

2024/2025 IHA Global Innovation Awards (*gia*) Evaluation Form

Please complete the following questions and email the Evaluation Form to Lilly Unterrader at:
l.unterrader@wohninsider.at

Retailer Contact Information

- Retail Store Name:
 - Contact Name:
 - Title:
 - Street Address:
 - City:
 - State/Province:
 - Postal Code:
 - Country:
 - Telephone:
 - Email (used to contact you about travel arrangements):
 - *gia* contact name (the person travelling to the Show to accept the Award):
 - How would you like your company name to appear on all awards and displays:
 - Retail store website (if applicable):
 - Corporate website (if applicable):
 - Retail store social media links (if applicable):
 - Year business was established:
 - Number of stores:
 - Positioning statement/tagline (for example, the positioning statement of The Container Store – *The Original Storage and Organization Store*):
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What we will need from you – your *gia* portfolio

The deadline for the *gia* Evaluation forms and the photography & graphics is November 15.

PLEASE NOTE: No PowerPoint presentations or other special portfolio presentation formats – the materials should be sent to the IHA as instructed here.

1. Evaluation Form

Evaluation Forms are to be submitted in English.

- Specific answers, presented in max. 10 bullet points (or 50-200 words, as instructed for each question).
- The *gia* judging is based on what is and has been done. Thus, future plans should not be discussed in too much length and detail.

2. The logo of your company

The logo is needed as an Illustrator .eps (**vector**) file.

3. Photos of your store – **possibility to include a short video**

Photography and Graphic Requirements

- All photographs need to be digital images, high resolution 300 dpi Tiffs or JPGs
- Dimensions for store overview, visual merchandising, window display and store exterior photos: **Approximately 21 x 26 cm**
- Please name each photo with an appropriate title in English.
- In addition to photos (please see above and below), you can provide a video (MP4): *a quick overview of the store, what you'd like to present/highlight in 30 seconds.*

Photography subject requirements

- Between 15-20 photographs of your store and best visual merchandising displays:
 - a) 7-10 store overview photos (the different areas of the store from some distance)
 - b) Display setting photos
 - c) A first impression photo: **the view from the doorstep as you enter the store**
- Between 3-5 photographs of your best window displays (past and present)
- 1-2 photographs of the exterior of the store
- **Photos from in-store events or other "action points" in-store**
- Photos or scans of your promotional pieces/press clips

Please note: NO product photos that don't also show a display or visual merchandising technique!

All the photos can be submitted to the IHA by using Hightail. All you have to do is copy the below URL. It will instruct you to enter your name and e-mail and you can easily upload photos from your computer at high resolution. If possible, please add your COUNTRY name in the subject line. <https://spaces.hightail.com/uplink/housewares>

Note: Store photos, information and testimonials may be used for PR purposes and future gia promotions, as well as in a gia PowerPoint presentation developed by the gia Expert Jurors to be used as a gia promotional/educational tool in various countries.

4. Press and Media Contact Details

Please list any local press and media contact details to whom you would like to promote your award. If you win the *gia* Global Honoree Award, Martin M. Pegler Award for Excellence in Visual Merchandising or the *gia* Digital Commerce Award for Excellence in Online Retailing, IHA will send press details immediately following the *gia* Awards Dinner with a winner announcement.

Please include for each press and media contact: Publication name, editor name, email, phone number and website.

Evaluation

1.—Mission Statement/Vision/Strategy: Please describe your corporate goals and philosophy (100 words maximum).

2.—Please provide a company history (50 words maximum) that shows how your business has developed over the years.

3.—Store Design/Layout/Floor Plan: Please describe your store design, layout of product categories and floor plan used to manage customer traffic (Present in bullet points - 200 words maximum). Submit a diagram of floor plan if available.

Examples of what could be included: overall store theme; materials, lighting, sound, in-store TV, iPads and such available for customers' use, internet and other new technology used to create overall store theme, atmosphere or mood; how product categories are aligned to increase sales or customer experience; how traffic flow is managed to increase sales or customer service; how your retail store design or environment is unique.

4.—Visual Merchandising, Displays and Window Displays: Please describe your visual merchandising, displays and window displays (Present in bullet points - 200 words maximum). Submit photos.

Examples of what could be included: how displays vary by season or holiday; creativity of set designs and thematic displays; creativity of multi-category product integration; frequency of display changes; use of lighting, music, scents, etc.

5.—Marketing, Advertising and Promotions: Please describe your marketing, advertising, promotion, social media and customer service plans and programs followed throughout the year (Present in bullet points - 200 words maximum). Submit digital scans or photos of marketing materials.

Examples of what could be included: direct marketing (catalogs, fliers, special offers, e-mail, etc.); advertising; publicity; website; Facebook-Instagram-Twitter-Pinterest-YouTube events/promotions; product demonstrations; product sampling; special events and campaigns; pop-up stores; support materials available (product tip sheets, instructions, recipes, etc.); in-store audio or video; post-purchase marketing such as store-branded shopping bags, wrapping, ribbons, thank-you cards, etc.

6.—Customer Service and Staff Training: Please describe your employee training and best customer service practices (Present in bullet points - 200 words maximum).

Examples of what could be included: hiring and recruitment procedures; staff training practices; policies (including compensation) that promote employee satisfaction, increase retention and increase sales; work scheduling; educational and career advancement opportunities, etc.

7.—How have you been innovative?: Please describe Innovative Retail Business Practices that positively differentiate your retail store from other retailers within your market (*Present in bullet points - 200 words maximum*).

Examples of what could be included: business practices that make your retail store a market leader; sustainable and green initiatives; integration between brick- and-mortar and the online presence/Omni-Channel retailing; special online apps; unique retail concepts, marketing and/or sales techniques, products, sourcing procedures, etc. not being done by competitors within the market; how you use technology to create operational efficiencies and improvements, etc.

1. **FOR PRESS AND MARKETING PURPOSES: Please describe your store and concept, how they're unique & special?** (*Present in bullet points, 5-7 bullet points, ca. 10-30 words each*)

This summary should discuss the innovativeness and unique features of the retail store. The information is to be used in the gja display, press releases and marketing materials.

An example of a previous submission follows:

S-Kultur, Germany

- S-Kultur has taken the risk of expanding in a rural area with a stationary specialist shop.
- The company developed a completely new concept and implemented it: „Shood“, a mixture of shopping and food. S-Kultur not only sells products, but it sees itself as a host to its customers by combining shopping with enjoyment and experience.
- S-Kultur constantly presents its customers with new events and trends (the cooking school program comprises around 200 events a year).
- The store combines a well-chosen assortment of household goods with stylish product presentation.
- S-Kultur has made itself a brand (including its own coffee and prosecco).
- S-Kultur attaches great importance to regionality, sustainability and social commitment.

What We Need From You

- **Completed *gia* evaluation form** – Please make sure to answer all questions.
- **.eps version of your logo** – Please note that we need an .eps version of your store logo, NOT a .jpg file. The .eps version provides the IHA with the highest resolution and quality needed for producing the *gia* display and promotion materials for the Show.
- **Store photography** – The reason we need this by the deadline date of **NOVEMBER 15** is that our graphics department needs time to prepare the display and promotion materials for the Show; they have to be reviewed, edited and printed. **Please note that all the photos need to be in high resolution (300 dpi).**

For an example of a great set of photography, please see
<https://housewares.smugmug.com/Gia/Sample-gia-submission/>