



STARPACK
STUDENTS

Student Starpack
Awards 2019

BRIEF H

FAMILY NIGHT IN - FRONT OF STORE THEATRE DISPLAY FOR TESCO

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Prize

£250 vouchers plus 1 week work experience at Smurfit Kappa Display in Corby.

Helpline

For guidance with the brief please contact

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Introduction

Grocery retail is a very busy environment with brands competing to attract shoppers' attention as they enter and navigate around the store. Research shows that shoppers make the majority of their purchasing decisions in store, which makes POS displays a key element of the marketing mix.

Brands need to attract consumers and market products successfully by using POS displays that grab the attention of shoppers and differentiate from the competition, as well as being functional and easy to assemble.

The Brief

Provide an innovative and creative solution to the promotion and display of Walkers family sharing snacks: Bugles, Mix-Ups, Big Bag & Poppables during an evening together in front of the TV. Walkers is a sub brand owned by Pepsico.

The display needs to promote the idea of family sharing time and drive sales of Walkers sharing packs. It needs to be visually striking as well as incorporate stock holding. The design of the unit should explore the possibility of interaction (lights/sound/movement) with the consumer through its visual format and surface graphics, exploring shapes and design solutions that reflect a strong message. The display will be sited in the front of store area and will be immediately visible as shoppers enter the store.

Footprint: front to back 1m, left to right 2.5m. Maximum height 2.3m

Points to consider

- Assembly time should be no more than 10 minutes excluding stock holding
- Number of products on the unit should be identified
- Stability and good product visibility is important
- Good use of structural design, shapes and graphics to showcase the product and promotion
- Pepsico do not advertise to children so please bear this in mind when developing your ideas

Materials to be used

Corrugated fibreboard

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