



# 2014

# WINNERS LIST



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# DESIGN OF THE TIMES WINNERS ANNOUNCED!

Congratulations to everyone who participated in the 2014 Design of the Times Awards Competition. The entries in each of the eight retail channels – consumer electronic stores, convenience stores, drug stores, home/hardware stores, mass merchandisers, specialty stores, sporting goods stores and supermarket/grocery stores – have been judged and the winners have been chosen.

Here is a list of the gold, silver and bronze winners, plus the prestigious platinum awards and the coveted “Best of the Times” honor. All of these in-store activations were on display in the Design of the Times Gallery on the show floor of the Shopper Marketing Conference & Expo.

An official event of the  
**PATH TO PURCHASE  
INSTITUTE**

## JUDGING PROCESS

The first round of judging took place on Aug. 13, 2014 in Chicago, IL. Hundreds of entries were evaluated on how well they met the **4C's of Effective In-Store Activation** (**C**ommand attention; **C**onnect with the shopper; **C**onvey information; and **C**lose the sale) and on how well they met their objective.

Each entry was scored on a scale of 1-10 and finalists were chosen based on average points totals.

The second round of judging was held Oct. 22, 2014 in the Gallery at the Shopper Marketing Conference & Expo. The finalist with the top average score in each individual or combined retail channel received platinum status, and the highest overall score was awarded “Best of the Times” for 2014.



FOR MORE INFORMATION, PLEASE VISIT [WWW.DOT-AWARDS.COM](http://WWW.DOT-AWARDS.COM)



## 2014 DESIGN OF THE TIMES JUDGES

Thank you to these executives for their dedication and commitment to the Design of the Times Competition.

### ACCO Brands

Gary Lazicki  
Mark Seeley

### ACH Food

#### Companies Inc.

Aaron Newhouse

### Alcon

Ashley Olson

### Andis Company

Karen Formico

### Best Buy Co. Inc.

Chris Brandewie

### Church & Dwight

Cindy Manzo

### The Coca-Cola Co.

Karyn Froseth  
Christine Naples

### The Dannon Co.

Justin James

### DAS Roadpro

Derek Lehman

### Del Monte Foods Inc.

Steve Aleksich

### Energizer Holdings Inc.

Donna Brinkmeyer  
Kristine Koehler

### GoPro

Gabe Mendez

### H.D. Hudson Mfg Co.

Dan Lucianek

### Jack Link's

Tiffany Hoskins

### Johnson & Johnson Sales and Logistics Co.

Heather Campaign  
Deanna Maestas

### Kraft Foods Group Inc.

Tina Higgins White

### Mead Johnson Nutrition

Alison Allen  
Beverly Hughes

### Mondelēz International

Steve McGowan  
Peri Mendelson  
Robyn Petroski  
Kim Yansen

### News America Marketing

Heidi Gray

### Novartis

Steve Kamp

### Pacific Cycle Inc.

Kathryn Needham

### Pfizer

Chris Beley  
Chuck Meyer-Hanover

### Procter & Gamble

Melissa Moynier  
Lynn Neal

### Reynolds Consumer Products

Lisa Needlman  
Brandi Pitts

### Rich Products Corp.

Sarah Meyer  
Jim Motos

### SC Johnson & Son Inc.

Chris Bennett  
Amy Dragland-Johnson  
Marty Killingier  
Jay Lefforge  
Jenny Roesner  
Brigitte Shreiner  
Grace Vines  
Becky Webb

### Spectrum Brands

Stacy Martin

### STIHL Inc.

Mike Haney

### Target Corp.

Cheryl Campbell  
Laura Lee Lentner  
Lisa Roath

### Time Inc. Retail

Ann Anderson  
Troy Stratton

### USA Today

Amy Roessner

### Walgreen Co.

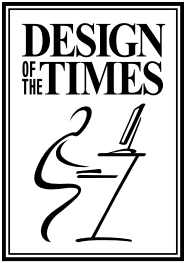
Joseph Brickler  
Niko Culk  
Louis Dorado  
Kevin Freundt  
Harpreet Gill  
Mike Hattenschweiler  
Kyle Moore  
Kelsey Pierotti  
Mike Wiltgen

### Whirlpool Corp.

Dan Ehler

### World Kitchen

Rita Finley



# 2014 WINNERS

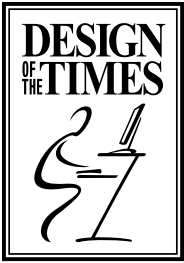


## BEST OF THE TIMES AWARD WINNER

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Design Phase Inc.	The Walt Disney Co.	Disney Infinity Display Program	In-Line/Gondola Display

## PLATINUM AWARD WINNERS

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC	CATEGORY
Design Phase Inc.	The Walt Disney Co.	Disney Infinity Display Program	In-Line/Gondola Display	Mass Merchandisers
Great Northern Instore	Nestlé-Purina Petcare Co.	Purina Tidy Cats Lift Test PetSmart Half Pallet	Freestanding Aisle/Shipper Pallet - Temp	Specialty
Mojo Marketing Inc. <i>Co-Entrant: Walmart Stores Inc.</i>	Kraft Foods Group Inc.	The Great American Bacon Cheeseburger	Retailer-Specific In-Store Campaign	Supermarket/ Grocery
RockTenn Merchandising Displays <i>Co-Entrant: The Integer Group</i>	Procter & Gamble/Duracell	Duracell Fit & Feel Battery Selector	In-Line/Gondola Display	Drug



# 2014 WINNERS

## CONSUMER ELECTRONICS

AWARD	ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Gold	Synsor Corp. <i>Co-Entrant: Zound Industries</i>	Zound Industries	Marshall Endcap	Endcap
Silver	Cornerstone Display Group	mophie Inc.	Mophie Marquee Display	In-Line/Gondola Display
Silver	Great Northern Instore	Nintendo of America	Best Buy Quarter Pallet & Photo-Op Standee	Freestanding Aisle/Shipper/Pallet - Temp
Silver	Menasha Packaging Co. <i>Co-Entrant: Active International</i>	Sharp	Sharp Best Buy DS-2 Endcap	Endcap
Silver	Rapid Displays	Sony Computer Entertainment America	Sony Computer Entertainment America Freestanding Display	Freestanding Aisle/Shipper/Pallet - Perm
Silver	Wetzel Brothers	Nintendo of America	Yoshi's New Island Interactive Display	Counter/Shelf Display - Temp
Bronze	Cornerstone Display Group	mophie Inc.	Mophie Counter Display	Counter/Shelf Display - Perm
Bronze	DARKO	Amazon	Amazon Fire TV	Freestanding Aisle/Shipper/Pallet - Temp
Bronze	Great Northern Instore	Nintendo of America	Nintendo GameStop Counter Display	Counter/Shelf Display -Temp
Bronze	Rapid Displays	Nest Labs	Nest Verizon Display	Counter/Shelf Display - Perm

## CONVENIENCE

AWARD	ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Silver	Henschel-Steinau	Ferrero USA Inc.	Nutella & GO! Gravity 4-Sided Spinner	Counter/Shelf Display - Perm
Silver	United Displaycraft	Mondelēz International	Oreo Cooler Door	In-Line/Gondola Display
Bronze	Great Northern Instore	PepsiCo	Mountain Dew LED Arrow Sign	Signs
Bronze	Menasha Packaging Co.	The Hershey Co.	Hershey's Ice Breakers Shipper Display	Freestanding Aisle/Shipper/Pallet - Temp
Bronze	TRIS3CT <i>Co-Entrant: United Displaycraft</i>	ConAgra Foods Inc.	Slim Jim Front End Merchandiser	Endcap
Bronze	United Displaycraft	Mondelēz International	Oreo Stacker Counter Unit	Counter/Shelf Display - Perm
Bronze	White Oak Display & Design	DAS	Mobile Tech Learning Center	Interactive Display/Kiosk



# 2014 WINNERS



## DRUG

AWARD	ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Gold	International Paper	Johnson & Johnson	Zyrtec ODT Launch Floorstand	Freestanding Aisle/Shipper/Pallet - Temp
Gold	Pratt Display	L'Oréal Cosmetics	Voluminous Lash Out Butterfly Effect	Counter/Shelf Display - Perm
Gold	RockTenn Merchandising Displays	Colgate-Palmolive Co.	Colgate Optic White Toothbrush & Whitening Pen/Paste Counter Unit	Counter/Shelf Display - Temp
Gold	RockTenn Merchandising Displays	Johnson & Johnson	Neutrogena Vanity Endcap	Endcap
Gold	RockTenn Merchandising Displays Co-Entrant: The Integer Group	Procter & Gamble/Duracell	Duracell Fit & Feel Battery Selector	In-Line/Gondola Display
Silver	Arc Worldwide	Procter & Gamble	3D Whitestrips Endcap	Endcap
Silver	Arc Worldwide	Procter & Gamble	Olay Wedge Display	Freestanding Aisle/Shipper/Pallet - Temp
Silver	Johnson & Johnson Co-Entrant: RockTenn Merchandising Displays	Johnson & Johnson	Aveeno Masterbrand at Walgreens	Retailer-Specific In-Store Campaign
Silver	The Mars Agency	Chattem Inc.	Nasacort Video Display Unit	Counter/Shelf Display - Temp
Silver	Menasha Packaging Co.	Chattem Inc.	Nasacort Launch for Walgreens Campaign	National/Regional In-Store Campaign
Silver	Menasha Packaging Co.	The Hershey Co.	Twizzlers Speed Table	Freestanding Aisle/Shipper/Pallet - Temp
Silver	Menasha Packaging Co.	Novartis	Multibrand Power Wing	Power Wing
Silver	Menasha Packaging Co. Co-Entrant: Arc Worldwide	Procter & Gamble	Olay Regenerist Étagère	In-Line/Gondola Display
Silver	RockTenn Merchandising Displays	Merck Consumer Care	Claritin CVS Quick Set Endcap	Endcap
Silver	RockTenn Merchandising Displays	Pfizer	Advil Walgreens In-Line Shelf Display	Counter/Shelf Display - Perm
Silver	RockTenn Merchandising Displays	Procter & Gamble/Duracell	Duracell Quantum Battery Tower	Freestanding Aisle/Shipper/Pallet - Perm
Silver	Sonoco Display and Packaging	Chattem Inc.	Nasacort Launch In-Line Media Tray	Interactive Display/Kiosk
Bronze	Menasha Packaging Co. Co-Entrant: Domo Domo Marketing	Energizer	Summer Sun Care Essentials	Signs
Bronze	Menasha Packaging Co.	Merck Consumer Care	Coppertone Hanging Airplane	National/Regional In-Store Campaign
Bronze	Menasha Packaging Co. Co-Entrant: Arc Worldwide	Procter & Gamble	Gillette Venus & Goddess Family	Retailer-Specific In-Store Campaign
Bronze	Menasha Packaging Co.	Reckitt Benckiser	Mucinex Two-Tier PDQ	Counter/Shelf Display - Temp
Bronze	RockTenn Merchandising Displays	Colgate-Palmolive Co.	Colgate Optic White Toothbrush & Pen Quick Set Endcap	Endcap
Bronze	RockTenn Merchandising Displays	Pfizer	Advil CVS Power Wing	Power Wing
Bronze	RockTenn Merchandising Displays	Pfizer	Nexium Rite Aid In-Line Shelf Tray	In-Line/Gondola Display
Bronze	RockTenn Merchandising Displays	Unilever	Dove/Degree Ultimate Dual-Sided Floorstand	Aisle/Shipper/Pallet - Temp
Bronze	RockTenn Merchandising Displays	Unilever	Toni&Guy Floorstand	Freestanding Aisle/Shipper/Pallet - Perm



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## HOME/HARDWARE

AWARD	ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Silver	Design Phase Inc.	LG Electronics Home Appliances	LG Studio Kitchen Vignette	Freestanding Aisle/Shipper/Pallet - Perm
Silver	MarketingLab	Delta Faucet Co.	Delta Innovation Endcap	Endcap
Silver	Mechtronics	Stanley Black & Decker - DeWalt Brand	DeWalt 8VMax Gyroscopic Screwdriver Unit	Counter/Shelf Display - Perm
Silver	RockTenn Merchandising Displays	Procter & Gamble/Duracell	Lowe's Duracell Mini-Wing	Power Wing
Bronze	Downing Retail Display	The Genie Co.	Genie/Wayne Dalton Retail Display	Freestanding Aisle/Shipper/Pallet - Perm
Bronze	Osram Sylvania	Menards	Menards LED Thin Panel Lighting Sign	Signs
Bronze	Pratt Display	Mission Athletecare	Mission Lowe's Shock Grip Display	Freestanding Aisle/Shipper/Pallet - Temp

## MASS MERCHANDISERS

AWARD	ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Gold	Design Phase Inc.	The Walt Disney Co.	Disney Infinity Display Program	In-Line/Gondola Display
Gold	The Integer Group Co-Entrant: RockTenn Merchandising Displays	Procter & Gamble	Man of Steel Special Pack	Packaging
Gold	LEGO Systems Inc.	LEGO Systems Inc.	LEGO Homesite for Walmart	Freestanding Aisle/Shipper/Pallet - Perm
Gold	Mars Petcare	Mars Petcare	Pedigree Dentastix PDQ	Counter/Shelf Display - Temp
Gold	One Source Industries	Samsung	Samsung 12 Camera Security Display	Counter/Shelf Display - Perm
Gold	RockTenn Merchandising Displays	Procter & Gamble	CoverGirl Bombshell Launch Campaign	National/Regional In-Store Campaign
Gold	RockTenn Merchandising Displays	The Walt Disney Co.	<i>Frozen</i> at Walmart Program	Retailer-Specific In-Store Campaign
Gold	RockTenn Merchandising Displays	The Walt Disney Co.	<i>The Jungle Book</i> Cross Category	Freestanding Aisle/Shipper/Pallet - Temp
Silver	The Coca-Cola Co.	The Coca-Cola Co.	Walmart Effortless Meals	Retailer-Specific In-Store Campaign
Silver	Design Phase Inc.	Microsoft	Xbox One Display Program	National/Regional In-Store Campaign
Silver	Excel Displays & Packaging	Pacific Cycle	Schwinn Friends Helmet Display	Freestanding Aisle/Shipper/Pallet - Temp
Silver	RockTenn Merchandising Displays	Big Heart Pet Brands	Meow Mix Soufflé Cat Food PDQ	Counter/Shelf Display - Temp
Silver	RockTenn Merchandising Displays	Big Heart Pet Brands	Milk Bone Brushing Chews	Counter/Shelf Display - Temp Expandable PDQ
Silver	RockTenn Merchandising Displays	Hasbro	<i>Transformers</i> In-Line Header	Signs
Silver	RockTenn Merchandising Displays	Pfizer	Nexium Walmart In-Line Shelf Set	In-Line/Gondola Display



# 2014 WINNERS



## MASS MERCHANDISERS continued

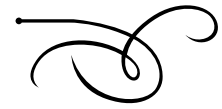
AWARD	ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Silver	Sonoco Display and Packaging <i>Co-Entrant: Barrows North America</i>	Unilever	TRESemmé Salon Inspired Styles Endcap	Endcap
Silver	Universal <i>Co-Entrant: TracyLocke</i>	PepsiCo	Dew Zone	Freestanding Aisle/Shipper/Pallet - Perm
Bronze	Arc Worldwide <i>Co-Entrant: Design Productions</i>	Procter & Gamble	Costco Oral-B Deep Sweep Touch & Learn	Interactive Display/Kiosk
Bronze	Johnson & Johnson <i>Co-Entrant: RockTenn Merchandising Displays</i>	Johnson & Johnson / Consumer Healthcare	2014 Wound Care Solution Center Pallet	Freestanding Aisle/Shipper/Pallet - Temp
Bronze	Pratt Display	Schick	Hydro Sensitive PDQ	In-Line/Gondola Display
Bronze	RockTenn Merchandising Displays	Pfizer	Advil Walmart PDQ	Counter/Shelf Display - Temp
Bronze	Sonoco Display and Packaging	Unilever	Toni&Guy Hair Meets Wardrobe Launch	Retailer-Specific In-Store Campaign
Bronze	STRAZA Designers	Colgate-Palmolive Colombia	Colgate Luminous White Floorstand	Freestanding Aisle/Shipper/Pallet - Perm
Bronze	STRAZA Designers	Colgate-Palmolive Colombia	Speed Stick DNA Endcap	Endcap

## SPECIALTY

AWARD	ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Gold	Great Northern Instore	Nestlé-Purina Petcare Co.	Purina Tidy Cats Lift Test PetSmart Half Pallet	Freestanding Aisle/Shipper Pallet - Temp
Gold	InStore Innovation Group	Bayer	Bayer Livestock In-Line Display	In-Line/Gondola Display
Gold	New Dimensions Research Corp.	Procter & Gamble	Sam's Club Front End Duracell Display	Endcap
Gold	RockTenn Merchandising Displays	Nestlé-Purina Petcare Co.	Purina Beggin' Party Poppers PDQ	Counter/Shelf Display - Temp
Silver	Arc Worldwide	Procter & Gamble	Tide to Go "Roll Tide" Display	Counter/Shelf Display - Temp
Silver	Downing Retail Display <i>Co-Entrant: Fypon</i>	Therma-Tru Doors	Therma-Tru Doors Fypon Wallboard Display	Signs
Silver	New Dimensions Research Corp.	Procter & Gamble	Duracell Sam's Club 4-Way Display	Freestanding Aisle/Shipper Pallet - Perm
Silver	TimBar Packaging & Display	Crayola	Crayola Office Depot Endcap	Endcap
Silver	Upshot <i>Co-Entrant: Niven Marketing Group</i>	New Balance	New Balance Fresh Foam Tower	Freestanding Aisle/Shipper Pallet - Temp
Bronze	Alcone	Deutsch Family Wines & Spirits	HobNob	Freestanding Aisle/Shipper Pallet - Temp
Bronze	Downing Retail Display	Moen Inc.	Moen MDura Manual Flush Valve Display	Counter/Shelf Display - Perm
Bronze	MarketingLab <i>Co-Entrant: CBX, Grafico</i>	Western Union	Western Union Brand Experience	Freestanding Aisle/Shipper Pallet - Perm
Bronze	Menasha Packaging Co.	Coty	Katy Perry Tester Unit	Counter/Shelf Display - Temp



# 2014 WINNERS



## SPECIALTY continued

AWARD	ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Bronze	Origin	Suzuki Motors of America	Suzuki V-Strom Dealer Wall	National/Regional In-Store Campaign
Bronze	STRAZA Designers	Diageo Colombia	Johnnie Walker Double Black Tasting Station	Event Marketing/Sampling Programs

## SPORTING GOODS

AWARD	ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Silver	Origin	Callaway Golf	Big Bertha Archway	National/Regional In-Store Campaign
Bronze	InStore Innovation Group	Garmin	Garmin Astro Display	Counter/Shelf Display - Perm

## SUPERMARKET/GROCERY

AWARD	ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Gold	The Integer Group <i>Co-Entrant: Westcott Displays</i>	MillerCoors	Coors Banquet 3D Bull	Freestanding Aisle/Shipper/Pallet - Temp
Gold	Mojo Marketing Inc. <i>Co-Entrant: Walmart Stores Inc.</i>	Kraft Foods Group Inc.	The Great American Bacon Cheeseburger	Retailer-Specific In-Store Campaign
Gold	Sonoco Display and Packaging	Unilever	St. Ives Fresh Hydration Lotions Launch	National/Regional In-Store Campaign
Silver	Design Phase Inc.	Topco Associates	Topco Over-the-Top Baking Display	In-Line/Gondola Display
Silver	RockTenn Merchandising Displays	Colgate-Palmolive Co.	Colgate Optic White Toothbrush + Pen Floorstand	Freestanding Aisle/Shipper Pallet - Temp
Silver	RockTenn Merchandising Displays	Henkel	Right Guard Launch Floorstand	Freestanding Aisle/Shipper Pallet - Temp
Silver	Ryan Partnership	Ryan Partnership	Perrier - Take Home a Warhol	National/Regional In-Store Campaign
Silver	STRAZA Designers <i>Co-Entrant: Y&amp;R Brands</i>	Colgate-Palmolive Colombia	Colgate Slim Soft Floorstand Display	Freestanding Aisle/Shipper Pallet - Perm
Bronze	Eastwest Marketing Group	Mondelēz International	Chips Ahoy! Ice Cream Creations	Freestanding Aisle/Shipper Pallet - Temp
Bronze	The Integer Group <i>Co-Entrant: Madden Communications</i>	MillerCoors	Original Lite Can Limited Edition Launch	National/Regional In-Store Campaign
Bronze	Match Marketing Group	Bimbo Bakeries USA	Eureka! Baking Co.	Packaging
Bronze	STRAZA Designers	Colgate-Palmolive Colombia	New Blue Suavitel Endcap	Endcap
Bronze	STRAZA Designers	Colgate-Palmolive Colombia	New Blue Suavitel Floorstand Display	Freestanding Aisle/Shipper Pallet - Perm