

icandy Creative cleans up at the POPAI Awards

icandy Creative, the creative agency and point-of-purchase solutions provider for the SPOS Group received eight awards in the recent POPAI Annual Marketing at Retail Awards. POPAI is a global association exclusively dedicated to the retail marketing industry.

icandy Creative was awarded two gold, four silver and two bronze 'Indian' statuettes. icandy was also awarded with the industry innovation award.

SPOS Group COO, Stephen De Lorenzo said the awards have now shown the industry that the SPOS Group mean business and shows we have come a long way in 2 years.

"These awards were the most we have ever won as a company and also was the first for New Zealand."

The awards were received at the POPAI Awards Gala Dinner at Crown Casino Melbourne where over 300 industry professionals came together to celebrate excellence in Marketing at Retail in conjunction with the group's annual conference.

icandy Creative develops tailor-made point-of-sale displays and creative concepts for brands and retailers. It is a full service creative agency focusing on marketing at retail to help shoppers make purchasing decisions. icandy Creative's services include concept development, graphic and industrial design, print production, project management and full production services.