



Everyday Clothes for Extraordinary Kids



2017 AATCC Concept 2 Consumer® Student Merchandising Competition

The 2017 AATCC Concept 2 Consumer® Student Merchandising Competition is a poster competition that will allow students the opportunity to demonstrate their skills in business, marketing, and merchandising.

Competition Goals

- Conduct a business analysis, determine a marketing strategy, and develop merchandising tools for a business concept of a hypothetical new apparel line that redesigns apparel items (leggings, t-shirts, etc.) for children (ages 2-10) with special needs and/or a disability. This new line should enhance the everyday existence of these children and parents/caregivers. The line must include unique features that relate specifically to the wearer's needs.
- Please note this new line **should not** be a healing garment (e.g. pressure stocking, a garment that dispenses medication, or incorporates a heating or cooling pad)
- Research products currently in the market and determine new approaches to meet specific needs
- Explain how the product line is unique, including the unique features that address the everyday needs or experience of the wearer.

Entry Requirements

- Undergraduate or graduate students
- Individuals or teams of up to four
- Join [online](#) or submit [application](#) and US\$35
- All individual and team members must be an AATCC member to enter
- Submit a resume, to be viewed by the sponsors (optional)
- All portions of the entry must be received on or before **April 25, 2017**

Refer to the [Competition Entry Checklist](#) as a helpful guide.

Awards

Team entries will divide the prize among all members

- **1st place:** US\$1000, \$200 from [TÜV Rheinland](#), \$200 from [Jefferies Socks](#), \$50 gift certificate to [Socks in Stock](#), and a paid summer online marketing [Internship](#) at Jefferies Socks
 - **Internship for one Student:** Student will work remotely to come up with email marketing campaigns for B2B and B2C websites using MailChimp, create social media posts, create blog posts, create artwork for emails and homepage images for our B2C website.
- **2nd place:** US\$750, \$100 from [TÜV Rheinland](#), \$100 from [Jefferies Socks](#), and a \$50 gift certificate to [Socks in Stock](#)
- **3rd place:** US\$250, \$100 from [TÜV Rheinland](#), and a \$50 gift certificate to [Socks in Stock](#)

Entries will be judged based on content, creativity, completeness, thoroughness, and presentation of poster.

Winners will be announced by **May 31, 2017**.

Questions

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Faculty Note

AATCC announces this competition during the summer anticipating that textile, apparel, fashion, business, marketing, and merchandising faculty will incorporate it as a project for their fall and/or spring curriculum. Faculty members are encouraged to assist students with the coordination of teams and resources, and to act as liaisons with AATCC for this competition.

Permissions

By entering the competition, you agree to allow AATCC to use photographs and/or digital imagery of your entry in print and electronic publication and press releases. You retain the rights to your product line.

Jefferies Socks

 **TÜVRheinland®**
Precisely Right.

are sponsors of the C2C®
Merchandising Competition.

2017 AATCC Concept 2 Consumer® Student Merchandising Competition



Competition Entry Checklist

- All portions of the entry must be received on or before **April 25, 2017**

Part 1: Conduct a business analysis for your line

Business Analysis: This section defines your line and how your product is unique to the market and the target customer

- Define your new textile-based special needs children's line: Respond to these prompts with clear and feasible explanations**
 - What apparel product(s) for a child with special needs have you redesigned? Explain the product(s) including unique features that address the everyday needs or experience of the wearer.
 - What is the merchandising plan for the line (number of shirts, dresses, pants, etc)? Apparel line should have 3-5 items.
 - What are the retail prices for the products?
- Describe the line in terms of the following with respect to the wearer's specific needs and preferences:**
 - Competitive Advantage: How is this product line unique and competitive
 - Complete a SWOT analysis of 2 competitors of the product line.
- Who is the target customer for the product line in terms of the following:**
 - Demographics: age, gender, salary, occupation, etc
 - Psychographics: attitudes, beliefs, and values of the customer
 - Behavioristic: what are the behavioral shopping patterns of the customer (price conscious, brand loyal, frequency of shopping, impulse or planned shoppers)

Part 2: Develop a Marketing Strategy

Marketing: This section will detail how the product line will be communicated to your target customer and how you will create awareness about your product

- Choose at least ONE marketing tool to introduce your product line creatively**
 - Social Media (Facebook, Twitter, Instagram, SnapChat, etc)
 - Print Media (Newsletters, Flyers, brochures, etc)
 - Digital Media (Video, games, etc)
 - Event Marketing (Fashion show, in-store demos, etc)
- Describe or show the marketing tool creatively**
- Include and explain a budget**
- Include and explain a timeline**
- Explain why this strategy is appropriate to your target market.**

Part 3: Merchandise the Product

Merchandising: This section will detail how the product will be presented to the customer in a creative manner

- Determine the distribution channel**
 - Explain where your customer will purchase your product line.
 - Illustrate or describe an example of a visual merchandising display. If sold online, illustrate or describe the webpage
- Develop a branding strategy**
 - Determine the brand aesthetic: color scheme and visual identity
 - Create a logo or tagline to create brand recognition

Submit a Poster including Parts 1-3 for judging

- Submit Poster with the following requirements:**
 - Entry Title
 - Include Parts 1-3 in the poster
 - All text must be in English
 - Save poster with the entry title as the file name (NO student names in file name)
 - No less than 150 dpi resolution
 - File size no more than 8 MB
 - Maximum physical size of 36in x 48in
 - Send in pdf format
- Join AATCC** online or submit membership [application](#) with US\$35 (if not already a member)
- Email completed [entry form](#) and poster to patelm@aatcc.org (DO NOT FAX OR MAIL)
- Students entering the competition may also submit their resume which will be emailed to the company sponsors of the competition