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Entry Deadline 27th March 2020

In 2019 we had 80+ UK entries from 11 universities as well as 15 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



The judges panel, 2018



kolorcraft

group

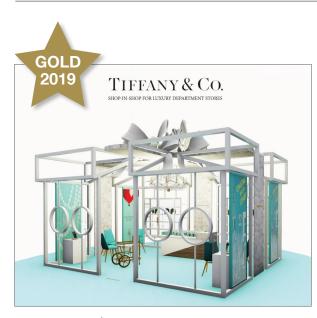








Entries over the years have been to an excellent standard with highly developed presentations; each one being excellent for different reasons.



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...!

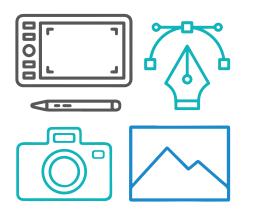


Stand out from the crowd – Adding work like ours to your portfolio will help you stand out from other graduates looking to work in the design industry.



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!

NEw

FOR

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



Re-imagining the DVD aisle (area of the store, entertainment section/ area, pop-up store or new store concept selling DVDs or Blu-rays)



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.

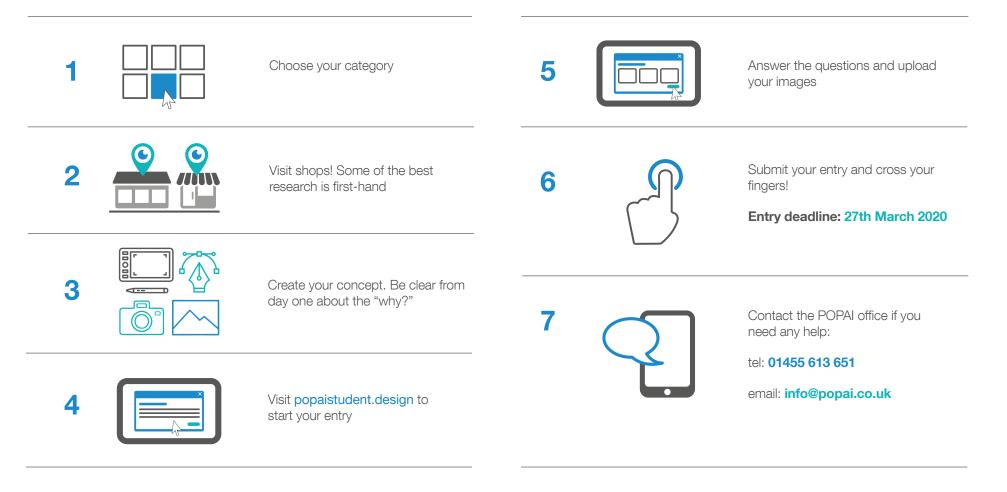




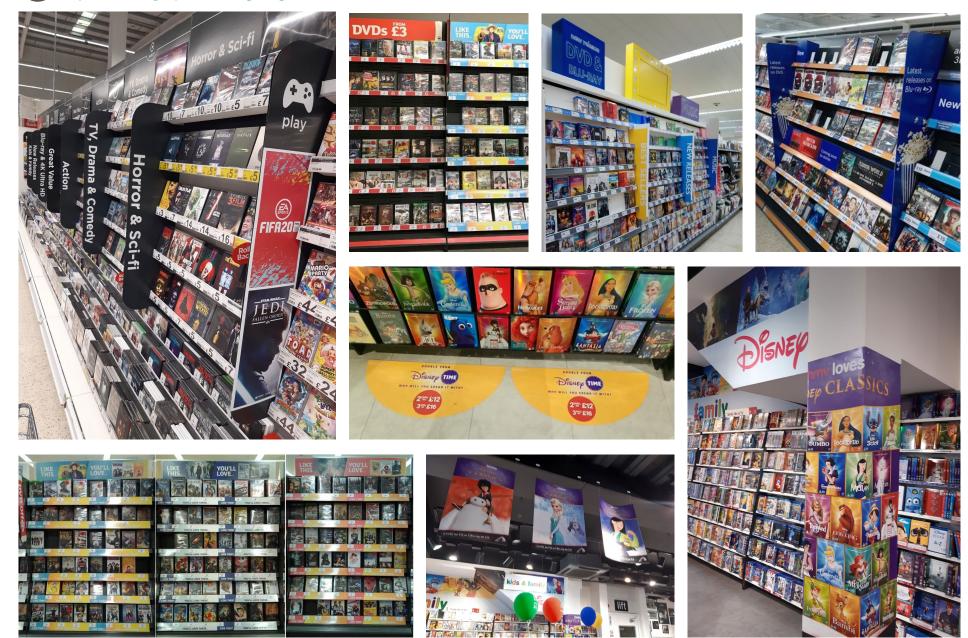
Who can enter? How to enter.

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.



Special category – Re-imagining the DVD aisle





Grocery



Consumer electronics



11











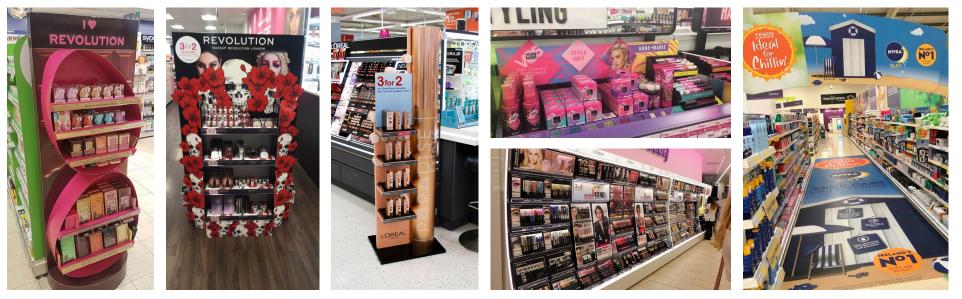
Toys







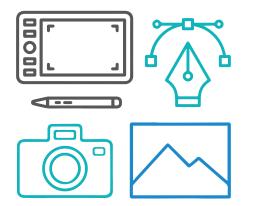








Your brief



WOW

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

Points to consider

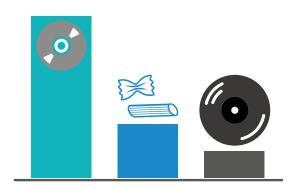
- Display format and store position
- Who is the shopper?
- Product messaging
- Product guides and tips
- ✤ Interaction and experience
- Testing/trialing the product
- Link to social media and online presence

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?
 - **U** Lifespan in-store

NEW FOR 2020





What is the background?

- DVDs and Blu rays are still a highly popular way to own and consume film, TV and documentary content (54m DVDs sold in the past year!)
- Disc sales generate 3 times the retail value of fresh pasta and 6 times the value of vinyl records
- Only 9% of film buyers have gone fully digital (70% are physical only, 21% physical and digital) the disc is here to stay
- Consumers value the tangible nature of discs, the fact that they can rewatch the discs (and lend them to friends), the special features and the ease of use
- Consumers tend to be older than average and to buy for planned occasions e.g. a family night, movie night with friends, partner etc.

What is the challenge?

Products have not benefitted from the same levels of investment as other product categories over the past few years (at the same time as online sales have grown) – racking looks tired and is often hard to find.

The challenge is:

- **?** How can we make shopping the entertainment area a great customer experience and drive footfall back into the department?
- How can we turn it into an area that shoppers look forward to visiting and are willingly tempted by?
- How can we make this area of the store feel as modern, relevant and exciting as the content locked up within the DVD cases?
- *
- What would this area looked like if we weren't constrained by current racking?
 - What could we learn from other product categories?

Who is setting the challenge?





Special category brief - Re-imagining the DVD aisle

What is the brief

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



- An entertainment section/ area of the store selling DVDs and Blu-rays in either one of the 'big 4' grocers (Tesco, Sainsbury's, Asda, Morrisons)
 - An entertainment section/ area of the store selling DVDs and Blu-rays in hmv
- A pop-up store or new store concept for DVDs and Blu-rays

Your brief

Design a 'wow' in-store display/ entertainment area for DVDs and Blu-rays key considerations:



- Display format & store position
- Who is the shopper?
- Navigational and product signage
- Interaction & experience
- Use of creative assets
- What your entry needs to include:
- Visuals of your design with sizes and design details
- An explanation of what you have done and why, including:
 - ✤ Why you made the design choices you made
 - ✤ 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 2020**.

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 this category will be awarded a screening at London's NBC Universal private cinema with up to 20 friends, including pre-screen drinks.

The winner of this category could also go on to win the Student Design Awards overall and be awarded $\pounds1000$.

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.



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