

# Student Design Award

## Bronze Winner 2016

### James Bucklow

#### Sudocrem Multifunctional Promotional Stand



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

The only material used for the point of sale stand is cardboard; specifically consisting of different thicknesses and fluting ranging from: heavy duty double and triple wall, single wall and solid carton board. The heavy duty corrugated board gives the stand all the necessary structural integrity required to support the products. This thicker card is mostly used on the vertical axis to reinforce the core of the stand. The thinner, single wall corrugated is used for the elements that need to be lighter like the card header. Lastly the solid carton board has no fluting so is not constricted with the ribbing of the corrugated. This board is used the curves and small details of the stand. I have decided to use cardboard as my main material as the stand won't have a very long life span and therefore a recyclable material is both economically and environmentally friendly. In addition card is the right price point for Sudocrem products.

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

First and foremost, longevity and both customer and retail assistant usability are the main design features for the point of sale stand. The initial promotion for the Sudocrem stand is a one week demonstration highlighting the new, and lesser known products of the Sudocrem family. With that in mind, essentially the base is a dump bin or storage for the products meaning the stock is shipped in the bottom container. This is useful for the sales assistant as whenever the stock needs to be replenished it can be done on the shop floor. Another element to increase the longevity of the promotional item is that when the demonstration period is over the lid of the stand detaches and is still used to store and sell the items but is placed on the aisle shelving. Lastly the other promotional idea is that the circular stand divides into two semicircles that can be placed as end of aisle promotions. One for the baby section which is the Care & Protect and the other for the skin care aisle with Skin Care Cream. The multifunctional stand makes it fit into any retail environment.

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

After looking at the sizing of my point of sale stand, I have come up with an estimate of between and around £40 - £50 per unit. This cost covers all the different types of cardboard necessary to make the product, which is mostly double wall corrugated. The majority of the money per unit doesn't go on the materials, however it is the graphical elements that are printed. For my stand, I wanted to keep it simple yet effective and have the graphics, elegant yet purposeful.

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

Sudocrem is a well known, well established family brand and that been used for decades with the identity of one cream solves all and to the children it is a 'magic cream.' Prestige, belonging and a sense of greatness are things that aren't necessarily a message that Sudocrem trumpet but buyers of the products will often promote the company's heritage and establishment. This is something that I wanted to get across with my design. The main body of the stand is in the shape of the familiar and unmistakable tub of Sudocrem. This not only nods back to the original products but customers like familiarity. Ironically the company's motto is: 'We are more than just a tub.' For the stand I have used the tub as an iconic symbol that people recognise however the products being sold inside are the Skin Care Cream and the Care & Protect cream for babies. Sudocrem have built a very reputable name for themselves over the years and my job with the design is to mirror that class to remind people of the brand.



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

My strategy is to be simple yet effective, elegant yet practical and to use the name that the company has made for themselves the main selling point. The stand that I have designed works on many levels of that practicality of cardboard and the functionality of the multipurpose stand. I feel that the simplicity in both design and graphical appearance mirrors the company well. Sudocrem is a 'miracle' cream and the idea behind my design is to give all attention to the product and how it is being sold.



**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."

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