

2017

Finalists List

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Winners Will Be Honored During the Design of the Times Awards Reception & Ceremony

Wednesday, Sept. 27, 2017 • 5:00 - 7:00 pm

Donald E. Stephens Convention Center, Rosemont (Chicago), IL

Purchase Tickets

When you register for the Path to Purchase Expo at Path2PurchaseExpo.com

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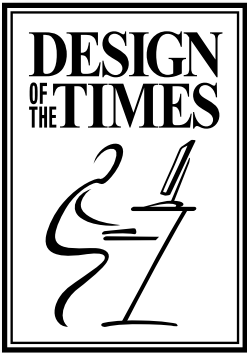


In conjunction with:



An official event of:





The 2017 Design of the Times finalists have been chosen! They are listed below by retail channel. Final judging to determine who will take home bronze, silver, gold, platinum and Best of the Times awards will take place at the Path to Purchase Expo on Sept. 26. Winners will be announced during the Design of the Times Awards Reception & Ceremony on the evening of Sept. 27 from 5:00 - 7:00 pm. **Tickets are available at Path2PurchaseExpo.com.**



CONSUMER ELECTRONICS

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Bay Cities	Boost Mobile	Boost Kmart	Endcap
WestRock	Buena Vista Home Entertainment	Best Buy Dr. Strange Pallet	Aisle/Shipper/Pallet - Temp
WestRock	Nintendo of America Inc.	Nintendo Switch Interactive	Aisle/Shipper/Pallet - Perm

CONVENIENCE

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Bish Creative Display	PepsiCo	LIFEWTR New Product Launch Display Initiative	Aisle/Shipper/Pallet - Perm
Great Northern Instore	PepsiCo	Mountain Dew NBA Scoreboard and Count Down Clock	Signs
International Paper Retail Display & Packaging	Nestle	Nestle Easter Dump Bin	Aisle/Shipper/Pallet - Temp
Menasha <i>Co-Entrant: Phoenix Creative</i>	Mondelez International	Stride Relaunch Family	National/Regional In-Store Campaign
NYSCO Products	PepsiCo	Mountain Dew Gravity Feed Floorstand	Aisle/Shipper/Pallet - Perm
Phoenix Creative Co. <i>Co-Entrant: Menasha</i>	Mondelez International	SOUR PATCH Redberry SLURPEE Campaign	Aisle/Shipper/Pallet - Temp

DOLLAR

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Phoenix Creative Co. <i>Co-Entrant: Menasha</i>	Mondelez International	Family Dollar OREO Dunk Campaign	Aisle/Shipper/Pallet - Temp
Universal	PepsiCo	Dollar General Store Endcap	Endcap



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DRUG

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
MarketingLab	Prestige Brands Inc.	Chloraseptic Walgreens Animated Banner Ads	Digital/Mobile Activations: Digital Banner Ad
MarketingLab	Prestige Brands Inc.	Monistat/CVS Text for Info Program	Retailer-Specific In-Store Campaign
Menasha	Bayer	Aleve TENS Family Launch	National/Regional In-Store Campaign
Menasha	Coty	Scandaleyes Reloaded Launch Floorstand	Aisle/Shipper/Pallet - Temp
Menasha	GSK	Sensodyne Splash Floorstand	Aisle/Shipper/Pallet - Temp
The Nature's Bounty Co.	The Nature's Bounty Co.	Sundown Naturals NON-GMO Launch at CVS	Retailer-Specific In-Store Campaign
New Dimensions Research Corp.	The Duracell Co.	Fred's Battery Center	Endcap
Pratt Display	Edgewell Personal Care	Hawaiian Tropic Silk Hydration Weightless Cosmetic Endcap	Endcap
Pratt Display	Edgewell Personal Care	March All in One Endstand	Aisle/Shipper/Pallet - Temp
Pratt Display	Edgewell Personal Care	Schick Hydro Disposable Edge Floor Display with Robot Motion/Video	Aisle/Shipper/Pallet - Temp
Sonoco Display and Packaging	InComm Inc.	Rite Aid Holiday Fireplace Gift Cards Floor Display	Aisle/Shipper/Pallet - Temp
WestRock	Chattem	Xyzal CVS Launch Program	Retailer-Specific In-Store Campaign
WestRock Co-Entrant: Red Fuse Communications	Colgate-Palmolive	CVS Optic Radiant Toothpaste Launch Merchandiser	Counter/Shelf Display- Perm
WestRock Co-Entrant: Red Fuse Communications	Colgate-Palmolive	Total Advance Health Mouthwash & Optic Radiant Cosmetic Endcap	Aisle/Shipper/Pallet - Temp
WestRock Co-Entrant: Red Fuse Communications	Colgate-Palmolive	Total Advance Health Mouthwash Launch	Aisle/Shipper/Pallet - Temp

HOME/HARDWARE

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Ryan Scott Inc.	STIHL Inc.	STIHL Battery System	In-Line/Gondola



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LIQUOR

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Banfi Vintners	Banfi Vintners	Pagoda Pacific Rim Wine Display	Aisle/Shipper/Pallet - Temp
Bish Creative Display	Proximo Spirits	Hangar 1 Biplane Multi-Use Display Programs	Aisle/Shipper/Pallet - Temp
Great Northern Instore	Heaven Hill	Burnett's Red, White & Blue Summer Display	Aisle/Shipper/Pallet - Temp
Great Northern Instore	Heaven Hill	Evan Williams MLB World Series Floorstand	Aisle/Shipper/Pallet - Temp
Universal	Biggar and Leith	Spytail Rum Rack	Aisle/Shipper/Pallet - Perm

MASS MERCHANDISERS

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Bay Cities	LEGO	U-Wing Display	Aisle/Shipper/Pallet - Temp
The Central Group	Mars Chocolate North America	Mars Colormix Destination	Aisle/Shipper/Pallet - Perm
EastWest Marketing Group	Mondelez International	My OREO Creation Lobby Display	Aisle/Shipper/Pallet - Temp
The Integer Group	Mars Chocolate North America	Mars Caramel Launch	Aisle/Shipper/Pallet - Temp
International Paper Retail Display & Packaging	Spin Master LTD	Hatchimals Pallet Display	Aisle/Shipper/Pallet - Temp
Menasha	Mondelez International	Milka OREO Launch	Counter/Shelf Display - Temp
Menasha	The Hershey Co.	HERSHEY'S Cookie Layer Crunch Launch Vehicles	National/Regional In-Store Campaign
New Dimensions Research Corp.	Walmart	Walmart Battery Center Quad Display	Aisle/Shipper/Pallet - Perm
OnDisplay Creative	The Walt Disney Company	Rogue One - Best Buy WOW Display	Aisle/Shipper/Pallet - Temp
Pratt Display	Procter & Gamble	Tide Pods Display on Wheels	Aisle/Shipper/Pallet - Temp
Sonoco Display and Packaging	Aspercreme	Aspercreme Icy Hot Lidocaine Launch	Aisle/Shipper/Pallet - Temp
Sonoco Display and Packaging	Chattem Inc.	Chattem Multi-Brand Allergy Solutions	Endcap
TPN Co-Entrant: Englander DsignPak	The Hershey Co.	Hershey Walmart Easter WOW POS	Aisle/Shipper/Pallet - Temp
United Displaycraft Inc.	Newell Brands	Sharpie 2-Way Floor & Counter Display	Aisle/Shipper/Pallet - Perm
Universal	Frito-Lay	Frito-Lay Gravity Feed Dump Bin	Aisle/Shipper/Pallet - Perm
WestRock	Buena Vista Home Entertainment	Target Rouge One Globe	Aisle/Shipper/Pallet - Temp



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MASS MERCHANDISERS continued

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
WestRock	Buena Vista Home Entertainment	Walmart WOW Rouge One	Aisle/Shipper/Pallet - Temp
WestRock <i>Co-Entrant: Red Fuse Communications</i>	Colgate-Palmolive	Total Advance Health Mouthwash Lighted Merchandiser	Counter/Shelf Display - Perm
WestRock	Harry's	Harry's Exclusive Launch at Target	Endcap
WestRock	Pfizer	Walmart ChapStick DUO 4-Tray PDQ	Counter/Shelf Display - Temp
WestRock	Pfizer	Walmart ChapStick DUO Endcap	Endcap

OFFICE SUPPLY

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Great Northern Instore	3M	3M Post-It Treat Yourself to Color	Endcap
Great Northern Instore	Logitech	Office Depot Back-to-School Display	Aisle/Shipper/Pallet - Temp

PET

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Bennett Packaging of Kansas City Inc.	Buck Bone Organics	Buck Bone Organics Display	Aisle/Shipper/Pallet - Temp
Great Northern Instore	Nestle Purina Petcare	Nestle Purina Petcare Muse Creatables	Endcap
Mars Petcare	Mars Petcare	Nutro "One Day Only Free Bag" Promotion	Aisle/Shipper/Pallet - Temp
Mars Petcare	Mars Petcare	Nutro Double Pallet Promotion	Aisle/Shipper/Pallet - Temp
Mars Petcare	Mars Petcare	Pedigree "Feed the Good" Display	Aisle/Shipper/Pallet - Temp

SPECIALTY

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Design Phase Inc.	Garmin International Inc.	Fenix 5 Best Buy Interactive	Endcap
Great Northern Instore	Michael's	Michael's Back-to-School Promotion	Retailer-Specific In-Store Campaign
Innomark Communications	St. John & Partners	Zaxby's Catering Display	Retailer-Specific In-Store Campaign
Menasha	Bank of America	Bank of America LAMA	Signs
Meyers	Wolverine Worldwide USA	Reflex Countertop Display	Counter/Shelf Display - Temporary
Ryan Scott Inc.	Costa Del Mar	COSTA Osearch Apparel PDQ	Aisle/Shipper/Pallet - Temp
Ryan Scott Inc.	Nester Hosiery	Farm to Feet REI Header	Endcap



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SPORTING GOODS

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Great Northern Instore	Inner Workings - Callaway	Callaway Chrome Soft Golf Ball Merchandiser	Aisle/Shipper/Pallet - Temp
United Displaycraft Inc.	PepsiCo / Gatorade	Gatorade Floor Display for Dicks Sporting Goods	Aisle/Shipper/Pallet - Perm
Universal	Walther Arms Inc	Walther Firearm Countertop Display	Counter/Shelf Display - Perm

SUPERMARKET/GROCERY

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
The Central Group	Mars Chocolate North America	Front End Basket Display	Aisle/Shipper/Pallet - Perm
The Coca-Cola Company <i>Co-Entrant: International Paper</i>	The Coca-Cola Company	Share a Coke and a Song	National/Regional In-Store Campaign
Constellation Brands	Constellation Brands	Tom Gore Vineyards Display Tractor	Aisle/Shipper/Pallet - Perm
Display Technologies	PepsiCo	LIFEWTR Skinny Rack	Aisle/Shipper/Pallet - Perm
EastWest Marketing Group <i>Co-Entrant: The Coca-Cola Company</i>	Nabisco	Nabisco & Coca-Cola United By Football Joint Lobby Display	Aisle/Shipper/Pallet - Temp
FCB/RED Chicago <i>Co-Entrant: Rapid Displays</i>	Anheuser-Busch InBev	Stella Artois Holiday Spectacular	Endcap
FreshDirect	FreshDirect	FreshDirect Month of Love	Digital/Mobile Activations: Brand Pages or Retailer Sites
Great Northern Instore	3M	3M Scotchbrite Grill Scrubber Dumpbin	Aisle/Shipper/Pallet - Temp
Great Northern Instore	PepsiCo	IZZE Interchangeable Header/Graphics Hutch Display	Aisle/Shipper/Pallet - Temp
Great Northern Instore	PepsiCo	Pepsi LIFEWTR Stacked Cube Display	Aisle/Shipper/Pallet - Temp
Great Northern Instore	PepsiCo	Pepsi NFL Product Wall	Aisle/Shipper/Pallet - Temp
International Paper Retail Display & Packaging	Dr Pepper Snapple Group	Canada Dry Relaxation Rewards Farm Stand	Aisle/Shipper/Pallet - Temp
International Paper Retail Display & Packaging	Dr Pepper Snapple Group	CRUSH Halloween Scary Scene Lobby Display	Aisle/Shipper/Pallet - Temp
Interstate Container <i>Co-Entrant: Interstate Packaging Services</i>	McKee Foods	McKee Little Debbie Muffin Man & Cart	Aisle/Shipper/Pallet - Temp
Jackson Spalding	The Coca-Cola Company	Lucky's "Perfect for Any Occasion"	Endcap



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SUPERMARKET/GROCERY continued

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Jackson Spalding Co-Entrant: WestRock	The Coca-Cola Company	Stater Bros. Hydration Station	Aisle/Shipper/Pallet - Perm
Menasha	Sopexa	Avocado Dump Bin	Aisle/Shipper/Pallet - Temp
Menasha Co-Entrant: Barrows	Unilever	Pure Leaf Launch	National/Regional In-Store Campaign
MillerCoors	MillerCoors	Haunt Without Hassle	Retailer-Specific In-Store Campaign
MillerCoors	MillerCoors	Kroger Blue Moon March Hoops Solution	Retailer-Specific In-Store Campaign
Moet Hennessy USA	Moet Hennessy USA	Champagne & Floral Luxury Shopper Solution	Counter/Shelf Display - Perm
Mondelez International	Mondelez International	Halls Flying V Floorstand	Aisle/Shipper/Pallet - Temp
New Dimensions Research Corp.	Ocean Spray Cranberries Inc.	Ocean Spray Display	Endcap
New Dimensions Research Corp.	The Duracell Co.	HEB Power Center Quad Display	Aisle/Shipper/Pallet - Perm
NYSCO Products	PepsiCo	Kickstart Cooler Stand	Aisle/Shipper/Pallet - Perm
Pratt Display	Edgewell Personal Care	Playtex Compact & Sport Floorstand	Aisle/Shipper/Pallet - Temp
Pratt Display	Procter & Gamble	Tide with Downy Pods WOW Display	Aisle/Shipper/Pallet - Temp
United Displaycraft Inc.	PepsiCo / Starbucks	Starbucks Cold Brew Floor Display	Aisle/Shipper/Pallet - Perm
Universal	Snack Factory	Snack Factory Premium Wing	Aisle/Shipper/Pallet - Perm
WestRock	Bayer Healthcare	National ClariSpray Nasal Spray 120 Dose PDQ	Aisle/Shipper/Pallet - Temp
WestRock	Bayer Healthcare	National ClariSpray Nasal Spray Floorstand/Power Wing	Aisle/Shipper/Pallet - Temp

WAREHOUSE

ENTRANT CO.	CLIENT CO.	TITLE OF ENTRY	ACTIVATION TACTIC
Great Northern Instore	Garmin International Inc.	Garmin Fenix 3HR Titanium Bundle Sam's Club Pallet	Aisle/Shipper/Pallet - Temp
Great Northern Instore	Logitech	Logitech, Costco US UE Boom Pallet w/Demo	Aisle/Shipper/Pallet - Perm
Menasha Co-Entrant: Barrows	Unilever	Dove Cool Essentials Paperboard Multi Pack	Packaging
WestRock	LG	LG Signature Costco Home Appliance Bay	In-Line/Gondola