

第53回 日本プロモーション・マーケティング ショー 2024



JPM SHOW 2024

In-Store
Marketing
Show & Awards

Promotional
Marketing
Awards

Young
Creative
Awards

The 53rd Japan Promotional Marketing Show 2024 REPORT



Japan Promotional Marketing Institute, Inc.

The "53rd Japan Promotional Marketing Show" was successfully held in 2024. We would like to express our sincere appreciation to everyone who entered our awards and contests, exhibited at the sales promotion trade fair, gave lectures at the stage zone, and visited the exhibition hall despite your busy schedules, as well as to everyone who cooperated in various ways in the management of the show.

This exhibition marks the 53rd time in its half-century history since the first show was held in 1971. We have renamed the show "Japan Promotion Marketing Show 2024" and redefined it as "Japan's premier comprehensive promotion show that presents the present and future of promotion reflecting the changing times and environment in an attractive and easy-to-understand manner," making it suitable for the next generation. In 2024, based on this concept, we have organized the following four zones.

- "JPM In-Store Marketing Show & Awards" zone, Japan's only and the world's largest POP advertising contest.
- "JPM Promotional Marketing Awards" zone, a contest for Japan's highest level of promotion planning that actually moved consumers toward purchasing behavior.
- "JPM Young Creative Awards" zone, presents and exhibits works from the generation that bears the responsibility of the times, "working people and students under 25 years old" with their free and fresh ideas.
- "The Sales Promotion Trade Fair" zone for exhibits and presentations of the latest promotional tools and technologies.

All awards in the above four zones are open to the general public, making the awards more open to all. In addition, the "Stage" zone was newly established in the venue this year, and various seminars and talk sessions were presented. We believe that visitors were able to enjoy the new zone structure, which is more like a festival that has been renamed a "show".

Japan Promotional Marketing Institute, Inc.
Yoshiki Numano, Chairman

In-Store Marketing & Awards Committee
Akihiko Kondo, Executive Director in Charge

Promotional Marketing Awards Committee
Taku Ohata, Executive Director in Charge

Until last year, the winners of the three main awards and JPM The Planner were announced at different times and in different ways. Starting this year, we have focused on the major awards and announced them on stage on the first day of the JPM show to attract the media.

In addition to the awards presentation, we also conducted a trial presentation of “Promotion Trend Words,” words that were deemed most appropriate to describe promotions this year during the Promotional Marketing Awards judging process, as a unique JPM content.

■ Program

- Opening remarks by Mr. Numano, Chairman
- Explanation of the Award by Mr. Miura, Vice Chairman
- Announcement of JPM 3 Award Winners
 - JPM In-Store Marketing & Awards
 - Minister of Economy, Trade and Industry Award
 - Jury's Special Award
 - JPM Young Creative Awards
 - Display division / Gold Awards
 - Sales Space Design division / Gold Awards
 - Sponsor's Awards (3 companies)
 - JPM Promotional Marketing Awards
 - JPM Grand Prix Announcement & Awards
 - The Planner 2024 Announcement & Awards
 - Presentation of Promotion Trend Words



2024年 プロモーショントレンドワード
ジレンマからの脱出



- Media visiting the event included 6 web media (5 lifestyle media and 1 industry media)
- Published in 30 web media (news sites, lifestyle information, entertainment, and trade magazine type)
- Reprinted in 21 web media outlets from the post-award release (PR Times).

■ Examples (partial)



Stage Zone [Seminar & Talk Sessions]

Transformed from an association exhibition to a show. The Stage Zone has been set up as a place for information dissemination and communication exchange appropriate for "Japan's premier comprehensive promotion exhibition", which presents the present and future of promotion reflecting the changing times and environment in an attractive and easy-to-understand manner. A different communication theme was set for each day, and lecturers active in various industries and business categories were invited to deliver the latest information and communication to all those who attended the show.

Program

		2024年11月27日(水) Future Day Speeches by companies that suggest the future in stores and create new ways of life.	2024年11月28日(木) Planning Day Lectures by companies that implement new promotions with ingenuity that is in tune with the times, regardless of whether they are digital or analog.	2024年11月29日(金) Creative Day Lectures by companies that practice providing excellent places to enhance the value of the in-store experience, from POP to space.
10:00	Key note speech	Opening Remarks by Yoshiaki Numano, Chairman of JPM Association Announcement of 3 award winners 1-1	Sponsored by Dentsu Promotion Plus, Inc. "Post-Corona Marketing Paradigm Shift in NRF 2020-2024" Lecturer: Yoshiaki Kimura 2-1	Sponsored by TOPPAN, Inc. "Introduction of the Latest Case Studies of Environmentally Conscious Products for Enhancing Store Experience Value" 3-1
11:00		video	video	video
11:30	Award time	Young Creative Award Part 1: Critique of the 2nd Young Creative Awards Part 2: "History and Future of POP" Talk session by directors who create the appeal of the sales space 1-2	Promotional Marketing Awards Award Critique from the Judges Talk Session Kazunari Fujii, Hakuodo Happy Hours Hidetomo Handa, LINE Yahoo! Jun Nemoto, Dentsu Retail Marketing Inc. 2-2	In-Store Marketing Show & Awards Award Critiques from the Judges Talk Session Fumihiro Sakisaka, Associate Professor, Oberlin University Naoto Hayashi, DOBIN Display Co., Ltd. Hideaki Kubota, Counselor, JPM Association 3-2
12:30		video	video	video
13:00	Special time 1	Part 1: "Marketing and Promotion Changed by Technology" by Masaru Taniguchi, Sendenkaigi Part 2: Talk Session "General Advertising Companies, Promotion and Creative Human Resources" 1-3	JPM Association 1st Next Generation Challenge Contest Award Presentations ・ Award winners in the student division ・ Award winners in the general Section Facilitator/Professor Hiroshi Nakamura, Graduate School of Chuo University 2-3	Talk Session "What is the Sales Space, Buying Space, and Attractive Space Created by a Manufacturer and a Production Company Together?" 3-3
14:00		video	video	video
14:30	Special time 2	Special Lecture "Evolution of Sales Promotion with Technology Driven by the Frontline" by Takuto Hayashi, Retail AI Research Association 1-4	Special Lecture "Sustainable Communication" by Hideyuki Iba, Marui Facilities Inc. 2-4	Part 1: Special Lecture "Creating a products-centric store" Satoshi Otomo, MUJI Ryohin Keikaku Co. Part 2: Talk Session: Facilitator / Hiroshi Murakami, DNP SP Innovation 3-4
15:30		video	video	video
16:00	Special time 3		Special Lecture Shop: Association 「What's going on at retail worldwide?」 / By Leo van de Polder 2-5	
17:00		closing	closing	

Seminar & Session Examples



"JPM In-Store Marketing Show & Awards"

The JPM In-Store Marketing Show & Awards (former JPM POP Creative Awards) reached the 53rd time this year. The total number of entries was 409, Minister of Economy, Trade and Industry Award for one, Judge Special Award for one, Gold Award for 32, and the Silver Award for 51.

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

The JPM In-Store Marketing Show & 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 Show 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 worldwide competition for excellence in POP displays, retail marketing activation, and retail design.

JPM
POP CREATIVE AWARDS
Officially licensed by [shop! Environments & Experiences](http://shop!environments.com)



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 "IPSA ME Recommender"

Advertiser / IPSA CO.,LTD. Exhibitor / TOPPAN Inc.

Judge Special Award "LINDOR WOW display box"

Advertiser / Mitsubishi Shokuhin Co., Ltd. Exhibitor / Rengo Co., Ltd.



Left / Secondary judging by a panel of 20 judges selected from JPM member companies. Voting is conducted using tablet terminals based on the established criteria for the second round of judging.

Middle / The third and final screening session by nine industry experts and METI officials. The third round of judging (to determine the Gold Award, the highest award in the category) is tablet judging based on established judging criteria. Final judging (to determine the Minister of Economy, Trade and Industry Award) is by checking a box on a ballot form printed out with the list of Gold Award entries.

Right / Entrance to the exhibition hall

"JPM Promotional Marketing 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 22nd contest this year since it started its 1st "JPM Planning Award" in 2003.

A total of 74 entries were received from 6 categories for the promotion carried out in 2023, and the number of prize-winning works was 14.

(Grand Prix and 6 Gold Award-winning projects were introduced on monitors with video and images)



JPM Promotional Marketing Awards : List of Award Winners

受賞名	プロモーション名	広告主名	出品会社名	共同出品会社名
プロモーション・マーケティング グランプリ	スマイルあげない	日本マクドナルド株式会社	株式会社 TBWA HAKUHODO	
エントリー部門名	プロモーション名	広告主名	出品会社名	共同出品会社名
ブランディングプロモーション企画	金賞	スマイルあげない	日本マクドナルド株式会社	株式会社 TBWA HAKUHODO
	銀賞	デリカミニ ローンチプロモーション	三菱自動車工業株式会社	株式会社 読売広告社
	銅賞	拝啓、受験前日の私たちへ	大塚製菓株式会社	株式会社 大広
	銅賞	思い出を重ねるひな人形 きおくとえ	人形工房左京	株式会社 博報堂
セールス&コマースプロモーション企画	金賞	「#本気で落ちないファンサ」からの脱戦状」	株式会社 コーセー	株式会社 ADKクリエイティブ・ワン
	銀賞	三角チョコバイの季節。	日本マクドナルド株式会社	株式会社 博報堂
リテールマーケティング企画	金賞	モンスター級の組み合わせ！ オークワ×日清 リテールメディア・フュージョン広告	日清食品株式会社	大日本印刷株式会社
	銀賞	該当作品なし		
社会課題プロモーション企画	金賞	職場のロリエ	花王株式会社	株式会社 電通
	銀賞	「栢の葉イノベーションフェス-TALKING CITY-」	三井不動産株式会社	株式会社 読売広告社
	銅賞	地球のもので美味しく備える！「お防災」ギフト	株式会社 リオンドールコーポレーション	大日本印刷株式会社
プロモーションイベント企画	金賞	話者をすり替えて、体調管理を自分自動化！オリジナルAIモデル「体調あるあるフィギュア展」	株式会社 明治	株式会社 電通
	銀賞	日本初、チャットGPT搭載商談・営業専用ロボ「AI平野レミ」	森永乳業株式会社	株式会社 博報堂 株式会社 博報堂プロダクツ
エリアプロモーション企画	金賞	JINS 30min Night Walk	株式会社 ジンズ	株式会社 スコープ 株式会社 グローバル・ディリー
	銀賞	空の水槽の再価値化「サンゴウォンドウ」	株式会社 海遊館	株式会社 博報堂 株式会社 オズマビジュアル

"JPM Young Creative Awards"

The JPM Young Creative Awards is a competition that widely invites and honors works created with young sensibilities and ideas. The awards are open to young people in the promotion industry and other industries, people interested in real store sales and shopping, students from all over Japan, and other young people who will lead the next generation. Each assignment will be provided by sponsors: Zojirushi Corporation, Panasonic Corporation, and Ezaki Glico Co., Ltd. The contest consists of two divisions: The Display division designs sales promotion materials such as sales stands and POPs for the assigned products from the sponsors, while in the Sales Space Design division entrants are free to design a next-generation sales floor based on a sponsor's proposal or a free product proposal chosen by the entrant. This year, the second time of the contest, we received many web submissions from all over Japan, and a total of 9 works, including the following, won prizes.

This competition is open to working adults and university / junior college / technical school / high school students under 25 years old (no age limit).

★A list of all prize-winning works is posted on the JPM website **Display division:** https://jpm-show.jp/events/young_creative_award/result_display/

Sales Space Design division: https://jpm-show.jp/events/young_creative_award/result_saleroom/

Display division



左/金賞「選ぶ楽しさ! 見つかる喜び!」千葉県立東金テクノスクール 杉田 一花 (課題提供社 象印マホービン)
中/銀賞「安心を届けたい -Gift of Light-」東京都立城南職業能力開発センター大田校 伊東 るみ (課題提供社 パナソニック)
右/銅賞「Mag & Piece~2WAY-DISPLAY~」東京都立城南職業能力開発センター大田校 村上 薫凛 (課題提供社 象印マホービン)

Sales Space Design division



左/金賞「Secret Floriography」同志社女子大学 田邊 琴乃、木村 心万、木瀬 那津海 (フリー課題/花屋)
中/銀賞「謎を照らす」TOPPAN株式会社 齋藤 陽菜 (課題提供社 パナソニック)
右/銅賞「roux Me Labo」株式会社 東具 和田 莉乃亜 (課題提供社 江崎グリコ)

"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, to make it easier for visitors to view and conduct business negotiations, we have placed fair zone in an area that all visitors will visit, located after the awards zone.

The fair was used as a place for new hints and discoveries that lead to business.



EXHIBITORS

Ogura Bijutsu Printing Co., Ltd.

gumi Inc.

K. M. J. Co., Ltd.

SHIGEMITSU SHOJI CO., LTD.

SUZUKISHIKO Co., Ltd.

Dai Nippon Printing Co., Ltd.

TOKAISEISAKU Co., Ltd.

TOGU Co., Ltd.

HAKUHODO PRODUCT'S INC.

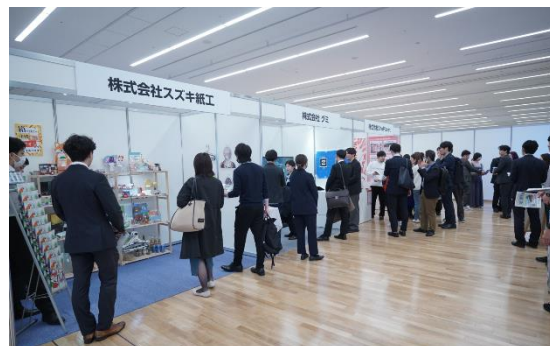
BIKO Co., Ltd.

Frame Work's International Co., Ltd.

Pro Teras Inc.

Wayo Co., Ltd.

OnePlanet Inc.



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

