



In-Store Merchandising Award

Description:

The In-Store Merchandising Award recognizes a retailer that develops an innovative merchandising strategy planned for a specific product line, brand, season, colour or department. It should explain how the merchandising strategy delivers a fresh and inviting destination within the store by selecting an appropriate assortment of merchandise, by effectively planning product placement, and by coordinating colours, themes, props, balance, proportion, texture, lines, weight, signage, window displays, etc. The design should be able to attract attention to the display. The entry must demonstrate results that entice customers into the store, convert browsers into buyers and produce solid sales of the merchandise throughout the designated time frame.

Content Requirements:

Introduction (100 Words)

Please include the following in your response:

- Name of retailer
- Name of merchandising initiative
- Name of design agency (if applicable)
- Summary of merchandising initiative

Needs and Objectives (300-500 Words) - 20%

Please include the following in your response:

- Discuss the needs for the in-store merchandising strategy
- Provide a full description of the initiative's target market
- Discuss the objective or purpose of the initiative

Program Details & Results (600-1000 Words) - 70%

Please demonstrate the following in your response:

- Describe the merchandising strategy from concept to completion
- Explain how the concept was designed to deliver a fresh and inviting destination within the store by selecting an appropriate assortment of merchandise, effectively planning product placement, coordinating colours, themes, props, balance, proportion, texture, lines, weight, signage, window displays, fixtures, etc.
- Discuss the measures of success for the strategy and the associated results (i.e. increased sales, increased store traffic, engagement in the floor area, improved attitudes, increased word of mouth communication, etc.)
- Demonstrate that the in-store merchandising strategy converted browsers into buyers and ensured solid sales of the merchandise throughout the cycle.



- Explain the collaboration of both internal and external stakeholders. Describe the impact the initiative had on all stakeholders (e.g. internal team collaboration, improved supplier relations).
- Outline the resources, budget and timelines assigned to the initiative. Explain how these resources were effectively used, budget targets were maintained and timelines achieved.
- Describe how the initiative was to be evaluated and if the plan met the assessed needs, if all components were delivered and if the overall objectives were achieved.
- Discuss the success of the initiative including applicable measurements.
- Elaborate on any other elements that you would like to highlight about the initiative

Supporting Evidence: Judged - 10%

Provide creative examples including visuals and descriptions

Formatting Requirements for Case Study:

1. Title Page
(Must include Award Category, Name of Company and Title of Submission)
2. Table of Contents
3. Content Pages
 - Introduction
 - Needs and Objectives
 - Program Details & Results
4. Appendices (if applicable) and Supporting Evidence with description