

Commemorating retailing excellence in the Middle East



28 November 2017
One&Only Royal Mirage, Dubai UAE

Images RetailME is proud to announce the Images RetailME Awards 2017, the annual industry honours that recognise the top performing retailers and retail practices every year and reward excellence across retail categories. The Images RetailME Awards ceremony is positioned as the most prestigious event of its kind in the Middle East retail calendar and is geared to set benchmarks in this vibrant retail destination.

The 2017 entries for awards are now open. If your retail company or brand attained some creditworthy performance numbers and/or raised the bar with outstanding innovation and pioneering initiatives during the past year, please send in your entry to be counted among the region's retail stars.

The event is presented by Images RetailME Magazine, the most widely read B2B retail publication in the Middle East. The monthly publication offers an unparalleled insight through its network of correspondents, industry analysts and specialists.

Join the fraternity now and leave your mark of success in the retail world!

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RetailME Awards 2017 – categories

Please understand criteria before you select your category. The judges will require evidence of success achieved during the assessment period – September 1, 2016 to August 31, 2017
(See submission guidelines below for each category).

<p style="text-align: right;">GROUP A</p> <p>1 Most Admired Brand Campaign of the Year Retailers can nominate one or more of their outstanding retail brand campaigns executed during September 1, 2016 to August 31, 2017. It could be a multi-channel campaign using above or below the-line media or a campaign using social media and CRM channels (See submission guidelines below).</p>	<p style="text-align: right;">GROUP C</p> <p>2 Most Admired Retail Launch of the Year Retailers can nominate one or more of their truly unique stores/concepts, which entered the market during September 1, 2016 to August 31, 2017 with a high visibility launch campaign, drawing significant media and consumer attention (See submission guidelines below).</p>	<p style="text-align: right;">GROUP B</p> <p>3 Most Admired Store Design of the Year Retailers can nominate one or more of their outstanding store design concepts across all retail formats operating in the Middle East. Successful entries will demonstrate how design is delivering delightful customer experience, enhancing the retail brand while proving to be a truly innovative and commercial success (See submission guidelines below).</p>
<p style="text-align: right;">GROUP A</p> <p>4 Most Admired Digital Innovation of the Year Retailers in the Middle East can nominate their most outstanding digital innovation implemented. Successful entries will demonstrate how the digital innovation is delivering delightful customer experience, enhancing the retail brand while proving to be a truly innovative and commercial success. (See submission guidelines below).</p>	<p style="text-align: right;">GROUP C</p> <p>5 Most Admired Online Retailer of the Year Retailers in the Middle East operating in the e-commerce space, including bricks-and-mortar retailers now selling online, can nominate for their outstanding performance during September 1, 2016 to August 31, 2017 (See submission guidelines below).</p>	<p style="text-align: right;">GROUP D</p> <p>6 Most Admired Store Manager of the Year Store managers with exceptional store operational skills can nominate for their outstanding performance during September 1, 2016 to August 31, 2017. Nominees would be judged on attributes like store management skills, brand and product understanding, ability to deliver the brands' values, customer service, leadership and team building, crisis management etc (See submission guidelines below).</p>
<p style="text-align: right;">GROUP C</p> <p>7 Most Admired Responsible Retailer of the Year Retailers demonstrating examples of excellence on a wide range of 'Responsible' issues can nominate for their outstanding achievements during September 1, 2016 to August 31, 2017. Nominees would be judged on 'going beyond regulatory compliances' – from ethical sourcing and product safety to environmental initiatives as well as workforce care, community support projects and regeneration (See submission guidelines below).</p>	<p style="text-align: right;">GROUP C</p> <p>8 Most Admired Retailer of the Year Fast Fashion This award will recognise an outstanding home-grown or international retail chain in the Middle East dealing in fashion and accessories that has successfully worked on 'Fast Fashion' merchandise and pushed customers to shop trendy fashion more frequently. The chain would have also shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>	<p style="text-align: right;">GROUP C</p> <p>9 Most Admired Retailer of the Year Affordable Fashion This award will recognise an outstanding home-grown or international retail chain in the Middle East dealing in fashion and accessories that has successfully worked on 'Affordable Fashion' merchandise and pushed masses to shop trendy fashion more frequently. The chain would have also shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>
<p style="text-align: right;">GROUP C</p> <p>10 Most Admired Retailer of the Year Lingerie & Nightwear This award will recognise an outstanding home-grown or international retail chain in the Middle East dealing in lingerie and nightwear that has successfully worked on 'Lingerie & Nightwear' merchandise and pushed customers to shop for trendy fashion wear more frequently. The chain would have also shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>	<p style="text-align: right;">GROUP C</p> <p>11 Most Admired Retailer of the Year Footwear & Accessories This award will recognise an outstanding home-grown or international retail chain in the Middle East dealing in footwear & accessories that has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>	<p style="text-align: right;">GROUP C</p> <p>12 Most Admired Retailer of the Year Sportswear This award will recognise an outstanding home-grown or international retail chain in the Middle East dealing in sportswear that has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>
<p style="text-align: right;">GROUP C</p> <p>13 Most Admired Retailer of the Year Children's wear This award will recognise an outstanding home-grown or international retail chain in the Middle East dealing in children's wear that has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>	<p style="text-align: right;">GROUP C</p> <p>14 Most Admired Retailer of the Year Beauty & Personal Care Products This award will recognise an outstanding home-grown or international retail chain in the Middle East dealing in cosmetics & personal care products that has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>	<p style="text-align: right;">GROUP C</p> <p>15 Most Admired Retailer of the Year Pharmacy & Healthcare This award will recognise an outstanding home-grown or international chain in the Middle East offering pharmacy and healthcare services and has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>

<p style="text-align: right;">GROUP C</p> <p>16 Most Admired Retailer of the Year Home & Housewares*</p> <p>This award will recognise an outstanding home-grown or international retail chain in the Middle East dealing in home & housewares that has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below).</p>  <p><small>honoring housewares retail excellence</small></p>	<p style="text-align: right;">GROUP C</p> <p>17 Most Admired Retailer of the Year Consumer Electronics</p> <p>This award will recognise an outstanding home-grown or international retail chain in the Middle East dealing in consumer electronics that has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>	<p style="text-align: right;">GROUP C</p> <p>18 Most Admired Retailer of the Year Supermarket/Hypermarket</p> <p>This award will recognise an outstanding home-grown or international supermarket/hypermarket in the Middle East that has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>
<p><small>* Winner/finalist of Most Admired Retailer of the Year – Home & Housewares* will be nominated to the 2017-18 Global Innovation Award (gia) at the International Home & Houseware show (March 10-13) organised by International Housewares Association (IHA), Chicago.</small></p>		
<p style="text-align: right;">GROUP C</p> <p>19 Most Admired Retailer of the Year Convenience Store (Food and Grocery)</p> <p>This award will recognise an outstanding home-grown or international retail chain (convenience store) in the Middle East dealing in food and grocery that has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>	<p style="text-align: right;">GROUP C</p> <p>20 Most Admired Retailer of the Year Leisure & Entertainment (Cinemas)</p> <p>This award will recognise an outstanding cinema chain operating in the Middle East that has shown remarkable success in profitable expansion of its operations and winning customer confidence. (See submission guidelines below)</p>	<p style="text-align: right;">GROUP C</p> <p>21 Most Admired Retailer of the Year Leisure & Entertainment (FEC/Theme Parks)</p> <p>This award will recognise an outstanding home-grown or international operator in the Middle East dealing in themed indoor and outdoor centres that has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>
<p style="text-align: right;">GROUP C</p> <p>22 Most Admired Retailer of the Year Food Service (QSR)</p> <p>This award will recognise an outstanding home-grown or international quick service restaurant (QSR) in the Middle East that has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>	<p style="text-align: right;">GROUP C</p> <p>23 Most Admired Retailer of the Year Food Service (Casual Dining)</p> <p>This award will recognise an outstanding home-grown or international casual dining restaurant in the Middle East that has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>	<p style="text-align: right;">GROUP C</p> <p>24 Most Admired Retailer of the Year Luxury</p> <p>This award will recognise an outstanding store/brand that retails premium lifestyle products (fashion, footwear, designer accessories, high-end and niche electronic gadgets and luxury goods) in the Middle East that has shown remarkable success in profitable expansion of its retail operations and winning customer confidence. (See submission guidelines below)</p>
<p style="text-align: right;">GROUP C</p> <p>25 Most Admired Rising Star Retailer of the Year</p> <p>New ideas are the lifeblood of retail and this category seeks to highlight them. As such, this award recognises the entrepreneurial spirit, achievements and long-term ambitions of smaller retail businesses. (See submission guidelines below)</p>	<p style="text-align: right;">GROUP C</p> <p>26 Most Admired Middle East Retailer of the Year</p> <p>This category cannot be entered; the shortlist and winner will be selected by our jury panel. Judges will review nominations against the below criteria: Home-grown retailers that are expanding the market and garnering a large share of consumer expenditure by offering unique products and retail models with overall great experience to customers. This award aims to recognise a retailer headquartered in the Middle East having shown remarkable performance.</p>	<p style="text-align: right;">GROUP C</p> <p>27 Most Admired Retail Personality of the Year</p> <p>This category cannot be entered; the shortlist and winner will be selected by our jury panel. Judges will review nominations against the below criteria: How s/he led the business to a successful year, in terms of performance, profits and reputation, how his/her reputation and that of the business been enhanced during the 12-month period of assessment, to what extent has this individual demonstrated an understanding of how to position the business for the complex challenges facing region's retail during the assessment period to exploit the opportunities going forward.</p>

All entries must be submitted before the closing date: Wednesday, September 20, 2017
by email: chelene@imagesretailme.com

SUBMISSION GUIDELINES

Period of assessment:

September 1, 2016 to August 31, 2017

Area of coverage:

Middle East & North Africa (MENA)

How to enter

Detailed Entry (Not exceeding 500 words)

- Should be submitted in digital format, A4 (portrait) PDF document
- Use visuals and design elements to enliven the entry
- Support your submission with as much details as possible, including third-party evidence for the jury's evaluation.

GROUP A [Categories 1 & 4]

Detailed Entry (Not exceeding 500 words)

- Describe the strategic objectives
- Describe the execution
- Describe the results and their impact on the business

GROUP B [Categories 3]

Detailed Entry (Not exceeding 500 words)

- Describe the design objectives
- Describe the design execution and how it meets the objectives
- Describe the role design has played in the business and its impact on the business

GROUP C [Categories 2, 5 & 7 to 25]

Detailed Entry (Not exceeding 500 words)

- Describe the business challenges
- Describe the initiatives undertaken to overcome business challenges
- Describe the results and their significance to the business

GROUP D [Categories 6]

Detailed Entry (Not exceeding 500 words)

- Describe the challenges faced by the Store Manager
- Describe the key initiatives undertaken by the Store Manager
- Describe the results produced by the Store Manager