



**Amazon Fire TV Endcap**

Amazon needed an endcap for its latest Fire TV product to be installed onto an existing high-traffic endcap at Best Buy's across America. The display's design focused on making the Fire TV "the star of the show". The display uses the TV as a digital graphic for consumers to connect with the product by viewing creative content, and specific features/benefits via push buttons and a media player. These three flashing push buttons were integrated into the shelf of the endcap, allowing for more specific information to be viewed on-screen, when engaged. Created for Amazon by Design Phase, 1771 S, Lakeside Drive, Waukegan, IL 60085; www.dphase.com. **Silver Award.**



**Crook & Marker Flavor Bus**

Crook and Marker's 2nd annual 'Cinco de Margo' campaign was designed to encourage national retailers to order pallets of organic brewed carbonated cocktails for a roadshow activation which featured product samplings, games and giveaways. In support of each retail location's activation there were three dynamic elements: the "flavor bus" case stacker end caps, Crook and Marker sign on top of display, and the dimensional pole topper. Created by Orora Visual, 3210 Innovative Way, Mesquite, TX 75159; www.ororavisual.com. **Bronze Award.**



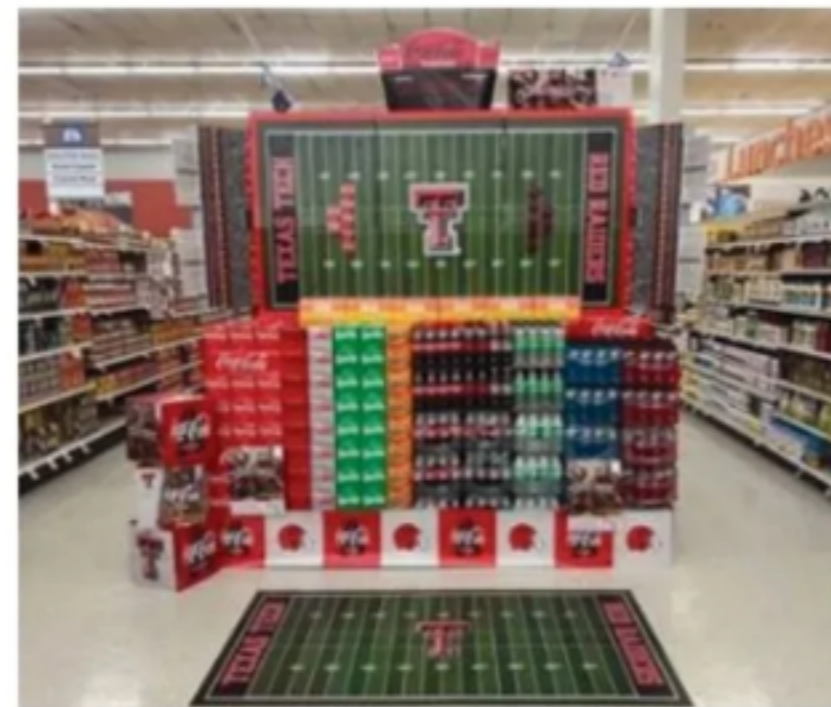
**Petco Pet Treat Bar**

Petco needed to develop a new display solution for its bulk pet treats. Bulk pet treats had been displayed in an open-air display that caused the product to go stale too quickly, and was too large for their new layout. The display appearance and presentation were not consistent throughout the chain. The end objective was to create an affordable display that would be adaptable to various footprints and keep the product fresh with enclosed containers yet accessible to shoppers. Created by siffron, 8181 Darrow Rd., Twinsburg, OH 44087; www.siffron.com. **Gold Award.**



**Proximo Cristalino LockBox Display**

Proximo Spirits needed a premium presence to attract maximum attention while conveying the luxury of its Cristalino tequilas. The Lockbox helped secure the higher price point of the products. This premium display is in upscale grocery, as well as large and small liquor retailers. Created by Bish Creative, 945 Telser Rd, Lake Zurich, IL 60047; www.bishcreative.com. **Bronze Award.**



**Fall Football 5-Stack**

This display was designed to promote Coca-Cola products with a focus on driving Coca-Cola Zero Sugar during the Fall Football time period. The displays featured 12oz/12pk, 28oz POWERADE and 12oz PET. The designs leveraged highly recognized NCAA partner schools to drive fan enthusiasm while visiting stores. Created by Flower City Group, (with TAG Worldwide), 1725 Mount Read Blvd., Rochester, NY 14606; www.flowercitygroup.com. **Bronze Award.**



**Sonos 8-Foot Table Display**

Sonos wanted to develop a new fixture platform to drive brand consistency across various retail partners. Maintaining Sonos's premium brand presence was achieved through a modular fixture design, flexible installation solutions, and designing with ease of execution for the upcoming three years of known product introductions. The modular design system allows for this 8' table to be easily scaled to a 4' unit for retailers that require it. The display is scalable both in size and in-store placement. The adaptable position of the touchscreen and communication touchpoints all contribute to the flexibility of this design. Aligning the brand's visual identity across the entire globe was key. The new design incorporates individual plinths for each product; updating this display has now become a single-person task. Created by Protagon Display, 719 Tapscott Rd., Toronto, ON MTX TA2; www.protagon.com. **Gold Award.**



**Clinique-Ulta Iconic Fixture**

Due to a Store format change in Ulta, Clinique was moved to an inline fixture. The challenge was to create a boutique experience into a much smaller footprint. The brand also wanted to utilize the new flagship store design which challenged the teams to utilize the one-off features of the flagship into a scalable compact presentation. Created by Marketing Alliance Group, 2830 North Dug Gap Rd., Dalton GA 30720; www.mktalliance.com; **Display of the Year Award.**



**Garmin Fitness Watch Display**

Garmin needed to display three new watches at Best Buy Stores. The objective was to display the watch in a way that makes it easy for the shopper to try it on their wrist and check for size, look, and feel. A powered security post with a retractor allowed the shopper to physically lift the watch off the post, try it on, and freely work all the buttons, personalizing the entire customer experience. Created by Design Phase, 1771 S, Lakeside Drive, Waukegan, IL 60085; www.dphase.com. **Bronze Award.**