shop! AWARDS 2026

shop! OMA AWARDS 2026

shop! GLOBAL AWARDS 2026

shop! DESIGN AWARDS 2026

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Intro

Shop! MarketPlace came to New Orleans this past May 6-7 for its fourth annual year. The trade show and conference focusing on the in-store experience featured exhibitors representing a range of verticals like lighting, materials, mannequins, fixtures, p-o-p displays and more.

The evening of May 6 saw a rousing celebration for the Outstanding Merchandising Achievement (OMA) Awards alongside the Shop! Global and Shop! Design Awards. Between interactive touchpoints like a 360-camera, a bigger-than-life-size Gold Shop! award and a live jazz band, visitors were engaged throughout the evening.

Each year at Shop! MarketPlace, the spotlight shines on some of the best and boldest displays from the Marketing at Retail industry: The OMA Awards celebrate innovate displays, both permanent and temporary, across categories like beauty, tech, food and beverage. The Design Awards features new store concepts, stunning renovations, eye-catching fixtures and visual presentations. Entrants to the Global Awards must have already snagged a Gold from either OMA or Design to qualify and highlights the créme de la créme of merchandising displays to full store designs.

To learn more about the Shop! Association Awards, please visit shopassociation.org. Entry kits are usually available by late fall with entry sites accepting submissions in late winter/early spring. Deadlines and other notable dates will be posted to shopassociation.org and shared across Shop!'s many social platforms including Shop! Central, LinkedIn, Facebook and Instagram.

The Shop! Association team wants to extend a special thank you to our attendees, speakers, exhibitors, sponsors and friends who joined us in New Orleans for the fourth annual show. We also wish to thank the many industry expert judges who participated across the competitions this year and to our entrants who submitted their impeccable designs.

Continue on to view all our 2026 winners across the competitions.

A Night to Remember




















NEW AWARD
JAYSON HANSE
VP OF CLIENT SERVICE
ACRYLIC DESIGN
ASSOCIATES
NEW ORLEANS


ATHLETIC


WHERE RETAIL SPACES TAKE SHAPE
shop GLOBAL AWARDS




RYAN BREVDA
Chairman, Shop Association
Vice President, Ryan Scott, Inc.
ROBB NORTHRUP
Director, Marketing & Communications
SIFFRON


shop GLOBAL AWARDS
shop OMA AWARDS
shop DESIGN AWARDS

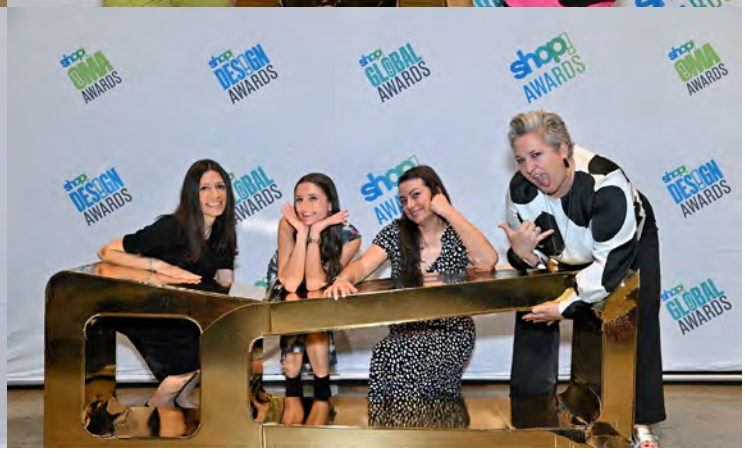

shop OMA AWARDS
shop GLOBAL AWARDS
shop DESIGN AWARDS
shop AWARDS


shop AWARDS
shop GLOBAL AWARDS
shop DESIGN AWARDS
shop OMA AWARDS







shop! GLOBAL AWARDS 2026

The Shop! Global Awards recognize excellence in point-of-purchase advertising display, in-store marketing & shoppe activations and retail design. This competition welcomes gold award-winning projects from individual Shop! Affiliates' own industry awards around the world to celebrate international best in class.



Permanent, Alcohol and Tobacco

Gold: Corona 100 Years Toolkit

Submitted by Score Group
Produced for: AB InBev
Country: Brasil



Temporary, Alcohol and Tobacco

Gold: Corona "100 year celebration"

Submitted by Razzo Latam
Produced for: AB InBev
Country: Argentina



Permanent, Beauty & Cosmetics

Gold: Trinny London at Emporium

Submitted by Intuospace with Creative Activations
Produced for: Trinny London
Country: ANZ



Permanent, Consumer Electronics

Gold: Ninja Data-Led Displays

Submitted by The Valley Group
Produced for: Shark Ninja
Country: UK



Temporary, Beauty & Cosmetics

Gold: Automatic faster Display Lux Paris

Submitted by Micropack Americas
Produced for: Unilever
Country: Brasil



Category Management

Gold: Colgate - Category Oral Care

Submitted by Grupo Basicos SA
Produced for: Colgate Palmolive Argentina
Country: Argentina



Department Store Design

Gold: SKIMS

Submitted by RDC
Produced for: SKIMS
Country: USA



Field & In-Store Promotion

Gold: Juice Marche Pen Case and Vending Machine-Style Display

Submitted by: Rengo Co., Ltd.
Produced for: Pilot Corporation
Country: Japan



Food Retailers & Hospitality Design

Gold: BOBS Concept Store

Submitted: Estúdio Jacarandá'
Produced for: Bob´s
Country: Brasil

Digital, Mobile, & Interactive Media Technology

Gold: Intel AI Experience

Submitted by Outform
Produced for: Intel
Country: UK




The performance you
efficiency you need.
PRIME

Permanent, Food, Grocery & Convenience

Gold: Mondelez OREO - Glutten Free Fourways

Submitted by: Grupo Basicos SA
Produced for: Mondelez International
Country: Argentina



Temporary, Food, Grocery & Convenience

Gold: Premium Shop-in-Shop Display - Magnum

Submitted: POS Media Czech Republic, s.r.o.
Produced for: The Magnum Ice Cream Company
Country: Czech Republic



Permanent, Health Care

Gold: Shark Beauty Data-Led Displays

Submitted by: The Valley Group
Produced for: Shark Ninja
Country: UK



Temporary, Health Care

Gold: Purina Gourmet "Red Carpet" Cat Shop-in-Shop

Submitted: POS Media Czech Republic, s.r.o
Produced for: Nestlé Česko s.r.o
Country: Czech Republic





Innovation, Concepts

Gold: VEX: Where Toll Plazas Become Media Platforms

Submitted by: THE LED
Produced for: Vex
Country: Brasil



Innovation, Prototyping

Gold: Ninja Data-Led Displays

Submitted by: The Valley Group
Produced for: Shark Ninja
Country: UK



Permanent, Mass Merchants, Non-Food

Gold: Mr Muscle Drain Tray Moments of Wow

Submitted by: Adm Indicia
Produced for: SC Johnson Ltd
Country: UK



Retail Marketing Campaign

Gold: Quadrio, Kafka in Motion

Submitted by: WELLEN A.S
Produced for: CPI Národní, s.r.o.
Country: Czech Republic

Permanent, Service Retailer

Gold: Open Door: Lançamento Novo Tera

Submitted by: The Group
Produced for: Volkswagen
Country: Brasil





Temporary, Service Retailer

Gold: Trouble & Trix - The Purrrfect Match

Submitted by: D2C
Produced for: Masterpet
Country: ANZ



Temporary, Signage & Graphics

Gold: Illuminated Shelf Stopper for Proud Brand

Submitted by: POS Media Czech Republic, s.r.o.
Produced for: Plzeňský Prazdroj, a. s.
Country; Czech Republic



Specialty Store Concepts

Gold: Intel AI Experience

Submitted by: Outform
Produced for: Intel
Country: UK



Store Fixture & Elements

Gold: Trinny London at Emporium

Submitted by: Intuospace with Creative Activations
Produced for: Trinny London
Country: ANZ



Student Design Award

Gold: TWIST & UNLOCK

Submitted: Julia Oliviera
Produced for: Mondelez International
Country: Brasil



Sustainability

Gold: CC_Creation_AI_Sustainable display

Submitted: TRUSTED Implementation Ltd.
Produced for: Coca-Cola HBC
Country: Hungary



Permanent, Toys, Sport & Fashion

Gold: tonies® Target 3-Module Push Button Demo Unit

Submitted by: TRG Packaging & Display Solutions
Produced for: Tonies US, Inc.
Country: USA



Visual Merchandising & Window Dressing

Gold: Trident X Gamers Oxxo Store

Submitted by: Brandworks Comunicacao
Produced for: Mondelez Brazil
Country: Brasil


DESTRAVA
PLAY
OXXO
Trident X
GAMERS

The 2026 Shop! Global Award Winners were selected by the following judges



Tara Haase-Hieminga
Mondelez - USA
Global Shopper Experience Lead



Tiffany Pieja
Hershey - USA
Senior Manager, Permanent Merchandising



Janet Kirkbride
Tiger Brands - South Africa
Customer Marketing, Strategy, and Capability Director



Felippe Magalhaes
Am Bev Brasil
National Trade Marketing Manager



Michaela Bernatova
Nestle Czech - Republic
Commercial Development Manager



Martina Misikova
Stock Pilzen Czech Republic
Trade Marketing Team Leader OFF CZ



Tamás Harmati
Coca Cola - Hungary
Marketing Execution Lead



Diego Buonanotte
La Anonima - Argentina
Visual Communication Coordinator



Andy Boris Bodly
Boots – UK
Marketing Operations



Camila Pereira
BH Supermarkets - Brasil
Marketing Manager



Petr Rezabek
CEWE Czech Republic
Chairman of the Board of Directors of CEWE Color



Steve Lister
Steve Lister Sustainability
Owner



Sebastian Villalobos Moltedo
Shop! Chile
Managing Director

shop! DESIGN AWARDS 2026

Our annual Shop! Design Awards aims to celebrate achievements in areas such as new store design, renovations, fixtures, visual presentation projects and in-store communications. Entries are cited for excellence in design, originality in use of space and materials, and quality of concept execution.

Element, Wall Treatment

Jimmy The Greek at TPO

Submitted by Dialogue 38 Inc.




CHICKEN
FILLET
SALAD
CHICKEN
SOUVLAKI
MEAL



Element, Use of Technology

Meta Convergence Zone

Submitted by LG&P



Element, Storefront Exterior

L'Occitane En Provence, Stanford Shopping Center, Palo Alto, California

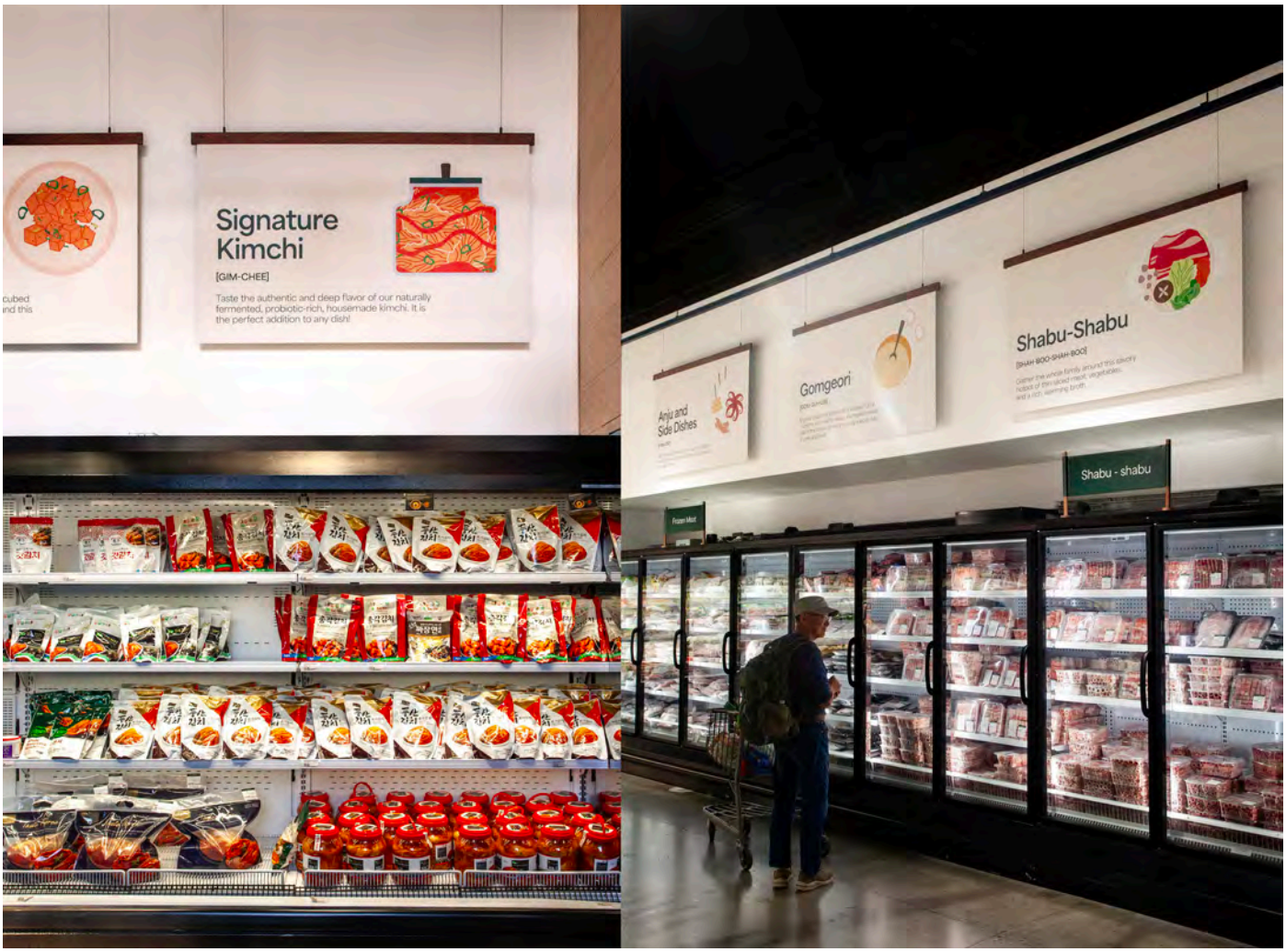
Submitted by L'Occitane En Provence



Element, Fixture

Hudsonica Dispensary

Submitted by Gruskin Architecture + Design, P.C.



Element, Signage/Graphics

Jagalchi

Submitted by Gensler



Element, Lighting

Dynamite Flagship: Digital Art, AI and Sustainability

Submitted by Groupe Dynamite Inc.

Element, In-Store Visual Display

RealTruck Flagship – Detroit

Submitted by RGLA Solutions




RUGGED RIDGE
EYW 9921



Element, In-Store Visual Communications

ABC Mart Grand Stage 4.0

Submitted by Arcadis


YOUR REQUEST
#MY STYLE
#MY GRAND STAG
나이키 Dn8
여덟 개의 압력 에어 튜브가
만들어내는 풀 렝스 쿠셔닝

Element, Flooring

Dynamite Flagship: Digital Art, AI and Sustainability

Submitted by Groupe Dynamite Inc.





Element, Sustainability

Dynamite Flagship: Digital Art, AI and Sustainability

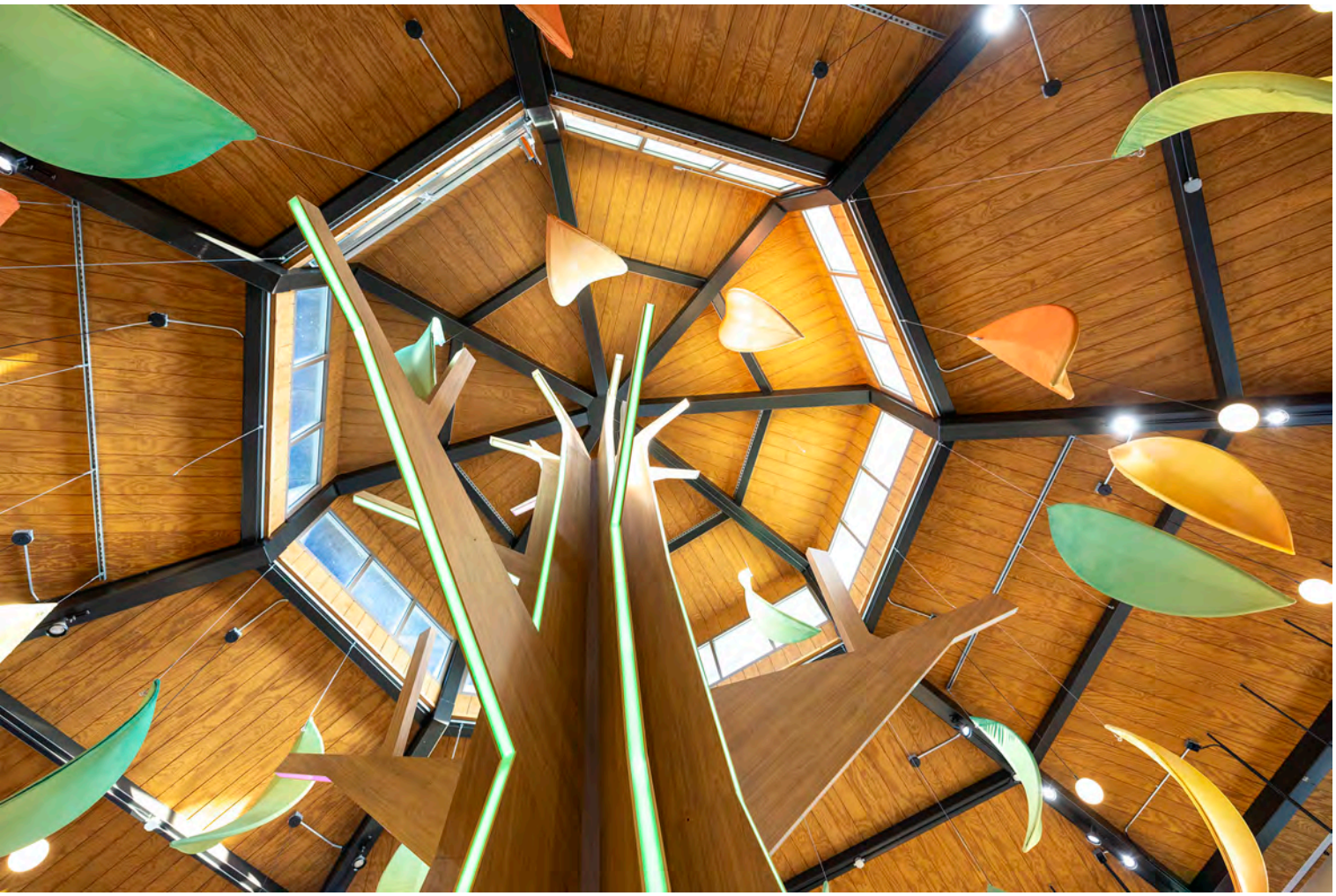
Submitted by Groupe Dynamite Inc.

Fixture of the Year

Columbus Zoo Marketplace

Submitted by RGLA Solutions







Primary Category: Brand Activation

Gold: Adidas Superstar Re-launch at Dick's Sporting Goods

Submitted by The Bernard Group



Primary Category: Branded Shop Within a Store

Gold: Amazon Store-Within-a-Store (SWAS) at Nebraska Furniture Mart

Submitted by Gigantic Playground



Primary Category: Convenience Store

Gold: Fireside Market

Submitted by Paragon Solutions



Primary Category: Department Store New or Remodeled

Gold: Victorinox Ginza Store Japan

Submitted by Dalziel + Pow



Primary Category: Hardline Specialty Store

Gold: RealTruck Flagship - Detroit

Submitted by RGLA Solutions



Primary Category: Pop-Up Store

Gold: Canada Goose Pop-Up

Submitted by dkstudio Architects



Primary Category: Restaurant, Casual Dining

Gold: Worthwyld

Submitted by ChangeUp



Primary Category: Restaurant, Fast Food

Gold: Jimmy The Greek at TPO

Submitted by Dialogue 38 Inc.



Primary Category: Restaurant, Fine Dining

Gold: DeLille En Ville

Submitted by Design Well Spent Co.



Primary Category: Service Retailer

Gold: Elevate

Submitted by Triad Mfg.



Primary Category: Softline Specialty Store

Gold: Culto

Submitted by WD Partners



Primary Category: Specialty Food and Consumables Retailer

Gold: Jagalchi

Submitted by Gensler

Primary Category: Specialty Store Over 25,000 Square Feet New or Remodeled

Gold:
University Co-op, The University of Texas at Austin

Submitted by Little Diversified Architectural Consulting Inc.



Primary Category: Super Market/Grocery Store

Gold: Town & Country Markets Poulsbo Remodel

Submitted by Cushing Terrell







Visual Presentation of the Year

Portland Leather Goods

Submitted by Jencen Architecture


WHAT IS THIS?
PORTLAND LEATHER
#LOVEMYLEATHER
SEATTLE WASHINGTON

Store of the Year

Culto

WD Partners








CUSTOMIZE YOUR GAME
JERSEYS
OFFICIAL JERSEYS
HATS

Thank you to our 2026 judges!



Declan McCormack
Client Leader
BHDP



Joe Nevin
Principal
Nevin Associates



Kate Kyungha Lee
Associate Principal
Arcadis



Kenwood McQuade
Principal Architect, Store Design | Target



Jean-Didier Allongue
Industry Consultant
Fmr. Harry's Inc.



Matt Henderson
Business Development
BRR Architecture



Michael Hale
Founder, CEO, Creative Director | Retail Rehab



Nicole Rehfuss
Director of Visual Strategy
Little



Robyn Novak
Director of Strategy & Development | AGAR



Stephanie Bair-Garant
Director of Visual Merchandising & Talent
ZenGenius Inc.



Ashley Randolph
Creative Director
ROWE



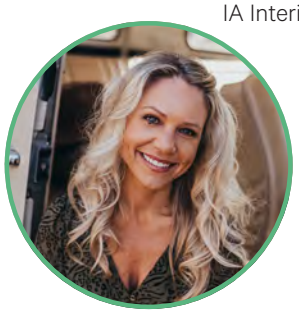
Carlotta Dove
Director of Consumer Experience and Head of HumanX Research
IA Interior Architects



Jason Floyd
Senior Director, Retail Experience | Adidas



Sheri Goldstein
Director, Client Services
ACS



Amanda Sarver
Senior Interior Designer
Kroger



The Most Prestigious Awards in Marketing at Retail

Celebrating excellence in retail merchandising, the 67th Annual Outstanding Merchandising Achievement (OMA) Awards honor the most innovative and impactful merchandise displays in the industry. As the retail sector's longest running and most respected awards program, the OMAs spotlight creativity, strategic design, and execution across a range of product and retail categories.

This year, a distinguished panel of judges evaluated more than 200 entries competing for Gold, Silver, and Bronze honors in 22 categories. New to the competition is the **Path Zero Sustainability Innovation Award**, recognizing forward-thinking displays with an emphasis on environmental impact. The competition culminates with the highly coveted **Display of the Year** award.

Entries were judged on key criteria including strategic intent, design excellence, creativity, originality in material usage, effective space utilization, and superior execution quality.

Athletic - Permanent

Gold: The Bernard Group

Application Title: didas Shoebox Heritage Endcap at Dick's Sporting Goods | adidas Worldwide







Beverages - Beer - Temporary

Gold: Outform

Application Title: Anheuser-Busch Bud Light Super Bowl Family | Anheuser-Busch







Beverages - Wine and Liquor - Permanent

Gold: MRL Group

Application Title: Heaven Hill Bottled in Bond Display | Heaven Hill Brands







Beverages - Wine and Liquor - Temporary

Gold: MRL Group

Application Title: Evan Williams Eggnog Display | Heaven Hill Brands



Carbonated Drinks - Permanent

Gold: Bish Creative

Application Title: Talking Rain Popwell Introductory Display | Talking Rain





Carbonated Drinks - Temporary

Gold: Great Northern Instore

Application Title: Talking Rain March Madness Retail Display | Talking Rain Beverage Company













Club Store – Retailer - Temporary

Gold: The Royal Group

Application Title: Tonies® Sam's Club TB2 Bundle Pallet Display | Tonies





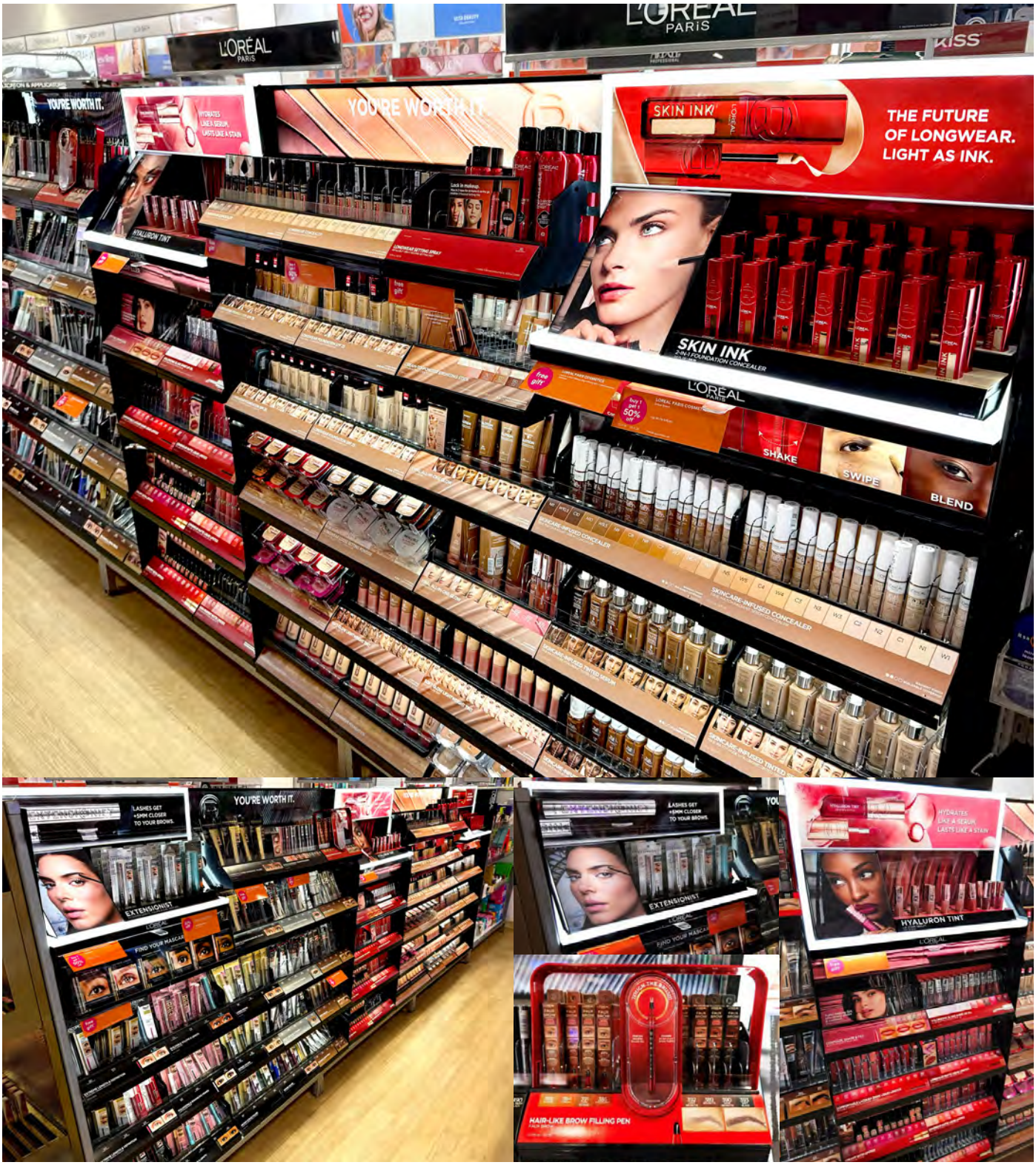




Cosmetics and Fragrances - Permanent

Gold: Diam Premium North America LLC

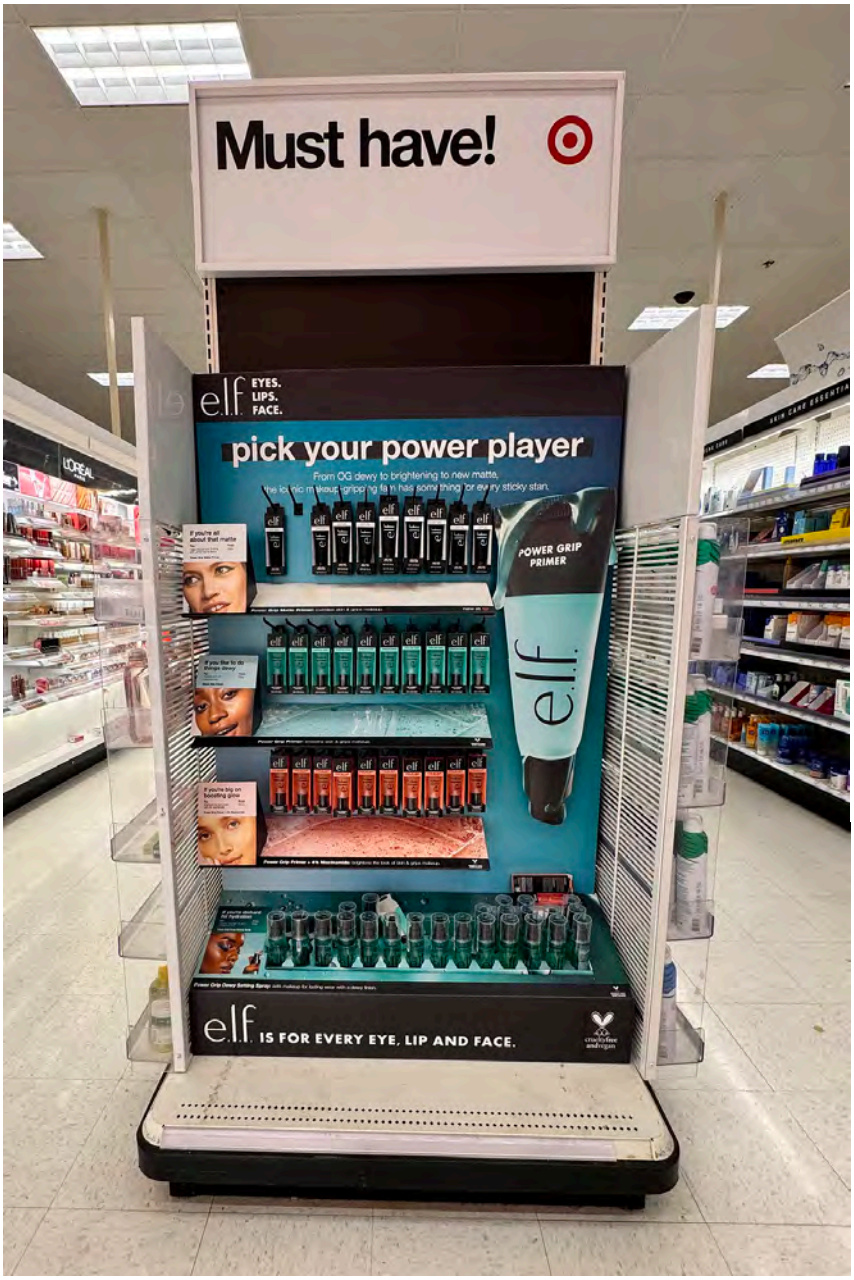
Application Title: L'Oréal Paris x ULTA Gondola | L'Oréal USA



Cosmetics and Fragrances - Temporary

Gold: Smurfit Westrock

Application Title: e.l.f. Target Power Grip Endcap | e.l.f.





Drug Store – Retailer - Permanent

Gold: Global Merchandising Services
Application Title: Coppertone Digital Endcap | Coppertone







Entertainment, Games and Toys - Permanent

Gold: Rand-Whitney Container
Application Title: LEGO® Formula 1 Display | LEGO®









General Merchandise - Temporary

Gold: Pratt Display

Application Title: Spruce Pallet Train | 1837, LLC - A division of Procter & Gamble









Hair Care and Skin Care - Permanent

Gold: Outform

Application Title: Cécred Ulta Beauty End Cap & Front-of-Store Family | Cécred







Hair Care and Skin Care - Temporary

Gold: International Paper

Application Title: CeraVe Back-to-School Bottle WOW Endcap | CeraVe



Healthcare - Permanent

Gold: Diseko Soluciones S.A. de C.V.

Application Title: Oral B Glorifier End Cap | Procter & Gamble Mexico









Healthcare - Temporary

Gold: Smurfit Westrock

Application Title: Colgate Hello Drop-in Endcap | Colgate-Palmolive



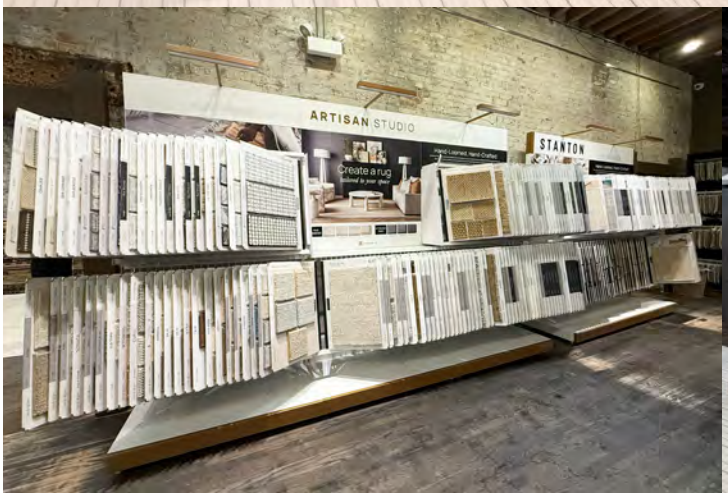




Home and Garden - Permanent

Gold: Innovative Marketing Solutions
Application Title: Stanton Studio | Stanton Carpet









Mass Merchandise – Retailer - Permanent

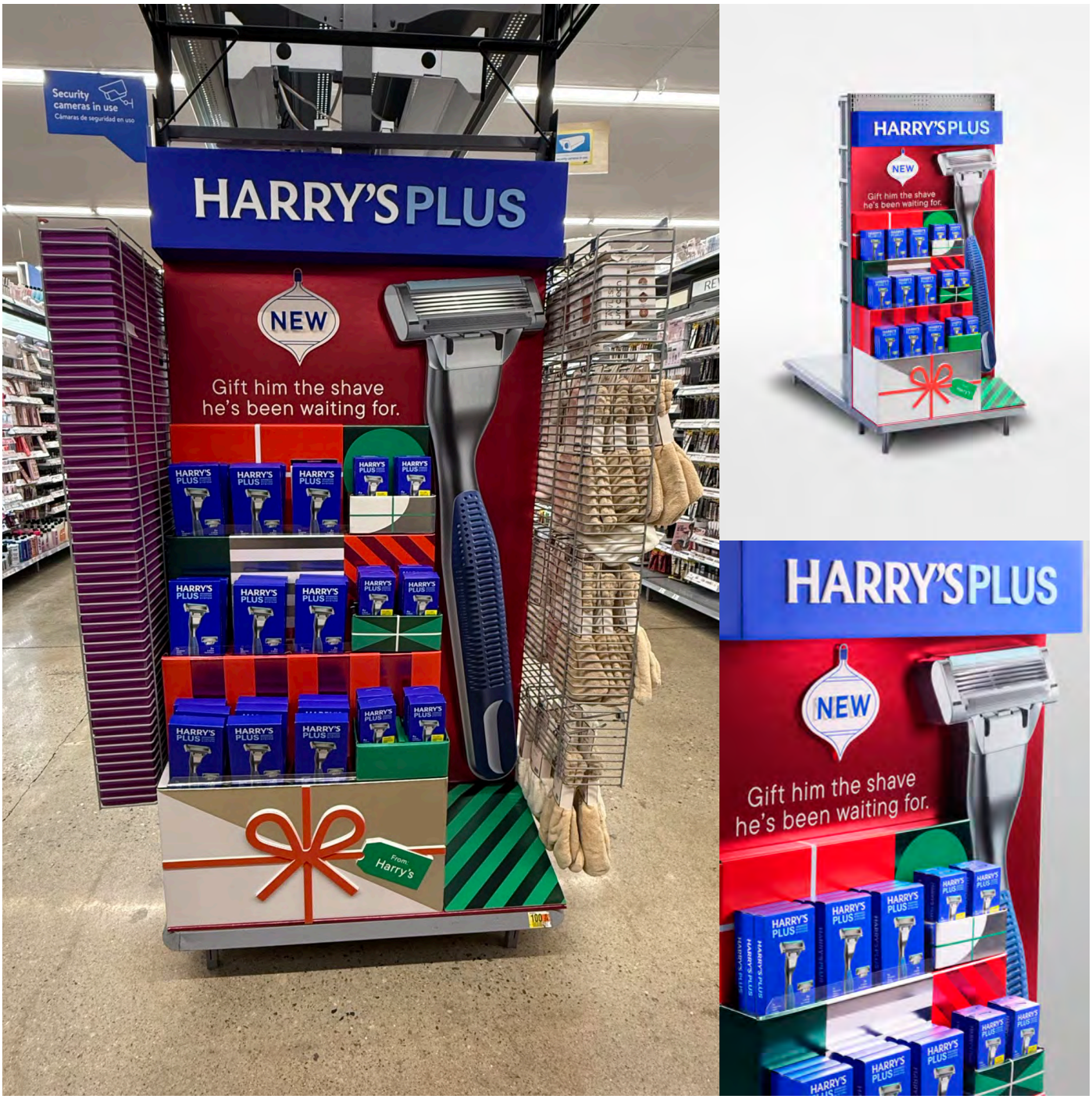
Gold: ImageWorks Display
Application Title: Gladiator | Breville USA



Mass Merchandise – Retailer - Temporary

Gold: Innomark Communications

Application Title: Harry's Holiday Gift Wall | Mammoth Brands



Personal Electronics and Software - Permanent

Gold: Retail Without Boundaries by Innomark
Application Title: PIXMA PRO-200S | Canon







General Merchandise - Temporary

Gold: Outform

Application Title: Verizon Walmart Family Mobile – Holiday Half Pallet| Verizon



Snack Products - Temporary

Gold: McKee Foods Corporation

Application Title: Little Debbie Fall/Christmas Truck| McKee Foods Corporation



Specialty Retailers and Services - Permanent

Gold: Bish Creative

Application Title: St-Germain Cocktail Cart and Tasting Center | Bacardi USA



Supermarket – Retailer - Permanent

Gold: Diseko Soluciones S.A. de C.V.

Application Title: Isla NFL Old Spice | Procter & Gamble Mexico S de R.L. de C.V.





Supermarket – Retailer - Temporary

Gold: Middlestreet Graphics and Display
Application Title: Mountain Dew Spectacular Display | G&J Pepsi-Cola





Display of the Year - Permanent

Display of the Year: The Bernard Group

Application Title: adidas Shoebox Heritage Endcap at Dick's Sporting Goods | adidas Worldwide



Display of the Year - Temporary

Display of the Year: Middlestreet Graphics and Display
Application Title: Mountain Dew Spectacular Display | G&J Pepsi-Cola





Creative Award - Permanent

Creative Award: The Bernard Group

Application Title: adidas Shoebox Heritage Endcap at Dick's Sporting Goods | adidas Worldwide







Creative Award - Temporary

Creative Award: Middlestreet Graphics and Display
Application Title: Mountain Dew Spectacular Display | G&J Pepsi-Cola





Budget Award - Permanent

Budget Award: Diseko Soluciones S.A. de C.V.
Application Title: Isla NFL Old Spice | Procter & Gamble Mexico S de R.L. de C.V.





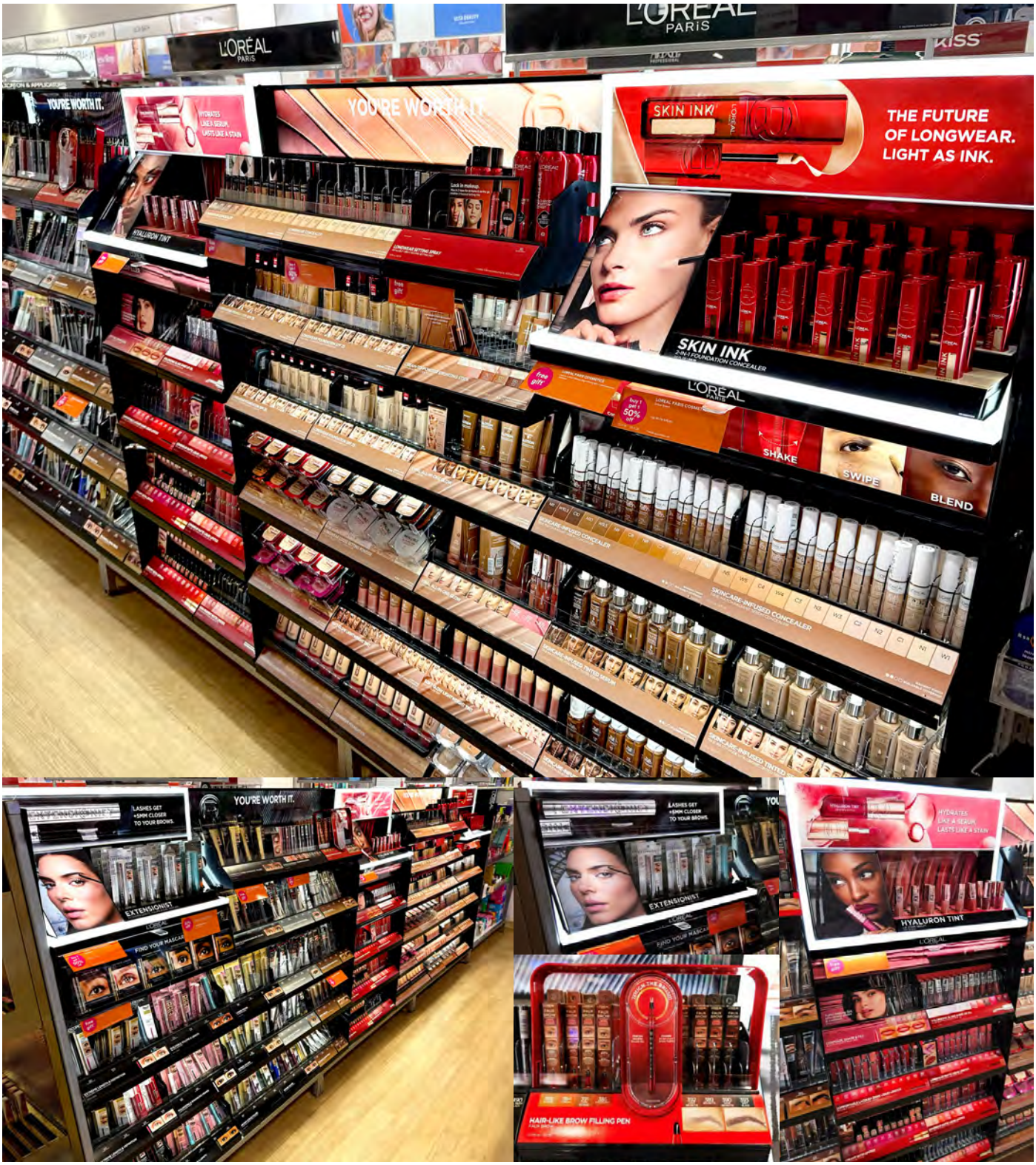
Budget Award - Temporary

Budget Award: Great Northern Corporation
Application Title: Mars Wrigley - Theater Candy Counter Displays | Mars Wrigley



Sustainability Innovation Award - Permanent

Sustainability: Diam Premium North America LLC
Application Title: L'Oréal Paris x ULTA Gondola | L'Oréal USA

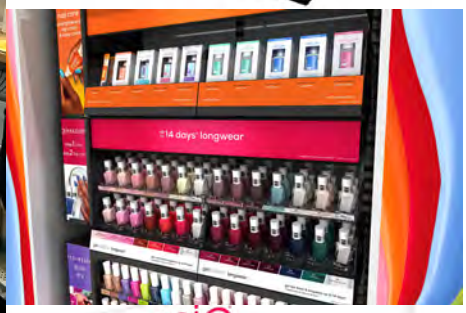


Sustainability Innovation Award - Permanent

Sustainability: Diam Premium North America LLC
Application Title: essie x pOpshelf endcap | L'Oréal USA









Sustainability Innovation Award - Temporary

Sustainability: Hughes Decorr

Application Title: Sustainability Improvements in the SoftSoap Body Wash Club Pack | Colgate-Palmolive Canada Inc.



Sustainability Innovation Award - Temporary

Sustainability: The Bernard Group
Application Title: Remedy Launch Endcap at Target | Remedy Science



Sustainability Innovation Award - Temporary

Sustainability: The Bernard Group

Application Title: Parachute Home Luxury Bedding & Bath Launch at Target | Parachute Home







Thank you to our OMA judges!



Tasman Allen
Director Sales Operations
The Kraft Heinz Company



Tim Allen
Creative Director
Innomark Communications



Jill Andersen
Senior Director Of Marketing
The Royal Group



Cathlin Alver
Strategic Design & Innovation
Lead | Darko



Ryan Brevda
Vice President
Ryan Scott, Inc.



Kristin Brindza
Retail Designer
Outform



Chad Burghart
Creative Director
Vanguard Companies



Amanda Burns
Associate Director Of Retail
Experience | GO PRO



Christine Christenson
Senior Account Executive
Innomark



Eric Daniel
Design Principal | Creative
Director, Retail
Little Diversified Architectural
Consulting



Kurt Deck
Associate Director
Kellogg's



Julie Fanning
Instore Merchandising Lead
The Kraft Heinz Company



Tim Fobes
VP National Accounts
FELBRO Studios



Jerry Fox
President & CEO
Bish Creative



Amber French
POS Manager
Proximo Spirits



Chuck Godfrey
3RF, Inc.
Founder



Tim Helmig
One Source



Christiana Howard-ritchie
Account Director
TC Transcontinental



Nick Hughes
Director, Retail Insights & Brand Experience Westrock



Bill Kambol
Retail Trade Marketing Manager
Manscaped



Dave Knebes
Principal Designer, Owner
Trilogy Design



Melissa Mcintosh
Marketing Manager
Mckee Foods Corporation



Brett Mellor
Creativity Fire Starter
Mellco Creative



Tammy Morgan
Associate Director – Display
SourcingPEP



Brian Mumau
VP, Sales Development, Eastern RegionGreat Northern Corp.



Michelle Munch
Director End-to-end Continuous Improvement
Kellogg's



Brendan Nash
Principal Creative, Branding + Design | Command N



Robb Northrup
Director, Marketing & Communications | Siffron



Jeffrey Peterson
Creative Director | Retail Environments
SMURFIT Westrock



Tiffany Pieja
Senior Manager, Permanent Merchandising | Hershey's



Craig Pierce
Executive Vice President, Sales & Marketing | Flower City Group



George Povich
Senior Designer
Bish Creative



Robert Price
EYP Global Sales / GM Omnichannel Retail
Felbro Displays



Pauline Prideaux Debuisson
VP Of Customer Success
Onq



Jeremy Sackett
President & Ceo
Inesco Display



Cindy Speters
Senior Director Of Retail Environments | Purple



Michael Sucher
Account Executive
One Source



Shantia Verheyen
Senior Designer – Design Strategist
Great North Instore



Patti Villegas
Purchasing Manager - Posm
Moet Hennessy



Christopher Weigand
Founder + VP Creative Services
Neon Carrot



Steve Wilson
Vice President, Sourcing
PEP Promotions

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ABOUT SHOP!

Shop! Association (shopassociation.org) is the global retail trade association dedicated to elevating the In-store experience and is the catalyst for progressive evolution in retail. Shop! represents companies and affiliates worldwide from 32 countries.

The association brings value to the global retail marketplace through connecting, networking, research and education programs, events and industry awards while also offering business-focused content, support and resources to retailers, brands, designers, producers and suppliers throughout the industry.

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