



THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL

SOUTH AFRICA

PROMOTING RETAIL MARKETING

MARKETING INTELLIGENCE

INITIATIVES

EVENTS

EDUCATION

COLLABORATION & BRAND EXPOSURE



THE GLOBAL ASSOCIATION FOR MARKETING AT RETAIL

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AN OVERVIEW

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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

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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

1. The largest online archive of retail marketing research studies, industry presentations and guides in the world.
2. Latest news & trends on the industry.
3. Development of how to guides on specific industry topics.

FREE TO MEMBERS!

WHAT WE DO 

INTIATIVES



WHAT WE DO | INITIATIVES

Emerging Market

Understanding the rapidly evolving Emerging Market and the opportunities within it for M@R.

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. Only for members

C-Store Shopper & M@R Research

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

WHAT WE DO

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.

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

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 based course encompassing:

- The Retail Environment.
- Shopper Behaviour.
- Temporary, Semi, Permanent & Digital P-O-P.
- Hot Topics in P-O-P.

Technical Seminars

Events that focus on niche technical areas within the M@R sector. This event provides relevant insights into the topic of discussion by accredited individuals of authority.

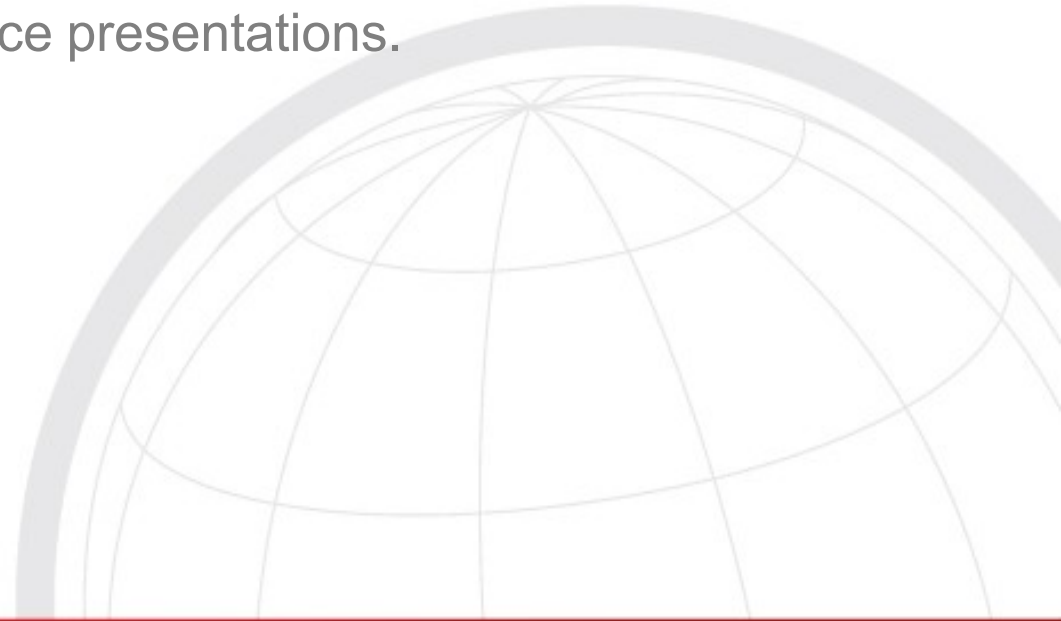


WHAT WE DO | EDUCATE & INFORM

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.



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



BARROWS
Retail Marketing Specialists



MASSMART
Dedicated to Value



Pick n Pay
Inspired by you



Nestlé



Todwil GROUP



uniprint
collaboration. innovation.



BARROWS
Retail Marketing Specialists



integer



visualfusion point of purchase



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.