



14 - 15 OCTOBER 2019

LE MERIDIEN HOTEL &  
CONFERENCE CENTRE, DUBAI

## COMMEMORATING RETAILING EXCELLENCE IN THE MIDDLE EAST

The annual Images RetailME Awards, held along with MRF, recognises top-performing retailers and best retail practices in the industry and rewards excellence across a range of retail categories.

We are proud to announce the Images RetailME Awards 2019; a ceremony 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 2019 entries for awards are open. The entries are in two parts - submission based categories and presentation based categories. If your retail company or brand attained some creditworthy performance numbers and raised the bar with outstanding innovation and pioneering initiatives during the past year, communicate with us to be counted among the region's retail stars.

The event is presented by Images RetailME magazine, the most widely read trade retail publication in the Middle East, with a 45,000-strong readership across the MENA region. The monthly publication offers unparalleled insight through its network of correspondents, industry analysts and specialists.

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

# Images RetailME Awards 2019 Categories

Please understand the criteria before you select your category. The judges will require evidence of success achieved during the assessment period – August 1, 2018, to July 31, 2019 (See submission guidelines below for each category).

## 1 Most Admired Retailer of the Year **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 fashion merchandise and pushed customers to shop contemporary fashion more frequently. The chain would have also shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 2 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 the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 3 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 the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 4 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 the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 5 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 the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 6 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 the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 7 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 the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 8 Most Admired Retailer of the Year **Home & Housewares\***

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 the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

\*Winner/finalist of 'Most Admired Retailer of the Year – Home & Housewares gets a nomination to the 2019 -20 Global Innovation Award (gia) at the International Home & Houseware show (March 14-17, 2020) organised by International Housewares Association (IHA), Chicago.

## 9 Most Admired Retailer of the Year **Consumer Electronics**

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 the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 10 Most Admired Retailer of the Year **Food and Grocery**

This award will recognise an outstanding home-grown or international retail chain (convenience store/s, supermarket/s, hypermarket/s) in the Middle East dealing in food and grocery that has shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 11 Most Admired Retailer of the Year **Leisure & Entertainment**

This award will recognise an outstanding home-grown or international operator in the Middle East (FECs, cinema, themed indoor and outdoor centres) that has shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 12 Most Admired Retailer of the Year **Food Service**

This award will recognise an outstanding home-grown or international quick service restaurant (QSR) in the Middle East that has shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 13 Most Admired Retailer of the Year **Luxury**

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 the profitable expansion of its retail operations and winning customer confidence.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 14 Most Admired Rising Star Retailer of the Year

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.

### ENTRY GUIDELINES:

- A brief history of the company;
- Year of establishment;
- Total number of stores;
- List the initiatives undertaken: innovations; marketing, advertising and promotions; customer service; and staff training.
- Support the entry with professional high resolution photographs/ images of 300 dpi JPG or Tiff with captions.

## 15 Most Admired Store Manager of the Year

Store managers with excellent store operational skills can nominate for their outstanding performance during August 1, 2018, to July 31, 2019. 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 and the like.

### ENTRY GUIDELINES:

- Brief profile of the Store Manager (100 words maximum)
- Describe the challenges faced by the store manager (100 words maximum)
- Describe the key initiatives undertaken by the store manager to promote sales, customer service, staff motivation (250 words maximum)
- Describe the results produced by the store manager with professional high resolution photographs with captions.



Please tick  the category you wish to enter

- Most Admired Retailer of the Year **Fashion**
- Most Admired Retailer of the Year **Lingerie & Nightwear**
- Most Admired Retailer of the Year **Footwear & Accessories**
- Most Admired Retailer of the Year **Sportswear**
- Most Admired Retailer of the Year **Children's Wear**
- Most Admired Retailer of the Year **Beauty & Personal Care Products**
- Most Admired Retailer of the Year **Pharmacy & Healthcare**
- Most Admired Retailer of the Year **Home & Housewares**
- Most Admired Retailer of the Year **Consumer Electronics**
- Most Admired Retailer of the Year **Food & Grocery**
- Most Admired Retailer of the Year **Leisure & Entertainment**
- Most Admired Retailer of the Year **Food Service**
- Most Admired Retailer of the Year **Luxury**
- Most Admired **Rising Star** Retailer of the Year
- Most Admired **Store Manager** of the Year

### METHOD OF PAYMENT

Please tick your preferred mode of payment and complete relevant details:

- Bank Transfer** to Images Multimedia FZ-LLC, Emirates NBD PJSC,  
Branch: Dubai Media City • A/c No: 101 492 272 7701  
• IBAN: AE 32 026 000 101 492 272 7701 • Swift code: EBILAEAD

- Credit Card** (  Mastercard  Visa  American Express )

Card No:

Expiry Date:

Month Year

I/We authorise Images Multimedia FZ LLC to charge my above-mentioned credit card for the agree amount of AED.....

### INFORMATION OF NOMINATED COMPANY/PERSON

Nominee's Name: \_\_\_\_\_

Number of entries: \_\_\_\_\_

**Processing Fee: AED 1,500/- per entry**  
**Last date for submission of entry, 1<sup>st</sup> September 2019**

Company: \_\_\_\_\_

PO Box: \_\_\_\_\_ City: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Designation: \_\_\_\_\_

#### Processing fee

AED 1500 per entry – includes one invite for the Images RetailME Awards gala dinner.

Declaration: I/we hereby declare that I/we have read the Nomination Process and agree to pay the processing fee towards each nomination filed.

\*The processing fee is non-refundable

Signature: \_\_\_\_\_

### APPROVAL OF SENIOR MANAGEMENT

I hereby certify that all enclosed information and documents are accurate to the best of my knowledge.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Signature: \_\_\_\_\_

#### TERMS AND CONDITIONS:

- Award categories and titles are subject to change without notice.
- Submitting an entry form does not guarantee nomination. Nominees will be shortlisted based on performance data as supplied in the entry form.
- The final evaluation will be done by the Grand Jury, which comprises of the most respected industry experts, analysts and observers.
- The Jury members evaluate only on the information contained in the entry form and not on any other information/perception/ judgment, hence please fill in the form carefully.
- Any attempt to canvass/influence for selection could lead to disqualification. Nominees must not contact Jury members or organisers in this regard.
- All information in the entry form is mandatory. If any information is not provided, it will directly impact the overall ranking and rating by the Jury.
- All nominees expressly agree that by participating in these awards, they are confirming that they will use:
  - a: The authorised and complete description of the award, as mentioned on the first page, in all public communications related to IRMEA awards.
  - b: Specific template of Images logo, ribbon & trophy provided by Images Multimedia FZ LLC.
- Entries with factually incorrect or misleading information may be deemed invalid.
- All nominees expressly confirm that the information they submit is accurate and correct, and that it may be used for internal research & Industry insights unless otherwise specified.

- Every entry form must be attested by a person at the level of Director / CEO / Owner.
- Jury and the organisers have the right to decide on the final categories to be awarded, renaming the titles, clubbing the categories and moving nominations to a category, other than the category originally filed – wherever required.
- Minimum three (3) valid nominations are required per category, else the award may be withheld and it will be communicated to the participant.

#### OTHER REQUIREMENTS:

- Please send a retail/organisation logo (**Vector Format**) along with category Specific pictures. It can be sent by email to [caitlin@imagesretailme.com](mailto:caitlin@imagesretailme.com) or through [wetransfer.com](http://wetransfer.com).
- A separate write-up of about 350 words on the company profile.

#### FORM SUBMISSION:

Please provide complete information and submit the form by SUNDAY 1<sup>st</sup> September 2019 to Caitlin Aldendorff, Mobile: +971 58 199 4339, email: [caitlin@imagesretailme.com](mailto:caitlin@imagesretailme.com) • [www.middleeastretailforum](http://www.middleeastretailforum)

# Presentation Based Awards Categories

Assessment Period: August 1, 2018 to July 31, 2019

For the following awards categories, finalists shortlisted by the Prelim Jury will be required to make live presentations to the on-ground Jury on October 14, 2019 at the Middle East Retail Forum at Le Meridien Hotel & Conference Centre, Dubai. An AV/ Video\* – should showcase their concept, execution and results followed by interaction with Jury and Audience.

\*AV/ Video to be in 16:9 ratio to be played in VLC player during Jury Presentation/ awards function.  
Initial nomination can be sent with details in word file with a PPT.

AV/ Video presentation needs to be submitted in a pen drive on October 9, 2019 to Caitlin Aldendorff (Mobile: +971581994339).

The final awardees will be announced at the gala awards ceremony on October 15, 2019 at Le Meridien Hotel & Conference Centre, Dubai.



## 1 Most Admired Brand Campaign of the Year

Retailers can nominate one or more of their most effective marketing campaigns executed during August 1, 2018 to July 31, 2019. It could be single or mixed media (including the use of online, social media or mobile) which led to increased footfall, sales and profitability of the brand.

## 2 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. The period of assessment is from August 1, 2018 to July 31, 2019.

## 3 Most Admired Digital Innovation of the Year

Retailers in the Middle East can nominate their most outstanding digital innovation initiative implemented during the period of assessment – August 1, 2018 to July 31, 2019. 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.

## 4 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 August 1, 2018 to July 31, 2019.

## 5 Most Admired Responsible Retailer of the Year

Retailers demonstrating examples of excellence on a wide range of 'Responsible' issues can nominate their outstanding achievements between August 1, 2018 and July 31, 2019. 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.

**Finalists to present: 3-minute (AV) Video – showcasing concept, execution and results, followed by 2-minute interaction with Jury and Audience.**

### METHOD OF PAYMENT

Please tick your preferred mode of payment and complete relevant details:

**Bank Transfer** to Images Multimedia FZ-LLC, Emirates NBD PJSC,  
Branch: Dubai Media City • A/c No: 101 492 272 7701  
• IBAN: AE 32 026 000 101 492 272 7701 • Swift code: EBILAEAD

**Credit Card** (  Mastercard  Visa  American Express )

Card No:

Expiry Date:

I/We authorise Images Multimedia FZ LLC to charge my above-mentioned credit card for the agree amount of AED.....

### APPROVAL OF SENIOR MANAGEMENT

I hereby certify that all enclosed information and documents are accurate to the best of my knowledge.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Signature: \_\_\_\_\_

### INFORMATION OF NOMINATED COMPANY/PERSON

Nominee's Name: \_\_\_\_\_

Number of entries: \_\_\_\_\_

Company: \_\_\_\_\_

PO Box: \_\_\_\_\_

City: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Designation: \_\_\_\_\_

#### Processing fee

AED 1500 per entry – includes one invite for the Images RetailME Awards gala dinner.

Declaration: I/we hereby declare that I/we have read the Nomination Process and agree to pay the processing fee towards each nomination filed.

\*The processing fee is non-refundable

Signature: \_\_\_\_\_

**Processing Fee: AED 1,500/- per entry**  
**Last date for submission of entry, 1<sup>st</sup> September 2019**

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- Any attempt to canvass/influence for selection could lead to disqualification. Nominees must not contact Jury members or organisers in this regard.
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- All nominees expressly agree that by participating in these awards, they are confirming that they will use:
  - a: The authorised and complete description of the award, as mentioned on the first page, in all public communications related to IRMEA awards.
  - b: Specific template of Images logo, ribbon & trophy provided by Images Multimedia FZ LLC.
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- All nominees expressly confirm that the information they submit is accurate and correct, and that it may be used for internal research & Industry insights unless otherwise specified.

- Every entry form must be attested by a person at the level of Director / CEO / Owner.
- Jury and the organisers have the right to decide on the final categories to be awarded, renaming the titles, clubbing the categories and moving nominations to a category, other than the category originally filed – wherever required.
- Minimum three (3) valid nominations are required per category, else the award may be withheld and it will be communicated to the participant.

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