

POP AI
UK & IRELAND
AWARDS
2025

Innovation (add-on only)

What can I enter? Work that pushes the boundaries of what can be done with retail display and shopper engagement, using creative thinking, materials and/ or technology in a novel way. The judges will see the main entry and your answer to the question below.

1. What are the main features of the entry which you believe make it innovative?
(MAX 100 words)