



OF THE TIMES

2020 FINALIST LIST

Who Will Win the 2020
Design of the Times Competition?
Join Us Oct. 7 to Find Out!
And help us select the People's Choice Winner!

Wednesday, October 7, 2020
4:00 PM - 5:00 PM EST

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THE PATH TO PURCHASE INSTITUTE



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BEST BRAND BUILDING PROGRAM

ENTRANT COMPANY	CLIENT COMPANY	TITLE OF ENTRY
International Paper Retail Packaging and Display	Keurig Dr Pepper	Dr Pepper Sweet Rewards Beverage Center
International Paper Retail Packaging and Display	Anheuser-Busch	2018 Budweiser Prohibition Holiday Program
WestRock	Procter & Gamble	Gleem Pallet Display

BEST COLLABORATIVE PROGRAM (CROSS-BRAND OR CROSS-MANUFACTURER)

ENTRANT COMPANY	CLIENT COMPANY	TITLE OF ENTRY
Eastwest Marketing Group <i>co-entrant Pratt Industries</i>	Mondelez International	2019 Nabisco Share Your Joy with Us Holiday Display
IMAGEWORKS DISPLAY	Duracell Inc. & Energizer Brands, LLC	Kroger Battery Center
International Paper Retail Packaging and Display	Revlon	Revlon Colorstay Full Pallet

BEST COLLABORATIVE PROGRAM (RETAILER-MANUFACTURER)

ENTRANT COMPANY	CLIENT COMPANY	TITLE OF ENTRY
Trans World Marketing	PING	PING Fitting Cart
WestRock	Swire Coca-Cola	Coca-Cola Gingerbread Brand Wall

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BEST MERCHANDISING SOLUTION

ENTRANT COMPANY	CLIENT COMPANY	TITLE OF ENTRY
Menasha	Mondelez International	Trident Vibes Launch Family
Peachtree Packaging and Display	Constellation Brands	Black Box Coffin
WestRock	Procter & Gamble	Native Bathtub Endcap

BEST NEW PRODUCT INTRODUCTION

ENTRANT COMPANY	CLIENT COMPANY	TITLE OF ENTRY
Design Phase Inc.	LG Electronics	LG Meijer TV Wall
IMAGEWORKS DISPLAY	Duracell Inc.	OPTIMUM Motion Sign
International Paper Retail Packaging and Display	Spin Master Ltd.	Walmart Hatchimals Pixies Drop-in Endcap

BEST SALES-DRIVING SOLUTION

ENTRANT COMPANY	CLIENT COMPANY	TITLE OF ENTRY
HMT Associates, Inc.	Kraft Heinz Company	Baker's Deliciously Indulgent, Delightfully Simple Holiday Cooler
International Paper Retail Packaging and Display	The Hershey Company	2019 Hershey Halloween Archway
Saatchi & Saatchi X	Spin Master Ltd.	Walmart Monster Jam Launch Dump Bin
Trans World Marketing	Dr Scholl's	Dr. Scholl's Custom Fit Orthotics Kiosk



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BEST SHOPPER EDUCATION PROGRAM

ENTRANT COMPANY	CLIENT COMPANY	TITLE OF ENTRY
Design Phase Inc.	LG Electronics	LG ThinQ interactive Floor and Counter Kiosks
Trans World Marketing	Dick's Sporting Goods / Golf Galaxy	Custom Golf Fitting Experience

BEST SHOPPER EXPERIENCE PROGRAM

ENTRANT COMPANY	CLIENT COMPANY	TITLE OF ENTRY
Design Phase Inc.	LG Electronics	LG Best Buy NanoCell / Soundbar Endcap
Great Northern Instore	Mattel, Inc.	Mattel-Fisher Price Rescue Hero Photo Op Walmart Pallet
WestRock	The Coca-Cola Company	Coke 4x4 Iconic Endcap

BEST SHOPPING SOLUTION

ENTRANT COMPANY	CLIENT COMPANY	TITLE OF ENTRY
Great Northern Instore	3M	Kroger Back to Campus Pallet
Great Northern Instore	Kellogg Company	Kellogg's 2x4 Grab-and-Go Display
WestRock	Colgate Global Design Colgate Palmolive	Colgate Target Optic White Advanced Endcap