

THE 51ST JPM POP CREATIVE AWARDS 2022

POP ADVERTISING WORK ENTRY GUIDELINES

JPM POP CREATIVE AWARDS

Officially licensed by  **Enhancing Retail**
Environments & Experiences

The "JPM POP Creative Awards" organized by JPM is the only POP advertising contest in Japan and one of the largest in the world. It is held annually with the aim of raising public awareness of promotional marketing. This is a global standard award officially licensed for the Shop! OMA Awards program of Shop! Environments Association.

Shop! OMA Awards program

Shop! Environments Association (Shop!) shopassociation.org

The global trade association dedicated to enhancing retail environments and experiences. Shop! focuses on supporting an environment in which all individuals feel respected and are treated fairly, and different viewpoints, opinions, thoughts and ideas are encouraged and embraced. In October 2015, the Association for Retail Environments (A.R.E.) merged with the POPAI Association (POPAI) to become Shop! Environments Association (Headquarters: USA) .

Shop! OMA Awards

OMA stands for Outstanding Merchandising Achievement. The Shop! OMA Awards are world-class awards that have recognized the most innovative and effective in-store and POP displays for over 60 years. JPM has been licensed for the Shop! OMA Awards program since 2019. This will allow JPM POP Creative Awards Gold award-winning works to enter Shop! Global Awards, alongside Gold award-winning works from Shop! OMA Awards and Shop! affiliates own industry awards around the world.



The Shop! OMA Trophy is a modern, global image design that reflects Shop! Association's brand identity and a symbol of the industry's highest honor in common throughout the world.

POP defined by JPM

The role required of POP is also changing significantly in order to respond to the changing purchasing behavior of consumers due to the development and spread of digital technology. As well as the final purchasing promotion in the conventional physical store, store designs and displays for attracting customers to the store, tools that indirectly lead to purchasing promotion by functioning in the "search" and "sharing/spreading" phases, which 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 POP.

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

ENTRY REQUIREMENTS

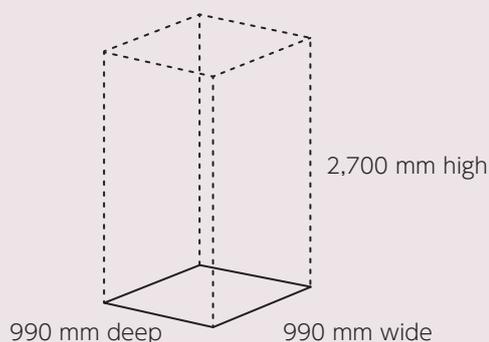
Requirements

- (1) Entries are limited to JPM members, but overseas companies are welcome even if they are not members of JPM.
- (2) Works actually used between August 1, 2021 and July 31, 2022 are eligible.
- (3) Entries must be made by category; See pages 6, 7 and 8 for details.
- (4) Works with a minimum run of 10 or more are accepted. However, for the "Promotion/Space Design" category (see page 8), we will accept one execution work as long as the execution example is clear.
- (5) As a general rule, all entries are for individual items (1 piece), except for the "Large Kits" and "Small Kits" categories. However, the following works will be considered as individual items.
 - Unit displays with a minimum quantity to perform their functions.
 - For small works that are the same and intended for multiple exhibits at the time of planning, or those that have the same shape but different colors and different displays, about 3 pieces can be entered and exhibited within a footprint of 300 mm wide x 300 mm deep.
 - Small works displayed in the showcase can be entered if an example of deployment or an instruction manual is attached.

More details will be provided after the first judging, so please follow the instructions.

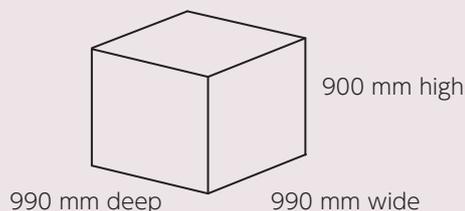
- (6) Basic exhibit unit dimensions are 990 mm wide x 990 mm deep x 2,700 mm high. When using the exhibit table, the table dimensions are 990 mm wide x 990 mm deep x 900 mm high.

EXHIBIT UNIT DIMENSIONS



* Height for the exhibit is up to 2,700 mm.
Works higher than 2,700 mm cannot be exhibited due to venue restrictions.

EXHIBIT TABLE DIMENSIONS



- (7) Works that have been selected after the first judging and confirmed the exhibit at JPM Show will be charged additional fees for those that fall under the following. (For more details, see P5(2) for judging and selected exhibit fees)
 - A) Works with the footprint of 1 m or more on each side
 - B) Works in the "Large Kits" category with Large Kits surcharges
 - C) Works that exceed the exhibit unit dimensions originally entered if JPM has determined to increase the allocation of exhibit footprint in consideration of the sizes, shape, or characteristics of the works as a result of the first judging

ENTRY PROCEDURE

Procedure

- (1) Entries with photo data need to be made from the entry-only page: <https://show.jpm-net.com/>
- (2) Photo data needs to be in JPEG high-quality compression (CMYK) format, equivalent to 1MB (350 to 400dpi, 50 mm x 60 mm) to 3MB (350 to 400dpi, A5 size). Images with a small amount of data, images created with PowerPoint, or PDF are not accepted.
- (3) The photos of the works need to be taken independently with a plain background. You may submit up to 3 images.

<Notes>

- If you have any issues with the online entry environment, please contact JPM.
- "Objective for the work" entered will appear in the exhibit work card, JPM Yearbook, etc. as it is.
- Work images submitted will appear as they are in both the JPM Show Guidebook and Yearbook. In the JPM Yearbook, you can have up to 2 images for works that won Gold Award or higher.
- Please take the photos of your works by setting them up in the same way as you will exhibit at JPM Show.

Entry Acceptance Period

June 13, Monday, 2022 to July 31, Sunday, 2022

Setup and Removal of Exhibits

<Show place: Tokyo Metropolitan Industrial Trade Center, Hamamatsucho-kan>

November 28 (Mon): Morning - Venue setup / Afternoon - Delivery and setup of exhibit works

November 29 (Tue): Morning - Delivery and setup of exhibit works continue / Afternoon - Second, third and final judging

November 30 (Wed) & December 1 (Thu): 10: 00 to 17: 00 - Show open

December 2nd (Fri): 10: 00 to 16: 00 - Show open / 16: 30 - Removal of exhibits

<Notes>

- Exhibit works must be delivered on Monday afternoon, November 28 or Tuesday morning, November 29, and the removal of the exhibits is in the evening of December 2, Friday.
- Working hours for the setup and removal of the exhibits must be strictly managed following the guidelines provided by JPM.
- More details for the work exhibits will be announced in early September along with the results of the first judging.

Co-Entries

- (1) Co-entry of two or more companies is accepted. In this case, you need to make one company as the entry company and the other/others as the co-entry company/companies. Co-entry companies do not need to be JPM members.
- (2) If you do not enter the co-entry company/companies at the time of co-entry, it will not be recognized as a co-entry and you will not be able to add such co-entry company/companies after winning the award.
- (3) Co-entries will be billed collectively to each entry company.

Special Notes

- (1) For works that are found not meeting the entry requirements, the entries will be eliminated even after the judging has been completed. Further, even if any of such works happened to be an award winning work, the runner-up work will not be awarded.
- (2) Works with flammability notification cannot be exhibited, but the ones without the contents can be accepted.

JUDGING

Judging Structure

●First judging (Winners selection)

A panel of 13 judges from JPM will review all entries by photos and documents and select the winners.

●Second judging (Silver Award winners)

A panel of 25 judges, first 13 judges plus 12 judges from JPM will review the actual works and decide the Silver Award winner/winners for each category.

●Third judging (Gold Award winners)

The third judging committee of 9 (see below) will review all Silver Award winners and decide one Gold Award winner for each category.

●Final judging (Minister of Economy, Trade and Industry Award winner)

The third judging committee of 9 will decide one Minister of Economy, Trade and Industry Award winner from all the Gold Award winners.

●Announcement of winners

All winners will be announced at JPM Show 2022 and will also be published on the JPM website.

Second and Third Judging Criteria

- (1) The concept is original.
- (2) Design and engineering are excellent.
- (3) Material selection and manufacturing costs are appropriate.
- (4) Sufficient consideration is given to distribution and time of use.
- (5) Great marketing effect.

* "Sugowaza (Great Performance)" and "Promotion/Space Design" categories will be judged by different criteria.

Final Judging Criteria

- (1) Excellent solution power at the time of purchase.
- (2) The concept is original.
- (3) The consumer interest perspective is clear.

Third and Final Judging Committee

Chief judge Shinji Suzuki (Senior Managing Director, Japan Advertisers Association)

Toshio Yamagata (Professor Emeritus, Tama Art University)

Taketoshi Terai (Professor, Kanazawa College of Art)

Shin Kamijo (General Manager of "AdverTimes", Sendenkaigi Co., Ltd.)

Takeya Kurabayashi (President, Retail Insight Co., Ltd.)

Fumihiko Kousaka (Director, Art and Culture Group, J.F. Oberlin University <Visual Arts>)

Kazunori Kitajima (Chairman, JPM Show Committee)

Naoto Hayashi (Chairman, JPM Creative Committee)

Hideaki Kubota (JPM Adviser)

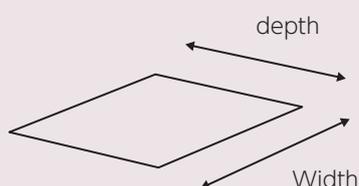
Judging Fee (Invoice will be sent after the first judging)

JPY4,950 per entry / JPY3,500 per company for co-entry
 JPY12,300 per entry for non-members from overseas

Selected Exhibit Fee (Invoice will be sent after the first judging)

- (1) JPY19,300 per exhibit / JPY15,000 per company for co-entry
 JPY45,000 per exhibit for non-members from overseas
- (2) Surcharges for the large footprint and "Large Kits" category (Page 2 ENTRY REQUIREMENTS: For works that meet the requirement (7), the following surcharges A or B will be added to each selected exhibit fee above)

A) Footprint surcharges (All categories except "Large Kits"): JPY6,000 per side for 1m or more, JPY12,000 per side for 2 m or more, JPY18,000 per side for 3 m or more



Width or depth is 1 m or more: JPY6,000 per side
 Width or depth is 2 m or more: JPY12,000 per side
 Width or depth is 3 m or more: JPY18,000 per side

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

B) "Large Kits" surcharges: JPY19,300 per exhibit will be added for each additional exhibit unit (990 mm wide x 990 mm deep x 2,700 mm high or less). You can request for up to 6 units as needed.

EXHIBIT UNIT DIMENSIONS

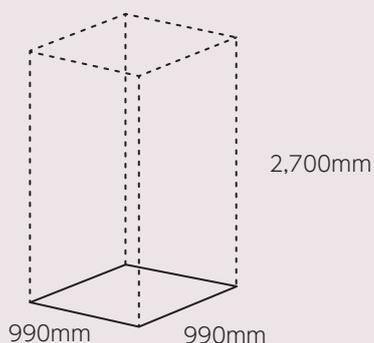


EXHIBIT UNIT DIMENSIONS

990 mm x 990 mm x 2,700 mm: JPY19,300 per unit

<Example> If the exhibit dimensions are 3,600 mm wide x 990 mm deep x 2,700 mm high, it calculates $3,600 \text{ mm} \div 990 \text{ mm} = 3.6 \div 4$ (*), for a total of $\text{JPY}19,300 \times 4 \text{ units} = \text{JPY}77,200$ will be added. (* The fraction will be rounded up)

ENTRY CATEGORY CLASSIFICATION

- (1) For entries, please read the following notes and enter each appropriate code number from the "ENTRY CATEGORY CLASSIFICATION TABLE" on page 8.
- ① "Pharmaceuticals/Medical Supplies": Includes medicines, thermometers, pesticides, energy drinks, and medical contact lenses
 - ② "Toiletries": Includes dental products, soaps, detergents, bath salts, hair coloring and hair care products, hair restorers, hand creams, and fresheners
 - ③ "Cosmetics counter type - Sales & Display A": Unit price less than JPY1,500
 - ④ "Cosmetics counter type - Sales & Display B": Unit price JPY1,500 to less than JPY3,000
 - ⑤ "Cosmetics counter type - Sales & Display C": Unit price JPY3,000 or more
 - ⑥ "Cosmetics counter type - Announcement & Presentation A": Unit price less than JPY5,000
 - ⑦ "Cosmetics counter type - Announcement & Presentation B": Unit price JPY5,000 or more
 - ⑧ "Cosmetics floor type A": Unit price less than JPY5,000/includes perfumes, eau de colognes, lip balms, facial soaps, cleansers and enamel colors
 - ⑨ "Cosmetics floor type B": Unit price JPY5,000 to less than JPY10,000/includes perfumes, eau de colognes, lip balms, facial soaps, cleansers and enamel colors
 - ⑩ "Cosmetics floor type C": Unit price JPY10,000 or more/includes perfumes, eau de colognes, lip balms, facial soaps, cleansers and enamel colors
 - ⑪ "Audio/AV Equipment/Communication/Office Equipment/Cameras": Includes TVs, radios, VCRs, recording & storage media, video cameras, digital cameras, personal computers, personal computer peripherals, telephones, and faxes
 - ⑫ "Stationery/Fashion Accessories/Glasses/Watches": Includes color contacts
 - ⑬ "Household Goods/Home Appliances counter type": Includes household miscellaneous goods, thermos, washing machines, refrigerators, air conditioners, electric fans, hair dryers
 - ⑭ "Household Goods/Home Appliances floor type": Includes household miscellaneous goods, thermos, washing machines, refrigerators, air conditioners, fans, hair dryers
 - ⑮ "Food": Includes confectionery and seasonings
 - ⑯ "Alcoholic Beverages": Includes beers, non-alcoholic beers, whiskey, wine
 - ⑰ "Tobacco": Includes electronic cigarettes and tobacco-related products
 - ⑱ "Transportation/Energy/Sports/Travel": Includes automobiles, car accessories, bicycles, transportation, gas, electricity, and sports equipment
 - ⑲ "Publishing/Entertainment/Finance/Other industries": Includes clothing, pet-related, DIY, housing, distribution (retail) business
 - ⑳ "Hangers A": Unit price less than JPY1,000 and includes ceiling
 - ㉑ "Hangers B": Unit price JPY1,000 or more and Includes ceiling
 - ㉒ "Show Cards/Stickers": Includes small items such as bottle toppers and flapping
 - ㉓ "Shop Curtains/Banners/Flags/Tapestries/Walls": Including hanging curtains, large banners
 - ㉔ "Streamers/Standing Signboards/Inflatable/Cutouts": Floor type only
 - ㉕ "Signs": Small items such as signboards in storefronts and stores
 - ㉖ "Small Kits": Refers to less than one gondola fixture (up to 1 to 2 shelves) such as partial use of gondola, standard partial kit, counter kit
 - ㉗ "Large Kits": Refers to one gondola fixture or more such as end displays and islands
 - ㉘ "POP Packages": Applies to packages with sales promotion functions, having a POP feature with some ingenuity

③⑩ "Sugowaza" (Great Performance): This category appeals to the originality and ingenuity in terms of engineering. We welcome works that meet any of the following:

- Design, materials, structure, processing, functions, etc. are innovative.
- Above combination breaks the conventional wisdom.
- Special consideration is given to distribution (transportation/stores) and the environment.

③⑪ "Global": Applies to works used in overseas markets regardless of the nationality of the advertiser or entry company. This category is not eligible for the Minister of Economy, Trade and Industry Award.

③⑫ "Promotion/Space Design": Applies to works that are not a permanent facility, but selling products on the spot for a limited time (or adjacent to the sales floor). This category is not eligible for the Minister of Economy, Trade and Industry Award. Please note the following:

- Pop-up stores are accepted, but exhibition showrooms are not.
- Work that run only one are accepted as long as the execution example is clear.
- For the exhibit and the second and subsequent judging, please prepare your work on a B1 (728 mm x 1,030 mm) vertical panel with a frame. Please contact JPM for the contents of the panel.

(2) The classification policies are as follows:

- The categories ① to ②⑩ are classified by industry into "counter type" and "floor type", and are further classified by unit price except for ⑬ and ⑭.
- The categories ②⑪ to ②⑧ are classified by form, and ②⑪ and ②⑫ are further classified by unit price.
- The categories ②⑨, ③① and ③② are "Others", and ③③ is "Special".
- Entries in the categories ②⑪, ②⑫, ②⑬, ②⑭, ②⑮, ③① can also enter into the categories ① to ②⑩ by industry.
- The "Kits" categories ②⑷ and ②⑸ are for works that use multiple sets of displays of different types. "Large Kits" are for gondola with a width of 900 mm or more, such as campaign kits, presentation kits for large stores, and mass display sales kits. "Small Kits" are for less than gondola with a width of 900 mm.

ENTRY CATEGORY CLASSIFICATION TABLE

When making your online entry, please read pages 6 and 7 carefully and enter each appropriate code number for your entries.

| TYPES & UNIT COSTS CATEGORIES | | COUNTER TYPE | | FLOOR TYPE | | | |
|--------------------------------------|---|--|---|--------------------------------|---|---------------------------------|--|
| | | Code numbers by unit price: See page 6 - (1) | | | | | |
| INDUSTRY BASED | ①Pharmaceuticals/Medical Supplies | | Less than JPY3,000 11 | JPY3,000 or more 12 | Less than JPY5,000 13 | JPY5,000 or more 14 | |
| | ②Toiletries | Less than JPY1,500 20 | JPY1,500 to less than JPY3,000 21 | JPY3,000 or more 22 | Less than JPY5,000 23 | JPY5,000 or more 24 | |
| | ③Cosmetics counter type - Sales & Display A | Less than JPY1,500 31 | | | | | |
| | ④Cosmetics counter type - Sales & Display B | JPY1,500 to less than JPY3,000 41 | | | | | |
| | ⑤Cosmetics counter type - Sales & Display C | JPY3,000 or more 51 | | | | | |
| | ⑥Cosmetics counter type - Announcement & Presentation A | Less than JPY5,000 61 | | | | | |
| | ⑦Cosmetics counter type - Announcement & Presentation B | JPY5,000 or more 71 | | | | | |
| | ⑧Cosmetics floor type A | | | | Less than JPY5,000 81 | | |
| | ⑨Cosmetics floor type B | | | | JPY5,000 to less than JPY10,000 91 | | |
| | ⑩Cosmetics floor type C | | | | JPY10,000 or more 101 | | |
| | ⑪Audio/AV Equipment/Communication /Office Equipment/Cameras | | Less than JPY3,000 111 | JPY3,000 or more 112 | Less than JPY5,000 113 | JPY5,000 or more 114 | |
| | ⑫Stationery/Fashion Accessories/Glasses /Watches | | Less than JPY3,000 121 | JPY3,000 or more 122 | Less than JPY5,000 123 | JPY5,000 or more 124 | |
| | ⑬Household Goods/Home Appliances counter type | 131 | | | | | |
| | ⑭Household Goods/Home Appliances floor type | | | | 141 | | |
| | ⑮Food | | Less than JPY3,000 151 | JPY3,000 or more 152 | Less than JPY5,000 153 | JPY5,000 or more 154 | |
| | ⑯Beverages | | Less than JPY3,000 161 | JPY3,000 or more 162 | Less than JPY5,000 163 | JPY5,000 or more 164 | |
| | ⑰Alcoholic Beverages | | Less than JPY3,000 171 | JPY3,000 or more 172 | Less than JPY5,000 173 | JPY5,000 or more 174 | |
| | ⑱Tobacco | | Less than JPY3,000 181 | JPY3,000 or more 182 | Less than JPY5,000 183 | JPY5,000 or more 184 | |
| | ⑲Transportation/Energy/Sports/Travel | | Less than JPY3,000 191 | JPY3,000 or more 192 | Less than JPY10,000 193 | JPY10,000 or more 194 | |
| | ⑳Publishing/Entertainment/Finance/ Other industries | | Less than JPY3,000 201 | JPY3,000 or more 202 | Less than JPY10,000 203 | JPY10,000 or more 204 | |
| FORM BASED | ㉑Hangers A | | Less than JPY1,000 211 | | | | |
| | ㉒Hangers B | | JPY1,000 or more 221 | | | | |
| | ㉓ Show Cards/Stickers | | 231 | | | | |
| | ㉔Shop Curtains/Banners/Flags/ Tapestries/Walls | | 241 | | | | |
| | ㉕Streamers/Standing Signboards/ Inflatable/Cutouts | | 251 | | | | |
| | ㉖Signs | | Storefront and in-store signs 261 | | | | |
| | ㉗Small Kits | | 271 | | | | |
| | ㉘Large Kits | | 281 | | | | |
| OTHERS | ㉙POP packages | | 291 | | | | |
| | ㉚Sugowaza (Great Performance) | | 301 | | | | |
| | ㉛Global | | 311 | | Not eligible for Minister of Economy, Trade and Industry Award | | |
| SPECIAL | ㉜Promotion/Space Design | | 321 | | Not eligible for Minister of Economy, Trade and Industry Award, Single run accepted | | |

* Entries that are misclassified and have the wrong code number will be corrected during the first judging.

AWARDS

Silver Award

Awards will be presented to both advertisers and entry companies for outstanding works in each category.

Gold Award (Category Highest Award)

Awards will be presented to both advertisers and entry companies for the best work in each category.

* Gold Award winners will be entitled to purchase the Shop! OMA Trophy and enter the 2023 Shop! Global Awards. Information on purchasing the OMA Trophy and entering the Global Awards will be provided separately to all eligible winners.

Minister of Economy, Trade and Industry Award

This award is the best of all Gold winners, and both advertiser and entry company will receive a certificate of commendation and the Shop! OMA Trophy.

Judge Special Award

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

"KAIBA" (Purchasing Area) Innovation Award

This award is based on the criteria of the JPM "KAIBA" Innovation Committee, "Proposal of new and challenging sales methods that change consumers' purchasing behavior as a purchasing area development", and it will be given to a challenging work suitable for the precedent case. Both the advertiser and entry company will receive the award.

Award Ceremony

Scheduled to be held at Josui Kaikan, Chiyoda-ku, Tokyo on Tuesday, February 28, 2023. Details will be announced at a later date.

RELEASE OF SELECTED AND WINNING WORKS

- All selected and winning works will be managed and released through JPM.
- Selected and winning works will be posted on the JPM website and will be exhibited at the JPM Show. The information for each work will be displayed as it was entered at the time of entry.
- When works are used for publications, public relations, education, etc. by JPM, all of them shall be delegated and approved for JPM. In addition, works with Gold Award or higher may be posted on the JPM website with the approval of advertisers and entry companies.
- Selected and winning works will be exhibited at the JPM Show.
- Selected and winning works will be published in the JPM Yearbook with reference to the information provided at the time of entry.

Important Notes

- Entry fees will not be refunded unless the Government of Japan or the Tokyo Metropolitan Government orders the event to be cancelled. The judging fees will not be refunded even when the event was cancelled.
- When displaying the actual products with the exhibits, it is the responsibility of each exhibit company to manage them.
- The exhibit companies are responsible for the copyright and industrial property rights of the exhibits.
- If you have any questions, please contact JPM (Email: jpm_show@jpm-inc.jp).

All information in these entry guidelines is current as of May 2022.



Japan Promotional Marketing Institute, Inc.
1-16-8 Shintomi, Chuo-ku, Tokyo 104-0041 Japan <https://www.jpm-inc.jp>
Email : jpm_show@jpm-inc.jp