



**November 25, 2020  
Conrad Dubai**

## **COMMEMORATING RETAILING EXCELLENCE IN THE MIDDLE EAST**

The annual Images RetailME Awards 2020, held along with Middle East Retail Forum (MRF), will recognise achievements in agile, responsive retail innovation, made all the more remarkable due to extraordinary pressures on consumer confidence, retail environments and supply chains during the Covid-19 global pandemic. Retailers need to display instances of outstanding innovation through digital adoption, processes, marketing, employee practices and customer service initiatives.

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Images RetailME Awards aims to serve as a benchmark in the Middle Eastern retail industry by honouring best practices and efforts of the retail fraternities. The categories have been carefully designed to ensure equal opportunities to all verticals. The awards have been rolled out with a focus on the following key aspects of retail operation – customer experience, innovation, and excellence in operations.

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The 2020 entries for Images RetailME 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 on-going pandemic, please feel free to communicate with us to be counted among the region's retail stars.

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The event is presented by Images RetailME, the most widely read B2B retail publication in the Middle East, with over 30,000-strong readership across the MENA region. The monthly publication offers unparalleled insights 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 2020 CATEGORIES

Please understand the criteria before you select your category.  
The judges will require evidence of success achieved during the  
assessment period – September 1, 2019 to August 31, 2020

(See submission guidelines below each category).

## HOW TO ENTER

- All entries must be submitted/uploaded in PDF format on or before October 20, 2020
- Use videos/visuals and design elements to enliven the submission. All entries must be accompanied by professional high-resolution photographs/images (300 dpi JPG or Tiff) with captions.
- Support your presentation with as many details as possible, including third-party evidence for the jury's evaluation.

### Most Admired **BRAND CAMPAIGN** of the Year

Successful entries will demonstrate how the retail brand campaign has met the demands of consistent messaging across different media channels. Successful entries will demonstrate how marketing or advertising campaigns undertaken by retailers employing a highly creative and innovative approach across multiple channels resulted in commercial success. Period of assessment: September 1, 2019 to August 31, 2020.

### Most Admired **RETAIL TRANSFORMATION** of the Year

If new dynamic shifts have been reshaping the retail industry, the pandemic has only accelerated the need for digital transformation and its adoption across business models. This award will recognise those retailers who have successfully focussed on reorganisation of the business model, leadership and culture, embraced partnerships and collaboration, deployed the best technologies and delivered a seamless customer experience. Period of assessment: September 1, 2019 to August 31, 2020.

### Most Admired **E-COMMERCE RETAILER** of the Year

Retailers in the Middle East operating in the e-commerce space, including brick-and-mortar retailers now selling online, can nominate for their outstanding performance during September 1, 2019 to August 31, 2020 period. Judges will be looking for businesses that provide great products, outstanding customer service and solid financial results in the retail space. Evidence of commercial success, overview of business and its future plans, evidence of why the business stands out in the competitive retail sector are necessary.

### Most Admired **OMNICHANNEL RETAILER** of the Year

Nominations under this category will demonstrate a solution implemented by a retailer that is making a real difference to its omnichannel operations. A solution that helped the retailer to execute a truly omnichannel approach, in terms of seamless customer experience, easy deployment of back-end systems across all operations and the ability to gather and analyse data from all areas of the business in a single, holistic manner. Period of assessment: September 1, 2019 to August 31, 2020.

### Most Admired **CUSTOMER SERVICE INITIATIVE** of the Year

This category is open to a retailer who has implemented future-oriented initiatives to increase customer loyalty and satisfaction. Focus will be on the use technology to enhance customer experience, either online, in-store or both. The entries will demonstrate how this initiative has made the shopping experience more convenient, rewarding and inspiring. Judges will be looking for evidence of how the shopping experience improved due to the initiative, as well as the level of innovation that made the initiative stand out and brought solid return on investment. Period of assessment: September 1, 2019 to August 31, 2020.

### Most Admired **PAYMENTS PLATFORM** of the Year

This category will recognise retailers making payments a frictionless part of the shopping experience to boost repeat purchase. Judges will look for level of innovation that makes it exceptional, proof of increased customer engagement and retention as a result of the payment technology.

## Most Admired **STORE DESIGN** of the Year

This category will recognise outstanding new store design concepts across all retail formats, operating in the Middle East. Open to all retail sectors and store sizes that have opened in the last 12 months – September 1, 2019 to August 31, 2020. Successful entries will demonstrate how the design is delivering a real customer experience, enhancing the retail brand while proving to be a truly innovative and commercial success.

## Most Admired **STORE MANAGER** of the Year

Store managers with excellent operational skills can nominate for their outstanding performance during September 1, 2019 to August 31, 2020 period. Nominees will 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.

## Most Admired **RESPONSIBLE RETAILER** of the Year

Retailers demonstrating examples of excellence on a wide range of 'responsible' issues can nominate their outstanding achievements during September 1, 2019 to August 31, 2020 period. Nominees will 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.

## 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 during September 1, 2019 to August 31, 2020 period.

## 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 during September 1, 2019 to August 31, 2020 period.

## 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 during September 1, 2019 to August 31, 2020 period.

## Most Admired Retailer of the Year: **BEAUTY & WELLNESS**

This award will recognise an outstanding home-grown or international retail chain in the Middle East dealing in beauty & personal care and wellness products, solutions & services that have shown remarkable success in the profitable expansion of its retail operations and winning customer confidence during September 1, 2019 to August 31, 2020 period.

## 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 during September 1, 2019 to August 31, 2020 period, especially over the past few months.

## 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 during September 1, 2019 to August 31, 2020 period.

*\*One of the nominees in this category will enter the [gia Global Innovation Awards 2021](#), to be held during the [Inspired Home Show in Chicago from August -10, 2021](#).*

## Most Admired Retailer of the Year: **FOOD & 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 during September 1, 2019 to August 30, 2020 period, especially over the past few months.

## Most Admired **TRANSFORMATION IN THE FOOD SERVICE SECTOR**

This award will recognise an outstanding home-grown or international restaurant/chain in the Middle East that has shown remarkable success in not only profitable expansion of its operations and winning customer confidence, but also by developing strategies to stay relevant in the future. Period of assessment: September 1, 2019 to August 31, 2020.

## Most Admired **LEISURE & ENTERTAINMENT OPERATOR** of the Year

This award will recognise an outstanding homegrown leisure & entertainment company operating in the Middle East that has shown remarkable success in the expansion of its popularity, number of outlets, increasing profitability, building loyalty and winning customer confidence by undertaking strict health and safety measures. Period of assessment: September 1, 2019 to August 31, 2020.

## Most Admired **CINEMA EXPERIENCE** of the Year

This award will recognise an outstanding home-grown or international cinema operator in the Middle East that has shown remarkable success in the profitable expansion of its operations and winning customer confidence by undertaking strict health and safety measures. Period of assessment: September 1, 2019 to August 31, 2020.

## Most Admired **RETAIL PERSONALITY** of the Year

Our jury panel will select the nominees and the winner for this category, based on assessment and pulse of the industry. No direct entries accepted. Judges will review nominations against the below criteria:

How s/he led the business to a successful year, in performance, profits and reputation. How his/her status and that of the company 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.

## Most Admired **MIDDLE EAST RETAILER** of the Year

Our jury panel will select the nominees and the winner for this category, based on assessment and pulse of the industry. No direct entries accepted. Judges will review nominations against the below criteria:

Homegrown retailers that are expanding the market and garnering a significant 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.



Please tick  the category you wish to enter

- Most Admired **Brand Campaign** of the Year
- Most Admired **Retail Transformation** of the Year
- Most Admired **E-commerce Retailer** of the Year
- Most Admired **Omnichannel Retailer** of the Year
- Most Admired **Customer Service Initiative** of the Year
- Most Admired **Payments Platform** of the Year
- Most Admired **Store Design** of the Year
- Most Admired **Store Manager** of the Year
- Most Admired **Responsible Retailer** of the Year
- Most Admired Retailer of the Year: **Fashion**
- Most Admired Retailer of the Year: **Footwear & Accessories**
- Most Admired Retailer of the Year: **Children's Wear**
- Most Admired Retailer of the Year: **Beauty & Wellness**
- Most Admired Retailer of the Year: **Pharmacy & Healthcare**
- Most Admired Retailer of the Year: **Home & Housewares\***
- Most Admired Retailer of the Year: **Food & Grocery**
- Most Admired **Transformation in the Food Service sector**
- Most Admired **Leisure & Entertainment Operator** of the Year
- Most Admired **Cinema Experience** of the Year
- Most Admired **Retail Personality** of the Year
- Most Admired **Middle East Retailer** 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:

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Expiry Date:

□ □ □ □

Month Year

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: \_\_\_\_\_

**Processing Fee: AED 500/- per entry**  
**Last date for submission of entry, October 20, 2020**

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

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

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

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

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

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

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

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

#### Processing fee

AED 500 per entry processing fee is **non-refundable**

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

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

### TERMS AND CONDITIONS:

- Every entry form must be attested by a person at the level of Director / CEO / Owner of the organisation.
- 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 another 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 duly communicated to the participant.
- Submitting an entry form does not guarantee nomination. Nominees will be shortlisted based on performance data as supplied in the presentation.
- The final evaluation will be done by the Grand Jury, which comprises of the most respected industry experts, analysts, and observers.
- The Jury members will evaluate the nominations based only on the information contained in the presentation and not based on any other source of information/perception/judgment; hence, please complete the presentation carefully.
- Any attempt to canvass/influence for selection could lead to disqualification. Nominees must refrain from contacting Jury members or organisers in this regard.
- It is mandatory to provide every information possible in the presentation. 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 Images RetailME Awards. b. Specific template of Images logo, ribbon & trophy provided by Images Multimedia FZ LLC.
- Entries with factually incorrect or misleading information could 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.

### OTHER REQUIREMENTS:

- Please send a company logo (Vector Format) along with category-specific pictures. It can be sent by email to [jehan@imagesretailme.com](mailto:jehan@imagesretailme.com) or through [wetransfer.com](http://wetransfer.com).

### ENTRY FORM SUBMISSION:

Please submit/upload the entry form, along with presentation and complete information latest by October 20, 2020, 5 PM UAE time.

For enquiries contact: **Jehan Mandap, Mobile: +971 4 446 7555**  
**email: [jehan@imagesretailme.com](mailto:jehan@imagesretailme.com) [www.middleeastretailforum.com](http://www.middleeastretailforum.com)**