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Shop! Greater China Contact: Cherry Chen
E-mail: cherry@shop-gc.com
Global Contact: Leo van de Polder
E-mail: lpolder@shopassociation.org
U.S. Contact: Karen Benning
Phone: 954-241-4816
E-mail: kbenning@shopassociation.org

Shop! Greater China unveils 2018 awards winners

Hollywood, Fla. (Dec.6, 2018) – Shop! Greater China honored 65 winners at the Shop! Greater China Awards ceremony, held during the CHINASHOP trade show Nov. 1 in Kunming, China. The Shop! Greater China Awards recognize excellence in point-of-purchase advertising displays and marketing-at-retail activities in the Greater China region.

More than 200 senior managers and industry experts from nominated companies and their clients, namely retailers and brands, attended the ceremony, as well as representatives from Shop!, POPAI Central Europe and POPAI Argentina.

The Shop! Greater China Team was joined by 14 awards presenters, including Cheryl Campbell, senior manager of consumer insights, Target; Leo van de Polder, global development director, Shop!; Richard Nicoll, chief shopper marketing officer, Arc China/Publicis Groupe, and Henry Karamanoukian, SVP, Procter & Gamble Greater China. Michael Zhou, chairman of Shop! Greater China, and Chen Shuo, GM of CHINASHOP, presented Display of the Year to HUAWEI, and its partner Shenzhen Fang Yuan Display Company Ltd. hosted a ceremony to honor the awards winners and the Shop! Greater China Awards experience.

A variety of POP suppliers, display companies, design firms, retailers, and brands submitted 141 entries in 18 categories. Following an intense judging process, a panel of 32 judges selected 65 winners (20 Bronze, 24 Silver, 21 Gold). The 2018 Gold winners are:

- **Food, Grocery & Convenience** (Permanent): M&M's Chocolate Great Wall by Mijo Solutions Ltd. for Mars Wrigley Confectionery (China) Ltd.
- **Alcoholic Drinks** (Temporary): Kaiba Craft Beer in Chengdu MDSK Music Festival by Brandmax Marketing Solutions Co. Ltd. for Anheuser Busch InBev China
- **Beauty & Cosmetics** (Permanent): OLAY Facial Gyms Trial Machine by Procter & Gamble (China) Sales Co. Ltd.
- **Beauty & Cosmetics** (Temporary): Glorifier Design for Elizabeth Arden by Shanghai Zhitao Cultural Innovation Co. Ltd. for Elizabeth Arden Cosmetics Trade Ltd.
- **Healthcare** (Permanent): Whisper – Girls' Box by Procter & Gamble (China) Sales Co. Ltd.
- **Healthcare** (Semi-permanent): Oral Care Education Rack by Rising — UAD (Zhongshan) Co., Ltd. for Procter & Gamble (China) Sales Co. Ltd.
- **Department Store/Shopping Mall/Home & Garden** (Permanent): 2018 New Formats by Fujian Mingbo Commercial Facilities Co. Ltd. for Fujian Yun Chuang MDT Infotech Ltd.

- **Toys, Sport & Fashion** (Permanent): Borland Jewelry Concept Store Design by Shanghai Zhitao Cultural Innovation Co. Ltd. for Borland Jewellery Co. Ltd.
- **Toys, Sport & Fashion** (Semi-permanent): The 10th Anniversary Event of the Armor Hero of Alpha by Brandmax Marketing Solutions Co. Ltd. for Alpha Group Co. Ltd.
- **Consumer Electronics** (Permanent): P20 Dark Shooting Experience Prop by Shenzhen Fang Yuan Display Co. Ltd. for HUAWEI
- **Shop Fitting** (Permanent): Beiguo Ulife Boutique Supermarket in Advanced Structure by Shenzhen Onewedesign for Northern Group
- **Pop-Up Store, Department Store & Branded Shop Within a Store** (Semi-permanent): Omega&NASA Exhibition “Neighborhood Earth” by Shanghai Zhitao Cultural Innovation Co. Ltd. for Omega China Swatch Group–Omega China
- **Field and In-Store Promotion (Not for Festival)** (Permanent): JD 7 Fresh Bake Off 2.0 & Side Rack by Wanzl Commercial Equipment (Shanghai) Co. Ltd. for JD-7FRESH
- **Field and In-Store Promotion (Not for Festival)** (Semi-permanent): Dishwasher Acrylic Display by Guangdong Pretty Sun Optoelectronic Co. Ltd. for MIDEA Group Co. Ltd.
- **Field and In-Store Promotion (Not for Festival)** (Temporary): Tampax & ASW Innovative Top Shelf Tray Solution by Procter & Gamble (China) Sales Co. Ltd. for WATSONS
- **Category Management, Shelf Arrangement & Data Management** (Permanent): P&G Hair Care Shopper Based Design 5.0 by Procter & Gamble (China) Sales Co. Ltd.
- **Festival Promotion (Temporary)**: “Affection & New Concept for Chinese Rice Dumplings” by Inner Mongolia Yili Industrial Group Co. Ltd. for Jiajiayue Group Co. Ltd.
- **Digital, Mobile Interactive/Internet, Mobile Promotion** (Permanent): ESL Indispensable for New Retail Store by Zhejiang Hanshow Technology Co. Ltd. for Guangzhou PARK’N’SHOP Supermarket Limited
- **Digital, Mobile Interactive/Internet, Mobile Promotion** (Temporary): Band of Brothers Get Together for Winner Chicken Dinner by China Familymart Co. Ltd.
- **Cross-Border Retail** (Permanent): G-Super Chongqing IFS Store by Wanzl Commercial Equipment (Shanghai) Co. Ltd. for G-Super (Chengdu)
- **Cross-Border Retail** (Permanent): Hema Supermarket Store in Fuyong, Shenzhen by Shenzhen Onewedesign for HEMA Xiansheng.

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Shop! Environments Association (shopassociation.org) is the global trade association dedicated to enhancing retail environments and experiences. Shop! represents more than 1,400 member companies and affiliates worldwide from 23 countries. The association brings value to the global retail marketplace through our industry leadership, research programs, industry certification, education and networking events. Shop! produces the award-winning magazine, *Retail Environments*, offering business-focused content to retailers, brands, designers and suppliers throughout the industry.