



2011 POPAI Award Winners



2011 Outstanding Merchandising Achievement Awards Winners

Summary of Awards By Company

Company	Gold	Silver	Bronze	DOY
Arc Worldwide		1		
Ardent Displays & Packaging			1	
Artisan Complete	4	2	5	1
Baird Display	1		2	
Bay Cities Container			1	
Bish Creative Display, Inc.		1	2	
Blackbox Productions, Inc.	1			
Boomerang	1	2		
Chief Display Group		1		
Darko, Inc.		2	3	
Design Phase, Inc.		2		
Digital Aisle	1			
EVOLUTION PLASTIC LTDA		1		
Great Northern Corporation Consumer Packaging and Display	1	2	4	
Harbor Industries, Inc.	1			
Harding Display Corp.		1		
iDL Worldwide			1	
Innerworkings	1		2	1
InnoMark Communications	1			
Innovative Marketing Solutions, Inc.		1	1	
LGraphico	1	1		
Launch Creative Marketing			1	
Leggett & Platt Display Group		1		
MARKA DISEÑO Y PRODUCCION			2	
Mechtronics Corporation	5	2	3	
Menasha Packaging	1	4	6	
Micropack			3	
Mid-Atlantic Packaging, Inc.		1		
New Dimensions Research Corp.	1		1	
OnDisplay Creative			1	

Company	Gold	Silver	Bronze	DOY
Origin			1	
Packaging Concepts LTD		1		
PepsiCo Internacional Mexico			1	
POP Displays USA	1	1		
Process Retail Group, Inc.		2	2	
Protagon Display		1		
Quest Graphics			2	
Rand Diversified Companies			1	
Rapid Displays	6	7	11	1
Retail Now			1	
RockTenn Merchandising Displays	1	1	3	
Saatchi & Saatchi X		1	1	
Santa Cruz Industries, Inc.			1	
Smurfit-Stone Image Pac	1		4	
Sonoco Corrflex	1	2	1	
Taurus Display Corporation	1			
Temple-Inland			3	
The Carlson Group	1			
The Central Group	2		2	
The Integer Group	1	1	1	
The Niven Marketing Group	1			
The Strive Group	3		2	
TimBar Packaging & Display Point Of Purchase Division		1	2	
TPN, Inc		1		
Trans World Marketing		1		
United Displaycraft		1		
Universal Display & Fixtures Company		1	1	
Westcott Displays, Inc.			1	



2011 Outstanding Merchandising Achievement Awards Winners

Awards Entry Title

Entrant

Client

Summary of Awards by Category

Beverages - Beer

Permanent

Silver Miller Genuine Draft International Fixture

Process Retail Group, Inc.

SAB Miller

Temporary

Gold Miller Lite Vortex Bottle Spectaculars

Baird Display

Madden Communications on behalf of MillerCoors

Bronze Coors Light Super Bowl XLIV Countdown Clock Display

The Integer Group

MillerCoors

Bronze Heineken Holiday Mass Display

Rapid Displays

Heineken USA

Beverages - Liquor

Permanent

Gold Diageo Virtual Bartender

Digital Aisle

Diageo North America

Silver 2010 Ketel One 'Gentlemen, This Is Vodka' Mass Display

Rapid Displays

Diageo Americas

Bronze CASILLERO PAINTED MASK DISPLAY

Bish Creative Display, Inc.

BANFI VINTNERS

Semi-Permanent

Gold Absolut Glimmer Holiday Merchandiser

Innerworkings

Pernod Ricard

Bronze Absolut Glimmer Holiday Case Card Merchandiser

Innerworkings

Pernod Ricard

Bronze Cuervo Summer Visibility Cantina Display

Rapid Displays

DIAGEO AMERICAS

Temporary

Silver BACARDI MIX AND SHARE HOLIDAY

Bish Creative Display, Inc.

BACARDI USA

Silver Jägermeister Halloween Hand-with-Shot-Glass Motion Display

Menasha Packaging

Sidney Frank Importing Company, Inc.

Bronze Jack Daniel's Birthday Pole Unit

Baird Display

DraftFCB for Brown Forman Corporation

Bronze Jack Daniel's Holiday Mass Display

Baird Display

DraftFCB for Brown Forman Corporation

Books, Newspapers, Magazines, Stationery and Office Supplies

Permanent

Gold BIC Mark•it Permanent Marker In-Line Display for Staples

Sonoco Corrflex

BIC USA Inc., BIC Consumer Products USA

Silver 3M / Staples Post-It Pop-Up Notes Refresh Planogram

RockTenn Merchandising Displays

3M

Semi-Permanent

Bronze Lexmark OfficeMax Platinum Pro905 End Cap

Great Northern Corporation Consumer Packaging and Display

Lexmark International

Temporary

Gold Sharpie "Try Me" Floor Display

Artisan Complete

Sanford Canada (a division of Newell Rubbermaid Canada, Inc.)

Bronze Bic Mark-it

Arden Displays & Packaging

Bic USA

Bronze Dymo 400 Floor Display

Artisan Complete

Sanford Canada (a division of Newell Rubbermaid Canada, Inc.)



2011 Outstanding Merchandising Achievement Awards Winners

Awards Entry Title

Entrant

Client

Computers

Permanent

Gold Sony Dash Counter Display
Silver N700 Lapdesk Interactive Endcap Display
Bronze H-P Beats Listening Station Display

Taurus Display Corporation
Darko, Inc.
Artisan Complete

Sony Electronics Corp
Logitech
Hewlett-Packard

Temporary

Bronze Logitech Canadian Holiday Shipper

Rapid Displays

Logitech

Convenience Store Retailer

Permanent

Gold Coors Light Cooler Door Magnifier

The Integer Group

MillerCoors

Temporary

Gold Cadbury Stride Shift Holographic Counter Unit
Silver 7-Eleven and Iron Man 2
Bronze 72ct Orbit Counter Display

Menasha Packaging
TPN, Inc/Freshworks
Smurfit-Stone Image Pac

Cadbury Adams USA
7-Eleven, Inc
Wm. Wrigley Jr. Company

Cosmetics and Fragrances

Permanent

Gold L'Oreal Eclipse Cosmetics Wall
Bronze Beyonce Heat Tester Unit

POP Displays USA
The Strive Group

L'Oreal
Coty US, LLC

Temporary

Gold Revlon Custom Eyes Mascara Floor Display
Silver Revlon Colorburst Lipgloss Floor Display
Bronze Revlon Colorstay Aqua Mineral Make-up Floor Display

Artisan Complete
Artisan Complete
Artisan Complete

Revlon
Revlon
Revlon

Drug Store Retailer

Permanent

Gold Duracell Charging Station
Silver Fusion ProGlide Walgreens Tower
Bronze Walgreens Lip Balm Merchandising Program
Bronze Walgreens' PaperJamz Interactive Rock Stage End Cap

Mechtronics Corporation
Mechtronics Corporation
Process Retail Group, Inc.
Menasha Packaging

The Procter & Gamble Company
Procter & Gamble Corporation
Walgreens
Wow Wee USA

Semi-Permanent

Bronze Colgate CSPR Gondola FS

The Central Group

Colgate Palmolive Canada

Temporary

Gold Fusion ProGlide Pop Top for Rite Aid
Silver Elizabeth Arden Ornaments Counter Display for CVS
Silver U by Kotex CTS Gravity Feed
Silver U by Kotex Walgreens Speed Table
Bronze CoverGirl CVS Blast Family Skinny Tower
Bronze Schering-Plough Walgreens Wellness Speed Table

Mechtronics Corporation
Sonoco Corrflex
Menasha Packaging
Menasha Packaging
RockTenn Merchandising Displays
Menasha Packaging

Procter & Gamble Corporation
Elizabeth Arden
Kimberly Clark
Kimberly Clark
Procter & Gamble
Merck Consumer Care



2011 Outstanding Merchandising Achievement Awards Winners

Awards Entry Title	Entrant	Client
Bronze Unilever Sheer Infusion VIP Display Program	Sonoco Corrflex	Unilever

Electronic Interactive

Permanent

Gold Best Buy End Cap Fixture	Rapid Displays	Nintendo of America
Silver LG Electronics Best Buy Tech Stage Display	Design Phase, Inc.	LG Electronics
Silver LG MOBILE PHONE DISLAY	United Displaycraft	LG Tele Comm USA
Bronze LeapFrog Gaming Demo Display	Rapid Displays	LeapFrog
Bronze Sony 22" LCD Touch Display	Rapid Displays	Sony Computer Entertainment

Temporary

Bronze LG Floor Display	Bay Cities Container	LG Electronics
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Entertainment

Permanent

Silver DANCE CENTRAL INTERACTIVE KIOSK	Design Phase, Inc.	Old Navy
Silver HH Gregg Walkman Endcap	Rapid Displays	Sony Electronics
Bronze Logitech Harmony Modular Display	Rapid Displays	Logitech

Temporary

Gold SANTA PAWS Half Pallet Display	Smurfit-Stone Image Pac	Walt Disney Studios Home Entertainment
Silver Nintendo Metroid Standee	Rapid Displays	Nintendo of America
Bronze Despicable Me 24ct. Merchandiser	OnDisplay Creative	Universal Studios Home Video
Bronze Halo Reach Half Pallet Display	Origin	Microsoft
Bronze TOY STORY 3 Campaign	Smurfit-Stone Image Pac	Walt Disney Studios Home Entertainment

Entertainment - In Theater

Semi-Permanent

Gold Tron: Legacy Standee	LAgraphico	Walt Disney Studios Motion Pictures
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Temporary

Silver Hop Standee	LAgraphico	Universal Pictures
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Grocery and General Merchandise Products

Permanent

Silver Kraft Back To Nature	Harding Display Corp.	Kraft
Silver TASTING MOVIL DISPLAY	EVOLUTION PLASTIC LTDA	ALPINA PRODUCTOS ALIMENTICIOS S.A.
Bronze GIANT THIRST QUENCHER BOTTLE	MARKA DISEÑO Y PRODUCCION	Coca Cola Company

Semi-Permanent

Gold Swiffer Walmart Endcap	New Dimensions Research Corp.	Procter & Gamble
Silver Holiday Oven Display	Mid-Atlantic Packaging, Inc.	McCormick and Company Inc.
Bronze Huggies Little Movers Jeans Diapers	Menasha Packaging	Kimberly Clark

Temporary

Gold Dare RealFruit Orchard Basket Dumpbin	Artisan Complete	Dare Foods Limited
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2011 Outstanding Merchandising Achievement Awards Winners

Awards Entry Title	Entrant	Client
Bronze Cadbury Easter Eggs Arch	Micropack	Cadbury Stani Argentina
Bronze Cadbury Stride Shift Holographic Floor Stand	Menasha Packaging	Cadbury Adams USA
Bronze KELLOGG TOY STORY 3 PROMOTIONAL STANDEE	Temple-Inland	KELLOGG COMPANY

Hair and Skin Care

Permanent

Gold Fusion ProGlide National Endcap	Mechtronics Corporation	Procter & Gamble Corporation
Bronze SHAMPOO WITH ROYAL JELLY EXHIBITOR	MARKA DISEÑO Y PRODUCCION	Loreal
Bronze YES TO CARROTS VEGGIE CRATE DISPLAY	Bish Creative Display, Inc.	YES TO CARROTS

Semi-Permanent

Silver Rexona Adventure PDQ Tray	Boomerang	Unilever Mexico
Bronze Fusion ProGlide ProGlide Pullbox	Mechtronics Corporation	Procter & Gamble Corporation

Temporary

Gold Rexona Adventure Island Display	Boomerang	Unilever Mexico
Silver Pantene Endcap	Arc Worldwide	Procter & Gamble Pantene
Silver Rexona Adventure Self Stand	Boomerang	Unilever Mexico
Bronze Chapstick 200 pc 1/4 Pallet	TimBar Packaging & Display Point Of Purchase Division	Pfizer Consumer Health
Bronze Dove SH/CD 32pc Floorstand SideKick	Smurfit-Stone Image Pac	Unilever NA
Bronze Elvive Re-Nutrición Mega Exhibit	Micropack	L'Oreal Argentina

Health Care

Permanent

Bronze Colgate CSPR Counter Unit	The Central Group	Colgate Palmolive Canada
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Semi-Permanent

Bronze Naturella Selena Leverage - Premium Display	Retail Now	Procter & Gamble Mexico
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Temporary

Gold Colgate CSPR PDQ	The Central Group	Colgate Palmolive Canada
Silver Otrivin Program	Protagon Display	Novartis Consumer Health Care
Silver P&G Walgreens Vicks Prepare Campaign	Saatchi & Saatchi X	The Procter & Gamble Company
Bronze SpinBrush Holiday Endcap	TimBar Packaging & Display Point Of Purchase Division	Church & Dwight

Home and Garden

Permanent

Gold Schlage Interactive Touch Screen Display	The Niven Marketing Group	Ingersoll Rand Residential Solutions
Silver The Shaw Living Area Rug Kiosk	Trans World Marketing	Shaw Living
Bronze FX PRO	Santa Cruz Industries, Inc.	FX Luminaire, a Division of Hunter Industries

Temporary

Silver SCJ Raid Max Bug Barrier 27ct. 1/4 Pallet	Great Northern Corporation Consumer Packaging and Display	SC Johnson
Bronze Dremel Trio Quarter Pallet Display	Smurfit-Stone Image Pac	Robert Bosch Tool Corporation
Bronze EZ Seed Lenticular	Westcott Displays, Inc.	Scotts Miracle-Gro Company



2011 Outstanding Merchandising Achievement Awards Winners

Awards Entry Title

Entrant

Client

Mass Merchandise Retailer

Permanent

Silver Fusion ProGlide Walmart Endcap & Single Tiffany Program	Mechtronics Corporation	Procter & Gamble
Silver Walmart Project Impact Cosmetics Wall	POP Displays USA	Walmart
Bronze Walmart Power Center	New Dimensions Research Corp.	Procter & Gamble

Semi-Permanent

Bronze Fusion ProGlide Target Endcap	Mechtronics Corporation	Procter & Gamble Corporation
Bronze Revue w/ Google TV Interactive Pallet Display for Costco	Darko, Inc.	Logitech

Temporary

Gold Colgate CSPR Pallet	The Central Group	Colgate Palmolive Canada
Gold Costco Duracell myGrid Pallet Display	Mechtronics Corporation	Procter & Gamble Corporation
Gold Frito-Lay Back To School Bus Lobby	The Strive Group	Frito-Lay, Inc. / TMA
Silver HP Office Depot Ink Bin	Chief Display Group	Hewlett Packard Company
Bronze Fusion ProGlide Sam's Club Tiffany	Mechtronics Corporation	Procter & Gamble Corporation
Bronze Kellogg's Big Game Thematic Lobby Display	Menasha Packaging	The Kellogg Company

Personal Products and Accessories

Permanent

Gold Duracell 3-Sided Spinner	Mechtronics Corporation	Procter & Gamble Corporation
Gold Nike Jordan JITV	Blackbox Productions, Inc.	Nike Jordan
Gold Timberland Pro Core Fixture Program	The Carlson Group	The Timberland Company
Silver Canon Freestanding HS and HD Display	Process Retail Group, Inc.	Canon USA, Inc.

Semi-Permanent

Bronze 3M – Scotch Tape Pallet Display	The Strive Group	3M
Bronze Canon Camera Motion Display	Rapid Displays	JDA, Inc. Retail Ready Design
Bronze Samsung Caliber Standee Merchandiser	Quest Graphics	Samsung Telecommunications America
Bronze Samsung Craft Standee and Exec Kit	Quest Graphics	Samsung Telecommunications America

Temporary

Silver Rogers Holiday HD Cable Box Offer Display	Artisan Complete	Rogers Communications, Inc.
Silver Trojan Ecstasy 20ct Power Wing	TimBar Packaging & Display Point Of Purchase Division	Church & Dwight
Bronze KSwiss Display	Artisan Complete	K-Swiss

Sales Promotion

Temporary

Gold Dr Pepper Iron Man 2	Rapid Displays	Dr Pepper Snapple Group
Silver Kellogg's Toy Story 3 Promotional Hutch Dress Up Kit	Menasha Packaging	The Kellogg Company
Bronze Toy Story 3 Spectacular	Launch Creative Marketing	Sara Lee Corporation



2011 Outstanding Merchandising Achievement Awards Winners

Awards Entry Title

Entrant

Client

Services

Semi-Permanent

Bronze Wendy's Salad Garden Stakes

Saatchi & Saatchi X

Wendy's International, Inc

Temporary

Gold BK AFFES NASCAR Lobby Merchandiser

Rapid Displays

Wunderman for Burger King Corporation

Silver BK Breakfast Pole and Kiosk

Rapid Displays

Wunderman for Burger King Corporation

Bronze U.S. Postal Service – 2010 Holiday CD/DVD Display

Rapid Displays

Draftfcb

Signage

Semi-Permanent

Bronze AT&T Holiday 2010 Front Window Banner

InnerWorkings, LLC

AT&T Mobility

Bronze Columbia Insect Blocker Launch

Rapid Displays

Columbia Sportswear

Temporary

Gold Starbucks Fall Banner

Rapid Displays

Starbucks

Silver Gillette ProGlide Launch Standee

The Integer Group

Procter & Gamble

Snack Products and Soft Drinks

Permanent

Gold Wonka 4-Foot In-Line with Dimensional Elements

RockTenn Merchandising Displays

Nestle USA

Silver Dollar General Aisle Elevation

Universal Display & Fixtures Company

Frito Lay

Silver Kroger Red Box Shoparound

Leggett & Platt Display Group

Frito Lay/Pepsi Co.

Bronze Cape Cod Lighthouse

Universal Display & Fixtures Company

Snyder's-Lance Inc.

Semi-Permanent

Bronze Wonka 3-Foot End Cap with Flat Elements

RockTenn Merchandising Displays

Nestle USA

Temporary

Gold Trident Vitality Floorstand/Powerwing

The Strive Group

Kraft Foods

Silver Mountain Dew Holiday Mass

Rapid Displays

Tracy Loche

Bronze 2010 Holiday "Get The Party Started"

Temple-Inland

Kraft Foods

Bronze Bob Sponge Arch

Micropack

Kraft Foods Argentina

Bronze Kellogg's NASCAR Promotional Hutch Dress Up Kit with Standee

Menasha Packaging

The Kellogg Company

Bronze Macro Exhibición Bicentenario

PepsiCo Internacional Mexico

Sabritas S. de R.L. de C.V.

Specialty Retailer

Permanent

Gold Barnes and Noble Rack

Rapid Displays

LeapFrog

Bronze Bosch BSS Tool System

Rand Diversified Companies

Robert Bosch Tool Corporation

Bronze Game Stop LCD Display

Rapid Displays

Sony Computer Entertainment

Bronze GameStop Cashwrap Enhancement Display

Process Retail Group, Inc.

GameStop

Semi-Permanent



2011 Outstanding Merchandising Achievement Awards Winners

Awards Entry Title	Entrant	Client
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Silver Gatorade 1-2-3 Floor Display	Great Northern Corporation Consumer Packaging and Display/WD Partners	IMS/Gatorade
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Temporary

Gold Fresh Balsam Animated Candle Display with Snow Mound Base	Rapid Displays	Bath and Body Works
Gold Purina Fancy Feast 36ct. PDQ Merchandiser	Great Northern Corporation Consumer Packaging and Display	Nestle Purina
Gold Spirit Halloween Haunted Cemetery Display	InnoMark Communications	Spirit Halloween
Silver LG Iron Man 2 Floor Stand	Rapid Displays	LGE MobileComm
Silver LG Optimus M Floor Stand	Rapid Displays	LGE MobileComm
Bronze Rogers X10 Floor Display	Artisan Complete	Rogers Communications, Inc.
Bronze Verizon Wireless Quarter Pallet	Great Northern Corporation Consumer Packaging and Display	Verizon Wireless

Sports Equipment

Permanent

Silver FootJoy/Dicks Sporting Goods - Golf Glove Merchandising Wall	Packaging Concepts LTD	Acushnet Company / FootJoy
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Semi-Permanent

Bronze Nike Jordan AJ2010 shoe launch	iDL Worldwide	Nike, Inc. Jordan Brand
Bronze Reebok Hockey 11K SicKick III Launch	Rapid Displays	REEBOK-CCM HOCKEY

Temporary

Gold Under Armour Basketball Shoe Launch	Harbor Industries, Inc.	Under Armour
Bronze Rapala TriggerX Floor Display	Great Northern Corporation Consumer Packaging and Display	Normark Rapala

Supermarket Retailer

Permanent

Bronze AXE 4-Way Interchangeable Freestanding Mobile Display	RockTenn Merchandising Displays	Unilever
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Temporary

Gold Frito-Lay 2011 Super Bowl Lobby	The Strive Group	Frito-Lay, Inc. / TMA
Silver Frito-Lay Doritos EA Sports Pallet Display for Kroger	Sonoco Corrflex	FRITO-LAY NORTH AMERICA, INC.
Bronze 2010 Kraft Back To School "Pack A Smile"	Temple-Inland	Kraft Foods

Toys and Accessories

Permanent

Silver Stinky the Garbage Truck Interactive Shelf Display	Darko, Inc.	MATTEL
Bronze Cruncher Interactive Shelf Display	Darko, Inc.	MATTEL
Bronze Polly Pocket Cutants Interactive Shelf Display	Darko, Inc.	MATTEL

Temporary

Gold Barbie Glamjet Pallet Display	Artisan Complete	Mattel Canada
Bronze Mattel TS3 EC Half Pallet	Great Northern Corporation Consumer Packaging and Display	Mattel

Transportation



2011 Outstanding Merchandising Achievement Awards Winners

Awards Entry Title

Entrant

Client

Permanent

Silver Navistar Dealership Merchandising Program
Bronze Cooper Tire Merchandising System

Innovative Marketing Solutions, Inc.
Innovative Marketing Solutions, Inc.

Navistar, Inc.
Cooper Tire & Rubber Company



2011 Digital Signage Awards Winners

Summary of Awards By Company

Company	Gold	Silver	Bronze	DOY
John Ryan			1	
PRN		1		
SapientNitro	1			1

Company	Gold	Silver	Bronze	DOY
Scala Broadcast Multimedia	1	1	3	
Trans World Marketing		1		

	Gold	Silver	Bronze	DOY
Total:	2	3	4	1



2011 Digital Signage Awards Winners

Awards	Campaign/Network Title	Entrant	Client
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Summary of Awards by Category

Advertising

Interactive Content

Gold	The World's First Smile-activated Ice Cream Vending Machine	SapientNitro	Unilever Italy Holdings
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Non Interactive Content

Silver	Tic Tac - Green Apple	PRN	Walmart
Bronze	Citizens Digital Network	John Ryan	Citizens Bank

Network Implementation

Bronze	Larnaca	Scala Broadcast Multimedia	Gnosysoft Ltd
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Experiential

Interactive Content

Silver	Bell Ice Cube	Scala Broadcast Multimedia	Jigsaw Interaction Design Lab
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Network Implementation

Gold	4 Food	Scala Broadcast Multimedia	4 Food
Bronze	Infiniti	Scala Broadcast Multimedia	Soft Audiovisuel

Informational

Interactive Content

Silver	LG Appliance Interactive Kiosk	Trans World Marketing	LG Electronics U.S.A., Inc.
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Network Implementation

Bronze	Youth Olympic Games - Singapore	Scala Broadcast Multimedia	Click Grafix
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2011 Creative Best of Show Awards Winners

Awards	Entry Title	Entrant	Client
Summary of Awards by Category			

Temporary

Rexona Adventure Island Display

Boomerang

Unilever Mexico

Semi-Permanent

Tron: Legacy Standee

LAgraphico

Walt Disney Studios Motion Pictures

Permanent

Fusion ProGlide National Endcap

Mechtronics Corporation

Procter & Gamble Corporation



2011 Display of the Year Awards Winners

Awards	Entry Title	Entrant	Client
Summary of Awards by Category			

Temporary

Sharpie "Try Me" Floor Display

Artisan Complete

Sanford Canada (a division of Newell Rubbermaid Canada, Inc.)

Semi-Permanent

Absolut Glimmer Holiday Merchandiser

Innerworkings

Pernod Ricard

Permanent

Barnes and Noble Rack

Rapid Displays

LeapFrog