



2025 SHOP!

MARKETING AWARDS CONTEST

国际零售营销大奖赛



MARKETING AWARDS

主办方 ORGANIZER

现正接受投稿
NOW OPEN

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BASIC INFORMATION

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04 全球案例分享
GLOBAL CASES



PART 1

...

大赛介绍 BASIC INFORMATION





全球大赛资格
Global Awards Eligibility



低成本打开海外知名度
Cost-effective Overseas Exposure



超60年历史
Over 60 Years History



媒体曝光
Media Exposure



与500强同台竞逐
Competing with the Top 500



国内外评审
Domestic and Foreign Judge Team



国际认证
International Certification



超越60年历史 · 1958年至今 Over 60 Years History · Since 1958



印第安人奖座（又称“小金人”），设计来源于美国第一个立体的卖点展示 - 烟草商店的印第安人。印第安人雕像被放置于烟草商店的外围，以提醒路人他们可以在店内购买烟草产品。第一个烟草商店的印第安人是由等待返航的水手们用零碎圆木或是柱子雕刻而成并涂上艳丽的涂料让印第安人看起来更逼真。

从平凡的开始到现今的大奖赛得主，Shop!大奖赛已经扩散到几乎所有零售营销作品，自然而然地印第安人最具象征意义，也是我们大奖赛标志的必然选择。

奖座的印第安人雕像由纽约的Elliot J. Axelrod雕塑造型，并命名为OMA，意思是“杰出营销成就”。随着零售营销及卖点广告展示行业的发展，小金人渐渐受到品牌及零售商重视及青睐，成为行业内奥斯卡。

Shop! 大奖赛发展至今已有全球14个赛区!

Shop! Awards Competition have developed into 14 sections worldwide!

The Indian Award (also known as the "Golden Statuette") was designed from the first three-dimensional selling point display in the United States - an Indian in a tobacco shop. Indian statues are placed outside tobacco stores to remind passers-by that they can buy tobacco products inside. The first tobacco shop Indians were carved by sailors waiting to return from scraps of logs or pillars and painted with colorful paint to make the Indians look more realistic.

From its humble beginnings to today's Shop! Awards Contest winners, selling point marketing has spread to affect almost the entire retail product, and naturally the Indians are the most symbolic and inevitable choice for Shop! Awards Contest logo.

The Indian statue was sculpted by Elliot J. Axelrod of New York and named OMA, which stands for Outstanding Marketing Achievement. With the development of retail marketing and selling point advertising display industry, the statuette has gradually been valued and favored by brands and retailers, and has become the Oscar in the industry.



全球大赛资格

Global Awards Eligibility



本赛事被誉为“零售奥斯卡”，而大中华区作为Shop! 国际大奖赛其中一个地区赛区，与全球所有赛区同宗旨、同赛制，是本地区全球最高荣誉的唯一入口。

This competition is known as the "Oscar of Retail", and as one of the regional divisions of the Shop! Global Awards, Greater China shares the same purpose and competition format with all other global divisions, representing the sole gateway to the highest global honor in this region.



本赛区金奖作品

将有机会被提名

参加SHOP!全球大奖赛
与全球金奖作品再争高下

GOLD WINNERS ARE ELIGIBLE TO BE
NOMINATED FOR
SHOP! GLOBAL AWARDS
COMPETE WITH GOLD WINNERS
WORLDWIDE



低成本打开海外知名度 Cost-effective Overseas Exposure

通过参赛，用作品的实力赢得全球曝光机会！收获团队荣耀的同时，轻松打开海外市场！

By participating, gain global exposure through the strength of your work!

While earning team glory, it's easy to expand into overseas markets!





国际赛事认证 International Certificate

- 全球超过10万个市场产品及项目参赛，是无数企业团队成长壮大的实力见证。
- 获奖机构将获颁发SHOP! 全球国际赛事认证的奖杯与证书，国际化背书更具权威性!
- Over 100,000 entries from all over the world, showcasing the growth and prowess of numerous enterprises.
- The award-winning institution will be awarded a SHOP! globally certified trophy and certificate, and the international endorsement is more authoritative!





获奖企业及品牌 WINNERS





国内外评审团 · 确保赛果公平公正 Domestic and International Jury Panels · Ensuring Fair Competition

- 所有参赛资料将以闭名模式进行评审，确保评委以公平、公正的方式进行评分。
- 评审团将由国内外评委、零售业业界及学界等组成，务求赛果更全面、更公道。
- 大奖赛特别大奖【年度大奖】是基于金奖作品确认之后，在颁奖典礼前由国际评委再次评审产生，绝对是获奖企业值得骄傲的一个奖项。
- All entries will be judged in closed-name mode to ensure that the judges will score the entries in a fair and impartial manner.
- The judging panel will be composed of domestic and international judges, the retail industry and the academic community, with a view to making the results more comprehensive and fair.
- The Award [Best of the Year] is based on the confirmation of the gold award and is reviewed again by the international judges before the award ceremony, which is definitely an award that the winning company should be proud of.





国内外评审团 · 过往部分评委简介

Domestic and International Jury Panels · Our Judges



LEO VAN DE POLDER, MaRC

Shop!全球事务发展总监



达蒙

Damon Frank Giannoccaro

联合国工业发展组织 (UNIDO)
品牌和营销专家顾问



陈健 Jackie Chan

阳狮集团 Publicis Commerce
中国董事总经理



Anthony Ballesty

Id8 Studio
董事总经理



罗以勒 Berman Law

SHOP!eaco 协会主席



苏雄

亚洲广告联盟
荣誉主席



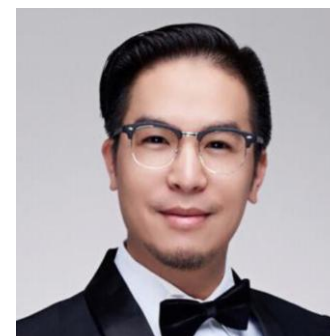
王玉 Len Wang

SHOP!eaco
首席战略官



Peter Goldsmith

北京赫斯科建筑设计咨询
董事长



陈钧宜 Chen Junyi

永辉旗下领域进化品牌管理
营销策划总监



Pier Luigi Giraudi

睿态公关顾问(上海)
执行董事



媒体报道· 让优秀的作品更多曝光!

Media Exposure · Let excellent entries receive more attention!

获奖作品将同赛事一起全网曝光!

SHOP!eaco官网及全球分会在国内外网络发布及转发,

还将会在合作的知名媒体中发布!

Shop!全球社区官网、Linked-in、公众号、视频号、中国广告网.....

The awarded-winnings will be showcased across the internet along with the contest!

SHOP!eaco's official website and global branches will publish and share both domestically and internationally, and they will also be featured on our partnered renowned media outlets!

Shop! Global Community official website, Linked-in, WeChat official accounts, video channels, CNAD.com , and more.

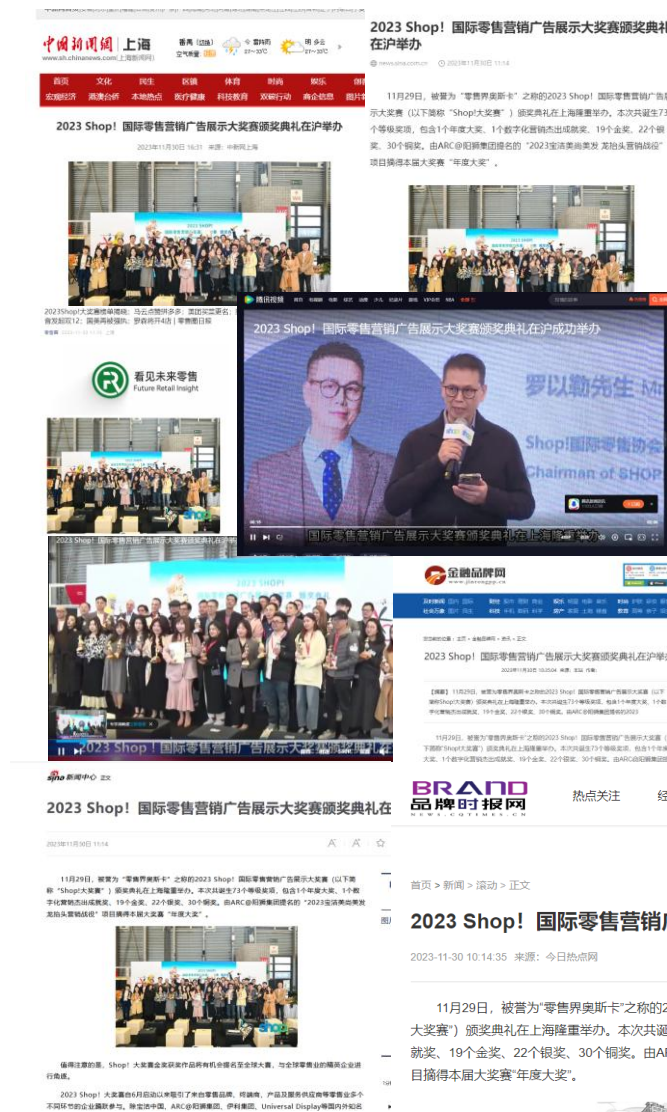




国内媒体发布 Domestic Media Release

SHOP!eaco官方渠道及优选合作媒体，
同步发布！

SHOP!eaco official channels and preferred
partners release simultaneously!



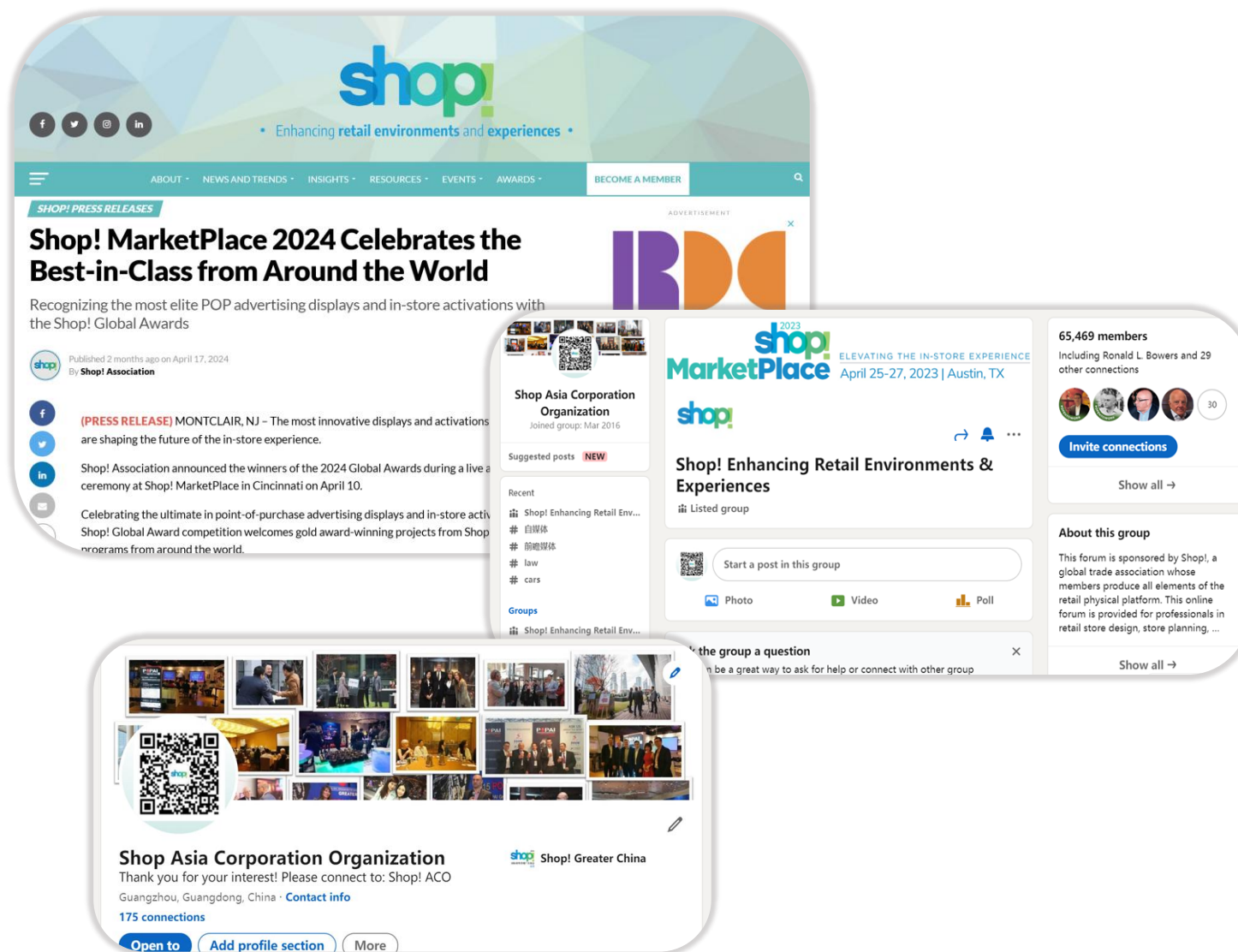
- 新浪网: <https://news.sina.com.cn/sx/2023-11-30/detail-imzwmkiy9938472.shtml>
- 凤凰网: <https://tech.ifeng.com/c/8V86lvPtZnc>
- 中国网: http://news.china.com.cn/mts/2023-11/30/content_1188995.htm
- 中国新闻网: <http://www.sh.chinanews.com.cn/chanjing/2023-11-30/119149.shtml>
- 优酷: https://v.youku.com/v_show/id_XNjlwMDUzNTE3Ng==.html
- 腾讯视频: <https://v.qq.com/x/page/v3529fdpu68.html>
- 零售圈日报: <https://mp.weixin.qq.com/s/rpor4-HiC-v7Ubnxq1Q9yw>
- 金融品牌网: <http://www.jinrongpp.cn/ypr/2023/1113369130.html>
- 价值消费网: <http://www.jzxiaofei.cn/jze/2023/16248511.html>
- 第一广告网: <https://www.firstadw.com/zixun/38010965.html>
- 国际品牌资讯网: <https://shimo.im/sheets/8Nk6e7ODLjsWZ5qL/MO-DOC>
- 品牌时报网: <http://news.cqtimes.cn/gundong/2023/1130/84335.html>



国外媒体发布 International Media Release

Shop!总部及全球分支网络,
同步发布!

Shop! Headquarters and global branches
release simultaneously!





... PART 2

参赛须知 Entry Guidelines





EACO

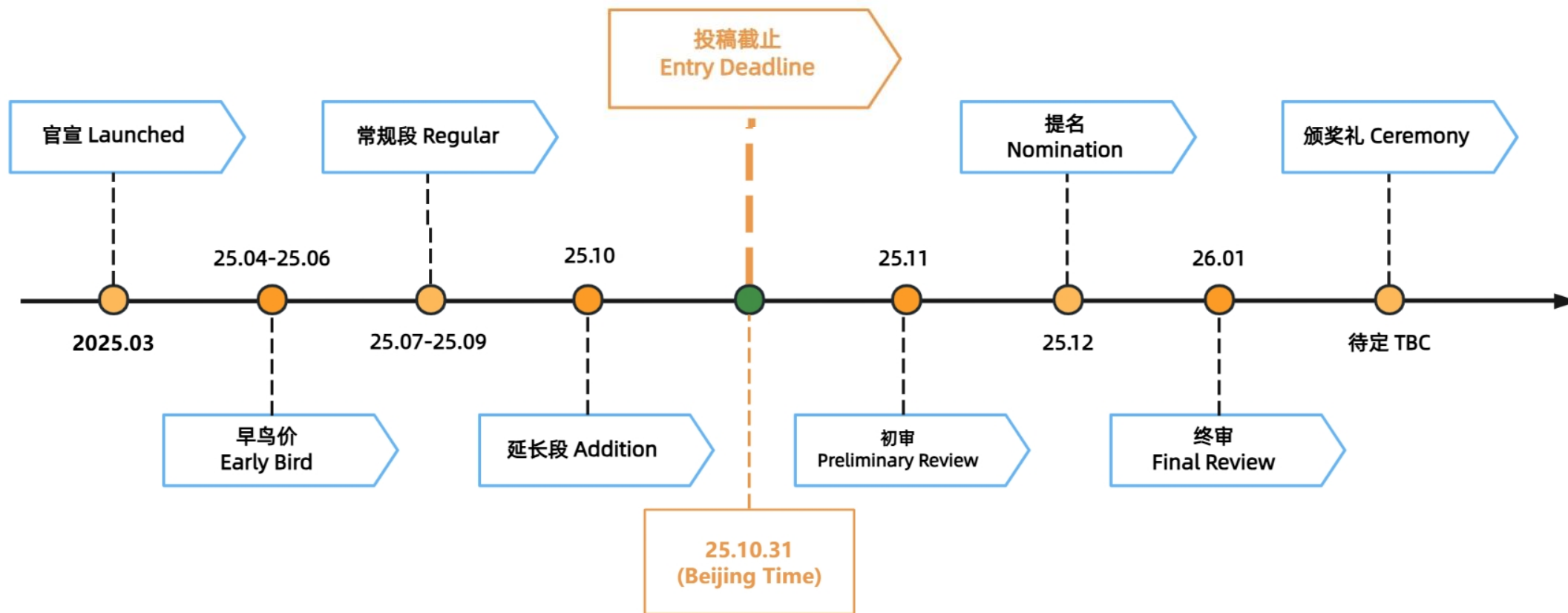
2025 SHOP!

MARKETING AWARDS CONTEST

国际零售营销大奖赛

赛程安排

AGENDA





参赛规则 Terms & Conditions

1. 本届大奖赛全权由Shop! 国际零售协会·亚洲合作组织（下称“赛委会”）组织运作。
 2. 本届大奖赛面向国内外注册成立的零售业相关企业展开。
 3. 参赛企业携同客户一同以作品参赛，因此参赛前请先征求客户同意。
 4. 除“海外市场”类别外，参赛作品必须设计或制作于中国大陆、香港、澳门和台湾。
 5. 参赛作品必须是2024年3月至2025年9月投放市场的产品。
 6. 已参加过往届年Shop! 大奖赛的作品不能再参赛。
 7. 参赛作品的问题需以全部中文或全部英文回答。
 8. 评委的决定将是最终决定，不设上诉。一旦参赛即代表本《参赛规则》已被参赛者接纳。
 9. 赛委会将对Shop! 大奖赛有最终解释权。
 10. 请确保作品的所有素材均已取得商用版权，由此产生的版权纠纷将由参赛企业承担。
 11. 如您确认参赛，即视为同意赛事主办方使用参赛作品的素材用于赛事宣传使用。
1. Shop! Awards Contest is organized by SHOP!eaco (hereinafter referred to as "Awards Committee").
 2. The Awards Contest is open to domestic and overseas retail companies registered at home and abroad.
 3. Please seek the client's consent before entering, as this is a contest joined by both Party A and Party B.
 4. Entries must be designed or produced in Mainland China, Hong Kong, Macau and Taiwan, except for the 'Overseas Market' category.
 5. Entries must be on the market from March 2024 to September 2025.
 6. Entries that have been entered in Shop! Awards Contest are not entitled to join.
 7. Questions about entries must be answered in full Chinese or in all English.
 8. The jury's decision will be final and no dispute. Once entry is entered, this Terms and Conditions is deemed accepted by entrant.
 9. The Awards Committee will have final interpretation right of the Shop! Asia Awards Contest.
 10. Please ensure that commercial copyrights have been obtained for all materials used in the works. Any copyright disputes arising from this will be borne by the participating enterprises.
 11. If you confirm your participation, you are deemed to have agreed to allow the organizers of the competition to use the materials from the entries for promotional purposes.



参赛对象 Entry Type

@零售商

@retailer

@零售品牌

@retailbrand

@广告公司

@advertising agency

@品牌策划公司

@brandplanner

@零售设计公司

@retail design company

@零售科技企业

@retail technology company

@零售服务供应商

@retail service provider

@零售道具生厂商

@retail prop manufacturer



奖项说明

AWARDS Instruction

金、银、铜 + 【年度大奖】

Gold, Silver, Bronze + <Best Display of the Year>

- ◆ 2025 Shop! 大奖赛 每个参赛类别之下设有金、银、铜奖。
- ◆ Gold, silver, and bronze awards are given in each category in the SHOP! Awards Contest 2025.

“年度大奖” 是基于金奖作品确认之后，颁奖典礼前由国际评委再次评审产生，
绝对是获奖企业值得骄傲的一个奖项。

The **“BEST OF THE YEAR”** is selected by international judges team from all the gold medals before ceremony,

It is definitely an award to be proud of.





2025 赛道说明

A W A R D S C A T E G O R Y

常规类别 Regular

+

数字化营销奖 Digital Marketing

+

附加类别 Additional



2025 赛道说明

A W A R D S C A T E G O R Y

常规类别 Regular

1. 超市、食杂店和便利店 Supermarket, Grocery & Convenience 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 & 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. 门店设计装修 Shop Fitting & Design (P, SP)
7. 展柜和货架 Display & Fixtures (P, SP, T)
8. 快闪店、店中店和专柜 Pop-up Store, Shop-in-Shop & Kiosk (P, SP, T)
9. 品类管理 Category Management (P, SP)
10. 店内促销 In-Store Promotion (T)
11. 跨界零售 Cross-Over Retail (P, SP, T)
12. 购物者营销活动 Shopper Marketing Campaign (T)
13. 绿色环保项目 Sustainable Project (Long Term)
14. 海外市场 International Entries (P, SP, T)
15. 数字化营销奖 Digital Marketing



常规参赛类别 Description of regular category

作品报送要求及评审标准 Submission Requirement and Evaluation Criteria

- 作品按每个案例来报送，报送的内容是4张图片（图片要求每张图片20M以内，可接受的格式为jpg, jpeg, png, gif）及回答组委会指定的6条问题。
- 可以附带陈述视频一条（2分钟内，100M以内，格式是mp4），陈述视频不是必选项，可以选择提交或者不提交。
- 同一个案例可以投放多个不同的奖项类别，提交的报送资料需要根据不同奖项类别的属性有所侧重来进行报送。
- 评审和打分标准：从 设计 / 生产 / 表达 / 创新 / 效果 / 参与 / 效益 7方面对产品进行评分。
- The entries should be made on a case-by-case basis, including four images (each one should be within 20MB, and acceptable formats include jpg, jpeg, png, and gif.) and answer six indicate questions as the content .
- An optional presentation video (within 2 minutes and 100MB, acceptable format is mp4) may also be attached. The video is not mandatory and can be submitted or omitted as preferred.
- The same case can be submitted for multiple different award categories. However, the submitted materials should have a focused approach tailored to the specific attributes of each award category.
- Evaluation Criteria: judge by 7 criteria Design / Production / Communication / Innovation / Impact / Engagement / Effectiveness.



常规参赛类别 Description of regular category

参赛案例问卷问题 Participating case questionnaire questions

参赛企业将需要对以下6个竞赛问题进行回答 Participants need to answer the following six competition questions:

- | | |
|---|--|
| ① 这个项目的客户在需求文案中提出的营销目标是? (最多300字) | ① What is the marketing target of the customers of this project in the demand copywriting?(Up to 300 words.) |
| ② 从设计、生产(或策划)和落地三个角度, 描述这个项目如何满足客户需求? (最多300字) | ② Describe how this project meets customer needs from the perspectives of design, production (or planning) and landing?(Up to 300 words.) |
| ③ 这个项目是否帮助增长客户业绩? 如有相关的产品销售数据, 尤其投入产出比, 请列出。 (最多300字) | ③ Does this project help to grow customer performance? If you have the relevant product sales data, especially the input-output ratio, please list the data.(Up to 300 words.) |
| ④ 关于这个项目, 是否有进一步说明或补充, 如有, 请列出。 (最多300字) | ④ Is there any further explanation or supplement on this project, if so, please list.(Up to 300 words.) |
| ⑤ 预期寿命 | ⑤ Lifetime Expectation |
| ⑥ 生产数量 | ⑥ Production Run |



数字化营销奖

Digital Marketing Awards

策划及执行单位

Planning & Execution Partners





2025 奖项说明

2025 AWARDS
CATEGORY

数字化营销奖

Digital Marketing

由Shop! 国际零售协会授权中国广告网，负责“数字化营销奖”作品征集、作品评审、评委邀请、活动颁奖，以及“数字化营销奖”在中国境内的宣传推广。

2025年Shop!国际零售营销广告展示大奖赛-数字化营销奖继续表彰优秀的新零售、数字化营销、AIGC赋能行业和技术创新的企业。

Authorized by SHOP!eaco, CNAD.com is responsible for the solicitation of works, evaluation of works, invitation of judges, awarding of activities, as well as the promotion and publicity of the "Digital Marketing Award" in China.

In 2025, Shop! Awards Contest - Digital Marketing Awards will continue to recognize outstanding enterprises in new retail, digital marketing, AIGC-enabled industries, and technological innovation.



2025 说明

I N S T R U C T I O N

数字化营销奖 Digital Marketing

专项类 Specify Category

1. 新零售内容营销单元 New Retail Content Marketing;
2. 社会化营销单元 Social Media Marketing;
3. 视频内容营销单元 Video Content Marketing;
4. 内容实效电商单元 E-Commerce Content Effectiveness;
5. AIGC营销单元 AIGC Marketing

行业类 Industry Marketing Category

1. 汽车营销单元 Automotive Marketing;
2. 快消品营销单元 FMCG Marketing;
3. 娱乐营销单元 Entertainment Marketing;
4. 文旅营销单元 Culture & Travelling Marketing 。
5. 金融营销单元 Finance Marketing
6. 体育营销单元 Sport Marketing
7. 大健康营销单元 Great Health Marketing
8. 教育营销单元 Education Marketing
9. 公益营销单元 Cause-related Marketing



数 字 化 营 销 D i g i t a l M a r k e t i n g C a t e g o r y

作品报送要求及评审标准 Submission Requirement and Evaluation Criteria

- 作品按每个案例来报送，报送的内容是一个阐述作品的PPT展示的内容主要是项目背景、创意内容、投放渠道、营销效果4个版块。
- 可以附带陈述视频一条（2分钟内，100M以内，格式可以是mp4），陈述视频不是必选项，可以选择提交或者不提交。
- 同一个案例可以投放多个不同的奖项类别，提交的报送PPT和视频需要根据不同奖项类别的属性有所侧重来进行报送。
- 评审和打分标准：背景环境 **10%**、项目创意 **30%**、投放策略 **25%**、效果影响 **35%**
- The entries should be made on a case-by-case basis, including a PPT. The presentation should mainly focus on four sections: project background, creative content, distribution channels, and marketing results.
- An optional presentation video (within 2 minutes and 100MB, acceptable format is mp4) may also be attached. The video is not mandatory and can be submitted or omitted as preferred.
- The same case can be submitted for multiple different award categories. However, the submitted PPT and video should have a focused approach tailored to the specific attributes of each award category.
- Evaluation Criteria : judge by 4 criteria **Project Background 、 10% Innovation 30%、 Strategy 25% and Effectiveness 35%。**



数 字 化 营 销 D i g i t a l M a r k e t i n g C a t e g o r y

专项类奖项说明 Submission Requirement and Evaluation Criteria for Specify Category

1、新零售内容营销单元：

以互联网为依托，通过运用各类信息化、智能化的技术手段，对商品的生产、流通与销售过程进行升级改造，对线上服务、线下体验及现代物流进行深度融合的案例。

2、社会化营销单元：

在社会化营销平台上，运用各种营销技术手段，达成预先设定的效果营销KPI考核指标，尤其是销售目标的优秀案例。

3、视频内容营销单元：

通过策略与创意的融合，故事性和戏剧性的讲述，以视频形式精准高效传播品牌主张，实现品牌触达受众，提升受众互动和品牌体验，达成目标结果的案例。

1. New Retail Content Marketing Unit:

This refers to cases where the production, circulation, and sales processes of goods are upgraded and transformed by relying on the Internet and utilizing various information-based and intelligent technological means. It involves the deep integration of online services, offline experiences, and modern logistics.

2. Social Media Unit:

This refers to outstanding cases where various marketing techniques are utilized on social media platforms to achieve pre-set marketing KPI assessment indicators, especially sales targets.

3. Video Content Marketing Unit:

This refers to cases where brand propositions are precisely and efficiently disseminated in video form through the integration of strategies and creativity, narrative and dramatic storytelling. These cases aim to achieve brand reach to the audience, enhance audience interaction and brand experience, and achieve target results.



数 字 化 营 销 D i g i t a l M a r k e t i n g C a t e g o r y

专项类奖项说明 Submission Requirement and Evaluation Criteria for Specify Category

4、内容实效电商单元：

以独具洞察力的策略与创意，优秀的文案，强有力的执行，创作品牌化内容引发网友疯狂转发、评论、点赞并取得不错营销效果的优秀案例。

5、AIGC营销单元：

利用AI技术（如Chatgpt、Midjourney、文心一言等）在营销领域创新应用的优秀案例。创作作品应具有营销策略的创新性、技术应用的成熟度、营销效果的显著性以及对该行业的引领作用。

4. E-Commerce Content Effectiveness Unit:

This refers to outstanding cases where insightful strategies and creativity, excellent copywriting, and strong execution are used to create branded content that triggers crazy shares, comments, likes, and achieves significant marketing effects from internet users.

5. AIGC Marketing Unit:

This category recognizes exceptional cases of innovative applications of AI technology (such as Chatgpt, Midjourney, Wenxin Yiyan, etc.) in the marketing field. The created works should demonstrate innovative marketing strategies, maturity in technological application, significant marketing effects, and a leading role in the industry.



数 字 化 营 销 D i g i t a l M a r k e t i n g C a t e g o r y

行业类奖项说明 Submission Requirement and Evaluation Criteria for Industry Marketing Category

1、汽车营销单元：

汽车企业利用数字化技术手段实现产品或服务推广，通过多方打通数据壁垒，全面洞察用户，多元化的营销手段、营销渠道和营销方式，提升营销效率的案例。

2、快消品营销单元：

快速消费品企业通过社交媒体、微博、微信公众号、电商平台、移动端应用等渠道以及搜索引擎营销/优化等手段，利用大数据实现精准营销，提高自身品牌知名度和曝光率，扩大销售渠道，提高销售额的案例。

3、娱乐营销单元：

企业品牌以娱乐合作营销模式("娱乐" 不限于影视，综艺，音乐，游戏等),形成有效品牌目标触达，提升品牌声量，实现品牌互动和效果转化的案例。

1. Automotive Marketing Unit:

Cases where automotive companies utilize digital technologies to promote their products or services, eliminate data barriers across various parties, gain comprehensive insights into users, and enhance marketing efficiency through diversified marketing methods, channels, and approaches.

2. FMCG (Fast-Moving Consumer Goods) Marketing Unit:

Cases where FMCG companies utilize channels such as social media, Weibo, WeChat official accounts, e-commerce platforms, mobile apps, as well as search engine marketing/optimization techniques, to achieve precision marketing through big data, thereby enhancing brand awareness and exposure, expanding sales channels, and increasing sales revenue.

3. Entertainment Marketing Unit:

Cases where corporate brands adopt an entertainment-based marketing model (where "entertainment" is not limited to film, television, variety shows, music, games, etc.) to effectively reach target audiences, enhance brand visibility, and achieve brand interaction and effective conversions.



数 字 化 营 销 D i g i t a l M a r k e t i n g C a t e g o r y

行业类奖项说明 Submission Requirement and Evaluation Criteria for Industry Marketing Category

4、文旅营销单元：

旅游景区、酒店住宿、主题乐园、文创产品等企业，通过网站和社交媒体账号，SEO优化、SEM广告投放、新媒体推广等多种方式，提高网站的曝光度和排名，增加流量和转化率。利用大数据分析和人工智能技术，提升用户体验和满意度。通过虚拟现实、全息投影、数字化导览等创新科技手段，提高旅游产品和服务的质量和特色，增加用户粘性和口碑传播的案例。

5、金融营销单元：

银行、保险、证券、金融科技等企业，运用人工智能、云计算等方式，实现营销策略的智能化、精细化；通过电商、出行、支付等多种生活场景，以及数字化媒体渠道进行产品销售和品牌传播，提升用户满意度和产品精准营销推广效果的案例。

4. Cultural and Tourism Marketing Unit:

Cases where tourism attractions, hotels, theme parks, cultural and creative product companies, etc., utilize websites, social media accounts, SEO optimization, SEM advertising, new media promotion, and other methods to increase website exposure and ranking, boost traffic, and enhance conversion rates. These companies leverage big data analysis and artificial intelligence technology to enhance user experience and satisfaction. By employing innovative technological means such as virtual reality, holographic projection, and digital navigation, they improve the quality and uniqueness of tourism products and services, increasing user engagement and positive word-of-mouth.

5. Financial Marketing Unit:

Cases where banks, insurance companies, securities firms, financial technology companies, etc., utilize artificial intelligence, cloud computing, and other methods to achieve intelligent and refined marketing strategies. Through various daily life scenarios such as e-commerce, travel, and payment, as well as digital media channels, they promote product sales and brand awareness, thereby enhancing user satisfaction and the precision of marketing promotion..



数 字 化 营 销 D i g i t a l M a r k e t i n g C a t e g o r y

行业类奖项说明 Submission Requirement and Evaluation Criteria for Industry Marketing Category

6、体育营销单元:

企业品牌借助体育赛事、将拥有巨大流量与影响力的优质体育内容与品牌长期的营销策略进行整合，利用技术和营销形式的数字化创新，显著提升品牌影响力，助力销售额大幅增长，实现市场收益显著跃升的优秀案例。

7、大健康营销单元:

企业品牌借助健康的元素/形式，建立品牌与客户的情感联系，提升品牌认知与美誉度，或进一步开展后续一系列连接和销售转化的营销活动的案例。

6. Sport Marketing Unit:

Excellent cases are when enterprises integrate their brand with sports events, high-quality sports content with great traffic and influence, and the brand's long-term marketing strategy, and utilize technological and marketing digital innovation to significantly improve brand influence, boost sales revenue, and achieve significant leap in market revenue.

7. Health Marketing Unit:

Cases where corporate brands leverage healthy elements or forms to establish emotional connections with customers, enhance brand recognition and reputation, and further carry out a series of follow-up marketing activities that lead to sales conversions.



数 字 化 营 销 D i g i t a l M a r k e t i n g C a t e g o r y

行业类奖项说明 Submission Requirement and Evaluation Criteria for Industry Marketing Category

8、教育营销单元：

教育机构等企业通过建立专业网站、社交媒体营销、创造有价值的内容和使用在线广告等方式，增强品牌形象，提升营销的效果和效率的案例。

9、公益营销单元：

以营利为目的企业把商业目标与社会效益（健康、教育、社区、家庭等）紧密结合在一起，并进而正面影响公司整体品牌战略，最终产生积极的商业和社会价值的案例。

8. Education Marketing Unit:

Cases where educational institutions and other companies enhance their brand image and improve the effectiveness and efficiency of their marketing through establishing professional websites, social media marketing, creating valuable content, and utilizing online advertising.

9. Cause Marketing Unit:

Cases where profit-oriented companies closely integrate their business objectives with social benefits (health, education, community, family, etc.) to positively influence the company's overall brand strategy, ultimately generating positive commercial and social value.



附加类别 Description of additional category

■ 绿色环保项目 Sustainable Project (Long Term)

此奖项的设立是对那些参赛企业及其客户伙伴为减少对环境负面影响而设计或制作的展示产品、展示项目的认可，鼓励大众企业在生产及设计时候多考虑环境保护。凡包含以下内容的产品及项目，可以参加本类别：

This award is a recognition of the display products and display projects designed or produced by the competitors and their customer partners to reduce the negative impact on the environment, and encourages the mass enterprises to think more about environmental protection in their production and design. Products and items containing the following contents can participate in this category:

- 可重复使用或回收利用的展示产品
- 展示产品或项目在（例如）塑胶组件或复合板材上使用创新方案以代替有害材料的使用。
- 设计含环保概念，产品使用了回收材料或环保材料
- 与展示有关的循环或回收项目
- 循环经济而设计、制作的产品或项目
- **【绿色环保陈列展示】提示参赛企业要考虑参赛作品是否从外观设计到使用设计都体现着减少浪费及长期意识。**
- Reusable or recyclable display products
- Display products or projects using innovative solutions on (for example) plastic components or composite sheets in place of hazardous materials.
- The design includes the concept of environmental protection, and the product uses recycled materials or environmentally friendly materials
- Recycling or recycling items related to presentation
- Products or projects designed or produced by circular economy
- **[Green Display] A reminder to consider whether the entries from appearance design to use design reflect reduced waste and long-term awareness.**



附加类别 Description of additional category

【绿色环保】类别作品报送要求及评审标准

Submission Requirement and Evaluation Criteria of Sustainable Project

- 作品按每个案例来报送，报送的内容是4张图片（图片要求每张图片20M以内，可接受的格式为jpg, jpeg, png, gif）及回答组委会指定的5条问题。
- 可以附带陈述视频一条（2分钟内，100M以内，格式可以是mp4），陈述视频不是必选项，可以选择提交或者不提交。
- 同一个案例可以投放多个不同的奖项类别，提交的报送资料需要根据不同奖项类别的属性有所侧重来进行报送。
- 评审和打分标准：从设计 / 生产 / 表达 / 创新 / 效果 / 参与 / 效益 7方面对产品进行评分。
- The entries should be made on a case-by-case basis, including four images (each one should be within 20MB, and acceptable formats include jpg, jpeg, png, and gif.) and answer five indicate questions as the content .
- An optional presentation video (within 2 minutes and 100MB, acceptable format is mp4) may also be attached. The video is not mandatory and can be submitted or omitted as preferred.
- The same case can be submitted for multiple different award categories. However, the submitted materials should have a focused approach tailored to the specific attributes of each award category.
- Evaluation Criteria: judge by 7 criteria Design / Production / Communication / Innovation / Impact / Engagement / Effectiveness.



附加类别 Description of additional category

【绿色环保】类别问卷问题

Participating case questionnaire questions of sustainable project

参赛企业将需要对以下5个竞赛问题进行回答 Participants need to answer the following five competition questions:

- | | |
|---|---|
| ① 在项目设计阶段，参赛作品是否减少了对环境的污染？ | ① Do the entries reduce pollution to the environment at the design phase of the project? |
| ② 如何减少参赛作品所使用的材料和生产过程中造成的环境污染？ | ② How to reduce environmental pollution in the materials and production process used in this work? |
| ③ 参赛作品的基础设施（设备、环境等）对环境变化是什么？例如降低能耗，减少废物或废物再利用，以及加强对过程的监控？ | ③ What are the environmental changes in the infrastructure (equipment, environment, etc.) of the work? Such as reducing energy consumption, reducing waste or waste reuse, and strengthening the monitoring of processes? |
| ④ 参赛作品的供应链在生产过程中如何有效地保护环境？ | ④ How does the supply chain of the work protect the environment effectively in the production process? |
| ⑤ 参赛作品现场安装工作中的最后工序是否也有利于生态环境保护？请具体说明采取的具体程序和措施。 | ⑤ Is the final process of the field installation of the work also conducive to environmental protection? Please specify the specific procedures and measures taken. |



附加类别 Description of additional category

■ 海外市场 International Entries (P, SP, T)

鉴于Shop! 大奖赛越来越受到全球企业的关注，为了提供亚洲区零售企业与国际零售、营销、广告和设计行业头部同台竞争的平台，促进中国零售道具行业和营销广告业走向世界，Shop! 大奖赛赛委会2020年成立“海外市场”类别并于本届赛事继续沿用，旨在鼓励和认可更多零售行业舞台上优秀的零售道具、门店和营销广告活动项目。若该企业所在地区没有常规Shop!/POPAI大奖赛覆盖，则这个奖项对该企业是有绝对竞争力、更高含金量的国际认证奖项。

In view of Shop! Awards Contest is attracting more and more attention from global enterprises. In order to provide a platform for greater China retail enterprises to compete with the international retail, marketing, advertising and design industries, and promote China's retail prop industry and marketing and advertising industry to the world, Shop! The Grand Prix Committee established the "Overseas Markets" category in 2020 and continued to use it in this year, aiming to encourage and recognize more excellent retail props, stores and marketing and advertising events on the stage of the retail industry. If the business area does not have a regular Shop!/ POPAI Grand Prix coverage, this award is absolutely competitive for the enterprise, a higher value of the international certification award.

参赛作品可以是以下任一项（但不限于）：

Entries may be any of the following (but not limited to):

- 零售营销展示道具产品 Retail Marketing Display Prop products
- 零售营销广告项目 Retail Marketing Advertising Program
- 零售门店店装设计 Retail store installation design
- 零售营销广告活动 Retail Marketing Advertising Campaign



附加类别 Description of additional category

【海外市场】类别作品报送要求及评审标准

Submission Requirement and Evaluation Criteria of International Entries

- 作品按每个案例来报送，报送的内容是4张图片（图片要求每张图片20M以内，可接受的格式为jpg, jpeg, png, gif）及回答组委会指定的6条问题。
- 可以附带陈述视频一条（2分钟内，100M以内，格式可以是mp4），陈述视频不是必选项，可以选择提交或者不提交。
- 同一个案例可以投放多个不同的奖项类别，提交的报送资料需要根据不同奖项类别的属性有所侧重来进行报送。
- 评审和打分标准：从设计 / 生产 / 表达 / 创新 / 效果 / 参与 / 效益 7方面对产品进行评分。
- The entries should be made on a case-by-case basis, including four images (each one should be within 20MB, and acceptable formats include jpg, jpeg, png, and gif.) and answer six indicate questions as the content .
- An optional presentation video (within 2 minutes and 100MB, acceptable format is mp4) may also be attached. The video is not mandatory and can be submitted or omitted as preferred.
- The same case can be submitted for multiple different award categories. However, the submitted materials should have a focused approach tailored to the specific attributes of each award category.
- Evaluation Criteria : judge by 7 criteria **Design / Production / Communication / Innovation / Impact / Engagement / Effectiveness**.



附加类别 Description of additional category

【海外市场】类别参赛案例问卷问题

Participating case questionnaire questions of international entries

参赛企业将需要对以下6个竞赛问题进行回答

Participants need to answer the following six competition questions:

- ① 这个项目的客户在需求文案中提出的营销目标是?
(最多300字)
- ② 从设计、生产(或策划)和落地三个角度, 描述这个项目
如何满足客户需求? (最多300字)
- ③ 这个项目是否帮助增长客户业绩? 如有相关的产品销
售数据, 尤其投入产出比, 请列出。 (最多300字)
- ④ 关于这个项目, 是否有进一步说明或补充, 如有, 请
列出。 (最多300字)
- ⑤ 预期寿命
- ⑥ 生产数量

- ① What is the marketing target of the customers of this project in the demand
copywriting? (Up to 300 words.)
- ② Describe how this project meets customer needs from the perspectives of design,
production (or planning) and landing?(Up to 300 words.)
- ③ Does this project help to grow customer performance? If you have the relevant product
sales data, especially the input-output ratio, please list the data.(Up to 300 words.)
- ④ Is there any further explanation or supplement on this project, if so, please list.(Up to
300 words.)
- ⑤ Lifetime Expectation
- ⑥ Production Run



3

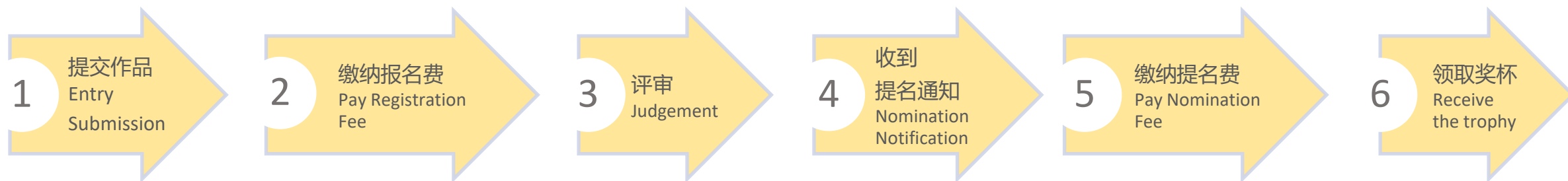
PART

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参赛流程 Entry Procedure



参赛流程 Entry Procedure



- 大赛截止报名日期为：2025 年10月31日23 点59 分，请在截止日期前支付报名费，否则将不能进入评审；
- 如对费用有任何疑问，请联系SHOP!协会会员服务经理李旭先生+86 13450280029；
- SHOP! 国际零售协会·亚洲合作组织有最终解释权；
- Entry deadline is 23:59 October 31st, 2025 (Beijing Time). Please pay the registration fee before deadline, or you will not eligible for evaluation.
- Should you have any inquired regarding the fees, please feel free to contact Mr. Lee Li, our member service manager at +86 13450280029.
- SHOP!eaco has the right of final interpretation.



注册及录入 REGISTRATION & ENTER

Shop! 国际零售营销大奖赛 官网

SHOP! Marketing Awards Contest Official Website

shop-gc.com/awards



如您对网站录入有任何疑问，请随时与组委会联系！

Please feel free to contact us for inquiries about website submission!

Guidelines Of Tournament Fees For This Year

本年度赛事收费标准

1	报名费 Registration Fee	早鸟价: <u>USD170 or RMB1,300</u> 每个投稿作品 Per Entry	成功缴纳报名费的作品将进入评审阶段。经评审后，优秀的作品有资格获得提名。 Entries that successfully pay the registration fee will enter the judging phase. Upon judgement, outstanding entries will qualify for nomination.
		常规价: <u>USD230 or RMB1,800</u> 每个投稿作品 Per Entry	已缴纳报名费，无论作品是否进入提名阶段，皆不予退还，请知悉。 Please note: once the registration fee has been paid, it is non-refundable regardless of whether the submission proceeds to the nomination stage.
		延长段价: <u>USD300 or RMB2,300</u> 每个投稿作品 Per Entry	*会员享受报名费8折优惠 Members enjoy a 20% discount on the registration fee.
2	提名费 Nomination Fee	<u>USD600 or RMB4,800</u> 每个获奖作品 Per Award-Winning Entry	收到提名通知的作品，成功缴纳提名费即可获得奖项。 本费用包含一座奖杯的制作费以及一张颁奖礼门票。 Entries that receive a nomination notification are eligible to win an award upon successful payment of the nomination fee. This fee includes the production cost of one trophy and one ceremony ticket.

更灵活的收费政策，让优秀的作品实至名归！

Flexible pricing policies, making excellent works deserving of their reputation!

Explanation Of Tournament Fees For This Year

收费说明

01

参赛数量不设限制 No Entry Amount Limit

SHOP!会员享有专属优惠。
Member enjoy special privileges.

02

支持一稿多投 Allow Submissions to Multiple Categories

同一个案例可投稿多个赛道，有机会多次获奖；
每投稿一个赛道按一个单独的作品支付费用。
Submissions are allowed to multiple categories, increasing your chances of winning with more entries. Each entry should be paid separately.

03

关于退费 Refund Policy

所有费用一经收取，恕不退还，恳请谅解！
All charges are non-refundable.
Thank you for understanding.

04

特殊优惠政策 Special Discount Policy

10个或以上投稿，请联系主办方。
10 entries or above, please contact us.

更灵活的收费政策，让优秀的作品实至名归！

More flexible pricing policies, making excellent works deserving of their reputation!

Acceptable Currency And Payment Method

支付方式

美元支付 Paying in US Dollars	Payment in Renminbi (RMB)
<p>请通过银行转账美元到以下银行账户 Please transfer US dollars by bank to the following bank account</p> <p>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</p>	<p>请通过银行转账人民币到以下银行账户 Please transfer Chinese yuan by bank to the following bank account</p> <p>名称: 朔浦营销咨询 (广州) 有限公司 统一社会信用代码: 91440101MA9W5EHA85 开户银行: 中国银行广州岭南新世界支行 银行账号: 627574441960 SWIFT CODE: BKCHCNBJ400</p>

我们推荐您使用美金支付费用。

如您选择使用人民币支付会籍费，我们将提供增值税普通发票，请向我们说明开票信息。

We recommend using US dollars to pay for the fee.

If you pay for the fee using Chinese yuan, we will provide a general VAT invoice, please provide us with your invoicing information.



... PART 4

全球案例分享 Global Gallery



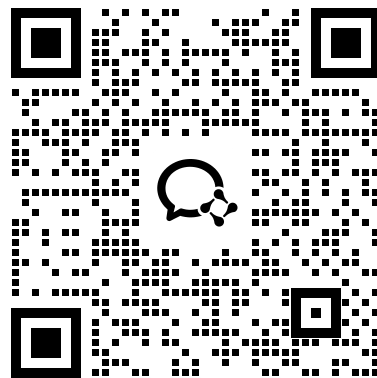


- **2024 Shop! 大中华区大奖赛获奖名单 Shop! Awards Contest Winner List 2024**
<https://www.shop-gc.com/newsinfo/994148.html>
- **2023 Shop! 大中华区大奖赛获奖名单 Shop! Awards Contest Winner List 2023**
<http://shop-gc.com/newsinfo/885782.html>
- **2025 Shop! 全球大奖赛获奖作品集 Shop! Global Awards Contest Winner List 2025**
<https://shop.secure-platform.com/a/gallery?roundId=128>
- **2025 Shop! 法国分会大奖赛 Shop! France Awards 2025**
[2025 – GALLERY – THEMATIC SHOP! AWARDS PARIS – SHOP! Awards 2025 \(shop-awards.fr\)](https://shop-awards.fr)
- **2025 Shop! 德国分会大奖赛 POPAI D-A-CH Awards 2025**
[Shop! D-A-CH Awards 2025 - Shop! \(shopassociation-dach.de\)](https://shopassociation-dach.de)



优秀的作品值得嘉许!

The excellence merits recognition!



协会会员服务经理 李旭先生
Mr. Lee Li, Manager_Member Service

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