



2018 FINALIST LIST

**Winners will be announced LIVE from the
Keynote Stage at the Path to Purchase Expo.**

Thursday, October 4, 2018

Minneapolis Convention Center, Minneapolis, MN

Learn more at dot-awards.com.

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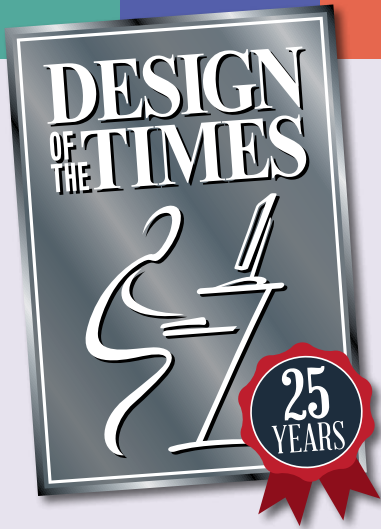


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The 2018 Design of the Times finalists have been chosen! They are listed below by retail channel.

NEW THIS YEAR: Winners will be announced LIVE from the P2PX Keynote Stage at 8:15 AM on Thursday, Oct. 4.

CONSUMER ELECTRONICS

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
DARKO	Dyson	Dyson AP04 Endcap	Endcap
WestRock	AT&T	AT&T and Cricket Wireless Dual Branded Floorstand	Aisle/Shipper/Pallet - Temp
WestRock	Sphero	Sphero Cars Display	Aisle/Shipper/Pallet - Temp

CONVENIENCE

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Great Northern Instore	PepsiCo	Pepsi Generations Quad Case Stacker	Aisle/Shipper/Pallet - Temp
Phoenix Creative Co. Co-Entrant: Menasha	Mondelez International	OREO Mint Hot Chocolate at 7-Eleven	Aisle/Shipper/Pallet - Temp
Universal Display & Fixtures	Frito-Lay	Skinny Max Self-Facing Floorstand	Power Wing/Sidekick
WestRock	ChapStick	ChapStick Slurpee	Counter/Shelf Display - Temp
WestRock	The Coca-Cola Co.	Coca-Cola Contour Bottle with Motorized Header	Aisle/Shipper/Pallet - Temp
WestRock	Dr Pepper Snapple Group	Crush Halloween Dump Bin	Aisle/Shipper/Pallet - Temp

DOLLAR

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Phoenix Creative Co.	Mondelez International	Dollar General OREO Mississippi Mud Pie Exclusive	Aisle/Shipper/Pallet - Temp
Universal Display & Fixtures	PepsiCo	Snack Shack at Dollar General	Endcap



2018 FINALISTS

DRUG

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Great Northern Instore	PepsiCo	Pepsi Generations Music Speaker Merchandiser	Aisle/Shipper/Pallet - Temp
MarketingLab	Prestige Brands Inc.	Clear Eyes Slidedown Display	Power Wing/Sidekick
Menasha	Beiersdorf	Aquaphor Spray Floorstand	Aisle/Shipper/Pallet - Temp
Menasha	Boots USA	Boots No7 Facial Serum Family	National/Regional In-Store Campaign
Menasha	Coty Inc.	Black to Basics Family	National/Regional In-Store Campaign
Menasha	Coty Inc.	Rimmel Cara 3-Sided Spinner Floorstand	Aisle/Shipper/Pallet - Temp
Menasha	Coty Inc.	Sally Hansen + Crayola Insta-Dri Collection	National/Regional In-Store Campaign
Menasha	Coty Inc.	The Gold Edition Counter Unit	Counter/Shelf Display - Temp
Menasha	Walgreens	Writing Essentials Back-to-School Tower	Aisle/Shipper/Pallet - Temp
WestRock	Johnson & Johnson	Neutrogena DeepClean Floorstand	Aisle/Shipper/Pallet - Temp
WestRock	Procter & Gamble	Olay Mixed Whips 12 Piece Skinny Tower	Aisle/Shipper/Pallet - Temp
WestRock	Procter & Gamble	Head & Shoulders Helix Floorstand	Aisle/Shipper/Pallet - Temp

HOME/HARDWARE

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Epsilon	Whirlpool Corp.	KitchenAid Color Commercial Ranges POP	Counter/Shelf Display - Perm

LIQUOR

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Bish Creative Display Co-Entrant: InnerWorkings Inc.	Beam Suntory	Suntory Toki Display	Aisle/Shipper/Pallet - Perm
Bish Creative Display	Moet Hennessy USA	Say It With Champagne	Aisle/Shipper/Pallet - Perm
Bish Creative Display	The Patron Spirits Co.	Patron Margarita Station	Aisle/Shipper/Pallet - Perm
Moet Hennessy USA Co-Entrant: Motive Marketing Group	Moet Hennessy USA	Glenmorangie Tallest Stills	Aisle/Shipper/Pallet - Temp



2018 FINALISTS

MASS MERCHANDISERS

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Bay Cities Container Corp. <i>Co-Entrant: Marvel</i>	Disney	Avengers Infinity War Train	Aisle/Shipper/Pallet - Temp
Bay Cities Container Corp.	Disney	Black Panther Train	Aisle/Shipper/Pallet - Temp
Bay Cities Container Corp.	Hasbro	Transformers: The Last Knight	Aisle/Shipper/Pallet - Temp
EastWest Marketing Group	Mondelez International	Nabisco Center Court Snacks Display	Aisle/Shipper/Pallet - Temp
Great Northern Instore	PepsiCo	Pepsi Generations Hispanic Soccer Merchandiser/Spanner	Aisle/Shipper/Pallet - Temp
InnoMark Communications	HBO	Game of Thrones Endcap	Endcap
InnoMark Communications	PepsiCo	Bubly Pallet Topper	Aisle/Shipper/Pallet - Temp
International Paper Retail Display & Packaging	Spin Master LTD	Hatchimals Colleggtibles 1 Pack Dump Display	Aisle/Shipper/Pallet - Temp
The Marketing Arm	Frito-Lay North America	Back to Football Mascot Character TMDs	Aisle/Shipper/Pallet - Temp
Menasha	Unilever	Baby Dove Family	National/Regional In-Store Campaign
Mars Petcare USA	Mars Petcare USA	Santa's Pet Workshop Endcap	Endcap
Saatchi & Saatchi X	The Coca-Cola Co.	Diet Coke Recast Half-Pallet	Aisle/Shipper/Pallet - Temp
Universal Display & Fixtures	Barcel	Takis Intensity Dump Bin	Aisle/Shipper/Pallet - Perm
Weber Display and Packaging	Scrub Daddy Inc.	Scrub Daisy Bed Bath & Beyond Interactive Video Display	Counter/Shelf Display - Temp
WestRock	Buena Vista Home Entertainment	Beauty and The Beast Live Action Walmart WOW	Aisle/Shipper/Pallet - Temp
WestRock	Buena Vista Home Entertainment	Coco Walmart WOW	Aisle/Shipper/Pallet - Temp
WestRock	The Coca-Cola Co.	Coca-Cola Patriot Lobby Wall	Aisle/Shipper/Pallet - Temp
WestRock	The Coca-Cola Co.	Diet Coke Slim Can Contour Rack for Target	Aisle/Shipper/Pallet - Temp
WestRock <i>Co-Entrants: Red Fuse & Geometry Global</i>	The Colgate-Palmolive Co.	Colgate Save the Water Pallet Display	Aisle/Shipper/Pallet - Temp
WestRock	Harry's	Harry's Dude and Dog Endcap	Endcap
WestRock	The Hershey Co.	Hershey Easter Egg Modular Half-Pallet Display	Aisle/Shipper/Pallet - Temp
WestRock	Newell Brands	Target Back to School Semi Circle Endcap	Endcap
WestRock	Procter & Gamble	Crest Detoxify Floorstand	Aisle/Shipper/Pallet - Temp
WestRock	Procter & Gamble	Crest Detoxify Launch	Counter/Shelf Display - Temp
WestRock	Procter & Gamble	Herbal Essence Bottle Floorstand	Aisle/Shipper/Pallet - Temp



2018 FINALISTS

MASS MERCHANDISERS *continued*

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
WestRock	Procter & Gamble	Olay JFM Whips Mixed 12-Piece 30-Inch Tray	Counter/Shelf Display - Temp
WestRock <i>Co-Entrant: JL Buchanan</i>	Sun Bum	Sun Bum Target Endcap	Endcap

OFFICE SUPPLY

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Great Northern Instore	3M	3M Office Depot Post-It Sharpie Endcap	Endcap
WestRock	Newell Brands	Elmer's Slime Table	Aisle/Shipper/Pallet - Temp
WestRock	Newell Brands	Newell/3M Office Depot Two-Sided Floorstand	Aisle/Shipper/Pallet - Temp
WestRock	Newell Brands	Office Depot Three-Sided Pallet	Aisle/Shipper/Pallet - Temp

PET

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Mars Petcare USA	Mars Petcare USA	Nutro Limited Ingredient Endcap	Endcap

SPECIALTY

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
DARKO	Amazon	Amazon AUCC Demo Experience	Endcap
Great Northern Instore	Cycle Sports Group	Fabric Brand Cycle Starter Floorstand & Fabric Demo Saddle Displays	Aisle/Shipper/Pallet - Temp
Great Northern Instore	InnerWorkings Inc.	Callaway Rogue Display	Aisle/Shipper/Pallet - Temp
International Paper Retail Display & Packaging	Revlon	Sinful Colors Vanessa Festival Display	Counter/Shelf Display - Temp
Tempt In-Store Productions	Urban Decay	Kristen Leanne Table Top	Counter/Shelf Display - Temp
Universal Display & Fixtures	Suffolk Dance	En Pointe Dance Accessory Display	Aisle/Shipper/Pallet - Perm
WestRock	Adroit Theory Brewing Co.	Black Lotus	Packaging
WestRock	Johnson & Johnson	Neutrogena Wipes Endcap	Endcap



2018 FINALISTS

SPORTING GOODS

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Great Northern Instore	InnerWorkings Inc.	Callaway MD4 Wedge Display	Aisle/Shipper/Pallet - Temp

SUPERMARKET/GROCERY

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Great Northern Instore	PepsiCo	Pepsi Generations Merchandiser/Spanner	Aisle/Shipper/Pallet - Temp
HMT Associates Inc.	Kraft Heinz Co.	Kraft Heinz Fires-Up Flavor with Mexican Fiesta Coolers	Endcap
InnoMark Communications	PepsiCo	Diet Pepsi Can Dispenser	Counter/Shelf Display - Temp
InnoMark Communications	PepsiCo	Diet Pepsi Half-Pallet	Aisle/Shipper/Pallet - Temp
International Paper Retail Display & Packaging	Del Monte Foods Inc.	Del Monte Adult Fruit Cup Quarter-Pallet Display	Aisle/Shipper/Pallet - Temp
International Paper Retail Display & Packaging	The Kroger Co.	Kroger Fall Allergy Rolling Rack	Aisle/Shipper/Pallet - Temp
Menasha	Martin Lydon Group	Gingerbread House	Aisle/Shipper/Pallet - Temp
Rapid Displays	AB InBev	Stella Artois Holiday Door	Aisle/Shipper/Pallet - Temp
Rapid Displays	Dr Pepper Snapple Group	Wonder Woman Standee	Aisle/Shipper/Pallet - Temp
United Displaycraft, a Great Northern Instore Co.	Nestle Waters	San Pellegrino Foodie Cart	Aisle/Shipper/Pallet - Perm
United Displaycraft, a Great Northern Instore Co.	PepsiCo	Starbucks Cold Brew Cooler Display	Aisle/Shipper/Pallet - Perm
Universal Display & Fixtures	The Hershey Co.	Sweet Toppings A-La-Mode Destination	Endcap
Universal Display & Fixtures	PepsiCo	Pepsi Generations Cooler Stand	Endcap
Weber Display and Packaging	Campbell Snacks	Cape Cod Boat Display	Aisle/Shipper/Pallet - Temp
WestRock	The Coca-Cola Co.	Coca-Cola Imports and Origins Display	Aisle/Shipper/Pallet - Perm
WestRock	The Coca-Cola Co.	Coca-Cola Interceptor	Aisle/Shipper/Pallet - Perm
WestRock	Dr Pepper Snapple Group	Vernor's Ginger Ale Lighthouse Floorstand	Aisle/Shipper/Pallet - Temp

WAREHOUSE

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Great Northern Instore	Square	Square Sam's Club Pallet	Aisle/Shipper/Pallet - Temp
United Displaycraft, a Great Northern Instore Co.	Newell Brands	Coleman Dark Room Tent Display	Counter/Shelf Display - Perm
WestRock	Procter & Gamble	Pantene Premium Foam Floorstand	Aisle/Shipper/Pallet - Temp