



Shop! Student Awards 2021 Entry Kit

Organizer **shop!** ASIA
国际零售营销广告协会
亚洲

Planning **PUBLICIS COMMUNICATIONS**
SAATCHI & SAATCHI 

Strategic Partner 
GMA
Global Marketing Association
Communications

Co-Organizer   

Introduction

Shop! Asia Student Awards Contest is design contest in the fields of retail, marketing, POP display, and advertising. The contest promotes original design that enhances the brand image and product sales. We invite internationally renowned professionals from brands, design companies and retailers to select the top of works. The winning students will receive an international contest trophy, internship recommendation, invitation to Shanghai awards ceremony, company visit, and more! Our Student Awards Contest are **FREE!**



Contest Agenda

**May change according to COVID-19 control



Entry Deadline: July 31st, 2021

Via Student Awards Contest, You can...

Do

Brain Storm

Extend social connection

Chat with designers



Become

Campus KOL

Shop! Certified Talent

Popular in job market



Have

Mentoring

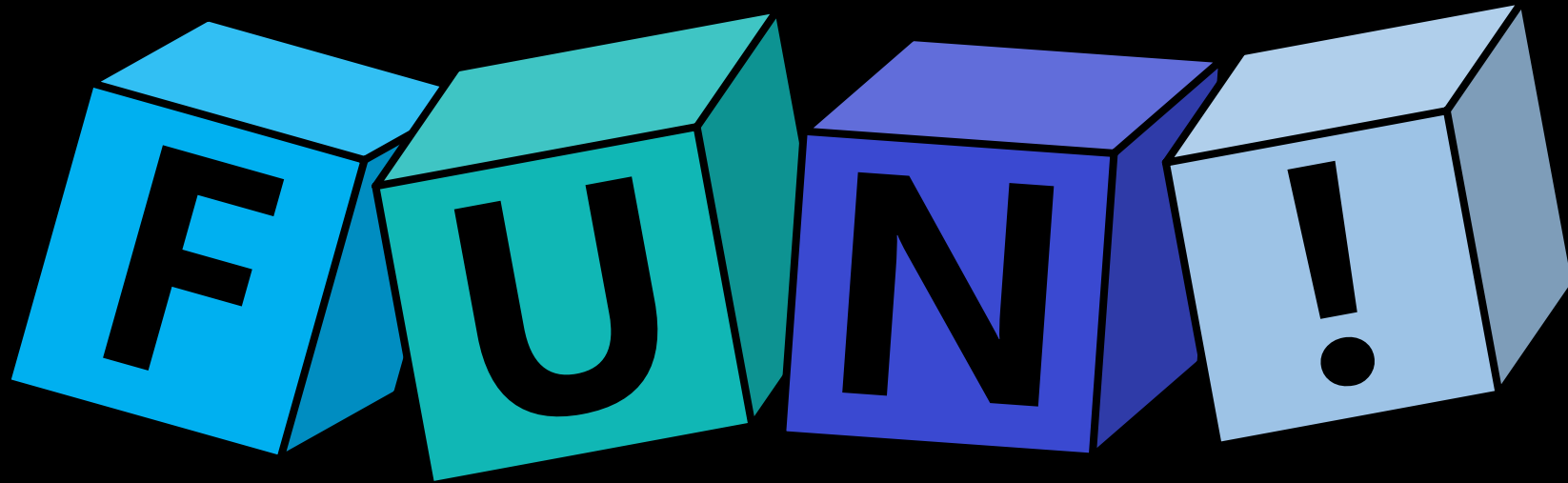
Certified capability

Opportunities in career



Via Student Awards Contest, You can...

Most importantly...



Awards and Prizes

1



Trophies!

2

- GOLD: RMB3000
- SILVER: RMB2000
- BRONZE: RMB1000

Cash!

3

- Internship of International Firms
- Invitation to Awards Ceremony in Shanghai
- More...

Prizes!

Internship of International Firms



Publicis Communications
Guangzhou



Haskoll (Beijing) Architectural Design
Consultancy

More to come....

Mentors and Judges



Peter Goldsmith
BA(Hons) Dip Arch RIBA

Haskoll - Chairman



Roh, Tae-Chol

Onewe Design
Managing Director



Pier Luigi Giraudi

HLD Events
Managing Director



Giacomo Gardumi 贾柯木

2G Design Agency
Managing Director



Damon Frank Giannoccaro

Giannoccaro Design & Creative Agency
Founder and Chief Creative Officer

Mentors and Judges



Duan Chunlin

Guangdong Advertising
Association Academic Committee
Chairman



Hong Jiaxiong

Shanghai Laofengxiang Jewelry
Research Institute Co., Ltd
Associate Managing Director



Los Chen

P&G
Senior Design Manager



Eric Zheng

Yanjiyou
Senior Design Manager

Mentors and Judges



Berman Law

Lux Design Hong Kong
CEO



Bibby Zheng

Publicis Communications
Omni-channel Marketing
Creative Director



Pan

Shanghai Zhitao Cutural
Design Director



Chen Junyi

Yonghui Brand Management
Company
Marketing Director

You need to know

1. The contest open to overseas and domestic university students
2. Independent or Group entrants are both acceptable. Max entrant in a group is 6
3. The contest is **Free** to join, but any other cost of entry is not included
4. Entrant needs to fill in personal information. One ID and one email is deemed as one entrant
5. The way of submitting entry is filling in an online form and uploading design concept
6. Entry document language must in both Chinese and English
7. All entries will be shortlisted to mentoring process.
8. **Winners will be invited to join awards ceremony**
9. Winning entry will be displayed in Shop! social media channel
10. Entry must be original design. Plagiarism will cancel participation or winning prizes.
11. Shop! Asia has all right reserved

Entry Requirement

1. Entry is futuristic concept design, including shop fitting design, product display, shopping experience, interactive media technology
2. Entry format is PPT, with text, images or videos.
3. Images can be hand-drawn draft, illustration, rendering prototype. Better can present a tactile appeal
4. Must present area size, segmentation, overall size, etc.
5. Must present internal and external design
6. Uploaded document size is no more than 10mb

Entry Process

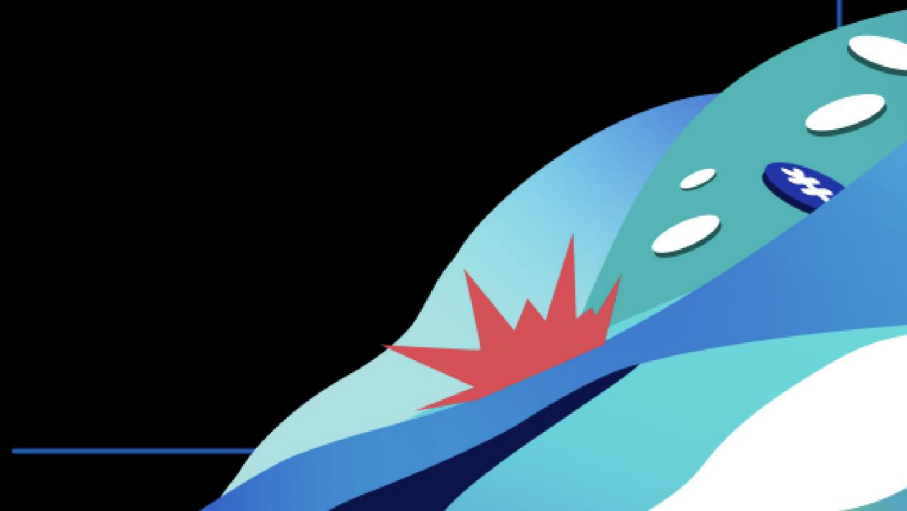
1. Entering entry website: www.shop-gc.com/2021shopstudentsawards
2. Fill in personal information
3. Submit entry document.
4. Wait for 1st shortlisting result
5. If shortlisted, entering the mentoring process
6. Re-entering modified entry online
7. Wait for 2nd shortlisting result

Shop! 造
门店新体验
未来已来!

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shop!

2021 Shop! 学生大奖赛

主办



国际零售营销广告协会
亚洲

策划



SAATCHI & SAATCHI



战略合作



协办

