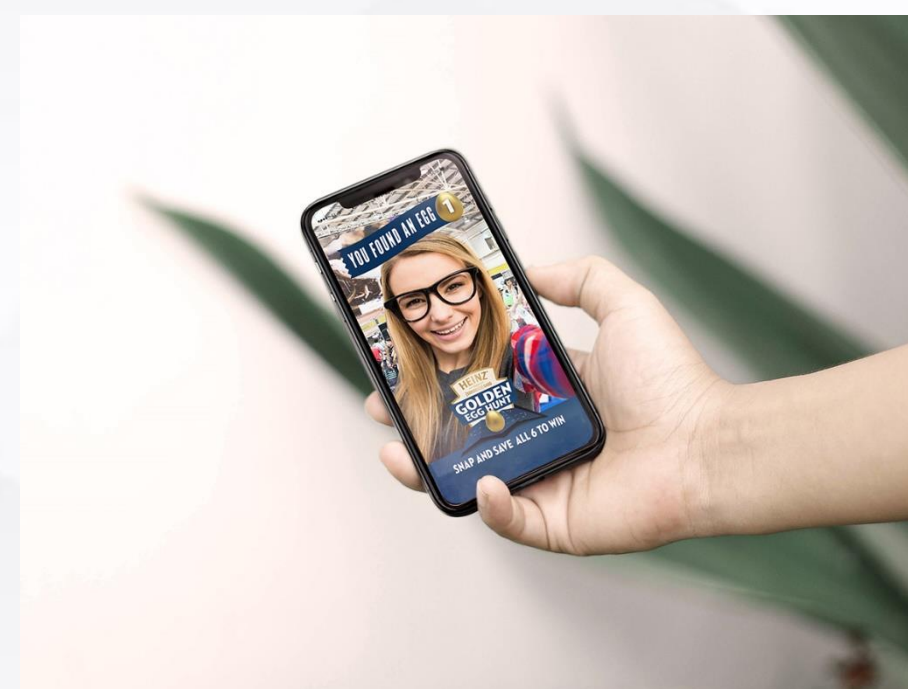
Heinz Mayo Golden Egg Hunt

Location: Artarmon, NSW, Australia

Submitter: XPO Brands

Originating Country Contest: Australia

Category: Digital, Mobile, & Interactive Media



2020 Global Awards

Objectives

The story:

Mayonnaise is a much-loved condiment in Australia with consumers spending AUD\$139,551,218 on mayonnaise every year, particularly during Christmas and Easter.

Traditional Aussie mayonnaise is made with whole eggs. However, some brands use ingredient substitutes, leading to shopper confusion as to the definition of 'real' mayonnaise.

The brief:

In the lead up to Easter 2019, Kraft Heinz approached us to develop a campaign that demonstrated its commitment to back and build its brands in innovative ways. The company has an “act-not-ad” philosophy to ensure any brand activity creates meaningful consumer connections that are grounded in context.

For this campaign, Kraft Heinz challenged us to create an engaging ‘ACTvertising’ out-of-store experience to educate consumers that Heinz makes [Seriously] Good Mayonnaise with WHOLE EGGS.

The key challenges we faced was to invent a unique experience that would achieve the highest brand awareness among the largest possible audience with a relatively low budget!

The objectives:

Education

- The primary objective was to educate consumers that Heinz [Seriously] Good Mayonnaise is made with whole eggs while underpinning Kraft Heinz’s “act-not-ad” philosophy.

Engagement:

- Give away 10,000 full-size bottles of Heinz [Seriously] Good Mayonnaise.

Awareness

- Create a meaningful activation that raised brand awareness at a local Sydney level in the state of New South Wales (NSW).

Sales

- Strategically, we believed the campaign should work hard to drive people to the shelf, so as an extra measure of success, we challenged ourselves to generate an uplift in NSW sales data.



2020 Global Awards

How were the objectives met?

[Seriously] Good Results

Education:

- Strategic insights found Australia's Sydney Royal Easter Show to be the greatest opportunity for awareness/engagement with 828,000 attendees: 60+% being our targeted main grocery buyers.
- We developed a consistent recipe education message: WHOLE EGGS WORTH SEARCHING FOR. Its double-meaning encouraged Showgoers to search for the product in-store and participate in our GOLDEN EGG HUNT.

Engagement:

- Using Snapchat, Showgoers engaged with the Hunt, solving clues around the Showground to find six virtual Golden Eggs and snap selfies with them to win a share of AUD\$1000/day.
- Clues were available from the Heinz [Seriously Good] Golden Egg Hunt stand, strategically placed in the Poultry Pavilion to highlight our 'whole egg' story!
- We achieved:
 - 165,597 Egg Hunt Snapchat impressions.
 - 12,000 bottle redemptions.
 - A bonus Facebook post on the Show's page, boasting 160,000+ followers, reaching 22,885 people with 4,201 video views.

Awareness:

- Two million+ impressions, exceeding the brand awareness objective.
- 1,497,491 media impressions.
- 300,000 Show eDM impressions.
- 327,000 impressions from the ad/website/Show app.
- \$15,000 media investment returned circa 1.5 million impressions (paid and earned), resulting in \$60,000+ media value: 305% ROI on the media platform.
- Bronze Medal for the Best Commercial Exhibitor Award in recognition of the innovation it brought to the Show.

Sales:

- 61.3% conversion from engagement to first purchase (based on NSW grocery sales data during/post-campaign).
- In week one, combined with price promotion, the campaign increased NSW market share by +29.2% (vs YTD).

Morena Luo



admin@shop-gc.com

+86 13450280029

GOOD LUCK!