

## **Shop! South Africa Awards Questions 2026**

### **CAMPAIGN CATEGORY QUESTIONS**

Based solely on the text, photos and video supplied, judges will score entries online using the criteria and score distribution below, before meeting face-to-face to debate final places.

#### **JOB TO BE DONE** (score/10)

*Clearly articulated campaign objective with supporting information. The direction behind the initiative.*

#### **CAMPAIGN STRATEGY** (score/15)

*The "Big Idea" behind the campaign design. The strategic platform.*

#### **FINAL DESIGN & EXECUTION** (score/15)

*The live creative output. The creative elements and in-situ activation*

#### **MEASURABLE RESULTS** (score/10)

*Performance metrics against the specific objectives set.*

Q1. What was the brief? (Max 100 words)

Q2. What is the entry's targeted retail environment? (Max 50 words)

Q3. What was the campaign duration? (Max 50 words)

Q4. What was the insight that unlocked the commercial opportunity? (Max 100 words)

Q5. What did the brand and/or business set out to achieve? (Max 150 words)

Q6. What was the shopper opportunity, objectives or growth drivers? (Max 150 words)

Q7. What were the mechanics and touchpoints used, why were they selected and what were the design considerations? (Max 150 words)

Q8. What added value was brought to the project? e.g. A joint business partnership/trade exchange. Value added items or promotional prizes. Added value media spent or an extension (Max 100 words)

Q9. What were the success criteria and how were they measured? (Max 200 words)

## TECHNICAL CATEGORY QUESTIONS

Based solely on the text, photos and video supplied, judges will score entries online using the criteria and score distribution below, before meeting face-to-face to debate final places.

### JOB TO BE DONE (score/10)

*Objective of the production brief*

### TECHNICAL SPECIFICATIONS (score/10)

*Clearly articulated design considerations. Detailed direction provided for the production elements.*

### DESIGN DIRECTION (score/10)

*The "Big Idea" behind the technical design. Clear project objectives*

### FINAL DESIGN & EXECUTION (score/10)

*How well the technical design was realised into live in-store display*

### MEASURABLE RESULTS (score/10)

*Executorial performance measures against the project objectives.*

Q1. What was the brief? (Max 100 words)

Q2. What is the entry's targeted retail environment? (Max 50 words)

Q3. What was the lifespan of the display? (Max 50 words)

Q4. What was insight that unlocked the commercial opportunity? (Max 100 words)

Q5. What did the brand and/or business set out to achieve? (Max 150 words)

Q6. What was the shopper / retail opportunity, objectives or growth drivers? (Max 150 words)

Q7. How did you creatively provide the solution? What were the design considerations? (Max 150 words)

Q8. Why did you choose the materials and manufacturing processes involved? (Max 100 words)

Q9. What were the success criteria and how were they measured? (Max 200 words)

## PACK DESIGN CATEGORY QUESTIONS

Based solely on the text, photos and video supplied, judges will score entries online using the criteria and score distribution below, before meeting face-to-face to debate final places.

### TARGET MARKET & SHOPPER APPEAL (15)

*Who the brand is aiming to convert in-store and the key elements that will attract shopper engagement and drive purchase vs competitors on the shelf.*

### CONSUMER ROLE & ASSOCIATED BRAND BENEFITS (15)

*The targeted usage/consumption objectives and how the packaging brings the Brand Reason to Believe to life.*

### DESIGN DIRECTION (10)

*The "Big Idea" that the packaging design lands and how it leverages materials, construction, colours, imagery, and finishes.*

### MEASURABLE RESULTS (10)

*Performance metrics against the specific objectives set.*

Q1. What was the brief? (Max 100 words)

Q2. What are the targeted consumer engagement moments and brand building objectives? (Max 50 words)

Q3. What consumer attitudinal and usage/behavioural objectives does the design need to deliver on? (Max 50 words)

Q4. What are the targeted shopper engagement locations, purchase moments, and conversion objectives? (Max 50 words)

Q5. What shopper attitudinal and purchase decision objectives does the design need to deliver on? (Max 50 words)

Q6. What are the insights that provided clarity as to the role of packaging design in shifting consumer and shopper relationships and decisions? (Max 100 words) What did the brand and/or business set out to achieve? (Max 150 words)

Q7. How did you creatively provide the solution? What were the design considerations? (Max 150 words)

Q8. How did you test the design effectiveness? (Max 150 words)

Q9. What impact has the design had on brand performance? (Max 200 words)