

CELEBRATING RETAIL EXCELLENCE IN THE MIDDLE EAST



November 23rd, 2022 | Dubai

The annual Images RetailME Awards, held alongside the Middle East Retail Forum (MRF), will recognise the achievements of retailers from the region who have had the courage to think out-of-the-box to bring innovative retail concepts and experiences equipped with emerging technologies and data that the world has access to today. Those that have managed to elevate the retail offerings both individually and collectively, adopted digitisation and advanced processes to deliver unimaginable outcomes, and have shifted their mindsets to reimagine values, goals, and orientations stand a strong chance at emerging as winners.

Images RetailME Awards is a benchmark in the Middle Eastern retail industry by honouring best practices and efforts of the retail fraternity, which serves as a massive contributor to the overall economy. The categories have been carefully designed to ensure equal opportunities to all verticals across the board.

The 2022 entries for Images RetailME Awards are now open and we urge the retail community to start nominating their peers and colleagues that have served as an inspiration, showcased resilient leadership, and raised the bar during the last year.

Period of assessment: September 2021 to August 2022.

IMAGES RETAILME AWARDS 2022 CATEGORIES

Please understand the criteria before you select your category.
The judges will require evidence of success achieved during the
assessment period – September 2021 to August 2022

(See submission guidelines below each category).

HOW TO ENTER

- All entries must be submitted/uploaded in PDF format on or before October 4, 2022
- 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 Retail Transformation of the Year

This award will recognise those retailers who have successfully focussed on the transformation of the business model, rethought their leadership styles and corporate culture, embraced partnerships and collaboration, and dynamically changed the business for the better.

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. The award will recognize marketing or advertising campaigns undertaken by retailers employing a highly creative and innovative approach across multiple channels that have resulted in commercial success.

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 under this category. 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, and examples of how the business stands out in the competitive retail sector will need to be included.

Most Admired Omnichannel Retailer of the Year

Nominations under this category will demonstrate a solution implemented by a retailer that has implemented omnichannel strategies in the holistic sense of the term. 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 will be considered by the judges.

Most Admired Customer Service Initiative of the Year

This category is open to a retailer who has implemented futuristic initiatives to increase customer loyalty and satisfaction. Focus will be both on the use technology as well as personnel-led services 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 was improved due to the initiative, as well as the level of innovation that makes the initiative stand out.

Most Admired Store Design of the Year

This category will recognize 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, successful entries will demonstrate how the design is delivering an interesting and exciting shopping journey, enhancing the retail brand.

Most Admired Store Manager of the Year

Store managers with excellent operational skills can nominate for their outstanding performance under this category. 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 his/her ability to develop relationships with their customers.

Most Admired Responsible Retailer of the Year

Retailers demonstrating examples of excellence on a wide range of 'conscious' matters can nominate for their outstanding achievements. 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 recognize 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.

Most Admired Retailer of the Year: Footwear & Accessories

This award will recognize 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.

Most Admired Retailer of the Year: Children's Wear

This award will recognize 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.

Most Admired Retailer of the Year: Beauty & Wellness

This award will recognize an outstanding home-grown or international retail chain in the Middle East dealing in beauty &

personal care products and wellness products, solutions & services that have shown remarkable success in the profitable expansion of its retail operations and winning customer confidence.

Most Admired Retailer of the Year: Pharmacy & Healthcare

This award will recognize 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.

Most Admired Retailer of the Year: Home & Housewares

This award will recognize 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.

Most Admired Retailer of the Year: Food & Grocery

This award will recognize an outstanding home-grown or international retail chain 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.

Most Admired Retail Transformation in the Food Service sector of the Year

This award will recognize an outstanding home-grown or international restaurant/chain in 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. Successful entries would have taken new initiatives to transform operations in an impactful manner that has drawn the attention of customers and the industry alike.

Most Admired Leisure & Entertainment Operator of the Year

This award will recognize 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, attracting more customers by means of attractive campaigns and promotions and winning customer confidence by undertaking strict health and safety measures.

Most Admired Cinema Experience of the Year

This award will recognise an outstanding home-grown or international cinema operator in the Middle East that have shown remarkable success in the profitable expansion or partnerships and collaborations that have resulted in attracting new customers and enhancing the overall cinema-going experience for the audiences in the region.

Most Admired In-store innovation of the year

This award will recognize a retailer who has implemented an innovative piece of in-store technology within its retail estate. This could range from a new EPoS system, self-checkout service, kiosk, touchscreen or mobile till point, to virtual fitting room technology or in-store customer ordering. The winning entry will be able to demonstrate how such technology has improved the company's business.

Most Admired Online innovation of the year

This award will recognize a retailer who hasn't just made strides in digital transformation this year, but has also come up with an innovative digital solution for their online channels. If the product is top-notch, the online experience for customers has been convenient and seamless, and a new online solution has been introduced to the market, the award is yours.

Most Admired **Experiential Retailer of the year**

This award will recognize retailers that are redefining rules of customer experience and engagement, leading the process of the evolving purpose of the store, and are offering extraordinary shopping journeys that are leaving both customers as well as the rest of the ecosystem awestruck. Some other key considerations would include implementation of innovations and emerging tech in-store, store design, convergence of content and commerce, and other brand activations.

Most Admired **Collaboration of the year**

The award will recognize retailers that have partnered with each other for a campaign or otherwise to improve the region's retail ecosystem and bring fresh ideas and perspectives collaboratively and successfully.

Most Admired **Cloud Kitchen Concept of the Year**

This award will recognize the best cloud kitchen concept that has stayed ahead in the game and delivered great results over the course of the past year through innovation and customer engagement.

Most Admired **Retail Launch of the Year**

This award will recognize a new retail concept, store, and organisation that has made its mark in the region in the last 5 years. Key considerations include brand visibility, customer affinity, expansion and growth, innovation in concept, and experiential offerings.

Most Admired **Internet Commerce Service Company of the Year**

This award will recognize on-demand internet commerce service companies that lets customers book services including but not limited to home, salon, spa online. Customer satisfaction reviews, profitable growth and expansion, and presence in the region are some key factors that will be considered.

Most Admired **Emerging Tech Adopter of the Year**

Metaverse, NFT, AI/AR/VR/XR adopters that have gone the extra mile to bring emerging tech-driven innovation to MENA's retail environment will get recognized for this award.

Most Admired **Retail Tech Professional of the Year**

This award will recognize a technology head within a retail company who has been responsible for the digital transformation of the company incorporating advanced tech and innovation to enhance customer experience, increase profitability and improve overall performance of the company.

Most Admired **Retailer: Automobile**

This award will recognize an outstanding home-grown or international automobile retail chain in the Middle East that has shown remarkable success in the profitable

expansion of its retail operations and winning customers.

Most Admired **Retailer: Financial Services**

This award will recognize an outstanding home-grown or international banking or financial services retail chain in the Middle East that has shown remarkable success in the profitable expansion of its retail operations and winning customer.

Most Admired **Retail Company of the year**

This award will recognize a homegrown retail company that is playing a significant role in shaping and improving the overall retail ecosystem of the region, expanding the market and garnering a significant share of consumer expenditure by offering unique products and retail models with overall great experience to customers. Evidence of commercial success, performance and growth over the last 12 month will be crucial.

Most Admired **Retail Personality of the year**

This award will recognize a retail business leader who has led by example and kept his/her team motivated, inspired, and encouraged during the crisis. The nominee would have demonstrated agility, instigated transformations and innovations, and steered the business towards success in performance, profits and reputation.

Please tick the category you wish to enter

- Most Admired **Retail Transformation** of the Year
- Most Admired **Brand Campaign** 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 **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 **Retail Transformation in the Food Service sector** of the Year
- Most Admired **Leisure & Entertainment Operator** of the Year
- Most Admired **Cinema Experience** of the Year
- Most Admired **In-store innovation** of the year
- Most Admired **Online innovation** of the year
- Most Admired **Experiential Retailer** of the Year
- Most Admired **Collaboration** of the Year
- Most Admired **Cloud Kitchen Concept** of the Year
- Most Admired **Retail Launch** of the Year
- Most Admired **Internet Commerce Service Company** of the Year
- Most Admired **Emerging Tech Adopter** of the Year
- Most Admired **Retail Tech Professional** of the Year
- Most Admired Retailer: **Automobile**
- Most Admired Retailer: **Financial Services**
- Most Admired **Retail Company** of the Year
- Most Admired **Retail Personality** 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 3000/- per entry
Last date for submission of entry, October 4, 2022

Company: _____

PO Box: _____ City: _____

Country: _____

Telephone: _____

Fax: _____

Email: _____

Contact Person: _____

Designation: _____

Processing fee

AED 3000 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:

- 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 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 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 michelle@imagesretailme.com or through wetransfer.com.

ENTRY FORM SUBMISSION:

Please submit/upload the entry form, along with presentation and complete information latest by October 4, 2022, 5 PM UAE time.

For enquiries contact: **Michelle Buendia, Mobile: +971 4 446 7555**
email: michelle@imagesretailme.com www.middleeastretailforum