



The 51st Japan Promotional Marketing Show 2022

REPORT



Japan Promotional Marketing Institute, Inc.

The "51st Japan Promotional Marketing Show" was successfully held in 2022. We would like to express our sincere appreciation to everyone who entered our awards and contests, exhibited at the sales promotion trade fair, and visited the exhibition hall despite busy schedules, as well as to everyone who cooperated in various ways.

This exhibition was held for the 50th time last year, half a century after the first exhibition was held in 1971. Taking this opportunity, we defined the vision and concept of the "Next Generation Show" for the next 50 years as "Japan's best comprehensive promotion show, presenting in an attractive and easy-to-understand manner, the present and future of promotion that reflects the changes of the times and the environment". In 2022, based on this concept, we have organized the following four zones.

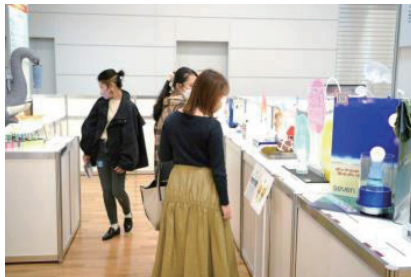
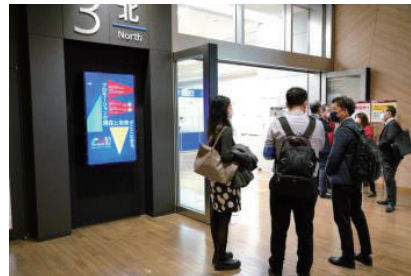
- "JPM POP Creative Awards" zone, the only POP advertising contest in Japan and one of the largest in the world.
- "JPM Planning Solution Awards" zone, a contest for Japan's highest level of promotion planning that actually moved consumers toward purchasing behavior.
- "Young POP Creative Awards" and "My Future Sales Floor Design Contest" zone, presents and exhibits works by students who will lead the next generation with free and fresh ideas.
- "The Sales Promotion Trade Fair" zone is an exhibit/business negotiation zone that gathers various products related to the latest promotion business.

The following pages are a brief summary of the JPM Show including the number of visitors.

Japan Promotional Marketing Institute, Inc.
Masaaki Yukawa, Chairman
Hiroshi Murakami, Chair of Show's Supervisory Committee

Event Outline

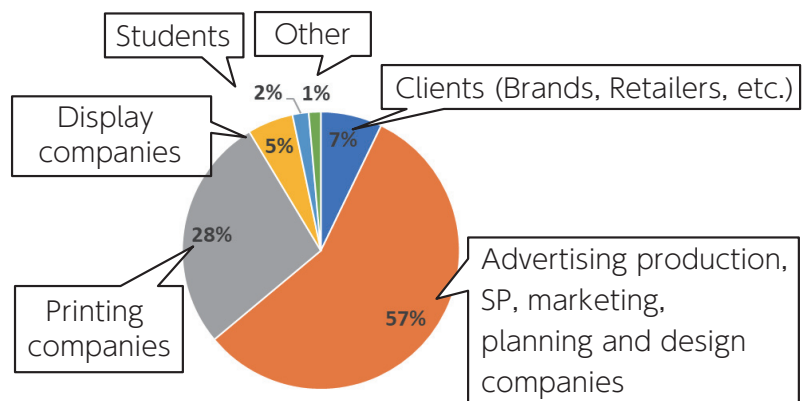
Name The 51st Japan Promotional Marketing Show 2022
Dates 11/30(Wed) & 12/1(Thu) 10:00-17:00 12/2(Fri) 10:00-16:30
Venue Tokyo Metropolitan Industrial Trade Center Hamamatsucho-kan 3F, Tokyo
Support Ministry of Economy, Trade and Industry



Number of visitors

Month/Date	Number of visitors
11/30(Wed)	713
12/1(Thu)	1,093
12/2(Fri)	1,414
Total	3,220

Visitor Attributes



JPM Show 2023

The JPM Show 2023 will be held from November 29th (Wed.) to December 1st (Fri.) at the same Tokyo Metropolitan Industrial Trade Center Hamamatsucho-kan.

"JPM POP Creative Awards"

The JPM POP Creative Awards reached the 51st time this year. The total number of entries was 464, Minister of Economy, Trade and Industry Award for one, Judge Special Award for one, Gold Award for 28, and the Silver Award for 37.

A list of all prize-winning works is posted on the JPM website

[Gold Award and above winners](#)

https://jpm-inc.jp/wp/wp-content/uploads/GOLD_JPM-POP-Creative-Awards-2022.pdf

[Silver Award winners](#)

https://jpm-inc.jp/wp/wp-content/uploads/SILVER_JPM-POP-Creative-Awards-2022_.pdf

The JPM POP Creative Awards is licensed by the U.S.-based Shop! Environments Association's Shop! OMA Awards program since 2019 and has become a global standard. Winners of the Minister of Economy, Trade and Industry Award at the JPM POP Creative Awards receive the Shop! OMA Trophy, the universal symbol of the industry's highest honor. Gold Award and above winners will be entitled to enter the Shop! Global Awards and purchase the Shop! OMA Trophy.

Shop! Environments Association (shopassociation.org)

The global trade association dedicated to enhancing retail environments and experiences. With a 66-year history, the association operates in 25 countries and provides value to the global retail market.

Shop! OMA(Outstanding Merchandising Achievement)Awards

World-class awards that have recognized the most innovative and effective in-store and POP displays for over 60 years.

Shop! Global Awards

A global contest dedicated to the excellence in point-of-purchase advertising display, marketing-at-retail activations and retail design.

**JPM
POP CREATIVE AWARDS**
Officially licensed by **shop!** Enhancing Retail
Environments & Experiences



The Shop! OMA Trophy is a symbol of the industry's highest honor in common throughout the world.



Minister of Economy, Trade and Industry Award, Buying Point "Kaiba (Purchasing Area)" Innovation Award (POP) "Hakariuri-do" Advertiser/Kao Corporation Exhibitor/Toppan Inc.



Judge Special Award "Prieclat U" W900 display stand Advertiser/Sugi Pharmacy Exhibitor/BIKO Co., Ltd.



Secondary judging by a panel of 25 judges selected from JPM member companies. Voting is conducted using tablet terminals based on the established criteria for the second round of judging.



The third and final judging session by nine industry experts and METI officials. The third round of judging to determine the Gold Award is tablet judging based on established judging criteria. Final judging to determine Minister of Economy, Trade and Industry Award will be by voting from the list of Gold Award entries.



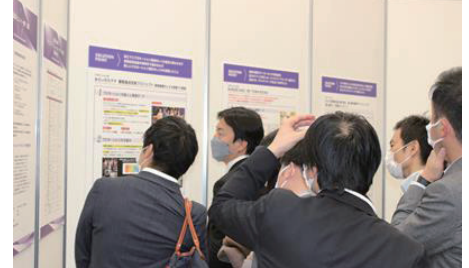
This year, JPM POP Creative Award Global category received an entry from Dutch company Vlastuin, a member of Shop!.

"JPM Planning Solution Awards"

Promotional work, which consists of planning, creative work, tool production and etc., needs to improve the accuracy of planning ability more than ever due to various environmental changes. This award was established as a contest that evaluates based on the standards common to the promotion industry that is known around the world for the purpose of improving planning ability. It was the 20th contest this year since it started its 1st "JPM Planning Award" in 2003. A total of 69 entries were received from 9 categories for the promotion carried out in 2021, and the number of prize-winning works was 24 (Due to space limitations, only three of the best three prize-winning works were exhibited.).

[A list of all prize-winning works is posted on the JPM website](https://jpm-inc.jp/wp/wp-content/uploads/JPM_PSA2022_0912.pdf)

[URL:https://jpm-inc.jp/wp/wp-content/uploads/JPM_PSA2022_0912.pdf](https://jpm-inc.jp/wp/wp-content/uploads/JPM_PSA2022_0912.pdf)



"Student Awards"

The Young POP Creative Awards is a design competition aimed at discovering and nurturing the next generation of POP creators who will pave the way for the coming era. Out of 36 entries, 8 were awarded prizes. The "My Future Sales Floor Design Contest," a design contest that began last year, invited students to compete with their own ideas about how the sales floor of the future will change, what kind of sales floor will be convenient and fun, and so on. This year, we received entries from all over Japan, and the following three works were selected as winners.

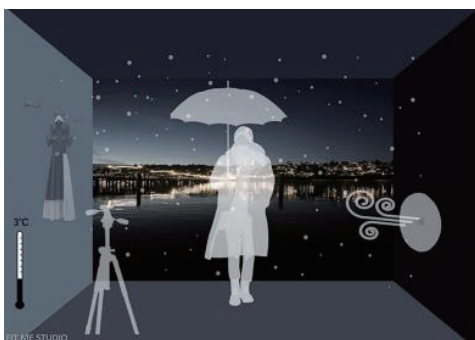
[A list of all prize-winning works is posted on the JPM website](https://jpm-inc.jp/wp/wp-content/uploads/Young-POP-Creative-Awards_.pdf)

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The 23rd "Young POP Creative Awards"



The 2nd "My Future Sales Floor Design" Contest



"The Sales Promotion Trade Fair"

The sales promotion trade fair is an exhibition and business meeting zone where the latest sales promotion techniques and tools are gathered, including effective technologies and tools for the development of future promotional marketing. Non-member companies of the JPM are also welcome to exhibit. This year, in order to make it easier viewing and business negotiation, the fair was located in the middle of the POP Creative Award Zone, Planning Solution Award Zone, and Young POP Creative Award Zone, in an area visited by all visitors. The fair was used as a place for new insights and discoveries that lead to business.



Online sales promotion trade fair where exhibitors can promote the details of your exhibition and receive inquiries.

<https://jpm-show.jp/tradefair/>



Visitors are naturally limited to industry-related people. Compared to other exhibitions, PCA features a deeper and more intense dialogue on the exhibition theme.

EXHIBITORS



Info Trans Co. Ltd.



LED Techno Co., Ltd.



DENTSU PROMOTION PLUS INC.



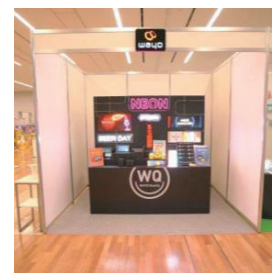
TOGU Co., Ltd.



HAKUHODO PRODUCT'S INC.



BIKO Co., Ltd.



Wayo Co., Ltd.