



Project Description for

Research and development of novel displays for male grooming products in beauty salons, hair salons, department stores, independent beauty shops, retail groups

Spring 2007

This student project is part of the
Global Product Realization Course

Project owner-company:



KESSLERS INTERNATIONAL

<http://www.kesslers.com/>

Participating universities:

City University

London, United Kingdom

www.city.ac.uk



Delft University of Technology

The Netherlands

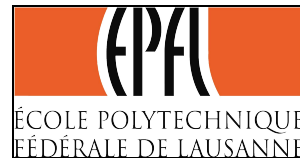
www.tudelft.nl



Swiss Federal Institute of Technology

Lausanne, Switzerland

www.epfl.ch



University of Ljubljana

Slovenia

www.lecad.si

Univerza v Ljubljani



University of Zagreb

Croatia

www.unizg.hr



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Introduction

Résumé

The Global Product Realization (GPR) course 2007 is an academic virtual enterprise, consisting of five universities from Delft, Lausanne, Ljubljana, London, Zagreb and one UK industrial partner: KESSLERS INTERNATIONAL. The general foundation basis of the enterprise, the rights and obligations of the partners and other terms and conditions are summarized in the document "The GPR Constitution". The human resources of the academic enterprise are the academic instructors, university students and company specialists. The enterprise is formed for one study semester. The primary goals of the enterprise are to gain the professional and communication knowledge and the solution of the practical problem, assigned by the partner company. The GPR 2007 student's project task is to develop a point of purchase display for male grooming products.

The people involved in the EGPR course will be brought together by advanced communication means, where videoconferencing is considered as the key communication tool. The students will gradually gain knowledge by attending lectures, given by renowned professors and other experts and professionals. Student international teams will be formed to bring together their knowledge from different fields to try to solve the problems arising from the assignment. The teams will then elaborate and present their research work during common sessions. At the end of the semester, students will develop physical prototypes of components of the spraying device. All people involved in the EGPR 2007 will finally meet in person during the closing workshop in London at the end of the semester in early June 2007, where all components will be assembled together and the research work publicly presented and evaluated.

Philosophy of the project

The basic philosophy of the E-GPR educational project is about the development of the competence to solve problems by design, which requires a complex whole of five specific capacities. At this place we give only a very brief impression. A full development of sound design competence can only be reached after wide education and years of practical experience. The current course gives the opportunity of getting an impression of such competence using international and multi-disciplinary cooperation.

A. The design capability, or the natural capacities, includes intelligence, imagination, creativeness, inventiveness, artfulness, technicality, pragmatism and productiveness. A good designer has developed, strengthened and balanced these capacities. Since the available time for the course is limited we concentrated on (i) optimal exploitation of the already available capacities, and (ii) harmonization of the various problem solving approaches and process organization/management capacities of the students.

B. The design attitude, or the way a designer is related to his/her profession. It includes the way of designerly seeing, thinking and doing, which manifests in (i) the way of thinking about practical creativeness, (ii) the motivation and inspiration of creating useful things, (iii) the enjoyment of inventing artefacts, and (iv) the mind set related

to materialization and realization. Working in virtual environments points at other specific elements of the designerly attitude, e.g., (v) liking problem solving with multidisciplinary flavour, (vi) openness to sharing problems, knowledge and resources, (vii) feeling responsibility towards others, and (viii) being accustomed to working in a multi-cultural environment.

C. The design knowledge, or the integration and application of multidisciplinary knowledge the learned capabilities. It includes formal and informal understanding and information. In design education we pay attention to systematically obtaining, exploration, management and application of knowledge. During the course several sources of obtaining knowledge will be addressed: (i) academic lectures, (ii) industrial case studies, (iii) explorative research, (iv) literature search, (v) brainstorming, (vi) learning from each other, (vii) company visits, (viii) self-management.

D. Design skills or the abilities to do design actions well. They include amongst others (i) handling information, (ii) multi-disciplinary cooperation, (iii) application of research and design methods, (iv) communication and exchange of technical information, (v) use of professional, internet based communication equipment, (vi) analysis of complex design problems and task allocation, (vii) combining creative capacities with system development capacities, (viii) project management, (ix) prototyping and testing, and (x) practicing english language on professional level.

E. Design experience, or the familiarity gained from seeing and doing things in the course of acting as a designer, and the obtained feelings and reflections related to designing and designs. The students come together with their own backgrounds and fields of experience, they share and combine it, and create new experiences as a result of the synthesis of experiences to generate new extensions.

We think that the concept of the Academic Virtual Enterprise forms an excellent means that enables the students to develop these competences.

Goals

The goals of the project as a whole may be classified into four distinctive categories:

- i) **To gain additional professional knowledge** in the fields of Industrial design, Mechanical engineering design, Electronics, Fluid mechanics and Agricultural machinery. This goal will be partially achieved by organizing the appropriate lectures, given by specialists in the field and partially by students performing autonomous research by studying the available literature and other public sources of information (e.g. internet).
- ii) **To acquire communication skills.** Students will learn to use the communication equipment autonomously. They will share messages with other team members simultaneously, keeping all involved partners informed. They will organize presentations and present their work publicly to other groups, instructors, and industrial specialists and users. Individual ideas will have to be presented to other team members at a long distance geographically using the available communication media (videoconference equipment, documents and messages sent by e-mails, chat sessions, etc.).

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- iii) **To acquire teamwork skills.** Students will be organized into groups and will try to define the list of activities, necessary for completion of the assignment. They will develop the skills to formulate a concept by starting from scratch. They will organize brainstorming sessions to express and discuss the ideas and to evaluate them. Because students come from different universities, they will bring together different knowledge and experience. It is therefore expected that multiple aspects of the concept will be thoroughly considered. Students will share the individual tasks, which will be agreed upon in their team meetings. Students will learn to overcome the cultural and mental differences between the fellow team members. The teamwork will be presented publicly to other groups and the instructors.
- iv) **To materialize the concept.** The industrial partner Kesslers International expects the elaboration of the chosen concept in the form of a working physical prototype. In order to achieve this, the project work has to be carefully planned and the milestones met at prescribed deadlines. The students will use local workshop facilities to materialize the components or purchase standard parts (components). The final product will be assembled during the workshop in London in June 2007.

The partners

Academic partners

In this section you will find the necessary basic information about each of the five participating universities: City University, Delft Technical University, Swiss Federal Institute of Technology, University of Ljubljana, LECAD, and the University of Zagreb.

The tables below provide each university's information; show the names and emails of the participants: professors, staff members and students. If you are interested in the detailed information of any of the participant, the complete documents are available on Blackboard (§4.1).

City University London, United Kingdom

University	City University
Faculty, section, lab, etc.	School of Engineering and Mathematical Sciences
Address	Northampton Square London EC1V 0HB, England
Responsible teacher	Dr. Ahmed Kovacevic
Contact person	Dr. Ahmed Kovacevic
Telephone	+44 20 7040 8780
Other staff	Dr. V. Rakocevic
Course name locally	ETM 062 - EGPR
Number of project hours and number of ECTS*) or credits	172 hours in project, 240 hours in total 25 credits (1 credit = 10 hours; 1 year = 130credits)
Info about knowledge and skills of participating students	http://www.city.ac.uk/ugrad/engineering/index.html

Function	First name	Last name	e-mail
Professor	Ahmed	Kovacevic	a.kovacevic@city.ac.uk
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	Konstantina	Exarchou	KonstantinaExarchou@hotmail.com
	Aytan	Kemal Hilmi	AytanHilmi@hotmail.com
	Steve	Black	BlackSteve00@hotmail.com
	Mahesh	Jeshani	Mjeshani@hotmail.com
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Delft Technical University, The Netherlands

University	Delft University of Technology (<i>Technische Univerisiteit Delft</i>)
Faculty, section, lab, etc.	Industrial Design Engineering, Department of Design Engineering, Section of Computer Aided Design and Engineering
Address	Landbergstraat 15 2628 CE Delft, The Netherlands
Responsible teacher	Prof. Dr. Imre Horváth
Contact person	Ernest van Breemen
Telephone	+31 15 278 3437
Other staff	Henk Kuipers, Niels Moes, Adrie Kooijman
Course name locally	Integral Design Project – international a.k.a. e-EGPR
Number of project hours and number of ECTS or credits	336 hours 12 ECTS (1 ECTS is 28 hours; 1 year= 60 ECTS)
Info about knowledge and skills of participating students	http://www.studyat.tudelft.nl have a look at the section about Industrial Design Engineering

Function	First name	Last name	e-mail
Professor	Imre	Horváth	i.horvath@io.tudelft.nl
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	Niels	Moes	c.c.m.moes@io.tudelft.nl
	Ingo	Oldenkamp	i.oldenkamp@io.tudelft.nl
Students			

Swiss Federal Institute of Technology Lausanne, Switzerland

University	Swiss Federal Institute of Technology Lausanne (<i>École Polytechnique Fédérale de Lausanne</i>)
Faculty, section, lab, etc.	School of Engineering Laboratory for Computer Aided Design and Production
Address	EPFL STI IPR LICP ME A1 403 (Bâtiment ME) Station 9 1015 Lausanne, Switzerland
Responsible teacher	Prof. Dr. Paul Xirouchakis
Contact person	Camille Boucarut
Telephone	+41 21 693 59 65
Other staff	Julie Hohenegger, Ian Stroud
Course name locally	European Global Product Realization (E-EGPR)
Number of project hours and number of ECTS*) or credits	168 hours 12 ECTS (1 ECTS is 1 hour/per week for one semester; 1 year = 60 ECTS)

Info about knowledge and skills of participating students	<ul style="list-style-type: none"> • For the Microengineering students: http://smt.epfl.ch/formation/etudes/livretcours/documents/livretcours%202004_2007.pdf • For the Communication Systems students: http://ic2.epfl.ch/ssc/lc/php_u/livret.php?language=english • For the Computer Sciences students: http://ic2.epfl.ch/sin/lc/php_u/livret.php?language=english
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Function	First name	Last name	e-mail
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	Aristeidis	Matsokis	aristeidis.matsokis@epfl.ch
Students			

University of Ljubljana, Slovenia

University	University of Ljubljana (Univerza v Ljubljani)
Faculty, section, lab, etc.	Faculty of Mechanical Engineering Laboratory of Computer Aided Design (Lecad)
Address	Aškerčeva 1000 Ljubljana, Slovenia
Responsible teacher	Prof. Dr. Jože Duhovnik
Contact person	Dr. Tomaž Kolšek
Telephone	+386 1 4771 435
Other staff	Matjaž Šubelj
Course name locally	Racunalniško podprto konstruiranje - integralni razvoj globalnega izdelka (E-GPR)
Number of ECTS*) or credits	nr of hours assigned = 125, credits : 11 ECTS (1 ECTS is 10 hours lectures or 20 hours exercises or 10 hours project; 1 year = 61.5 ECTS).
Info about knowledge and skills of participating students	www.lecad.si

Function	First name	Last name	e-mail
Professor	Jože	Duhovnik	joze.duhovnik@lecad.uni-lj.si
Staff	Tomaž	Kolšek	tomaz.kolsek@lecad.uni-lj.si
	Matjaz	Subelj	matjaz.subelj@lecad.uni-lj.si

Students			

University of Zagreb, Croatia

University	University of Zagreb (<i>Sveučilište u Zagrebu</i>)
Faculty, section, lab, etc.	Faculty of Mechanical Engineering and Naval Architecture, Chair of Design Theory
Address	Ulica Ivana Lučića 5 10000 Zagreb, Croatia
Responsible teacher	Prof. Dr. Dorian Marjanović
Contact person	Davor Pavlič, M.Sc. ME
Telephone	+385 16168 117
Other staff	Neven Pavković
Course name locally	Industrijski dizajn
Number of ECTS*) or credits	(1 ECTS is ?? hours; 1 year = ?? ECTS)
Info about knowledge and skills of participating students	http://www.fsb.hr/indexo.html http://www.cadlab.fsb.hr

Function	First name	Last name	e-mail
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	Tino	Stankovic	tino.stankovic@fsb.hr
Students			

Industrial partner –Kesslers International

General information

Kesslers International is located in Stratford, East London. The company can trace its origins back to 1893 when Bernhard Kessler started the journey of a craftsman making umbrella handles in Austria.

Leopold Kessler, Bernhard's son, opened an English subsidiary in the 1920's.

The company has grown steadily both in size and scope, opening a new 11,000 sq. metre world class factory in 1999 and adding a further 1100 square metres in 2007. They employ a multi-ethnic 250 strong multi-skilled workforce and developed a European reputation of being leaders in their field. They have won major awards for creative design, manufacturing excellence, environmental performance and corporate social responsibility.

Kesslers growth arises from its constant adoption of new techniques and technology as well as creativity in design and manufacturing. They have continually invested in plant, IT and people in order to stay ahead of their competitors and provide cost effective European manufacturing and design.

Mission Statement

'To provide clients with an unbeatable service that is fast, efficient and cost effective'

Products

Kesslers International design, manufacture and install Point Of Purchase (POP)/ Point Of Sale (POS) display and merchandising.

Services

Kesslers International supply displays for varying market sectors, including: Clothing and accessories; Cosmetics and Fragrances; Digital and Telecommunications; DIY; Financial Services; Food and Drink; Hair and Beauty; and Retail.

They have a wide customer profile targeting key international brands, retailers and, ultimately, consumers.

Their displays are mainly static, made of plastic, metal and wood with few moving or mechanical parts. Little consumer interaction, such as sound and feel and moving images is noted. The display style and material construction often depends on the brand being promoted and the duration of the promotional campaign (varies between 6 months to 5 years)

Manufacturing Facilities

Kesslers International are at the forefront of CAD/CAM applications, having won two ImechE prizes for innovative manufacturing. Kesslers International is one of the few POP manufacturers who design and manufacture their products together. A brief list of the manufacturing capabilities of Kesslers International is given below:

- Injection Moulding 30T – 700T
- Vacuum Forming
- Tool making
- Silk Screening, Tampon printing and Hot foil blocking
- Assembly
- Laser cutter for metal sheet

- Laser cutter for plastic (various thickness)
 - Rapid Prototype facilities
 - CNC wood mill also for plastic
 - Powder Coating
 - Extrusion moulding
-
- Metal Bending to within 0.5deg
 - Strip addition e.g. to wood

Competition

Kesslers International operates in a highly fragmented market. The company has over one thousand competitors but many are small companies. Kesslers International is one of the largest, with a 2% market share! They design bespoke products for leading brands. There are between 30 and 40 main competitors; some of whom can be found at the web links below:

Company	Website
Checkland Kindley-sides	http://www.checkind.com/
Marketplace Merchandising	http://www.marketplace-merchandising.com/english.html
Simpson Group	http://www.simpsonprint.co.uk/
PPE Ltd	http://www.ppe.co.uk/pages/title.shtml
XPO Innovate	http://www.xpoinnovate.com/
Coutts Arken	http://www.couttsarken.com/
Michael Sheridan & Co	http://www.michaelsheridan.com
Kleerex	http://www.kleerex.ie/index.htm
Pointer	http://www.pointerdesign.co.uk/
PMI Field Marketing	http://www.pmifm.co.uk/welcome
Bezier	http://www.bezier.co.uk/bezier/
MultiGraphics	http://www.multigraphics.co.uk/
Pure P-O-P Ltd	http://www.pure-pop.co.uk/
Display Plan	http://www.displayplan.co.uk/
Bartuf Systems	http://www.bartuf.co.uk/main.htm
Smurfit Kappa Zedek	http://www.smurfitkappa-zedek.com/
Beswick Design	http://www.beswickdesign.co.uk/
The Valley Group	http://www.thevalleygroup.com/
The Delta Group	http://www.thedeltagroup.co.uk/
CRPPrint	http://www.crpprint.com/
Cedic	http://www.cedic.co.uk/
DeZignUK Ltd	http://dezignuk.co.uk/

It should be noted that there are some areas of the POP market which Kesslers International do not operate in, namely cardboard promotions and shop fitting.

Contacts

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Overall:

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George Kessler

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Project description

What is Point of Purchase (P-O-P)?

A point of purchase is the place at which a product is purchased by the customer. The term point of purchase usually refers to the industry concerned with consumer behaviour at the location of the purchase decision. PoP/PoS display can be defined as a marketing vehicle found in shops and department stores. POP is considered one of the most important aspects of advertising and merchandising.

The main aim of the P-O-P displays is to:

1. Create sales by attracting and informing consumers about the product.
2. Reduce the cost and need for posters and promotional material.
3. Reduce the need for set up by the retailer.
4. Create brand and consumer awareness using consistent, accurate and rapid delivery of the brand message.
5. Markets the brand. Delivers the marketing message quickly and effectively.
6. Attract the consumer to the product. Present product as best as possible 'The retailer has on average 3 to 5 seconds to grab the consumers attention'.
7. Make the product brand identifiable. Raise brand and consumer awareness.

Male grooming

Definition

Male grooming involves taking care of a man's appearance and making him look and feel clean, neat and tidy.

Men have an unwillingness to ask questions and may not always have enough knowledge about products available on the market but yet are willing to spend money on grooming. On the other hand men are concerned with ecological aspects, energy efficiency as well as technological advances; hence development of an advanced POP displays exclusively for male grooming is called for.

Background research in and facts about male grooming

It is reported by the customer research bodies that websites for online shopping for male grooming products are becoming more and more popular. Such products are also widely available through the High Street stores but stacked on the lower shelf where these do not really grab much attention!

While ladies are buying their beauty products they tend to pick up a few for the boyfriend/husband/partner. This would also appeal to men that want to buy skin, hair and various other products but have no time to walk the length of the store to find what they are looking for or are too embarrassed to ask the shop assistant where the lip balm is!

About 40 per cent of men now consider their skin "extremely or very important", and 60 per cent of male fragrances are now sold directly to men, instead of being presented as a gift or bought by a female. Men are definitely showing a greater interest in looking after their personal appearance, although for many this means following a simple grooming regime.

Mintel's exclusive consumer research shows that three quarters of women buy toiletries for the household. Only 39% of men buy for themselves, although there is a skew amongst young men aged 24 and under, who are more involved in the purchasing process. This illustrates a major barrier facing this market, as the majority of men do not get excited about this category, and in many cases the purchasing of men's toiletries is simply just another household item to buy on the weekly shopping list.

A report by the market analysts data monitor point out that men spend an average of 3.1 hours per week taking care of their appearance compared to 2.5 hours spent by women!

A male health and beauty grooming is considered by major companies such as Procter & Gamble and market research company Mintel as one of the fastest growing market in brand industry. Such companies employ thousands of people in their beauty departments. Spain and the UK posted the strongest growth at over 25%. Health and beauty specialists generate 7-12% of all retail sales in the following six countries France, Germany, Italy, The Netherlands, Spain and the UK.

Mintel expects the health and beauty sector to win share in wider retail over the next five years.

There could be identified three major groups of brands competing in: Luxury, Premium and Lifestyle Market. The companies that could be considered as participating in the Premium Market are: Hugo Boss, LaCoste, Escada, Mont Blanc, Dunhill etc.

There exists a need for developing POP displays specifically for male grooming products with specific consideration of male habits, interest and requirements. Men are often interested in technology, ecology, energy efficiency. They also need to have easy access to information about products, advices for use of a specific product. These should be main motives in bringing technologically, technically, ecologically advanced POP displays.

Project definition

The project task is to develop a technologically and technically advanced POP display which will be used for displaying male grooming products produced by a brand at the premium range.

It can be floor standing, counter/tester or an 'on shelf' display with the constraints given in the requirements section. The display must be generic and aimed at hairdressing and beauty salons in addition to departmental stores and independent pharmacies as well as retail.

It should be brand specific but must suit a global market. The brand or brands will be specified by Kesslers International during the research phase of the project.

It must cater for but is not limited to wet products for example: shampoos, gel etc, electrical equipment for example shaving equipment, hair straighteners , beauty products such as waxing and fragrances and after - shave gels and liquids.

The POP display must be multipurpose in such way to accommodate displaying, testing and storing a product. It must be stable and able to withstand the weight of the displayed products.

The major interest is incorporation of movement/positioning in the display with technological and technical innovation. This movement may involve exchange of products on the display or emphasis to the product specific points.

Display should allow interactivity with a consumer in such way to allow easy gathering of information about products and testing a product.

Testing of a product such as perfumes, crèmes, aftershaves etc should be automatic and should take into consideration hygiene, economics (use of a small amount of perfume)

...

Preferably displays should allow for non invasive skin or hair testing and interactively proposing a right product for a consumer.

Displays should be well illuminated and involve advanced LCD technology, communication aspects etc. It should involve designing a multimedia experience for the user

It must be easy to lift and assemble. It must also be easy to clean and not prone to corrosion by the beauty products displayed. The manufacturer should also be able to deliver the display at the lowest cost and within the volume constraints written under 3.3.3.

The display should be well illuminated. Originality and innovation should be displayed and a concern to the environment throughout the stages of the manufacturing and life cycle of the POP should be considered.

Goals to achieve

Understand/ Empathise with the clients brand

A POP display should emphasize a brands' products presented in such the way that client understands and feels the brand advertised. A display should have educational and pedagogical aspect to it

Understand the Market

It is essential to understand the market the client is operating in. This understanding can then be used to inform the design process.

Create a potentially profitable product for Kesslers International

Kesslers International has every intention of producing the design that is accepted. Such a design must meet company criteria set out, including cost criteria.

Use Innovation and Creativity in order to add mechanical, mechatronics and electrical functionality to the product

Globalness

Kesslers International is a global company delivering products to Europe, the Middle East and North America. Its clients are global brands.

Originality

Creativity in combining ideas to produce an innovative and dynamic display, from completely new concepts.

Criteria

a) Key Sales and Marketing criteria;

- i) Create increase in sales
- ii) Attract the consumer to the product
- iii) Make the shopping experience enjoyable
- iv) Stand out against the competitors

-
- v) Must be brand identifiable
 - vi) Have a high quality appeal

b) Key Functional criteria:

- i) Be Operational and Interactive; sound, visual aids (computer technology)
- ii) Comply with all EU electrical and safety requirements
- iii) Utilise new technology such as LCD monitors or be wireless and moving or mechanical parts
- iv) Modern/fresh/ stylish with an engineering twist!
- v) Easy to assemble/ interchange brand promo graphics in store by retail personnel
- vi) Demonstrate creativity, innovation and expertise
- vii) A quality multi – functional display

c) Materials, Production and Cost criteria

- i) The floor stand is to have a material cost in the region of £35 to £130 (Less than a £400 sales price to client)
 - ii) Production in batch quantities of 100 – 2000 per display to be considered
- Materials to be mainly plastic (fabrication, injection moulded and thermoformed), steel, wood- new materials and techniques also to be considered

Requirements

System requirements

- Floor standing or counter display.
- Interaction with the client.
- Stability.
- Generic retail display.
- Display and storage of a product

Mechanical requirements

- Testing of product displayed.
- Non invasive skin testing
- Movement for exchange of products or emphasis of a brand
- Interchange ability i.e. shelves must be adjustable.

Electrical requirements

- Illumination
- Modern electrical equipment i.e. LCD Screens.
- ROHS and CE compliant.

Human requirements

- Easy to assemble.
- Must be able to be lifted by two people

Guideline for Display Dimensions

As an example of what might be required, previous representative project from 2005 for a major fragrance brand consisted of the following items and quantities:

Counter Display Unit	(30 x 20 x 30 cm)	x 2000
Counter Tester Unit	(40 x 30 x 30 cm)	x 2000
Floor Merchandiser	(55 x 55 x 160cm)	x 500
Main Window display	(110 x 120 x 25cm)	x 500
On Shelf tester unit	(11 x9 x 17cm)	x 2500
Display Column display	(25 x 77cm)	x 500
Sample Factise	(30 x 30 cm)	x 1000

Examples from Kesslers International¹



Clarins "Touch of Magic" (temporary display)

Objectives:

Targeted Retail Environment

Counters in prestigious outlets around the world, department stores, selected specialist and consultant stores.

Materials

Injection moulding in translucent colour matched material. Reverse silk screened in special silver to give mirror effect, reflecting the product and creating areas of light and interest. 4 colour litho print headboard.

Media Tie-in

Touch of Magic is the single biggest coordinated campaign of the year for Clarins. TV promotion, special store activity, press advertising and PR specials.

Marketing Objectives

Touch of Magic positioned Clarins as the leader colour and fashion expert of the season. It was the most successful single promotion in department stores in the first 6 weeks of 2006 in 8 major markets across Europe. The project was completed on budget and on

¹ Source: <http://www2.mad.co.uk/publications/ism/pop2006/shortlist.html>

schedule.

Unit Cost: £16 - £25.99

Examples from Kesslers International Competitionⁱⁱ

Floor Display



Beauty Ban L'Oreal Paris; Producer: Cedic Shops and Presentation

Objectives:

Targeted Retail Environment

The 6000 units distributed through major retail outlets in Europe.

Materials

Powder coated metal for the structure, PS and PMBA for the trays, inlays and promotion area and integrated lighting system.

Marketing Objectives

L'Oreal Paris approached Cedic to design and produce a new Beauty Boutique. The design was developed at our London office in cooperation with our Paris and German design departments. The brief was to create a premium quality look in line with the L'Oreal Paris vision of luxury with the following requirements:

Create a durable and modular system in order to give maximum flexibility.

Respect the required load up of L'Oreal Paris.

Offer easy and economical monthly updates.

Emphasise visual impact through eye catching visuals, glorifying and promotional areas.

Optimise illumination of products through an integrated lighting system.

Define a clear segmentation of product categories.

Develop an anti theft system to reduce product shrinkage.

Unit Cost: Over £500

ⁱⁱ Source: <http://www2.mad.co.uk/publications/ism/pop2006/shortlist.html>

Electronics Displayⁱⁱⁱ



Atlas Unit for Sony PSP; Producer: Checkland Kindleysides

Targeted Retail Environment

Entry designed to encourage users to sample and experience PSP (Playstation Portable). Targeting: Trade audiences (multi-media retailers, predominantly electronic, audio visual, gaming and music stores) at launch events and exhibitions. Consumer audiences at locations outside the traditional retail environment, at events such as live music gigs, airports, theme parks or shopping malls.

Materials

Vacuum formed Acrylic capped (black and white gloss) ABS. Powder coated mild steel metalwork. Using materials specified in Sony's conformity guidelines.

Media Tie-in

No specific media tie-in, however as this project was commissioned by SCEE (Sony Computer Entertainment Europe) for the European launch of the PSP there were many media and marketing activities taking place at the time.

Marketing Objectives

Brand Position: Sampling for PSP is all about raising awareness and educating consumers about PSP's benefits and entertainment experiences. Our concept enables audiences to experience PSP in a variety of locations. Encapsulating the brand values of beauty, desire and freedom the Atlas Unit accentuates PSP's look, proposition and dif-

ⁱⁱⁱ Source: <http://www2.mad.co.uk/publications/ism/pop2006/shortlist.html>

ferentiation. The iconic unitary reflects the portability, lightness and sleek, sexy nature of the product whilst, highlighting the different content experiences of PSP.

The Atlas unit is a double-sided freestanding sphere set on an aesthetic, fluid droplet like base which houses two PSP's. The design of this unit is compelling and engages consumers, encouraging them to interact with the console, the first step in creating desire to possess their very own iconic PSP.

The Atlas is designed for flexible use, enabling consumers to experience the different positions and on different height levels either seated or standing. To make this possible the PSP is attached to a recoil cable which reflects the portable nature of the PSP enabling consumers to pull the device a distance away from the unit and experience it more freely. Enabling use by all ages/heights and disabled as well as able-bodied users. The aesthetic of the Atlas unit makes a strong visual brand statement in any environment. The design of the Atlas unit engages consumers and encourages them to interact with PSP, the first step in creating desire to possess their very own iconic PSP. The whole creative combines PlayStation 'wow' expectations with PSP values to differentiate and enhance appeal of PSP.

Target Audience: Given the multi-media functionality of the PSP, it has been described as a true lifestyle enhancer, that appeals to everyone, male and female, young and old. With this broad appeal, the Atlas unit enabled Sony to take the PSP to specific targets outside the usual retail environment, encouraging product familiarity and interest from potential consumers, ranging from early adopters to those less likely to come into contact with the product in the retail environment.

Economics: The units are portable and can be reused continually at events, each placement reducing average cost per use. As this unitary is aimed at encouraging the first contact with the PSP to create the initial interest and design to own a PSP console, sales figures cannot be linked directly to this unitary.

Orders: The original order placed by Sony was for 150 Atlas units (placed August 2005). Subsequently there has been a further order for 350 units (placed November 2005).

The unitary was first demonstrated at E3, the Gaming Exhibition in LA. Following positive feedback from this show and also the distribution to all SCEE markets of a sell in document (also produced by CK), led to orders levels significantly above the initial production quota. This unitary has been distributed in the following countries; Ireland, Spain, Portugal, Italy, Switzerland, Austria, France, Germany, Holland, Belgium, South Africa, Israel, Saudi Arabia, Dubai, New Zealand and Australia.

Unit Cost: £251 - £500

Collaboration, schedule & deliverables

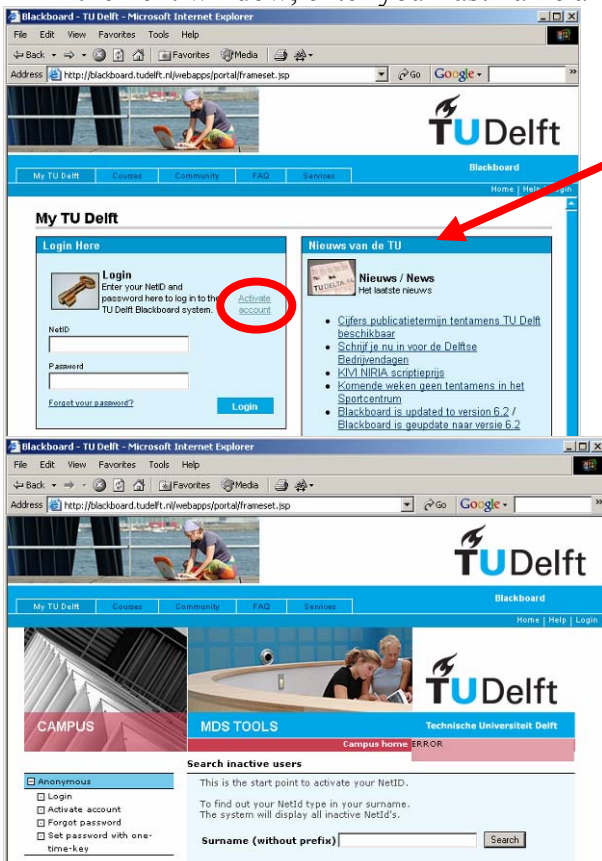
Collaboration means

For group communication, the students may use the following means:

- Videoconferences (see details with your local staff members)
- Chat sessions: msn, icq, etc.
- Emails
- Telephone
- Fax

To exchange files, the Blackboard platform will be used: blackboard.tudelft.nl
Each participant will get a login and password to have private access to that platform.
When you want to log on to the Blackboard for the first time, here is what you should do:

- Go to <http://blackboard.tudelft.nl/>
- Click on “Activate account”
- In the next window, enter your last name and follow the instructions.



How to start with the project

To start with the project the international teams should:

- Do some research about the market, the Kesslers International company, its needs, etc.
- Do some research about the existing machines,
- Do some research about the competitors,
- Establish a detailed list of requirements

Calendars – schedules

Due to different academic calendars, 3 universities will start on the 12th of February (Delft, Ljubljana, London) while the other 2 will join the project on the 7th of March. On Blackboard, you will find 2 important documents:

- The academic calendars = a table which shows the education weeks vs exams and holiday weeks according to each university,
- The course schedule = during the course, all the participants (students & staff members) will meet by videoconference twice a week, on Mondays and Thursdays from 12:00 to 13:45 CET (11:00 to 12:45 GMT). Those sessions will be of 2 types:
 - Lectures: given by professors or industrial experts of the 5 countries
The abstracts of those lectures are also available on Blackboard.
 - Project reviews: there will be 3 reviews during the whole course and we will expect each team to make 1 presentation (~20min + 10 min Questions & Answers) and 1 short written report.

At the end of the 2007 course, all participants will gather for the final workshop which will take place in London, UK from Sunday, 3rd June until Saturday, 9th June. More information about the workshop will be communicated later during the course.

Deliverables and assessment

Deliverables

The following deliverables are expected from each team:

- 1 working prototype
 - 1 presentation
 - 3 posters
 - 1 report
- deadline: Friday, 8th June 2007
- deadline: Friday, 22nd June 2007

We wish all the participants a fruitful and successful EGPR course.
Kesslers International and all EGPR staff members