



Best Retail Event of the Year

The 'Best Retail Event of the Year' will be awarded to the most outstanding retail event / promotion that was organised for consumers by a store / shopping centre in Singapore to drive sales / traffic within the qualifying period of 1 May 2016 to 30 April 2017.

Judging Criteria:

- Creativeness and uniqueness of the retail event / promotion in terms of how it engaged its target customers
- Excitement in terms of the retail experience
- Success in terms of sales / traffic / consumer response / objectives met
- Impact on the retail industry in terms of how the retail event / promotion raised the standards, profile and image of the retail industry in Singapore

Eligibility:

- The Award is open to all 'brick and mortar' stores and shopping centres in Singapore.
- The store / shopping centre must have organised a retail event / promotion for consumers to drive sales / traffic within the qualifying period of 1 May 2016 to 30 April 2017.
- The application can be for an event / promotion that was held within the store / shopping centre or at an external venue.

Application:

The application must be duly completed, verified by the CEO / Managing Director / General Manager, and submitted together with the necessary supporting materials to:

Singapore Retailers Association
1 Coleman Street, The Adelphi #05-11B, Singapore 179803
Closing Date: 30 May 2017

Note:

Incomplete / illegible submissions, false particulars or wilful suppression of material facts will render the applicant liable to disqualification, or if awarded, to revocation of the Award.

Please type / write neatly in the space provided, and attach a separate sheet where necessary.

Details of the Company

Name of Company: _____

Business Address: _____

Name of Contact Person: Mr / Ms _____

Designation: _____

Tel: _____ Fax: _____ Email: _____

Details of the Retail Event

1. Name of Store / Shopping Centre which organised the retail event / promotion:

2. Event / Promotion Name: _____

Event / Promotion Date(s): _____

Event / Promotion Venue(s): _____

3. Please explain in no more than 3 single-sided A4 sheets, why the retail event / promotion deserves to win the Award. To support your submission, please provide the following details:

- i. Objectives for organising the retail event / promotion;
- ii. Creativeness and uniqueness of the retail event / promotion in terms of how it engaged its target customers;
- iii. Excitement in terms of the retail experience;
- iv. Success in terms of sales / traffic / consumer response / objectives met; and
- v. Impact on the retail industry in terms of how the retail event / promotion raised the standards, profile and image of the retail industry in Singapore.

4. Please submit the following items:

- i. At least 30 digital images to show the creativeness, uniqueness and excitement of the retail event / promotion (300dpi in landscape orientation, jpeg format on a CD-R or thumbdrive); and
- ii. Any other relevant supporting materials eg. press coverage.

Note: The quality of the digital images must be good enough for print and video / slide production. The SRA reserves the right to use the materials at the Awards Presentation and / or in other ways deemed appropriate. All materials submitted will become the property of the SRA and are not returnable.

Declaration

I declare that the application has been duly completed, and all information given is accurate to the best of my knowledge.

Name of CEO / Managing Director / General Manager: Mr / Ms _____

Designation: _____

Signature: _____ Company Stamp: _____ Date: _____