

# Student Design Award

Silver Winner 2016

**Charlotte Woodward**

Kopparberg Freestanding Point of Purchase Display



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

My design would be made out of vacuum formed ABS plastic. This is because it allows a cheaper production with a quick turnaround, with good design flexibility. The material is also lightweight and easily accessible and recyclable at the end of its use.

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

My design would be able to fit well into the retail environment as most established supermarkets have a wide range of point of sale designs and space to accommodate such displays. However, there are not that many point of sales for alcohol, in particular Kopparberg, so I feel like my display will gain a lot of attention and increase sales.

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

My display will be made out of only one material, vacuum formed ABS plastic. Due to this the display will be cheaper to make than using a process such as injection moulding which requires a higher production cost. Kopparberg is also a more premium brand than other ciders and it even says on their bottles "premium cider" so therefore they would be more willing to pay for a display which will increase their sales. As the display will be made out of plastic it can be stored away and used again, unlike with a material such as cardboard as this can be damaged easily. This aspect of storing the display away means that it can be used year after year or transported to a different location, meaning that the company will not have to pay for more to be made.

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

On the Kopparberg website they say "The single most important thing to remember when serving a Kopparberg to a consumer is this: Kopparberg Cider is best enjoyed over ice in a large glass." My design plays on this aspect heavily as the design is an ice box on a pile of frozen fruit in ice cubes. I wanted to put forward this idea that Kopparberg is a refreshing drink that will be perfect for a warm summer day.

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

I wanted to create something big and eye-catching. For me, I tend not to look at smaller point of purchases such as shelf hangers but I find myself drawn to large displays. I wanted something eye-catching and different but not something that would look tacky when placed in the retail environment. I aimed to make my display make you feel refreshed when looking at it, something that the product should do on a warm summer day.



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

My final design is 1.5 metres tall and 1.27 metres wide (the base would be circular). Keeping in with the 1.5 x 1.5 metre specification. This height also brings the product up to eye height which makes people more inclined to buy the product.



**POPAI judges said:** *"The Student Design Award recognises young people with emerging talent who are bright sparks that will go on to fly the industry flag one day."*

#### 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

