



THE STUDENT DESIGN AWARD 2017

JOIN THE CELEBRATION

Call for entries

There's a world of opportunity in-store



Gain valuable exposure, experience and contacts



Award judges include creative agencies and major brands



Share your design with a live audience of industry professionals



Your portfolio will be accessible to the industry's biggest names



Student Design Award winner receives £1,000 cash and an invite to POPAI Awards 2017

Student Design Award 2017. Opportunities in-store.

There are lots of ways to start a career in the creative industries. Few offer the chance to gain valuable experience, exposure and contacts with leading creative agencies and big name brands.

Great careers start with the POPAI Student Design Award. Every year, the award helps young, aspiring creatives to fast track their career by bringing their talent to the attention of leading creative agencies and major FMCG brands.

Enter and get noticed. After all, it's your future.



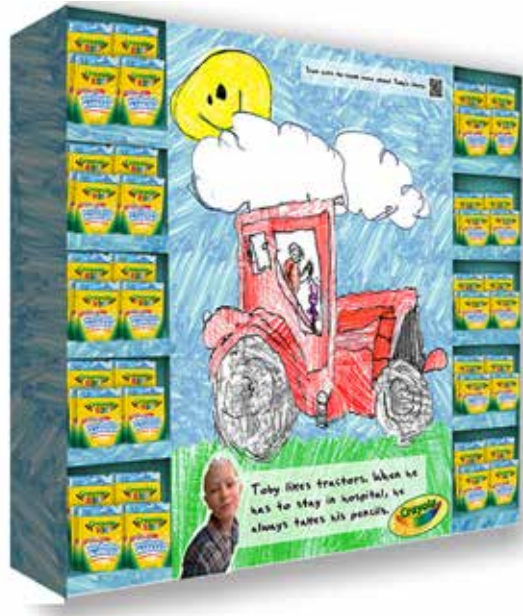
“A common misconception at this point in life is to limit yourself to your chosen discipline and believe that once you’ve made your decision there’s no going back. If this experience has taught me anything it’s that throughout your educational career you have been provided a set of skills which can be made transferable, and if you want to try something outside your comfort zone, go for it.”

Alice Power,
2016 Student Design Award winner

Student Design Award Winner 2016:

Toby's Crayola

Alice Power from the University of Derby



The 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 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”

Creating

You'll be asked to submit visuals for an eye-catching display that will attract the shopper to make an impulse purchase for a product of your choice. You'll also need to answer questions about the strategy and thinking behind your entry. Your University lecturer will have received a Tutor Pack containing all the information and supporting resources needed to select your chosen brief and begin your submission for the POPAI Student Award 2017.

Mentoring

Get ahead of the game. Giving you access to regular feedback and guidance from experts in their field, we'll help guide you during the entry submission so you can be confident you're heading in the right direction. With mentors there to help you work through the brief, gain practical insight into real-world retail challenges and get the job done, you'll be better prepared to hone your submission. You'll learn lots of invaluable tips that will not only take your entry from strength to strength, but stay with you far beyond your time at University.

Judging

Entries will be judged by a distinguished panel of industry professionals including senior creatives for leading industry agencies and marketers from major FMCG brands and retailers. The first round of judging will be done online with judges reviewing entries against the set criteria. Shortlisted students will pitch their creative ideas to a small panel of Judges, who will then decide on the final winning entry.

Celebrating

Your career will have many milestones, but stepping up on stage to collect your prize as the Student Design Award winner will be one to remember. Every year over 400 guests from creative agencies and leading brands recognise P-O-P excellence at the POPAI Awards in London. And you'll join them as our guest to celebrate industry best practice.

Working

The POPAI Student Award provides an exceptional foundation for success in your future career. If chosen as the eventual winner, you will be invited for an interview with one of the industry's leading creative agencies. Potentially, the first important step to taking your career where you want it to go.

What you need to know

What we do

P-O-P (Point-of-Purchase) communication has never played a more vital role in delivering commercial success for brands and retailers, by inspiring and engaging shoppers and providing them with compelling reasons to buy. POPAI is a respected global name with over 1,400 members in 45 countries – a progressive industry association, promoting best practice to enhance the total shopper experience. The size and scope of our global network will give your work visibility with some of the world's most respected retail brands:



As well as leading creative agencies within the retail marketing industry:



Why P-O-P design?

P-O-P is a fast-moving, high-growth industry. You'll help big brands improve how they engage shoppers by investigating and solving insight-driven creative briefs, and complicated structural design challenges. Clients depend on the ingenuity and creativity of industry designers to improve their brand visibility in-store, communicate with shoppers more effectively, and drive sales at the point-of-purchase.

If this sounds like your kind of challenge, then read on...

You'll receive industry recognition...

...from big name brands and creative agencies

Now's the time to achieve standout

Although you're focused on your studies, why not explore what future opportunities could lie in-store. As you come to the end of university, your career in the creative industries is about to begin. Develop new skills and give both your talent and portfolio valuable exposure, to maximise your future employability. Put simply, winning the POPAI Student Design Award is sure to open doors and take you places.

Why enter?

POPAI UK & Ireland is committed to creating an environment where imagination and innovation can succeed in-store. The POPAI Student Design Award promises an experience that will shape your whole career. There are plenty of people to inspire you. Lots of great experiences to be had along the way. And potentially the start of a great career at the end of it.



Nurturing fresh talent

Judging criteria

Entries to the Student Design Award will be judged against the following criteria

- How well your entry answers the brief and meets the marketing objective(s)
- Clear rationale behind concept
- Quality of supporting case study
- An excellent creative idea
- Construction and material choices
- Use of retail space
- Branding and communicative value
- Likelihood of driving engagement and sales in-store
- Any other factor the judges determine that makes the entry stand out against others

Winning gets you ahead

The experiences, skills and networks you build during the POPAI Student Design Award process will set you up for life. Wherever it takes you.

Josh's Journey

"You get the opportunity to work with leading brands in the FMCG space."

Josh Plimmer, 2013 POPAI Student Design Award winner



PUT THEORY INTO PRACTICE;

beginning global marketing internship with GlaxoSmithKline, developing business and personal skills along the way.



MY PROUDEST

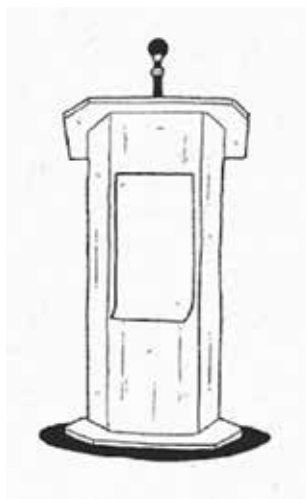
MOMENT so far, as I win the 2013 Student Design Award.

After **POPAI VISITED MY UNIVERSITY** to talk about the Student Design Award I grabbed the opportunity with both hands and decided to enter.

Said goodbye to one big brand family and hello to another, **JOINING UNILEVER** as Global Assistant Brand Manager.



GRADUATE from University of Leeds.





67 creative agencies and manufacturers entered the main 2016 popai awards



286,000 stores in the uk



£321 bn of products were sold in retail



33% of consumer spending goes through shops

How to enter

You'll be amazed what you'll learn by entering the POPAI Student Design Award. Discover what life is like creating in-store display concepts for a leading global business, explore your own strengths, and begin your journey to gaining experience for the future.

Your university lecturer will receive a Tutor Pack containing all the information you need to select your chosen brief for the POPAI Student Awards 2017, including all supporting resources, so you can begin your entry submission.

All entries must be submitted digitally via our entry site.

Make sure that your main deliverable(s), clearly and effectively, present your idea and execution. Judges will view these first, and then look at any supporting material.

Learn more online at:
popai.co.uk/awards/Student-Design-Awards.aspx

Brief and Entry Questions

You'll be asked to submit visuals for an eye-catching display that will attract the shopper to make an impulse purchase for a product of your choice. It must have a footprint no bigger than 1.5m x 1.5m. You'll also need to answer questions about the strategy and thinking behind your entry.

Define the type of display you have created (e.g. counter top, free standing unit, etc.) and explain how your design will fit within its retail environment.

Describe the materials used and the reasons for their selection.

What are the cost implications for your design?

How will your design communicate the brand message?

What was the overall strategy behind your design?

Find out more

Learn more about entering for the 2017 POPAI Student Design Award online:

popai.co.uk/awards/Student-Design-Awards.aspx

Meet us on campus

Look out for us at your University. Say hello, ask questions, get useful tips and learn more about the POPAI Student Design Award and the P-O-P industry.

Closing date: 21st April 2017

Apply to enter

Already decided you want to enter? Start your entry today online:

popai.co.uk/awards/Student-Design-Awards.aspx

Contact us

If you've got a question about anything in this Student pack, drop us an email: info@popai.co.uk

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