

Your guide to entering the

# STUDENT AWARD

DESIGN



2021

WIN  
£1000

**POP AI**  
PART OF THE **shopi** GLOBAL NETWORK



PART OF THE **shopi** GLOBAL NETWORK

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## Key Dates

Submit entries from  
**1st October 2020**



Entry Deadline  
**27th March 2021**

In 2020 we had 50+ UK entries from 11 universities as well as 16 international entries.



## What is POPAI & the Student Design Award?

POPAI is the association for retailers, brand owners and design agencies - we're all about the shopping experience in-store!

Each year we run a competition for students to submit their retail design concepts for judging by top brands and their design agencies.

Learn more online at: [www.popaistudent.design](http://www.popaistudent.design)

### The judges panel, 2019



Entries over the years have been to an excellent standard with highly developed presentations; each one being excellent for different reasons.



**Gurjit Choda** | Ravensbourne University



**Sarah Hickin** | De Montfort University



**Bhavisha Chavda** | De Montfort University



**Liam Newbon** | De Montfort University



**Alice Power** | De Montfort University



**Kate Fenton** | De Montfort University

# Why enter?



**Employability** – Future employers will be looking for real-life experience on top of your qualifications - our awards will give you just that!



**Industry Experience** – Entering the POPAI Student Design Award will give you invaluable experience of how the retail design industry works and how to get your talents noticed by top agencies.



**Land your first job** – Over the last 10 years, seven winners of our awards have gone on to work in our industry...!

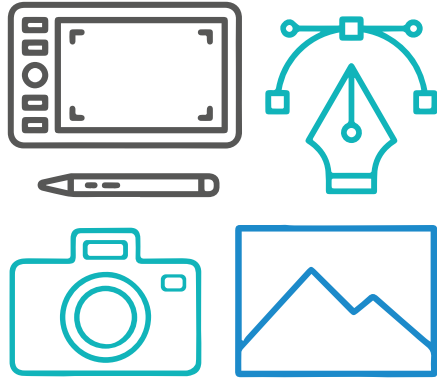


**Stand out from the crowd** – Adding work like ours to your portfolio will help you stand out from other graduates looking to work in the design industry.



**Work with leading industry designers** – We provide a network of mentors who can walk you through the professional design process and how to make your work as good as it can be!

# What can be entered?



Good news! You don't have to produce any prototypes, one-offs or models - we're after **visual concepts** and your thinking behind them!

We are looking for **amazing design concepts** submitted alongside a **short case study** in one of the following categories:



**Entertainment**



**Grocery** (supermarkets & convenience stores)



**Consumer electronics** (home, trace & personal electrical items)



**Toys** (either toy/game stores or toys sold in other stores)



**Footwear & sports** (either within these stores or other stores)



**Cosmetics** (make-up, fragrances, hair care items)



**Pop-up shops & concessions** (e.g. temporary stores or branded retail spaces in department stores)

**Your brief** (same for all categories)

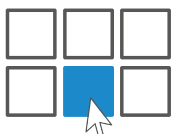
"Design a "wow" piece of in-store display or store concept to promote a product or range of products in any of the categories above.

# Who can enter? How to enter.

The Student Design Award is open to any student in Higher Education (or even in F.E).

**Entering the POPAI Student Award is easy, just follow these steps.**

1



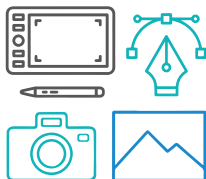
Choose your category

2



Visit shops! Some of the best research is first-hand

3



Create your concept. Be clear from day one about the “why?”

4



Visit [popaistudent.design](http://popaistudent.design) to start your entry

5



Answer the questions and upload your images

6



Submit your entry and cross your fingers!

**Entry deadline: 27th March 2021**

7



Contact the POPAI office if you need any help:

tel: **01455 613 651**

email: **[info@popai.co.uk](mailto:info@popai.co.uk)**





## Entertainment







## Grocery



## Consumer electronics



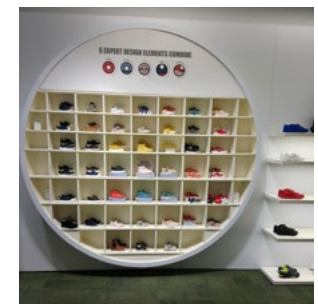
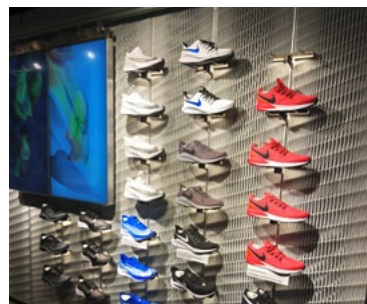




## Toys



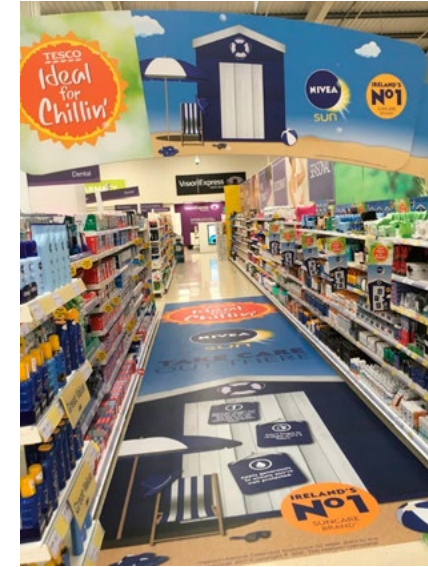
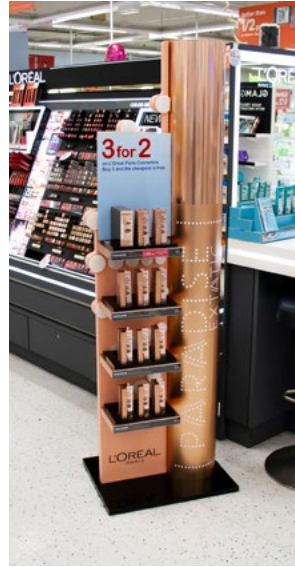
## Footwear & sports







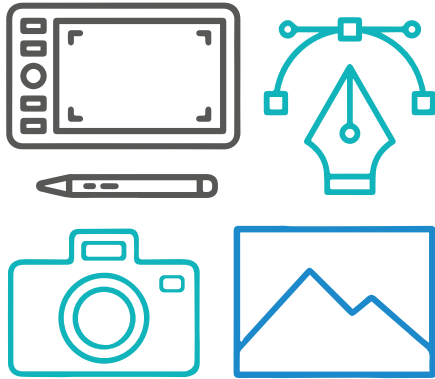
## Cosmetics



## Pop-up shops & concessions



# Your brief



Design a 'WOW' in-store display to promote a product or range of products in any of the following categories; **Entertainment, Grocery, Consumer electronics, Toys, Footwear & sports, Cosmetics** and **Pop-up shops & concessions**

## Points to consider

- ★ Display format and store position
- ★ Who is the shopper?
- ★ Product messaging
- ★ Product guides and tips
- ★ Interaction and experience
- ★ Testing/trialling the product
- ★ Link to social media and online presence

## Your entry needs to include

- ★ Visuals of your design with sizes and design details
- ★ An **explanation** of what you have done and why
  - ? Why you chose the product to display
  - H What is the display made of?
  - Who is it targeted at?
  - ▣ What type of stores would it go in?
  - ↻ Lifespan in-store



# Judging day

Your entry is required to be submitted as per the POPAI Student Design Awards - [entry deadline 27th March 2021](#).

Shortlisted entrants will be required to attend a 'Dragon's Den' style [judging day](#) on [28th April](#) where you will be asked to present your ideas.

## The prize



The winner of the POPAI Student Design award will receive £1000 and be invited, along with a guest to the POPAI Awards to collect their trophy.

# Resources



**Mentors** – we can give you physical and remote access to a network of top retail designers across the country - they'll help you understand how the industry works and also how to produce a great design and the thinking behind it!



**POPAI Awards** – we have a wealth of award-winning case studies for you to get your teeth into for inspiration and to understand the design rationale behind them.



**POPAI POPWatch** – trawl through our library of 11,000 in-store images.



**Past Winners** – look at our past winners, their case studies and be inspired to see where they are now! [Follow this link](#)



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