



## New Blood Awards 2018

# John Lewis

Brief set by  
**John Lewis**

In collaboration with  
**Howard Sullivan, YourStudio**

**Bring the future shopping  
experience in-store for  
John Lewis**

### Related Disciplines

Design  
Product & Service Innovations  
Brand Activation  
Experiential  
Interior Design

### Deadline

20 March 2018, 5pm GMT

### Background

John Lewis has been a well-known and much-loved part of the British high street, ever since launching over 150 years ago.

However retail is rapidly changing, with the convenience and personalisation of one-click shopping transforming the role of the store. Physical space has to do more to get people's hearts to skip a beat.

John Lewis wants to be at the forefront of transforming the in-store shopping experience.

### The Challenge

Develop an in-store experience for John Lewis to engage, mesmerise, and nurture their audience of the near future. This can be a lasting change or a pop-up experience, it's up to you.

This isn't about reinventing the physical store, but focusing on one specific challenge, opportunity, department or instance within the store experience. You could re-invent the way perfume is sold; think about a new, game-playing way of navigating around the store; engage people in products or campaigns in immersive ways... The possibilities are endless. The key is to think about how your idea clearly improves the in-store experience for the customer in some way, whilst keeping in mind the core John Lewis brand.

### Who is it for?

John Lewis' customer base is as broad as its product range. Your aim is to bring in a new audience (think Generation Z).

But this isn't just about getting new people through the door. John Lewis has a dedicated customer base, so you need to consider a wide range of shoppers.

### What to Consider

- Which instance, point along the customer journey, challenge or department do you want to tackle? The more clearly you can identify a problem or opportunity and create something to solve this, the better you'll be able to demonstrate the success of your proposal.
- Your future store experience should be unmissable. Think about how people will talk about it, what they'll post on Instagram and Snapchat, etc.

- For 'future store' think: the next three to five years. Look at what's happening now as well as future behaviours and desires you can predict.
- Be aware of the latest retail innovations and trends so that you can step forward into the future with a keen eye.
- However wild your thinking, make sure there's a clear notion of how it will improve engagement, experience, sales or brand loyalty.

### What's Essential

- Demonstrate your thinking, including how you've considered the customer journey and trends.
- Your proposal developed and illustrated in full. Visualise your idea in detail: how would it look, sound and feel? What will it do and how? What would the experience of seeing it or interacting with it in person be like? Bring it to life as richly as you can.

### What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

#### Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8)

#### Optional (judges *may* view this if they wish):

**Interactive** work (brand websites, apps etc); **physical** supporting material (prototypes, mockups etc); if your main deliverable is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).