

# Six 2012 POPAI Awards | Snapshot



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AWARDS**

OCTOBER 2012



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**Project: O'Neill | Modular shop-in-shop system**

**Task:** Create and deploy a single cohesive and flexibility solution to merchandise O'Neill's growing product range across many different retail formats.

**Result:** "On introduction, sales of some key products increased by 70% and the system continues to be a key tool to drive our retail growth" – Ricky Hoehn, Sales Director, O'Neill Europe.





**Project: Kraft Foods | Bring Bertie Bassett in Travel Retail**

**Task:** Create a strong brand presence within the Travel Retail environment both to generate sales and to help elevate the brand via international cache.

**Result:** The solution is very eye catching and unmistakable. For travellers from all around the world, Bertie provides an instant and welcoming brand beacon.



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**Project:** ASUS | Love at first sight

**Task:** Communicate the intrinsic and distinctive aesthetic/lifestyle allure of Zenbook in comparison to the more functional styling and material choices used by competitors.

**Result:** The Zenbook is proving to be one of the bigger successes in the Ultrabook™ category and this particular element of its promotion fully achieved its objectives.

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**Project:** PepsiCo | Drive impulse purchase.

**Task:** Find a way to leverage every opportunity to drive visibility and availability within the built retail environment – from the smallest independent to the largest multiple retailer.

**Result:** Driving 10% sales uplifts for leading UK brand.



**Project: Breco | Retail Acceleration programme**

**Task:** Establish an entire visual language for Breco at retail; create and deploy units.

**Result:** “When it was launched we saw sales double from the previous year because the product was accessible to the consumer through the retailers who used our POP.” Rob Morrison, Founder and Owner, Breco.



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# htc



**Project: Prosect™ | Innovating to cut £4B retail crime cost**

**Task:** Empower retailers to showcase live phones, computers and tablets to enable consumers to experience the interface.

**Result:** An innovative, practical, affordable solution to a genuine international security issue.

To optimise your presence instore, drive sales and win acclaim, please contact:

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Thank you.



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