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Pop-Up Award Given to POP Displays

New York, NY – May 19, 2016 – POP Displays won a Silver award in the East Coast Pop-Up Creative Gallery 2D competition held by POPAI (Point of Purchase Advertising Institute) in New York City.

Speedo, a PVH brand, won the silver award. They wanted to re-invent the Speedo department and create in-store excitement for the brand. Performance swimwear and accessories should be fun. But often they just hang on lifeless racks without any personality.

Ordinary shelves and end caps were transformed into branding showcases with custom components that were developed. Red accents, curved shapes, the Speedo logo and sound bites created an environment that disrupted the 'sameness' in racks. Every detail communicated the Speedo brand imagery.

POPAI sponsors the Pop-Up Creative Gallery as a way to view the artistry of store displays in a one-night-only pop-up creative gallery in Chelsea, NYC. This event showcases the finest in-store marketing executions and the innovation happening in the point of purchase industry.

ABOUT POP DISPLAYS

At POP Displays...“expect more than displays”. They are differentiated by their 1) strategic, consultative approach that translates shopper and retailer insights into value-added solutions, 2) vertical integration with flexibility to move between domestic and offshore production to control cost, quality and speed to market and 3) sophisticated structure to develop and manage large, complex programs. They specialize in custom permanent displays.

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The POP Displays tagline is “Expect more than displays”. They are differentiated by their 1) strategic, consultative approach that translates shopper and retailer insights into value-added solutions that can be affordably executed, 2) vertical integration with flexibility to move between domestic and offshore production to control cost, quality and speed to market and 3) sophisticated structure to develop and manage large, complex programs. They specialize in custom permanent and semi-permanent displays.

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