



GLOBAL AWARD WINNERS

Alcohol & Tobacco - Permanent

Wine O2O

Submitted by: Equipa Group

Produced for: Wine.com.br

Originating Country Contest: POPAI Brazil

Beauty & Cosmetics - Permanent

Skin Care Omni Channel Retail innovation - OLAY

Future Purity Launching Event

Submitted by: Procter & Gamble (China) Sales Co., Ltd.

Produced for: Procter & Gamble (China) Sales Co., Ltd.

Originating Country Contest: Shop! Greater China

Category Management

GC Fisital Experience

Submitted by: Promo2go Cenografia & Merchandising,

Agência BrandWorks and Agência ScoreGroup

Produced for: AMBEV S/A

Originating Country Contest: POPAI Brazil

Consumer Electronics - Temporary

Samsung - SloMo-Gyroscope

Submitted by: Cheil Germany

Produced for: Samsung Electronics Germany

Originating Country Contest: POPAI D-A-CH

Department Store Design

Samsung - Showcase Frankfurt

Submitted by: Cheil Germany GmbH

Produced for: Samsung Electronics Germany

Originating Country Contest: POPAI D-A-CH

Digital, Mobile, & Interactive Media

Migros AR loyalty campaign

Submitted by: MSM.digital Group GmbH

Produced for: Migros-Genossenschafts-Bund

Originating Country Contest: POPAI D-A-CH

Field & In-Store Promotion

PEPSI BLACK MENA LAUNCH

Submitted by: LIQUID RETAIL AND MARKETING

Produced for: PEPSI COLA INTERNATIONAL LIMITED

Originating Country Contest: Shop! Greater China

Food Retailers & Hospitality Design

Krispy Kreme, Times Square Flagship

Submitted by: Chute Gerdeman

Produced for: Krispy Kreme

Originating Country Contest: Shop! United States

Food, Grocery & Convenience - Permanent

Mountain Dew Hoops Interactive Display

Submitted by: Bish Creative Display

Produced for: Pepsico

Originating Country Contest: Shop! United States

Food, Grocery & Convenience - Temporary

Posto e Carro SNICKERS

Submitted by: NEO PACK DISPLAYS & ADARE

INTERNATIONAL

Produced for: MARS BRASIL

Originating Country Contest: POPAI Brazil

Shopper Marketing Campaign

Samsung - Re:imagine StreetART

Submitted by: Cheil Germany

Produced for: Samsung Electronics Germany

Originating Country Contest: POPAI D-A-CH

Specialty Store Concepts

THE STREETS: A STREETWEAR MECCA FROM DESIGN TO REALIZATION

Submitted by: WELLEN RETAIL EXPERIENCE

Produced for: RXD s.r.o. - The Streets

Originating Country Contest: POPAI Central Europe

Student Design Awards

ZEWA Tringle

Submitted by: POPAI Hungary

Produced for: Essity Hungary Kft.

Originating Country Contest: POPAI Hungary

Sustainability

Sustainable Refill Caps

Submitted by: PAPACKS Sales GmbH

Produced for: PAPACKS Sales GmbH

Originating Country Contest: POPAI D-A-CH

Visual Merchandising & Window Dressing

Samsung - The Art of Innovation

Submitted by: Cheil Germany

Produced for: Samsung Electronics Germany

Originating Country Contest: POPAI D-A-CH