



NOTTINGHAM
TRENT UNIVERSITY

PepsiCo Europe Bursary - September 2012

MSc Smart Design
MA Smart Design

Project brief 1: Fixture for the Future

Are you passionate about packaging?

Would you like to work with world leading consumer products company, PepsiCo?
Would you like to receive a bursary towards a postgraduate course in Smart Design?

One of our major corporate partners, PepsiCo Europe, is offering one Smart Design student a £4,600 fee bursary and the chance to be involved in an exciting packaging project.

The brief

PepsiCo, are committed to achieving business and financial success while leaving a positive imprint on society - delivering *Performance with Purpose*.

In an ever changing market place PepsiCo must continually innovate to drive profit and market share.

A continuing challenge is how to delight their consumers whilst meeting practical requirements for logistical supply into and out of the market place.

Fixture for the Future is a review of their current shop front displays at the retailer and is focused on answering 3 distinct requirements:

- Significantly reduce retailer costs associated with getting PepsiCo products off their lorries and onto the shelf
- Make PepsiCo products work harder on the shelf - improved shelf cube efficiency (more product, less space)
- Delivering a positive shopping experience across the user journey

As part of the selection process we would like candidates to choose a snack food product from the PepsiCo range and communicate how they would face the challenges above.

Candidates are required to prepare a 20 minute presentation of their proposal for the project which will be followed by questions from an interview panel.

What does the bursary include?

The bursary is to the value of the £4,600 course fees (for UK/EU students) or a reduction of £4,600 off the £11,300 course fees for international students, plus the opportunity to be involved in exciting and innovative real-life projects.

To be considered for this award you will need:

- to have achieved, or be expected to achieve, a 2.1 or above
- to apply for the MA or MSc Smart Design course for 2012/13 by **31 July 2012**
- to focus your studies on packaging

Process

- Submit your application for the MA or MSc Smart Design course.
- All applicants are required to attend an interview for a place on the course.
- Register your interest in the PepsiCo bursary.
- Shortlisted bursary candidates will be invited to attend a second interview and present ideas for project brief.
- Candidates may be required to attend a further interview with representatives from PepsiCo.

What next?

To register your interest in applying for the PepsiCo bursary, please email: tracey.jackson02@ntu.ac.uk or call on 0115 848 8493.

Deadline for applying for course, to be eligible to be considered for a bursary: **31 July 2012**

Interviews for short listed bursary candidates: **expected to be w/c 06 August**

Further information

Please contact tracey.jackson02@ntu.ac.uk for further information and details on the application and interview process.