

# WANDERLUST



## 2022 AATCC Concept 2 Consumer® Student Merchandising Competition



The 2022 AATCC Concept 2 Consumer® Student Merchandising Competition is a digital poster competition that will allow students the opportunity to demonstrate their skills in business, marketing, and merchandising.

### COMPETITION GOALS

- Merchandise a sustainable travel wear line that incorporates recycled materials, sustainable manufacturing, and antibacterial and/or odor-control properties. All items must be textile-based.
- Students do not need to design the product but do need to describe the product line at least verbally.
- All parts detailed in the [Competition Entry Checklist](#) must be completed.

### EDUCATIONAL COMPONENT

*(Required: failure to complete this portion of the competition will result in disqualification.)*

- AATCC will provide [online resources](#) regarding various AATCC Test Methods related to the theme.
- See Part 1 (page 2) on the competition entry checklist for instructions.

### ENTRY REQUIREMENTS

- Undergraduate or graduate students. (US and international.)
- Individuals or teams of up to four.
- All individuals (all team members of group entries) must be an AATCC student member to enter.
- [Join online](#) or submit [application](#) and US\$35.
- Memberships are processed during business hours ONLY and take one business day to process. Memberships must be purchased by **April 19, 2022**.
- Only one entry per student (either individual or team member—not both) per AATCC competition per year is permitted.
- All portions of the entry must be received on or before **11am EST April 21, 2022**.

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

### AWARDS

Team entries will divide the prize among all members.

#### 1ST PLACE:

**US\$1000** from AATCC and **US\$300** from Farhan Patel

#### 2ND PLACE:

**US\$750** from AATCC and **US\$200** from Farhan Patel

#### 3RD PLACE:

**US\$250** from AATCC and **US\$100** from Farhan Patel

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

Winners will be announced by **May 31, 2022**.

### QUESTIONS

Contact Manisha Patel, [patelm@aatcc.org](mailto:patelm@aatcc.org)

### 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 publications and press releases. You retain the rights to your product line. You also agree to allow AATCC to process and retain your personal information for the purposes of the competition. See AATCC's [Privacy Policy](#).



# 2021 AATCC Concept 2 Consumer® Student Merchandising Competition

## COMPETITION ENTRY CHECKLIST

All portions of the entry must be received as a single file, one-page, flattened pdf by **April 21, 2022, 11am EST**. See Part 4 for full details regarding file submission.



### 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 line: Respond to these prompts with clear and feasible explanations.**
  - Describe your sustainable travel wear line and how it incorporates recycled materials, sustainable manufacturing, and antibacterial and/or odor-control properties.
  - Explain why the unique features of your product line addresses the needs or experience of the wearer.
  - What is the merchandising plan for the line (number of shirts, dresses, pants, etc.)? Line should have 3-5 items.
  - What are the retail prices for the products?
- Define Quality (Educational Component)** *(Failure to complete this portion of the competition will result in disqualification.)*
  - Review the provided Educational component.
  - Select AATCC Test Methods discussed in the educational component webinar that will be used to verify product claims.
  - What are the product claims and why/how do AATCC Test Methods address those claims?
  - Explain WHY you chose each Test Method and the importance to your product line.
  - Attend ONE AATCC virtual event (one student event will be held a month) and detail what you learned in the educational component. (All team members must attend ONE event!)
  - Review AATCC Membership benefits and describe how one member benefit would be helpful to your research or future career plans.
- 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.
- Create a persona for your target customer for the product line and define the following:**
  - Demographics: age, gender, salary, occupation, etc.
  - Psychographics: attitudes, beliefs, and values of the customer.
  - Behavioristics: 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 products.)*

- Describe or show at least ONE marketing tool to introduce your product line.**
  - 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.)
- Include and explain a budget and 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.

### PART 4: SUBMIT A POSTER INCLUDING PARTS 1-3

- Submit Poster with the following requirements:**
  - Entry Title.
  - Include Parts 1-3 in the poster.
  - All text must be in English *(choose text fonts that are easy for judges to read.)*
  - Save poster with the entry title as the file name (NO student names in file name.)
  - After reviewing the educational information, include which AATCC Test Method(s) you would choose to verify product claims.
  - If including inspiration photos, please limit them to no more than 25% of your poster, and make sure they are your own images. (Due to copyright laws, do not include images on your poster that you do not have specific permission to use.)
  - No less than 300 dpi resolution.
  - File size no more than 10 MB (please make sure to flatten your PDF to reduce the file size.)
  - Physical poster size should be 48 inch width X 36 inch height.
  - Save poster as single page FLATTENED PDF file.
- Join [AATCC online](#) or submit [membership application](#) with US\$35** (if not already a student member.)
  - Each group needs to complete the [online submission application](#). Only ONE submission per group!
  - All group members must be AATCC student members in order to submit a group entry.
  - All group members must have access to the login credential (DO NOT FAX, EMAIL, OR MAIL.)

