

BRAND MIGRATION AND CHAPTER EVOLUTION

POP AI SHOP! ASSOCIATION SOUTH AFRICA

OVERVIEW

POP AI South Africa has been in existence for over 10 years, with great levels of success

What is Point of Purchase International /Shop! Association

- POP AI SA is a **not-for-profit trade association** – part of the only global trade association dedicated to the point-of-purchase (P-O-P) industry and shopper marketing.
- We **organize industry seminars, awards and a variety of immersion experiences** to benefit our members who include leading South African retailers, brands, agencies and manufacturers.

Market Dynamics Changed – A new ecosystem was key to ensure we add more value

- During the course of 2016, **POP AI Global took the decision to merge with the Association for Retail Environments (A.R.E)** and have **re-branded to become SHOP! Association-** the trade association dedicated to enhancing retail experiences
- As part of the re-branding exercise, **all global POP AI chapters were given the option to totally re-brand to become a SHOP! Association Chapter, leveraging the local and global insights, capabilities, education platforms and best practices in shopper and retail marketing of the combined associations. This is a shift towards Excellence in Shopper Experiences!**



DRIVERS OF CHANGE

Significant market drivers and shifts have inspired us to build capability

EXTERNAL MARKET FORCES

- Omnichannel
- Shopper Marketing
- High Tech Instore (Robotics, VR, AI), Mobile, IoT
- Retailers and Brands are going Global followed by producers
- Online Retailers opening physical stores
- Fusion Retail
- Sea of sameness
- 1 on 1 Retail
- Mobile
- Shrinking stores because assortment is on line
- Brand experiences and Communities
- Pull instead of push
- Research, Big Data covert to practical solutions
- Green / Eco / Standards
- Neuro science, Shopper Brains
- POP Up Stores
- Instore communication become more interactive and experiential

REQUIRING GLOBAL THOUGHT LEADERSHIP

- Our headquarters has approximately 800 members with a circulation audience of more than 20,000.
- We have a global network with 18 offices covering 25 countries, those Chapters have an incremental 1,000+ members.



OUR NEW VISION

Enhanced member value proposition will deliver measurable value to industry

OUR VISION

‘Shoppers will have an amazing, highly personalised, transformative shopping experience at retail in both virtual and physical realms as a result of the work of our members’



HOW WILL IT BENEFIT OUR NETWORK

The SA chapter will focus on building industry standards and new capabilities to inspire excellence

FEATURES AND BENEFITS

This Value is driven through relevant;

- Research
- Education
- Certification
- Recognition
- Thought leadership
- Networking
- Events
- Publications
- Best practices



NEW INSIGHTS & PLATFORMS TO SUPPORT THIS NEW VISION

We will provide more depth through delivery of more white papers, publications & industry events

NEW PUBLICATIONS AND VALUE PROPOSITIONS

PUBLICATIONS, TOOLKITS, AWARDS, TRAINING AND RESEARCH- FREE TO OUR MEMBERS

shop! INSIDERWEEKLY
Issue # 1, 2016

Thinking for advertising thought 2016
A big thank you to all of our members who supported the launch of Shop! Insider Weekly. We are excited to continue to bring you the latest news, trends and insights from the retail industry.

DON'T HIDE THE DEADLINES
Tuesday, Nov. 10: Deadlines for the October issue of Shop! Insider Weekly
Monday, Dec. 14: Deadlines for the January issue of Shop! Insider Weekly

ATTEND AN EVENT **MARKET YOUR BRAND**

2017 shop! AWARDS

GENERATE BUZZ **USE YOUR NEWSPAPER**

shop! retail environments
PAINTING RETAIL GREEN
Our annual sustainability issue

5 TRENDS in China retail

flooring & materials

shop! trend report
An association with creative collaboration

IN THIS ISSUE:
The E-Market Economy
Retailer's New Reality
Retailer's New Reality
Retailer's New Reality

2016 Industry Size & Composition Study
U.S. In-Store Marketing and Store Fixtures/Visual Merchandising Industry Analysis

Prepared by PROMONITOR INTERNATIONAL Sponsored by MENASHA

AMSTERDAM > OCTOBER 20-21, 2016

SHOPPER BRAIN CONFERENCE

JOURNAL OF SHOPPER RESEARCH
shop! Enhancing Retail Environments & Experiences

Shoppers Engage to Help Manage Buying Decisions
By: Benjamen J. W. Ward, Jennifer J. Craig, Steve

Shopping Lists:
A Primary Tool Where Shoppers Engage With Retailers, Products, and Brands to Help Manage Buying Decisions
Was it Worth It? Analyzing the Impact of Social Media
Social Shop:
Leveraging Social Media Marketing for Your Brand
The Four Types of Customers:
New Lessons in Shopper Segmentation & Hierarchical Needs

2017 shop! GLOBAL AWARDS
A CELEBRATION OF EXCELLENCE

MaRC Certification, Program

MaRC

2017 BUYERS' GUIDE
supplier connect
Search more than 800 suppliers and designers of retail environments

THANK YOU
LETS TALK SHOP!