

# GOJI

**CREATE A UNIQUE LOOK FOR THE  
LAUNCH OF GOJI'S NEW ACCESSORIES  
RANGE AT CURRYS PC WORLD**

**WE ARE VERY EXCITED ABOUT WORKING WITH ENTRANTS TO USE  
DESIGNS ON PRODUCT RELEASES NEXT YEAR. TO ENABLE THIS WE ARE  
REQUESTING SUBMISSIONS BY 7TH JANUARY 2013.**



**WEBSITE**

**GOJICOLLECTIVE.CO.UK**

**SOCIAL**

**@GOJICOLLECTIVE  
FACEBOOK.COM/GOJICOLLECTIVE**

## Background

Goji is a growing range of accessories, perfect for those always on the go. The range currently includes headphones, travel speakers, bags, MP3 players and iPad cases. Developed and sold exclusively by Currys PC World, this fashion conscious exclusive brand is ever evolving in its look and feel so that it always remains current and up to date. This is alongside the ever increasing product ranges.

This is where your input comes in:

- The customer – 18–25 year olds, the young and the young at heart.
- Positioning – Young, fashionable and on the move.
- Brand values – Freedom. Individuality. Quality.
- The Goji Challenge – Our aim is to launch a new range of gadget bags and PC peripherals in Summer 2013 which require your creative thinking.

The product range is likely to include the following:

- Laptops bags and sleeves.
- Gadget cases (i.e. iPhone, iPad, Kindle etc).
- PC Peripherals (ie mouse, keyboard, PC speaker, bluetooth ipad keyboard case etc)

## Part A – The Design

Develop a pattern or design which can be applied to the entire product range, either all over or a detail/feature. It could either be a design aimed at either male or female customers, or do a complementary variant for each.

## Part B – The Structure

Taking just the range of bags, if you were designing the bags from scratch, what would you do? Think about its form and materials – don't forget the final touches such as pockets and zips. As well as thinking about how customers use their bags on a day to day basis consider that the primary purpose for these bags is to hold valuable technology. Think about what bags are trendy as well as ensuring it is sturdy, durable and unique, as well as thinking about male, female and androgynous variants.

## Part C – Creating The Buzz

Think about the final products, how would you package it, what would it look like in stores, how would you get store colleagues enthused about the range, what could you do online and through social media? Build an integrated marketing campaign to promote this new range.

Depending on your interests and/or discipline you may wish to concentrate on just one of the parts above. Don't feel as if you have to do it all.

### Useful Links

For more information on Goji news, visit the Goji Collective, [gojicollective.co.uk](http://gojicollective.co.uk)

### Concluding Words

Don't be constrained by how Goji looks right now including the Goji Tinchy Stryder Cloud 9 range which was created to have its own individual identity. The brand is relatively new and it naturally evolves each year, just like its customers.

We are very excited about working with entrants to use designs on product releases next year. To enable this we are requesting submissions by 7th January 2013.

This will give us time to begin development and production processes. Commendations will be published in line with standard timings.

### Deliverables, Artwork and Additional Information

For guidance on how to submit your work, please adhere to the main deliverables information in the Student Awards section of the YCN website.

Any additional supporting information referenced in the brief can be found in the supporting project pack on the YCN website – [www.ycn.org](http://www.ycn.org)