Shop! South Africa Awards Questions 2025

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.

TASK CLARITY (score/10)
Clearly articulated purpose 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)

TECHINCAL 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.

TECHNICAL SPECIFICATIONS (score/10)
Clearly articulated design considerations. Detailed direction provided for the production elements.

DESIGN DIRECTION (score/15)
The "Big Idea" behind the technical design. Clear project objectives

FINAL DESIGN & EXECUTION (score/15)
How well the technical design was realised into live in-store display

MEASURABLE RESULTS (score/10)
Executional 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)