

2021 JPM POP CREATIVE AWARDS ENTRY GUIDELINES

JPM POP CREATIVE AWARDS

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Environments & Experiences

★ **The JPM POP Creative Awards organized by JPM is a world standard award based on the Shop! OMA Awards program.**

ABOUT “POP” DEFINED BY JPM

The roll expected of POP has been changing significantly in order to respond the changing buying behavior of consumers due to the advancement and spread of digital technology. In addition to the ultimate purchase promotion in the traditional physical store, In-store signs and Displays to attract customers to the store as well as the tools that indirectly lead to purchases by functioning in the "search" and "sharing/spreading" phases that are becoming more important due to the spread of SNS, all of them are conceptually defined as POP.

※ Tools and signs that do not indirectly lead to purchases (For example, window displays that produce only a sense of the season) are not a POP.

※ Digital content alone to promote "search" and "sharing/spreading" is not a POP.

ABOUT “Shop! OMA AWARDS PROGRAM”

Shop! Environments Association

Shop! Environments Association (shopassociation.org) is a global trade association dedicated to enhancing retail environments and experiences. Shop! focuses on supporting an environment in which all individuals are respected and treated fairly, and different perspectives, opinions, thoughts, and ideas are encouraged and embraced. In October 2015, the Association for Retail Environments (A.R.E.) merged with Point of Purchase Advertising International (POPAI) to become Shop! Environments Association. (Headquartered in Chicago, USA)

Shop! OMA Awards

The Shop! Outstanding Merchandising Achievement (OMA) Awards is a world-class award that has recognized the most innovative and effective In-store and POP displays for over 60 years. The Gold winning works from OMA Awards and those awards licensed by OMA in each country can enter the Shop! Global Awards.

New Trophy

Designed by the Shop! Australia & New Zealand, it reflects the brand identity of Shop! Association and gives a modern and global image for a new era. It will be a new symbol of the world common highest honor in the industry.



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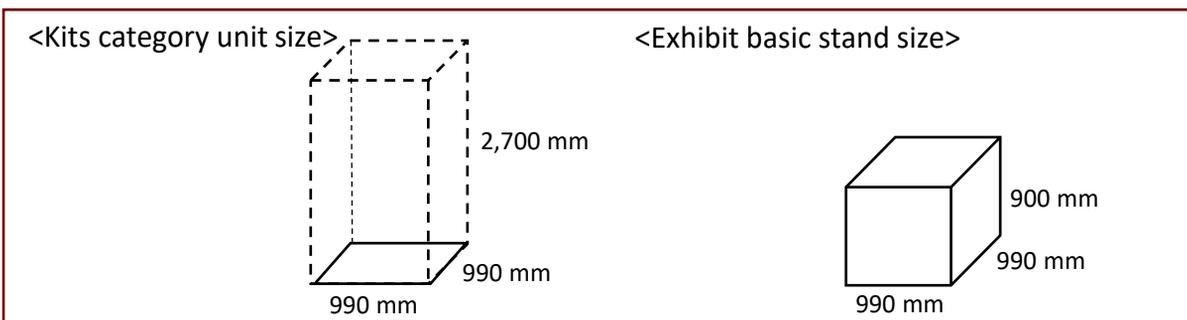
※ Design is subject to change.



1 ENTRY GUIDELINES

1. ENTRY REQUIREMENTS

- (1) Entries are limited to JPM member companies, but overseas non-member companies are welcome as well.
- (2) Works need to have actually been placed in the marketplace during the two years from August 1, 2019 to July 31, 2021.
- (3) Each production quantity must be 10 or more, but one for the "Promotion Space Design" category (see P. 6) is accepted if the execution plan is clearly presented.
- (4) As a general rule, all the entries must be individual items (1 piece each) except for the "Kits" category. However, the following will be treated as individual items.
 - Unit displays - Minimum number of pieces that can perform the functions.
 - Small POP - Works that are intended for multiple displays at the time of planning, or works that have the same shape but different colors and messages are allowed about 3 pieces of the same within a 300 mm x 300 mm space.
 - Small displays in the showcase - With the execution plan or if the instruction manual is attached.※ Further details will be determined after the first judging, so please wait and follow the instructions.
- (5) Entries for "Promotion Space Design" category needs be a B1 size panel presentation. Please make a panel in 728 mm x 1,030 mm vertical size with the required information filled in and with poster frame.
- (6) Basic footprint for exhibiting works in the "Kits" category is 990 mm wide x 990 mm deep x 2,700 mm high as a unit. When using a stand, the basic stand dimensions are 990 mm in wide x 990 mm deep x 900 mm high as a unit. You can request up to 6 units as needed.



- (7) For works that have been selected and each exhibit has been confirmed after the first judging, the following will be charged in addition to the winning exhibit fee:
 - A) Surcharge for works with an exhibit footprint of 1 meter or more on one side excluding the height
 - B) Kit surcharge for works in the "Kits" category. For more details, please see P. 5 **4** JUDGING AND WINNING EXHIBIT FEES 2-(2).
 - ※ Height of works is limited to 2,700 mm due to the hall restrictions.
 - C) Please be alerted that the exhibit footprint allocation could be added to the originally applied footprint as a result of the first judging, considering the dimensions, shape and characteristics of the work.

2 ENTRY APPLICATION

1. ENTRY APPLICATION

- (1) You can apply and submit images from the entry-only website (<http://www.show.jpm-net.com/>).
- (2) Images need be in JPEG high-quality compression (CMYK) format, equivalent to 1MB (350-400dpi, 50 mm x 60 mm) to 3MB (350-400dpi, A5 size). Such as the images with a small amount of data taken with a mobile phone, images created with PowerPoint, or PDF, are not accepted.
 - ※ For the "Promotion Space Design" category, please send the entry data with the required items filled in to jpm_show@jpm-inc.jp.
- (3) Each image need to be a single shot of the work, and as a general rule, the background needs to be plain. You may submit up to 3 images per work.

Note 1: If you have any issues with the entry environment, please contact JPM at jpm_show@jpm-inc.jp.

Note 2: For more details, please refer to the "50th JPM POP Creative Awards Entry Application" input method provided separately.

Note 3: "Production Intent" text data will be used as it is in the exhibit work cards, yearbooks, etc.

Note 4: Images will be published in the show guidebook and yearbook as they are. At the time of publication in the yearbook, 2 images can be posted for works that won Gold or higher.

Note 5: Please set and take the images in the same way as each work will be exhibited at the JPM Show.

2. ENTRY ACCEPTANCE PERIOD

June 14 (Monday) - July 31 (Saturday), 2021

3. EXHIBIT SET-UP & TEARDOWN

<Tokyo Metropolitan Industry and Trade Center Taitokan>

Exhibit works must be brought in in the afternoon of October 25 (Monday) and in the morning of October 26 (Tuesday). Works will be teared down and must be shipped out in the evening of October 29 (Friday). More detailed instructions will be provided together with the first judging results. The results of the first judging will be announced in early September.

October 25 (Monday) AM: Show place set-up / PM: Works brought in for exhibit set-up

October 26 (Tuesday) AM: Works continue to be brought in for exhibit set-up / PM: Second and third judging processes

October 27 (Wednesday) 10:00 - 18:00: Open for Show

October 28 (Thursday) 10:00 - 18:00: Open for Show

October 29 (Friday) 10:00 - 16: 30: Open for Show / 17:00: Teardown and Shipping

※ Please make sure to complete your exhibit teardown and shipping in the timelines as instructed.

3. CO-ENTRY COMPANIES

- (1) Two or more companies can jointly enter the award contest. In this case, please decide on one company to be the entry company and the other to be the co-entry company/companies. The co-entry companies do not have to be a JPM member.
- (2) If the co-entry company is not stated in the entry form, it will not be considered as a co-entry.
- (3) Both the judging fee and winning exhibit fee will correctively be billed to the entry company.
- (4) No co-entry company can be accepted after the award has been decided

4. REMARKS

- (1) For works that do not meet the entry requirements, the prizes will be canceled even if it is found after the judging is complete. Further, even if the work is a prize-winner, the runner-up work will not be awarded.
- (2) Products with flammability labeling cannot be exhibited. However, the ones without the flammable substance will be allowed to exhibit.

③ JUDGING

1. FIRST JUDGING (WINNERS)

Every entry will be evaluated by the submitted images and documents, and the winners will be chosen by 13 judges from JPM.

2. SECOND JUDGING (SILVER AWARD WINNERS)

Judging the actual works, the Silver winners will be chosen by a panel of 25 judges, including the first 13 judges and 12 additional judges from JPM.

3. THIRD JUDGING (GOLD AWARD WINNERS)

The third judging panel under **6.** below will evaluate the actual Silver winning works and choose a Gold winner from each category.

4. JUDGING RESULTS

All winners will be announced at the Japan Promotional Marketing Show.

5. SECOND AND THIRD JUDGING CRITERIA

- (1) Original concept
 - (2) Excellent design and manufacturing technology
 - (3) Appropriate material selection and manufacturing costs
 - (4) Sufficient consideration given for distribution and the time of use
 - (5) (5) Great marketing effect
- ※ The great performance "SUGOWAZA" and "Promotion Space Design" categories will be evaluated based on the different criteria.

6. THIRD JUDGING PANEL

Chief Judge: Shinji Suzuki (Executive Director, Japan Advertisers Association)
Toshio Yamagata (Professor Emeritus, Tama Art University) / Taketoshi Terai (Professor, Kanazawa College of Art) / Shin Kamijo (Operating Officer of Sendenkaigi Co., Ltd., Editor-in-chief of monthly "Hansokukaigi") / Takeya Kurabayashi (President, Retail Insight Co., Ltd.) Kazunori Kitajima (Chairman of JPM Show Committee) / Naoto Hayashi (Chairman of JPM Creative Committee) / Kubota (JPM Advisor)

④ JUDGING AND WINNING EXHIBIT FEES ※ Consumption tax (10%) is included.

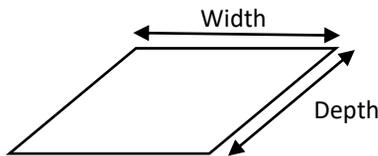
1. JUDGING FEE (This will be invoiced after the first judging)

JPY4,950 per entry ※ JPY3,500 per company for Co-Entry (JPY12,300 per entry if you are an overseas non-member company).

2. WINNING EXHIBIT FEE (This will be invoiced after the first judging)

- (1) JPY19,300 per winner ※ JPY15,000 per company for Co-Entry (JPY45,000 per winner if you are an overseas non-member company).
- (2) Exhibit footprint/Kit surcharge (If P. 2 ① ENTRY GUIDELINES 1-(7) is applied, the following surcharge A or B will be added to the above winning exhibit fee 2-(1) JPY19,300.
 - A) Exhibit footprint surcharge (For all categories except ⑳): JPY6,000 for 1 meter or more, JPY12,000 for 2m or more, JPY18,000 for 3m or more for each width and depth. The height is excluded.

<Footprint surcharge>

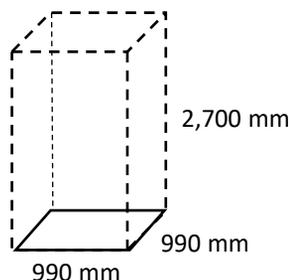


Width or depth is 1,000 mm or more: JPY6,000 extra
Width or depth is 2,000 mm or more: JPY12,000 extra
Width or depth is 3,000 mm or more: JPY18,000 extra

<Example> If the dimensions of an exhibit footprint are 2,500 mm wide x 1,500 mm deep x 1,500 mm high, JPY12,000 for the width 2 m or more and JPY6,000 for the depth 1 m or more, in total JPY18,000 will be added.

B) Kit surcharge (For ⑳ Kits category only): JPY19,300 will be added per unit (990 mm wide x 990 mm deep x 2,700 mm high or less).

<Kit surcharge>



A unit footprint:
990 mm x 990 mm x 2,700 mm: JPY19,300 extra

<Example> If the dimensions of an exhibit footprint are 3,600 mm wide x 990 mm deep x 2,700 mm high, it is calculated $3,600 \text{ mm} \div 990 \text{ mm} = 3.6 \div 4$ (Fraction is rounded up) for a total of $\text{JPY}19,300 \times 4 \text{ units} = \text{JPY}77,200$.

ENTRY CLASSIFICATION TABLE

CLASSIFICATION BY CATEGORIES	CLASSIFICATION BY TYPES AND COSTS	COUNTER TYPE, ETC.			FLOOR TYPE			
		Code number by delivered unit cost (See P. 8 Notes (1))						
B Y I N D U S T R Y	① Pharmaceutical / Medical Supplies		Less than JPY3,000 11	JPY3,000 & above 12	Less than JPY5,000 13	JPY5,000 & above 14		
	② Toiletries	Less than JPY1,500 20	JPY1,500 to 2,999 21	JPY3,000 & above 22	Less than JPY5,000 23	JPY5,000 & above 24		
	③ Cosmetics counter type - Sales and display functions	Less than JPY1,500 30	JPY1,500 to 2,999 31	JPY3,000 & above 32				
	④ Cosmetics counter type - Announcement and presentation functions	Less than JPY5,000 40	JPY5,000 to 9,999 41	JPY10,000 & above 42				
	⑤ Cosmetics floor type				Less than JPY5,000 53	JPY5,000 to 9,999 54	JPY10,000 to 29,999 55	JPY30,000 & above 56
	⑥ Audio / AV Equipment / Communication / Office Equipment / Cameras		Less than JPY3,000 61	JPY3,000 & above 62	Less than JPY5,000 63	JPY5,000 & above 64		
	⑦ Stationery / Fashion Accessories / Glasses / Watches		Less than JPY3,000 71	JPY3,000 & above 72	Less than JPY5,000 73	JPY5,000 & above 74		
	⑧ Household Goods / Home Appliances	Less than JPY5,000 80	JPY5,000 to 9,999 81	JPY10,000 & above 82	Less than JPY5,000 83	JPY5,000 to 9,999 84	JPY10,000 & above 85	
	⑨ Food		Less than JPY3,000 91	JPY3,000 & above 92	Less than JPY5,000 93	JPY5,000 & above 94		
	⑩ Beverages		Less than JPY3,000 101	JPY3,000 & above 102	Less than JPY5,000 103	JPY5,000 & above 104		
	⑪ Alcoholic Beverages		Less than JPY3,000 111	JPY3,000 & above 112	Less than JPY5,000 113	JPY5,000 & above 114		
	⑫ Tobacco		Less than JPY3,000 121	JPY3,000 & above 122	Less than JPY5,000 123	JPY5,000 & above 124		
	⑬ Transportation / Energy / Sports / Travel		Less than JPY3,000 131	JPY3,000 & above 132	Less than JPY10,000 133	JPY10,000 & above 134		
	⑭ Publishing / Entertainment / Finance / Other industries		Less than JPY3,000 141	JPY3,000 & above 142	Less than JPY10,000 143	JPY10,000 & above 144		
B Y F O R M S	⑮ Hangers		Announcement function		Sales function			
			less than JPY1,000 151	JPY1,000 & above 152	Less than JPY1,000 153	JPY1,000 & above 154		
	⑯ Showcards & Stickers		161					
	⑰ Shop Curtain / Banners / Flags / Tapestries / Walls		171					
	⑱ Streamers / Signboards / Inflatable / Cutouts		181					
⑲ Signs		Storefront and In-Store Signs 191						
⑳ Kits		Small kit 201	Medium kit 202	Large kit 203				
O T H E R S	㉑ POP Packages		211					
	㉒ Great Performance "SUGOWAZA"		221					
S P E C I A L	㉓ Promotion Space Design		231				Entry accepted as a single product, but not subject to Minister for Economy, Trade and Industry Award	

※ Works entered mis-classified, will be corrected at the time of judging.

NOTES FOR “ENTRY CLASSIFICATION TABLE”

- (1) For entry, please read the following notes to select each appropriate code number from the “ENTRY CLASSIFICATION TABLE” on P. 6.
- ① Pharmaceutical / Medical Supplies: Includes medicines, thermometers, pesticides, energy drinks, and medical contact lenses.
 - ② Toiletries: Includes dental products, soaps, detergents, bath salts, hair color/hair care products, hair restorers, hand creams, and air fresheners.
 - ③ Cosmetics counter type - Sales and display functions
 - ④ Cosmetics counter type - Announcement and presentation functions
 - ⑤ Cosmetics floor type: Includes perfumes, eau de colognes, lip balms, facial soaps, facial cleansers, and enamel colors.
 - ⑥ Audio / AV Equipment / communication / Office Equipment / Cameras: Includes TVs, radios, video decks, recording/storage media, video cameras, digital cameras, personal computers, personal computer peripherals, telephones, and fax machines.
 - ⑦ Stationery / Fashion Accessories / Glasses / Watches: Includes color contact lenses.
 - ⑧ Household Goods / Home Appliances: Includes household miscellaneous goods, thermos, washing machines, refrigerators, air conditioners, electric fans, hair dryers, etc.
 - ⑨ Food: Includes confectionery and seasonings.
 - ⑩ Alcoholic Beverages: Includes beers, non-alcoholic beers, whiskey, wine, etc.
 - ⑪ Tobacco: Includes electronic cigarettes and tobacco-related products.
 - ⑫ Transportation / Energy / Sports / Travel: Includes automobiles, car accessories, bicycles, transportation, gas, electricity, and sports equipment.
 - ⑬ Publishing / Entertainment / Finance / Other industries: Includes clothing, pet-related, DIY, housing, distribution (retail), etc.
 - ⑭ Hangers: Includes ceiling, etc.
 - ⑮ Show card / stickers: Includes bottle topper, small items such as flapping.
 - ⑯ Shop Curtain / Banners / Flags / Tapestries / Walls: Includes curtains, big banners, etc.
 - ⑰ Streamers / Signboards / Inflatable / Cutouts: Includes floor type only.
 - ⑱ Signs: Small items such as signboards at storefronts and in stores.
 - ⑲ Kits: Small kit refers to the partial use of gondola, standard partial kit, counter kit, etc. (1,200 mm wide or less, 1 to 2 shelves). Medium kit refers to the full use of gondola (1,200 mm wide or less, including accessories). Large kit refers to End Display, Island, etc. (1,200 mm wide and above).
 - ⑳ POP Packages: Packages with sales promotion function. It must have a POP function with some ingenuity.
 - ㉑ “SUGOWAZA” (See Note 1 below): Category to appeal ingenuity in terms of technology and manufacturing.
 - ㉒ **Promotion Space Design** (See Note 2 below): Exhibit and evaluation will be done with panel images.
- (2) ① to ⑭ are separated into the Industry based “Counter type, etc.” and “Floor type”, and each is classified by each delivered unit price. ⑮ to ⑲ are in the Form based category. ㉑ and ㉒ are in the Other category, and ㉓ is in the Special category. ⑮ is based on the delivered unit price of the "Announcement function" or "Sales function". ⑱ is Storefront / In-store sign, ⑲ is by Small kit (1,200 mm wide or less, partial use of gondola, standard part kit, etc.), or Medium Kit (1,200 mm wide or more, full use of gondola, including accessories, etc.), or Large kit (1,200 mm or above, Island end, etc.). ⑮⑱㉑㉒ can also be entered in the Industry based ① to ⑭ as well.

(3) For a multiple displays of different types, it will be in the ⑳ "Kits" category. Campaign kits, large-scale storefront presentation kits, mass over-the-counter sales kits, etc. are included. The basic exhibit footprint is 1,000 mm wide x 1,000 mm deep x 2,700 mm high.

Note 1: Please submit works that meet any of the following conditions in the ㉑ "SUGOWAZA" category.

1. Innovative design, materials, structure, manufacturing, functions, etc.
2. Combination of 1. above breaks the conventional wisdom.
3. Special consideration is given for the distribution (transportation/stores) and environment.

Note 2: For the "Promotion Space Design" category, please submit works that meet the following conditions.

1. It is not a permanent facility, but for a limited time ad selling goods on the spot (or being adjacent to the sales floor).
2. Exhibition showrooms are not accepted, but Pop-up shops are accepted.
3. You can enter from one run , but it is not eligible for the Minister of Economy, Trade and Industry Award.

5 AWARDS

1. GOLD AWARD (Category Highest Award)

Award will be presented to both the advertiser and the entry company for the best work in each category.

※ You will be given the right to enter the 2022 Shop! Global Awards and purchase the OMA trophy.

2. SILVER AWARD

Awards will be presented to both advertiser and entry company for the outstanding work/works in each category.

3. JUDGES SPECIAL AWARD

Award will be presented to both the advertiser and the entry company for a work that has been recommended by the third judging panel as prominent work and has been evaluated as worthy of such award.

4. BUYING POINT "KAIBA" INNOVATION AWARD

JPM KAIBA Innovation Committee will determine a challenging work suitable for the precedents of future KAIBA development based on its criteria and announce the awardee at the JPM Show. "Is it proposing new and challenging way of selling such as changing the buying behavior of consumers as a KAIBA development"?

5. COVID-19 PREVENTION MEASURES IDEA AWARD

JPM Show Committee will evaluate works that have been devised by narrowing down their wisdom to prevent infection in stores. Just simply announcing an infection prevention product will not be considered. All works can be considered, but it must be applied at the time of entry.
※ Please note that there might be no winning work after all. s

6. MINISTER OF ECONOMY, TRADE AND INDUSTRY AWARD

WHO WILL JUDGE: The third judging panel will determine the winner among Gold winners.

WORKS FOR JUDGING: Every Gold winner will be considered.

JUDGING CRITERIA: (1) Excellent solution power at the point of purchase
(2) The concept is original
(3) Clear consumer interest perspective

7. AWARDS

JPM will present a Certificate of Commendation and OMA trophy to each of the advertiser and the entry company for the Minister of Economy, Trade and Industry Award.

8. AWARDS CEREMONY

It is scheduled to be held at Tokyo Kaikan on February 8, 2022 (Tuesday). Details will be announced at a later date.

⑥ PUBLICATION OF WINNING WORKS

- (1) Every work shall be managed and published only by and through JPM.
- (2) Every work shall be delegated and approved for JPM to used for publications, PR, education, etc. In addition, works with a Gold award or higher may be published on the Web Site after receiving the approval from the advertiser and the entry company/companies.
- (3) Selected and winning works will be exhibited at the JPM Show.
- (4) Selected and winning works will be published in the JPM Yearbook with the information provided at the time of entry.

OTHER NOTES

- (1) We will not refund the Exhibit fee unless the Japanese government or the Government of Tokyo requests that the JPM Show must be canceled. But the judging fee will not be refunded even if the cancellation of the Show is request.
- (2) When displaying commercial products with the exhibit works, it is the responsibility of the exhibit companies to manage it.
- (3) The exhibit companies are responsible for the copyright and industrial property rights of the exhibit works.
- (4) If you have any questions, please contact the JPM at jpm_show@jpm-inc.jp.

