



THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL

SOUTH AFRICA

PROMOTING RETAIL MARKETING

MARKETING INTELLIGENCE

INITIATIVES

EVENTS

EDUCATION

COLLABORATION & BRAND EXPOSURE

POP  **PAI**

THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL

SOUTH AFRICA

AN OVERVIEW

MARKETING INTELLIGENCE

INITIATIVES

EVENTS

EDUCATION

COLLABORATION & BRAND EXPOSURE

WHAT IS POPAI?



WHAT IS POPAI?

POINT OF PURCHASE ADVERTISING INTERNATIONAL

The only global, not for profit, trade association exclusively dedicated to the retail marketing industry.

20 national offices covering 45 countries.

1700 members worldwide.



WHAT IS POPAI?

POINT OF PURCHASE ADVERTISING INTERNATIONAL

Unique global network:

MARKET INTELLIGENCE

INITIATIVES

EVENTS

EDUCATION

COLLABORATION & BRAND EXPOSURE



OUR OBJECTIVES



OUR OBJECTIVES

To promote the importance of P-O-P advertising in the total marketing mix.

To improve levels of education in the industry.

To develop and encourage high standards of practice.

To represent industry views.

To promote a better understanding of the medium.

To provide an opportunity to exchange ideas and experiences.

To conduct research for more effective strategy.



WHAT WE DO 

MARKET INTELLIGENCE



WHAT WE DO | MARKET INTELLIGENCE

The largest online archive of retail marketing research studies, industry presentations and guides in the world.

FREE TO MEMBERS



WHAT WE DO | MARKET INTELLIGENCE

Latest news & trends on the industry.

Development of how to guides on specific industry topics.



WHAT WE DO 

INTIATIVES



WHAT WE DO | INITIATIVES

Emerging Market

Here is looking at the ever increasing need to greater understand the emerging market and how it is evolving our industry.

Green Project

The inaugural launch of the POPAI Green Project in SA. During these meetings roles and responsibilities of all involved members will be discussed and milestones agreed.

C-Store Shopper & MAR Research

Looking at the effect of P-O-P on sales uplifts, shopper behavior and perception across categories.

WHAT WE DO

POPAI GREEN PROJECT

POPAI
green project

WHAT WE DO | POPAI GREEN PROJECT

Reducing the environmental impact of P-O-P across the entire industry.

Collaborative project with members.



WHAT WE DO | POPAI GREEN PROJECT

Self-set KPI's across five areas:

Design

Materials & Processes

Plant & Premises

Supply Chain

Installation & Fulfillment

Leading to industry benchmarks & accreditation.

FREE TO MEMBERS



WHAT WE DO

EVENTS



WHAT WE DO | EVENTS: TRADE SHOWS



EuroShop

The Global Retail Trade Fair

Düsseldorf, Germany

26.2.-2.3.2011



WHAT WE DO | EVENTS

Euroshop

Technical Seminars

Retailer & Brand Forums

Captains of Industry Breakfast

Emerging Market Immersions

Emerging Market Conference

5th Annual POPAI Conference

Industry Awards

WHAT WE DO

EDUCATE & INFORM



WHAT WE DO | EDUCATE & INFORM

E-learning course

Broad grounding in industry, covering:

The Retail Environment.

Shopper Behaviour.

Temporary, Semi, Permanent & Digital P-O-P.

Hot Topics in P-O-P.

Technical Seminars

An event that focuses on a niche technical area within the M@R sector. This event provides relevant insights into the topic of discussion by accredited individuals of authority.

WHAT WE DO | EDUCATE & INFORM

Knowledge Center

Includes: All global papers.

Includes: All previous conference presentations.



WHAT WE DO

COLLABORATION & BRAND EXPOSURE



WHAT WE DO | COLLABORATION & BRAND EXPOSURE

Networking at events.

Thought leadership.

Affiliated with the worlds leading P-O-P Trade Association.

Brand exposure on POPAI's website, brochures and events (thought leaders).



WHAT YOU'LL GAIN

1. Improve your marketing strategy through global research.
2. Keep abreast of industry trends.
3. Raise professional & corporate standards.
4. Increase your knowledge of P-O-P.
5. Visibility on www.popai.co.za and corporate brochure.
6. Join other P-O-P professionals.
7. Meet regularly for networking.
8. Preferential rates for the industry trade events.
9. Be part of a global network.
10. Add to your company's credibility.

MEMBERS | THE WORLDS LEADING BRANDS & RETAILERS



FISHWICKS
PRINT BEYOND LIMITS



POP2POSITION
RETAIL MARKETING SOLUTIONS



point of purchase
visualfusion



HOW TO JOIN

To take advantage of all these benefits, join POPAI today for only R15 000 per year.

Call Andrew Walton, Marketing Manager on +27 (0) 86 17 POPAI (76724).

Join online at www.popai.co.za/ .

Download an application at www.popai.co.za and fax it to the office on +27 (0) 86 682 3499.