



News release

POP AI announces official launch of 2008 Student Design Awards

Chance to join the creative teams at leading PoP producers up for grabs

Day, Month 2007 – Design students from around the UK interested in a career in the Point-of-Purchase industry were today being invited to showcase their design talents at the official launch of the 2008 Student Design Awards, organised by the retail marketing industry's trade association POPAI UK & Ireland (Point-of-Purchase Advertising International).

The Awards, which are sponsored by Walkers Crisps, will provide two lucky students with the chance to win a Student Design Scholarship – a 12-month full-time, paid position – with one student joining the creative team at temporary PoP producer Capital and the other joining leading permanent PoP producer Arken.

Students wishing to enter will be asked to design a fit-for-purpose point of purchase retail display or merchandising unit, as well as to produce a short case study looking at the strategy and thinking behind their entry. Students will be competing for one of three prizes:

POP AI Student Design Awards 2008, sponsored by Walkers Crisps

- **Win the Scholarship** - Two lucky entrants will win a '**POP AI Student Design Scholarship**' - a **12-month full-time, salaried job, sponsored by PoP producers Capital and Arken**. Working in the creative departments, the winners will get hands-on, client-facing creative experience of the retail marketing sector, working with brands and retailers.
- **Win Cash Prize** - Winners will share a **total prize pot of £3,000**.
- **Win the NJM Trophy** - Students compete for the **NJM Trophy**, in memory of former POPAI Vice Chairman Nigel Johnston-Maude who tragically lost his fight against cancer in 2003 and was deeply committed to the development of our industry.

Entries will be judged by a panel of 'potential employers' including representatives from global brands, retailers and design agencies. With initial interest from over 150 course leaders across the UK & Ireland, the Awards promise to deliver a high number of top quality entries.

Design students will be able to visit the Awards dedicated website (www.studentpop.co.uk) to submit their entries online, as well as to view top tips from previous winners and read comment from key industry figures.

Head of POPAI's Education Working Group, Joy Lees, said: "The aim of the 2008 Student Design Awards is to attract fresh young design talent into the industry. The generous sponsorship from Walkers Crisps means we have been able to invest in the development of the awards, with a great marketing campaign to boot, whilst the scholarships being offered by Capital and Arken are guaranteed to help put the awards on the student map."

For more information on how to apply, visit www.studentpop.co.uk. Deadline for entries is June 1st 2008.

– ENDS – XX Month 2007

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Image: The official logo of the 2008 Student Design Awards



Notes to Editors:

- POPAI is an international trade association for companies involved in P-O-P & retail communications, representing an industry worth over £1bn per annum in the UK & Ireland
- POPAI is dedicated to serving over 1800 members internationally, by promoting, protecting and advancing the broader interests of P-O-P through research, education, trade forums, networking and legislative efforts. POPAI UK & Ireland currently has over 200 members
- The inaugural POPAI UK & Ireland Awards.07 recognises excellence in creative design and manufacture of P-O-P within traditional and digital markets, as voted for by an independent panel of judges from Brands & Retailers. The POPAI Awards 2007 winners were announced at the Awards Dinner, which was held at the Marriott Hotel, Grosvenor Square, London on Tuesday October 23rd 2007.