

SHOP! MARKETING AWARDS 2026

# FACT SHEET

Entry Kit

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SHOP! MARKETING AWARDS

# INTRODUCTION

## SHOP! MARKETING AWARDS

organized by the SHOP! East Asia Cooperation Organization (SHOP!eaco), is an internationally recognized accolade in the field of retail marketing. As a core pillar of the SHOP! AWARDS, it has been celebrating outstanding retail marketing campaigns worldwide since the association's founding in 1936, earning a reputation as a benchmark in the retail marketing industry.

## 90+Years of industry Association History

Founded in 1936, the Shop! association is most authoritative, and non-profit international retail organization. Through organizing valuable activities forward-looking research, and global award competitions, we fulfill our mission of advancing the global retail industry.

## 60+Years of Award Competition History

Since the first SHOP! Awards in 1958, over 100,000 entries have been submitted globally. The association's international awards include: **SHOP! VIBESPACE AWARDS / SHOP! DESIGN AWARDS**. In 2025, the **SHOP! MARKETING AWARDS** was established to recognize excellence in retail marketing and promote the development of the retail marketing industry

SHOP! MARKETING AWARDS

# DEVELOPMENT

With an association background of **over 90 years**, we have witnessed the ups and downs together with global consumer product industry peers.

1936

POPAI  
(Point of Purchase Advertising  
International) founded

1956

NASF (National Association of  
Store Fixture Manufacturers)  
founded

1958

The first "POPAI AWARDS"—the only  
grand prix for the retail  
industry—opened for entries

2015

POPAI merged with ARE and  
officially renamed as SHOP!

2016

SHOP! Greater China  
members participated in this  
global award event

2019

SHOP! Grand Prix Awards  
Ceremony co-held with CCFA in  
Qingdao, witnessing over 100  
glorious moments of the retail  
industry with 500 guests

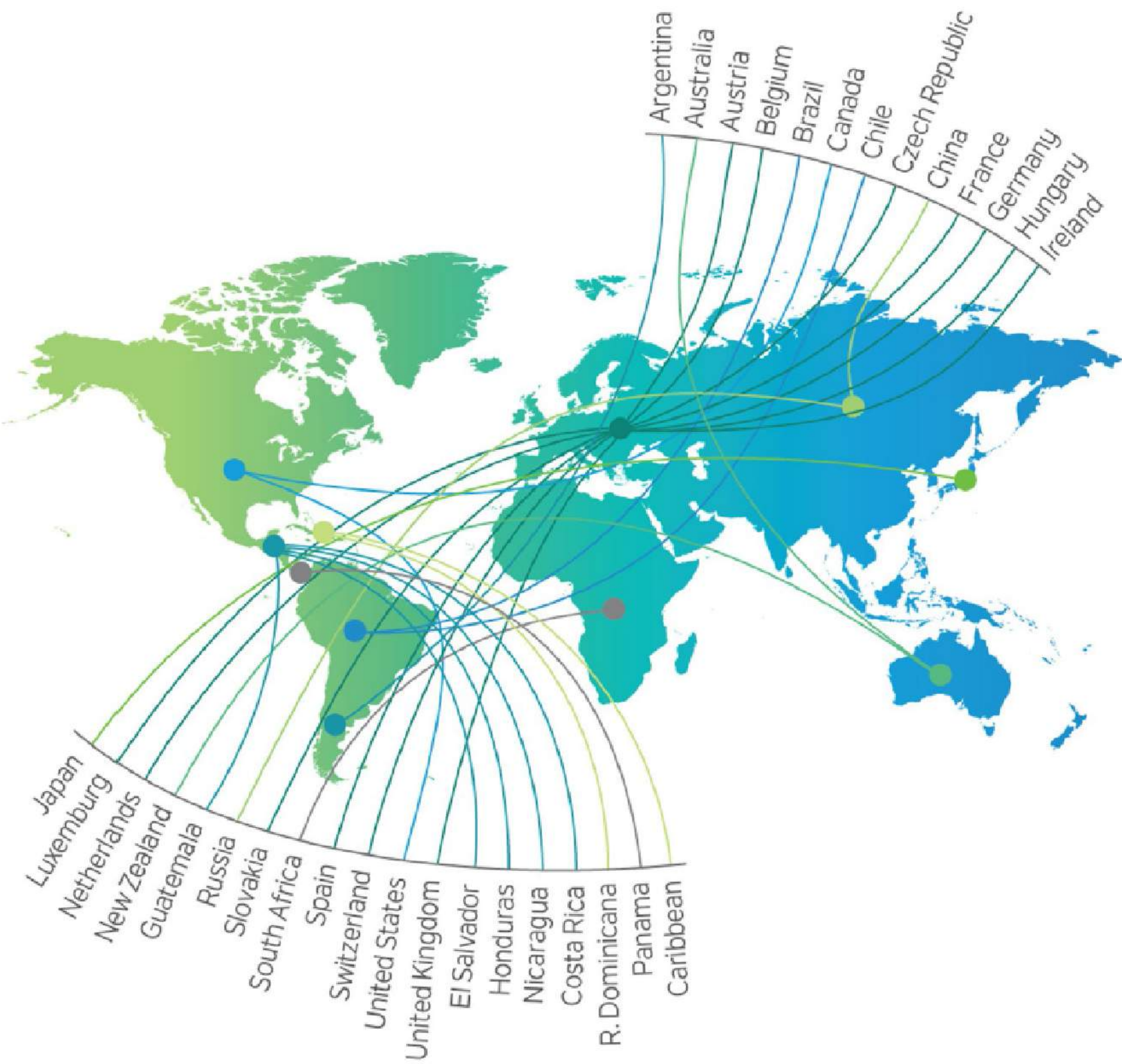
2023

SHOP! Greater China was  
officially renamed SHOP!eaco  
and obtained authorization  
from SHOP! Headquarters for  
the Asia region.

# DEVELOPMENT

It has 15 branches worldwide, covering 25 countries and regions, with nearly 2,000 corporate members.

| Institution                        | Country                                                                                                                                                                                                                                                     |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AUSTRALIA/NEW ZEALAND              |                                                                                           |
| ARGENTINA                          |                                                                                                                                                                            |
| BRASIL                             |                                                                                                                                                                            |
| CENTRAL AMERICA & THE CARIBBEAN    |                                                                                                                                                                            |
| CENTRAL EUROPE                     |                                                                                                                                                                            |
| CHILE                              |                                                                                                                                                                           |
| DACH                               |    |
| FRANCE                             |                                                                                                                                                                          |
| EAST ASIA COOPERATION ORGANIZATION |                                                                                                                                                                          |
| HUNGARY                            |                                                                                                                                                                          |
| RUSSIA                             |                                                                                                                                                                          |
| SOUTH AFRICA                       |                                                                                                                                                                          |
| SPAIN                              |                                                                                                                                                                          |
| UK / IRELAND                       |                                                                                                                                                                          |
| USA / Global                       |                                                                                                                                                                          |
| JAPAN                              |                                                                                                                                                                          |



SHOP! MARKETING AWARDS

# PAST WINNERS OF SHOP!

More than 100,000 products and projects have participated globally, made it a honor pursued by countless enterprises.



**Organizer & Implementer  
of Digital Marketing Award**



SHOP! MARKETING AWARDS

# HONOR EMPOWERMENT

SHOP! MARKETING AWARDS opens for global entries—here’s why you should participate!



**"Oscar" of the retail**

With decades of development history, covers the entire industry and is highly valued and favored by global brands and retailers.

**Low-cost Global Exposure**

Win global exposure through competition strength, easily expand overseas markets via SHOP!eaco.

**International Authority Certification**

Winners receive trophies and certificates certified by SHOP! global international events, with authoritative international endorsement.

**Compete with Global Top 500**

Over 100,000 products and projects have participated—winning means your enterprise enters the international top-tier strength field.

**International Resources & Networks**

Opportunity to participate in international exhibitions and inspections, connect with industry leaders and potential clients.

**Inspire Team & Encourage Innovation**

Motivate internal teams and drive progress through participation.

SHOP! MARKETING AWARDS

# REGISTRATION TIME & FEES

SHOP! MARKETING AWARDS have transparent fee standards with no hidden charges. Participants can pay in USD via online payment. The regular application and review stages are free of charge. Nomination fees will only be payable upon successful review.

Regular

2026/06-2026/09

**FREE**

Judging

2026/10

**FREE**

Nomination Fee

2026/11

**\$980** or **¥6860**

Awards Ceremony

2027/03

\* The organizer reserves the right to change the above schedule, subject to the latest official notice.

# CATEGORIES

Currently featuring two categories: **Regular category** and **Digital marketing category**, comprising 28 tracks

| Regular Category                         | Digital marketing category                                   |
|------------------------------------------|--------------------------------------------------------------|
| Supermarket, Grocery & Convenience Store | Specify Category - New Retail Content Marketing              |
| Department Store & Shopping Mall         | Specify Category - Social Media Marketing                    |
| Cosmetics & Beauty                       | Specify Category - Video Content Marketing                   |
| Toy, Sport & Fashion                     | Specify Category - E-Commerce Content Effectiveness          |
| Visual Merchandising & Scene Marketing   | Specify Category - AIGC Marketing                            |
| Shop Fitting & Design                    | Industry Marketing Category - Automotive Marketing           |
| Display & Fixtures                       | Industry Marketing Category - FMCG Marketing                 |
| Pop-up Store, Shop-in-Shop & Kiosk       | Industry Marketing Category - Entertainment Marketing        |
| Category Management                      | Industry Marketing Category - Culture & Travelling Marketing |
| In-Store Promotion                       | Industry Marketing Category - Finance Marketing              |
| Cross-Over Retail                        | Industry Marketing Category - Sport Marketing                |
| Shopper Marketing Campaign               | Industry Marketing Category - Great Health Marketing         |
| Sustainable Project                      | Industry Marketing Category - Education Marketing            |
| International Entries                    | Industry Marketing Category - Cause-related Marketing        |

# PROCESS

To participate in the SHOP! MARKETING AWARDS, you must provide information about the product, manufacturer, and marketer/brand team that can be used for judging and display. If your entry wins, the above information will also be used for showcasing. Once the registration fee is paid, your entry is considered complete. A detailed overview of the required information and files can be found on the next page.

## PROCESS

01

### Register

Log in to the official website of SHOP! MARKETING AWARDS and create an account

02

### Submit

Register product information and upload entry documents

03

### Judge

Jury scores the entries

04

### Result Notification

Log in to your account to check results

05

### Winner Package Reservation

Select corresponding winner benefits and pay fees

06

### Awards Ceremony

Attend the ceremony as per official notice

# SUBMISSION REQUIREMENTS(REGULAR)

## Unified standards apply to the following 12 sub-categories.

Supermarket, Grocery & Convenience Store  
Department Store & Shopping Mall  
Cosmetics & Beauty  
Toy, Sport & Fashion  
Visual Merchandising & Scene Marketing  
Shop Fitting & Design  
Display & Fixtures  
Pop-up Store, Shop-in-Shop & Kiosk  
Category Management  
In-Store Promotion  
Cross-Over Retail  
Shopper Marketing Campaign

## Submission Requirement and Evaluation Criteria

- The entries should be made on a case-by-case basis, including four images (each one should be within 20MB, and acceptable formats include jpg, jpeg, png, and gif.) and answer six indicate questions as the content .
- An optional presentation video (within 2 minutes and 100MB, acceptable format is mp4) may also be attached. The video is not mandatory and can be submitted or omitted as preferred.
- The same case can be submitted for multiple different award categories. However, the submitted materials should have a focused approach tailored to the specific attributes of each award category.
- Evaluation Criteria: judge by 7 criteria [Design](#) / [Production](#) / [Expression](#) / [Innovation](#) / [Impact](#) / [Engagement](#) / [Effectiveness](#)

## Participants need to answer the following six competition questions:

- ① What is the marketing target of the customers of this project in the demand copywriting?(Up to 300 words.)
- ② Describe how this project meets customer needs from the perspectives of design, production (or planning) and landing?(Up to 300 words.)
- ③ Does this project help to grow customer performance? If you have the relevant product sales data, especially the input-output ratio, please list the data.(Up to 300 words.)
- ④ Is there any further explanation or supplement on this project, if so, please list.(Up to 300 words.)
- ⑤ Lifetime Expectation
- ⑥ Production Run

# SUBMISSION REQUIREMENTS(REGULAR)

## Sustainable Project

This award is a recognition of the display products and display projects designed or produced by the competitors and their customer partners to reduce the negative impact on the environment, and encourages the mass enterprises to think more about environmental protection in their production and design.

### Products and items containing the following contents can participate in this category:

- Reusable or recyclable display products
- Display products or projects using innovative solutions on (for example) plastic components or composite sheets in place of hazardous materials.
- The design includes the concept of environmental protection, and the product uses recycled materials or environmentally friendly materials
- Recycling or recycling items related to presentation
- Products or projects designed or produced by circular economy

[Green Display] A reminder to consider whether the entries from appearance design to use design reflect reduced waste and long-term awareness.

## Submission Requirement and Evaluation Criteria of Sustainable Project

- The entries should be made on a case-by-case basis, including four images (each one should be within 20MB, and acceptable formats include jpg, jpeg, png, and gif.) and answer five indicate questions as the content .
- An optional presentation video (within 2 minutes and 100MB, acceptable format is mp4) may also be attached. The video is not mandatory and can be submitted or omitted as preferred.
- The same case can be submitted for multiple different award categories. However, the submitted materials should have a focused approach tailored to the specific attributes of each award category.
- Evaluation Criteria: judge by 7 criteria Design / Production / Expression / Innovation / Impact / Engagement / Effectiveness

### Participants need to answer the following five competition questions

- ① Do the entries reduce pollution to the environment at the design phase of the project?
- ② How to reduce environmental pollution in the materials and production process used in this work?
- ③ What are the environmental changes in the infrastructure (equipment, environment, etc.) of the work? Such as reducing energy consumption, reducing waste or waste reuse, and strengthening the monitoring of processes?
- ④ How does the supply chain of the work protect the environment effectively in the production process?
- ⑤ Is the final process of the field installation of the work also conducive to environmental protection? Please specify the specific procedures and measures taken.

# SUBMISSION REQUIREMENTS(REGULAR)

## International Entries

In order to provide a platform for greater China retail enterprises to compete with the international retail, marketing, advertising and design industries, and promote China's retail prop industry and marketing and advertising industry to the world, Shop! The Grand Prix Committee established the "Overseas Markets" category in 2020 and continued to use it in this year, aiming to encourage and recognize more excellent retail props, stores and marketing and advertising events on the stage of the retail industry. If the business area does not have a regular Shop!/ POPAI Grand Prix coverage, this award is absolutely competitive for the enterprise, a higher value of the international certification award.

### Entries may be any of the following (but not limited to):

Retail Marketing Display Prop products  
Retail Marketing Advertising Program  
Retail store installation design  
Retail Marketing Advertising Campaign

## Submission Requirement and Evaluation Criteria

- The entries should be made on a case-by-case basis, including four images (each one should be within 20MB, and acceptable formats include jpg, jpeg, png, and gif.) and answer six indicate questions as the content .
- An optional presentation video (within 2 minutes and 100MB, acceptable format is mp4) may also be attached. The video is not mandatory and can be submitted or omitted as preferred.
- The same case can be submitted for multiple different award categories. However, the submitted materials should have a focused approach tailored to the specific attributes of each award category.
- Evaluation Criteria: [judge by 7 criteria Design / Production / Expression / Innovation / Impact / Engagement / Effectiveness](#)

## Participants need to answer the following six competition questions:

- ① What is the marketing target of the customers of this project in the demand copywriting? (Up to 300 words.)
- ② Describe how this project meets customer needs from the perspectives of design, production (or planning) and landing?(Up to 300 words.)
- ③ Does this project help to grow customer performance? If you have the relevant product sales data, especially the input-output ratio, please list the data.(Up to 300 words.)
- ④ Is there any further explanation or supplement on this project, if so, please list.(Up to 300 words.)
- ⑤ Lifetime Expectation
- ⑥ Production Run

# SUBMISSION REQUIREMENTS(DIG MKT)

## New Retail Content Marketing

This refers to cases where the production, circulation, and sales processes of goods are upgraded and transformed by relying on the Internet and utilizing various information-based and intelligent technological means. It involves the deep integration of online services, offline experiences, and modern logistics.

## Social Media Marketing

This refers to outstanding cases where various marketing techniques are utilized on social media platforms to achieve pre-set marketing KPI assessment indicators, especially sales targets.

## Video Content Marketing

This refers to cases where brand propositions are precisely and efficiently disseminated in video form through the integration of strategies and creativity, narrative and dramatic storytelling. These cases aim to achieve brand reach to the audience, enhance audience interaction and brand experience, and achieve target results.

## E-Commerce Content Effectiveness

This refers to outstanding cases where insightful strategies and creativity, excellent copywriting, and strong execution are used to create branded content that triggers crazy shares, comments, likes, and achieves significant marketing effects from internet users.

## AIGC Marketing

This category recognizes exceptional cases of innovative applications of AI technology (such as Chatgpt, Midjourney, Wenxin Yiyao, etc.) in the marketing field. The created works should demonstrate innovative marketing strategies, maturity in technological application, significant marketing effects, and a leading role in the industry.

## Submission Requirement and Evaluation Criteria (Unified standards apply to the above 14 sub-categories)

- The entries should be made on a case-by-case basis, including a PPT. The presentation should mainly focus on four sections: project background, creative content, distribution channels, and marketing results.
- An optional presentation video (within 2 minutes and 100MB, acceptable format is mp4) may also be attached. The video is not mandatory and can be submitted or omitted as preferred.
- The same case can be submitted for multiple different award categories. However, the submitted PPT and video should have a focused approach tailored to the specific attributes of each award category.
- Evaluation Criteria: judge by 4 criteria Project Background 10%, Innovation 30%, Strategy 25% and Effectiveness 35%

# SUBMISSION REQUIREMENTS(DIG MKT)

## Automotive Marketing

Cases where automotive companies utilize digital technologies to promote their products or services, eliminate data barriers across various parties, gain comprehensive insights into users, and enhance marketing efficiency through diversified marketing methods, channels, and approaches.

## FMCG Marketing

Cases where FMCG companies utilize channels such as social media, Weibo, WeChat official accounts, e-commerce platforms, mobile apps, as well as search engine marketing/optimization techniques, to achieve precision marketing through big data, thereby enhancing brand awareness and exposure, expanding sales channels, and increasing sales revenue.

## Entertainment Marketing

Cases where corporate brands adopt an entertainment-based marketing model (where "entertainment" is not limited to film, television, variety shows, music, games, etc.) to effectively reach target audiences, enhance brand visibility, and achieve brand interaction and effective conversions.

## Sport Marketing

Excellent cases are when enterprises integrate their brand with sports events, high-quality sports content with great traffic and influence, and the brand's long-term marketing strategy, and utilize technological and marketing digital innovation to significantly improve brand influence, boost sales revenue, and achieve significant leap in market revenue.

## Great Health Marketing

Cases where corporate brands leverage healthy elements or forms to establish emotional connections with customers, enhance brand recognition and reputation, and further carry out a series of follow-up marketing activities that lead to sales conversions.

## Submission Requirement and Evaluation Criteria (Unified standards apply to the above 14 sub-categories)

- The entries should be made on a case-by-case basis, including a PPT. The presentation should mainly focus on four sections: project background, creative content, distribution channels, and marketing results.
- An optional presentation video (within 2 minutes and 100MB, acceptable format is mp4) may also be attached. The video is not mandatory and can be submitted or omitted as preferred.
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- Evaluation Criteria: judge by 4 criteria Project Background 10%, Innovation 30%, Strategy 25% and Effectiveness 35%

# SUBMISSION REQUIREMENTS(DIG MKT)

## Education Marketing

Cases where educational institutions and other companies enhance their brand image and improve the effectiveness and efficiency of their marketing through establishing professional websites, social media marketing, creating valuable content, and utilizing online advertising.

## Cause-related Marketing

Cases where profit-oriented companies closely integrate their business objectives with social benefits (health, education, community, family, etc.) to positively influence the company's overall brand strategy, ultimately generating positive commercial and social value.

## Culture & Travelling Marketing

Cases where tourism attractions, hotels, theme parks, cultural and creative product companies, etc., utilize websites, social media accounts, SEO optimization, SEM advertising, new media promotion, and other methods to increase website exposure and ranking, boost traffic, and enhance conversion rates. These companies leverage big data analysis and artificial intelligence technology to enhance user experience and satisfaction. By employing innovative technological means such as virtual reality, holographic projection, and digital navigation, they improve the quality and uniqueness of tourism products and services, increasing user engagement and positive word-of-mouth.

## Finance Marketing

Cases where banks, insurance companies, securities firms, financial technology companies, etc., utilize artificial intelligence, cloud computing, and other methods to achieve intelligent and refined marketing strategies. Through various daily life scenarios such as e-commerce, travel, and payment, as well as digital media channels, they promote product sales and brand awareness, thereby enhancing user satisfaction and the precision of marketing promotion.

## Submission Requirement and Evaluation Criteria (Unified standards apply to the above 14 sub-categories)

- The entries should be made on a case-by-case basis, including a PPT. The presentation should mainly focus on four sections: project background, creative content, distribution channels, and marketing results.
- An optional presentation video (within 2 minutes and 100MB, acceptable format is mp4) may also be attached. The video is not mandatory and can be submitted or omitted as preferred.
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- Evaluation Criteria: judge by 4 criteria Project Background 10%, Innovation 30%, Strategy 25% and Effectiveness 35%

SHOP! MARKETING AWARDS

# WINNER BENEFITS

SHOP! MARKETING AWARDS have three levels: **GOLD, SILVER, BRONZE**. Each winner stands out from competition with global Top 500 enterprises.

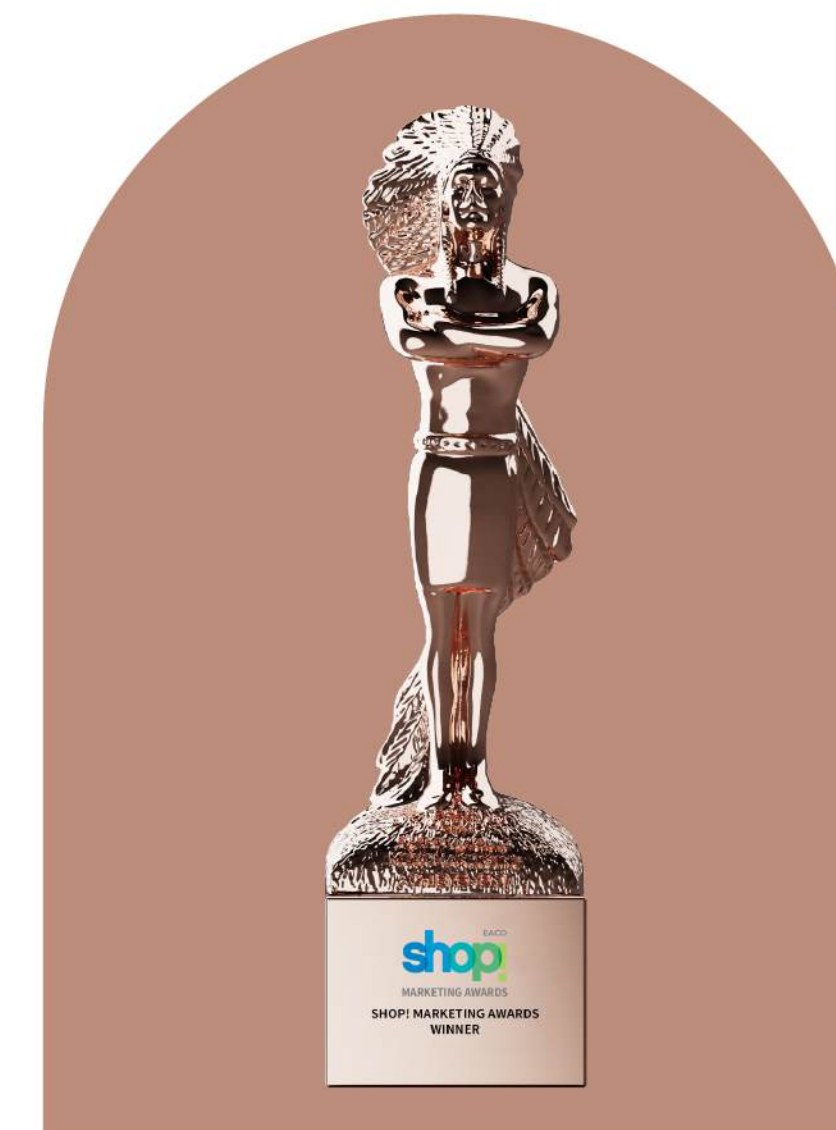
## SHOP! MARKETING AWARDS GOLD



## SHOP! MARKETING AWARDS SILVER



## SHOP! MARKETING AWARDS BRONZE



# WINNERS’ PACKAGES

All winners of Gold, Silver, Bronze awards must purchase the winner package. These benefits will help you communicate your success to potential clients, global media and business stakeholders.

| Winners’ Package                              | Gold/Silver/Bronze<br>Winners’ Package<br>\$980 or ¥6860 |
|-----------------------------------------------|----------------------------------------------------------|
| Winner Label                                  | <input type="radio"/>                                    |
| Digital Certificate*1+ Physical Certificate*1 | <input type="radio"/>                                    |
| Online Exhibition                             | <input type="radio"/>                                    |
| SHOP!eaco Official Announcement               | <input type="radio"/>                                    |
| Mainstream Media Coverage                     | <input type="radio"/>                                    |
| Social Media Exposure                         | <input type="radio"/>                                    |
| Awards Ceremony Ticket*1                      | <input type="radio"/>                                    |
| Trophy*1                                      | <input type="radio"/>                                    |
| Free SHOP!eaco Membership*1                   | <input type="radio"/>                                    |

SHOP! MARKETING AWARDS

# PACKAGE DETAILS



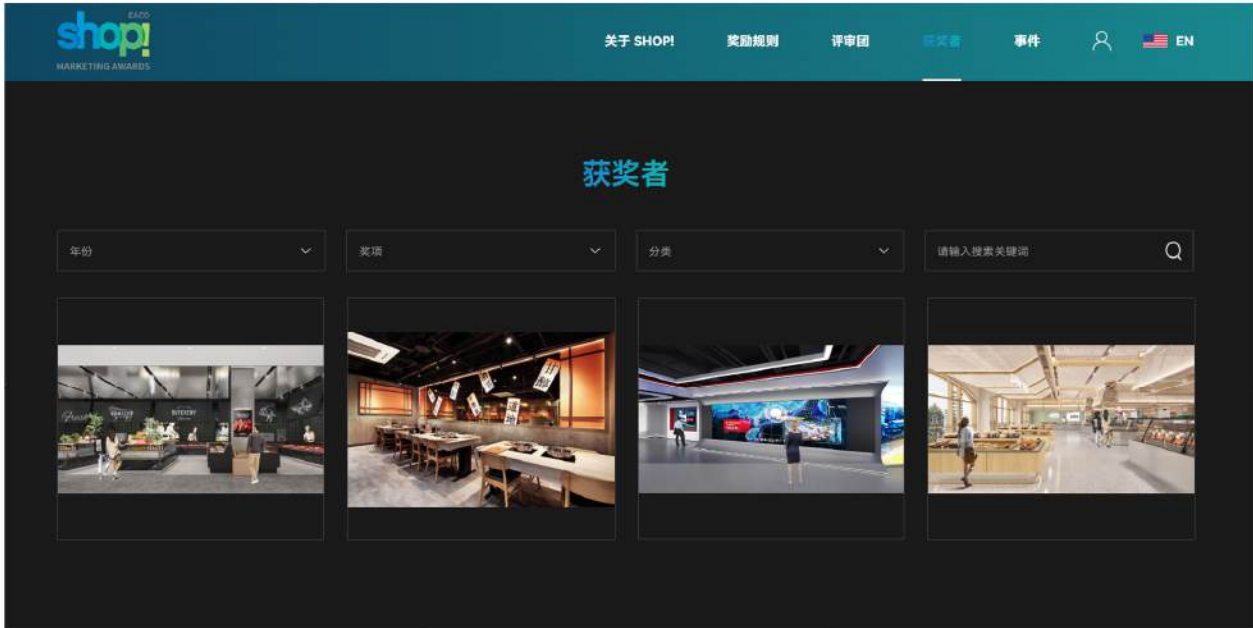
### Winner Label

Globally usable for product packaging, advertising, prints, websites, events, etc.



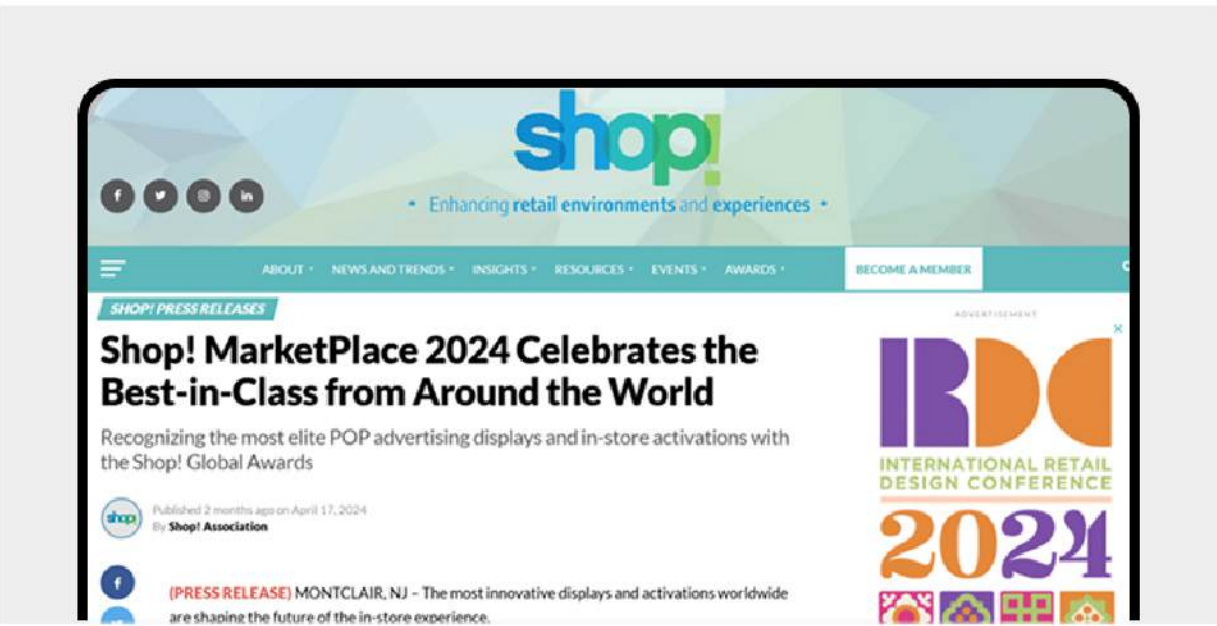
### Winner Certificate

One digital and one paper certificate to verify the award.



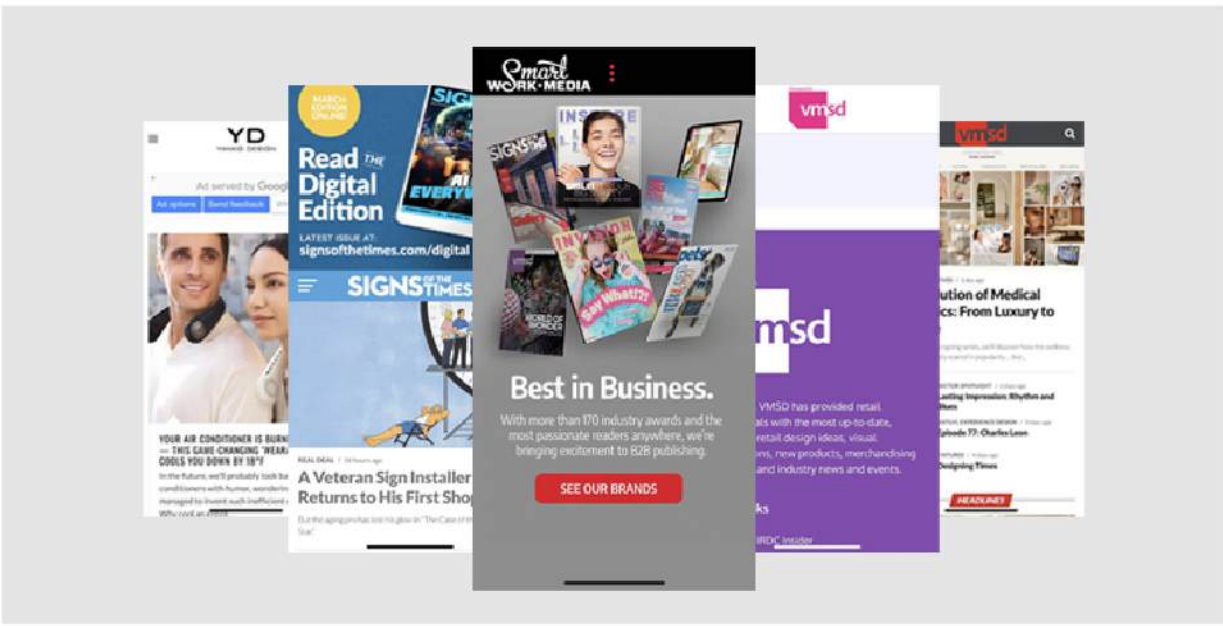
### Online Exhibition

All award-winning works are archived and displayed globally on the official website.



### SHOP! Global Official Website Report

Outstanding works featured on a dedicated page.



### Mainstream Media Coverage

Global media partnership resources for winner exposure.

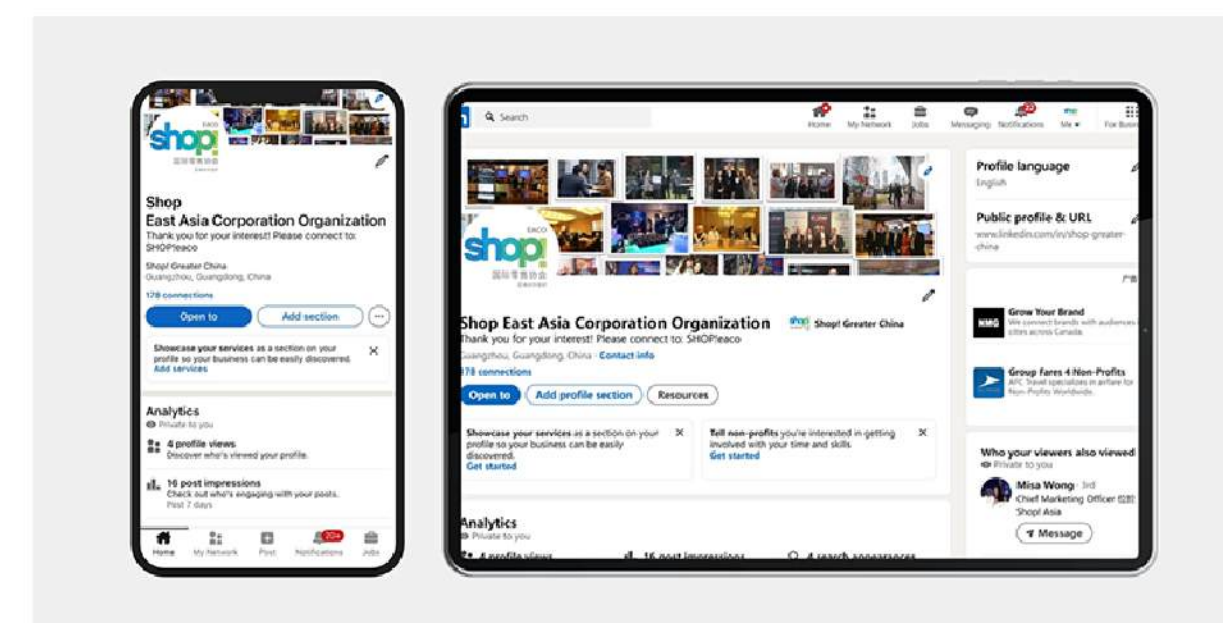
SHOP! MARKETING AWARDS

# PACKAGE DETAILS



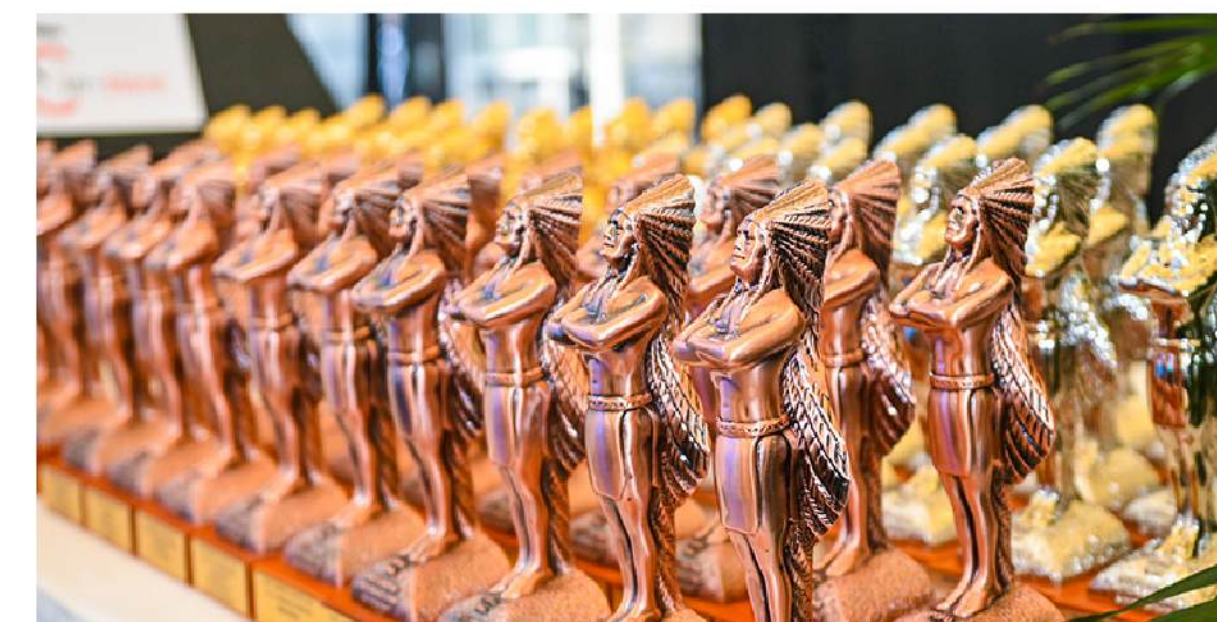
## Awards Ceremony

Each winner will receive one ticket to the annual awards ceremony and be invited to attend the ceremony and related exhibition events.



## Social Media Release

Featured on SHOP! MARKETING AWARDS' social media (IG, Facebook, WeChat, etc.).



## SHOP! Trophy

Designed by Elliot J. Axelrod in New York in 1950; awarded to Gold/Silver/Bronze winners.



## Membership Quota

Free SHOP! International Retail Association membership with designated benefits.

# JURY

The jury panel of SHOP! MARKETING AWARDS consists of global marketing industry experts to ensure professionalism, fairness and authority. Jury members are invited and change annually. Partial jurors include:



**Jochen Michael Thomas**

 Germany

CEO of Giannoccaro Italian Design & Creative Agency  
International Business Strategist and AI Consultant  
International Expert Consultant for Entrepreneurship, UNIDO



**Hugo Chan**

 Hong Kong · China

Associate Dean of SBS Swiss Business School (China)  
Founder of Insight (a creative marketing and brand education institution)



**Bi Yuqiang**

 China

Chairman of China advertising network



**Harriet Sheffer**

 United Kingdom

Head of Strategy & Commercial APAC  
Outform APAC  
She has been a judge at the British Business Awards



**Damon Frank Giannoccaro**

 Italy

CMO & Creative Director of Giannoccaro Italian Design and Creative Agency  
International Expert Consultant for Design of UNIDO

SHOP! MARKETING AWARDS

# JURY

The jury panel of SHOP! MARKETING AWARDS consists of global marketing industry experts to ensure professionalism, fairness and authority. Jury members are invited and change annually. Partial jurors include:



**Alexey Bazanov**

 Russia

Managing Director in Coral Group company  
Founder of POPAI ecological committee



**Artur Motta**

 Brazilian

Professor & Vice President for Education, FGV / ESPM  
Content Curator for APAS Show  
Certified Facilitator of the LEGO® SERIOUS PLAY® Methodology



**Luo Shixue**

 China

Founding President, Shenzhen Display Fixture Industry Association  
Chairman of the Board, Shenzhen Baichuan Intelligent Commercial Exhibition Cloud Technology Co., Ltd.



**Liu Wei**

 China

Marketing Group Director of GIMC  
MARKETING GROUP CO.,LTD



**Jackie Chan**

 China

Managing Director, Public Communication Guangzhou  
Permanent Director of Guangzhou 4A Advertising Association

# JUDGING CRITERIA(REGULAR)

The SHOP! MARKETING AWARDS Jury Panel will evaluate all entries against the SHOP! AWARDS criteria across seven core dimensions:  
Design, Production, Expression, Innovation, Effectiveness, Engagement, Impact.

## Design

The visual expression and creative presentation of the marketing campaign. We evaluate the uniqueness, aesthetic quality, and brand recognition of the overall visual language. Excellent design should capture the target audience's attention at first glance and effectively deliver marketing messages through compelling visual communication.

## Production

The execution quality of marketing materials and delivery vehicles. Whether physical props, digital content, or technology systems, we assess the craftsmanship, technical implementation standards, and fidelity to the original creative vision. Superior production execution is the key bridge that brings marketing ideas from paper to reality.

## Expression

The narrative power and communication effectiveness of marketing messages. We evaluate whether the campaign clearly and powerfully conveys core brand values and propositions to consumers. Outstanding expression should evoke emotional resonance, enabling consumers to connect with and remember the message.

## Innovation

Breakthroughs in marketing thinking and execution methods. We encourage new approaches that go beyond industry conventions in strategy, media, technology, or interactive formats. Innovation does not necessarily mean "never seen before" — rather, it creates new consumer touchpoints or interactive experiences in specific contexts.

## Effectiveness

The degree to which the marketing campaign achieves its intended goals. We evaluate actual performance in areas such as reach, brand awareness lift, user engagement, and word-of-mouth spread. Effectiveness is the most direct measure of marketing value.

## Engagement

The depth of interaction between consumers and marketing content. We assess whether the campaign successfully motivates active consumer participation, including click-throughs, social sharing, user-generated content, or offline store visits. Deep engagement often signifies stronger brand relationships.

## Impact

The tangible contribution of the marketing campaign to business outcomes. We evaluate overall performance in sales conversion, customer acquisition, repeat purchase rates, or market share growth. Sustainable impact is the fundamental reason a marketing campaign earns long-term market recognition.

SHOP! MARKETING AWARDS

# JUDGING CRITERIA(DIG MKT)

The SHOP! MARKETING AWARDS Jury Panel will evaluate all entries against the SHOP! AWARDS criteria across four core dimensions:

Project Background 10%, Innovation 30%, Strategy 25% and Effectiveness 35%.

**Project  
Background**

**10%**

**Innovation**

**30%**

**Strategy**

**25%**

**Effectiveness**

**35%**

# TERMS & CONDITIONS

- 01/** Shop! Awards Contest is organized by SHOP!eaco (hereinafter referred to as "Awards Committee").
- 02/** The Awards Contest is open to domestic and overseas retail companies registered at home and abroad.
- 03/** Please seek the client's consent before entering, as this is a contest joined by both Party A and Party B.
- 04/** Entries must be designed or produced in Mainland China, Hong Kong, Macau and Taiwan, except for the 'Overseas Market' category.
- 05/** Entries must be on the market from March 2025 to September 2026.
- 06/** Entries that have been entered in Shop! Awards Contest are not entitled to join.
- 07/** Questions about entries must be answered in full Chinese or in all English.
- 08/** The jury's decision will be final and no dispute. Once entry is entered, this Terms and Conditions is deemed accepted by entrant.
- 09/** The Awards Committee will have final interpretation right of the Shop! Asia Awards Contest.
- 10/** Please ensure that commercial copyrights have been obtained for all materials used in the works. Any copyright disputes arising from this will be borne by the participating enterprises.
- 11/** If you confirm your participation, you are deemed to have agreed to allow the organizers of the competition to use the materials from the entries for promotional purposes.

SHOP! MARKETING AWARDS

# AWARDS CEREMONY

Trophies and certificates will be presented on-site to witness the marketing excellence of the retail industry.

[Click here for more information.](#)



SHOP! MARKETING AWARDS

# AWARDS CEREMONY

Trophies and certificates will be presented on-site to witness the marketing excellence of the retail industry.

[Click here for more information.](#)



# FAQ

## **01/What is the SHOP! MARKETING AWARDS?**

The SHOP! MARKETING AWARDS, organized by the SHOP! East Asia Cooperation Organization (SHOP!eaco), is an internationally recognized accolade in the field of retail marketing. As a core pillar of the SHOP! AWARDS, it has been celebrating outstanding retail marketing campaigns worldwide since the association's founding in 1936, earning a reputation as a benchmark in the retail marketing industry.

## **02/What are the benefits for me in participating in the SHOP! MARKETING AWARDS?**

Participating in the SHOP! MARKETING AWARDS will provide you with the opportunity to showcase outstanding retail marketing campaigns on a global stage. It is a clear affirmation of your exceptional work and ensures wide recognition in the marketing community, both online and in print. Through participation, you can compare your work with top competitors and gain valuable feedback from internationally renowned marketing and retail industry experts.

## **03/Can I submit a series of works at once?**

Yes. A series can be submitted as one single entry.

## **04/Do I need to send physical samples?**

No, online judging with digital materials only (eco-friendly).

## **05/How to choose the right category?**

Select the matching category or "Others"; organizers will adjust categories if needed.

# PAYMENT & WINNER SERVICES

## 01/How to pay fees?

The fees for the SHOP! MARKETING AWARDS include the registration fee and the Winners Package fee (if applicable). During the submission process, the system will guide you to complete payments online via credit card, and then a corresponding invoice will be sent to your account.

## 02/Do I need to pay for the Winners' Package?

If your entry wins an award, you must select and pay for the corresponding Winners' Package. This fee is mandatory for all winners.

## 03/Can I pay in other currencies?

We currently accept payments in USD and CNY. If this poses any inconvenience, please contact our service team for assistance.

## 04/Can I order additional certificates, trophies, or ceremony tickets after winning?

Yes, you can contact us via email to request additional services. Additional fees will be required, and we will arrange the production for you.

## 05/Can I attend the awards ceremony if I don't win?

Yes, you can. Please contact us via email to purchase ceremony tickets.

## 06/Where can I download the Winner Label after winning?

You can download the Winner Label, Winner Label usage guidelines, and digital certificates from your account backend.

SHOP! MARKETING AWARDS

# CONTACT US

For more questions, please visit the official FAQ page.

## Registration & Inquiry

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