



The Brand Marketer Chief Award for Merchandising Excellence The Retailer Chief Award for Merchandising Excellence

Both the Brand Marketer and Retailer Chief Awards are presented to companies that demonstrate effective and innovative use of Marketing at-Retail in their overall marketing strategy and adhere to the highest business standards.

In 2003, the Chief Award was split into the Brand Marketer Chief Award and Retailer Chief Award.

Members of POPAI are solicited for their nominations for this award. POPAI's Nominating Committee selects the company that will accept the award during the Night of Honors at the annual Industry Leadership Conference.

2006

BMW North America

2005

Hershey Foods Corporation

2004

Walgreens (Retailer)

2003

BP America, Inc. (Retailer)

The Wm. Wrigley Jr. Company (Brand Marketer)

2002

The Kellogg Company

2001

E. & J. Gallo Winery

2000

Frito-Lay, Inc.

1998-99

Sony Computer Entertainment

1997

Estee Lauder Inc.





1996

Miller Brewing Company

1995

Pepsi-Cola Company

1994

The Gillette Company

1993

Anheuser Busch, Inc.

1992

Nintendo of America Inc.

1991

General Motors

1990

Warner Lambert Company

1989

McDonald's Corporation

1988

The Procter and Gamble Company

1987

The Philip Morris USA

1986

The Coca-Cola Company

1985

Hallmark Cards, Inc.

1984

R.J. Reynolds Tobacco Company

