

# Student Design Award

Gold Winner 2016

Alice Power

Toby's Crayola



**1. Describe the materials used and the reasons for their selection.**

I have chosen to use cardboard because it's cheap to manufacture, it is easy to flat pack and once the store has finished using it, it can be recycled. I also think it will be easier to foresee the print finish on cardboard, which is an important aspect when enticing the customer.

**2. How will your design fit within its retail environment?**

During my research I recognised just how important colour is to the Crayola brand and therefore my design reflects this. Hopefully this means that no matter where this piece of POS is placed it will stand out from its surroundings and draw people in.

**3. What are the cost implications for your design?**

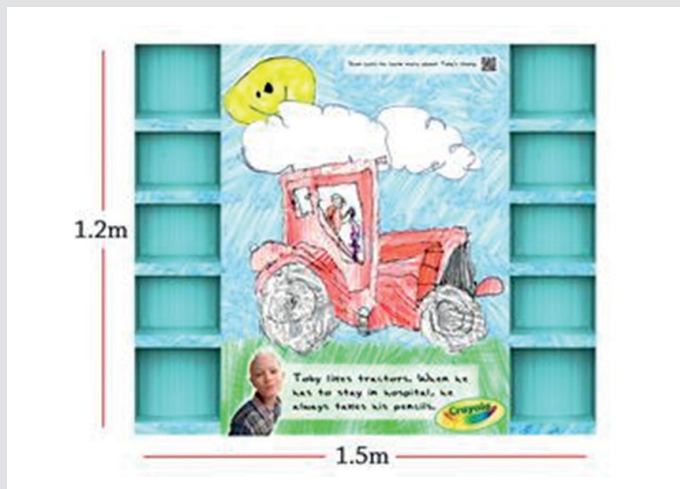
Having worked within the retail industry I am very aware of just how often POS is moved, changed and/or replaced. Stores need to be transitional to keep their customers interested. I kept this in mind when choosing to use cardboard because with the constant development of new products, companies want to keep their point of sale costs down.

#### 4. How will your design communicate the brand message?

As I have mentioned before colour is a huge part of the Crayola brand so this, coupled with a child's beautifully imperfect drawing, emphasises who Crayola's real customer is. Toby is Crayola's true customer so it feels right that he should be the face of this piece.

#### 5. What was the overall strategy behind your design?

My strategy was to try and think from Toby's perspective. I've included Toby's drawing as a way to entice children, who will see and create in the same way as him. The QR code link is for the parents who will be curious to know his story, therefore inspiring them as well, just in a different way.



#### Any other comments you wish to make:

Toby has a severe form of epilepsy which causes him to fit regularly. As well as this, he also has select mutism which means he will just communicate with his mum through small hand gestures that only she understands. Toby uses drawing as a way of expressing himself and whilst I looked after him this summer, I used this as a way of connecting with him. I find Toby and his family so inspirational because they seem to take all these challenges in their stride. As a family they have raised thousands of pounds for charities that support sick children. I could easily have made this Crayola piece about me as a child, but I really feel that Toby's is a story worth telling. His is not a sad story but an inspirational one.



**POPAI judges said:** “ The standard of entries into our Student Design Awards never fails to impress our experienced panel of judges. That shone through again this year and Alice's entry was a deserving winner. Creativity, appreciation of the retail space and an eye for detail in material choice all combined to make this the stand-out entry of the year”

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