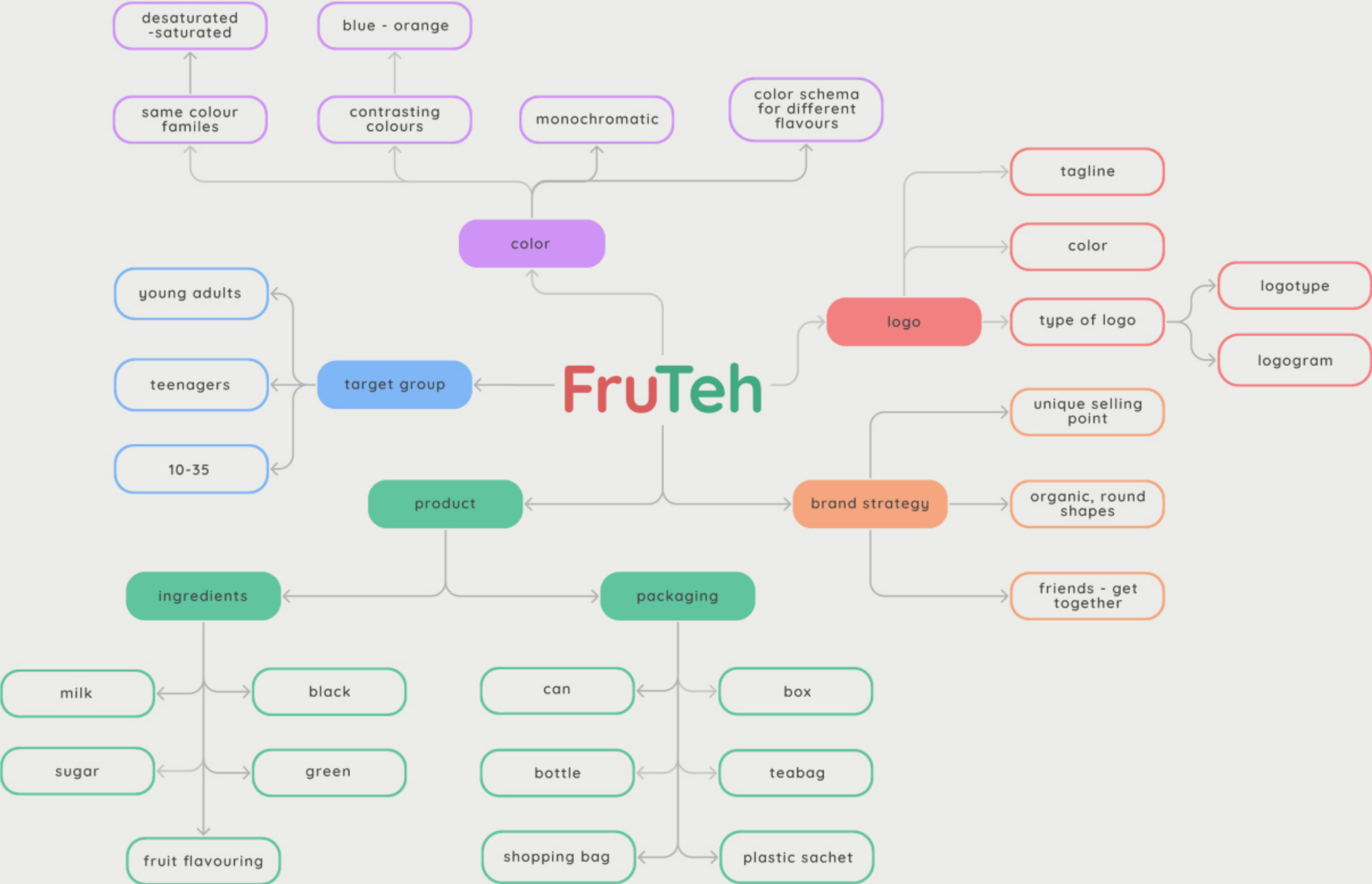


FruTeh

Fru = short for fruit "Teh" (indonesian) = Tea

Research



Brand Identity

Brand Character

- Friendly
- Energetic
- Youthful
- Refreshing

Brand Position

- Fun
- Convenience
- Affordability
- Emotion
- Ecology

Pricing Strategy

- Affordable
- Subscription

Marketing Strategy

- Business to Consumer
- Digital Marketing
- Advertising based
- Sells directly to customer

Target Group



Alice, 22

Profession: Student
Interests: Music, art
Hobbies: Dance
Family status: single

Relation with the product:
She likes sweet beverage.



John, 31

Profession: Sport teacher
Interests: Sport
Hobbies: Jogging
Family status: married

Relation with the product:
He likes to have a refreshing drink after sport.

Product Story

“It’s a hot day and I want to refresh myself with an **ice tea** to cool down my body. But I also want to eat some **fresh fruit** to regain my strength. Oh no, I can’t decide....

Good thing, I found **FruTeh!**

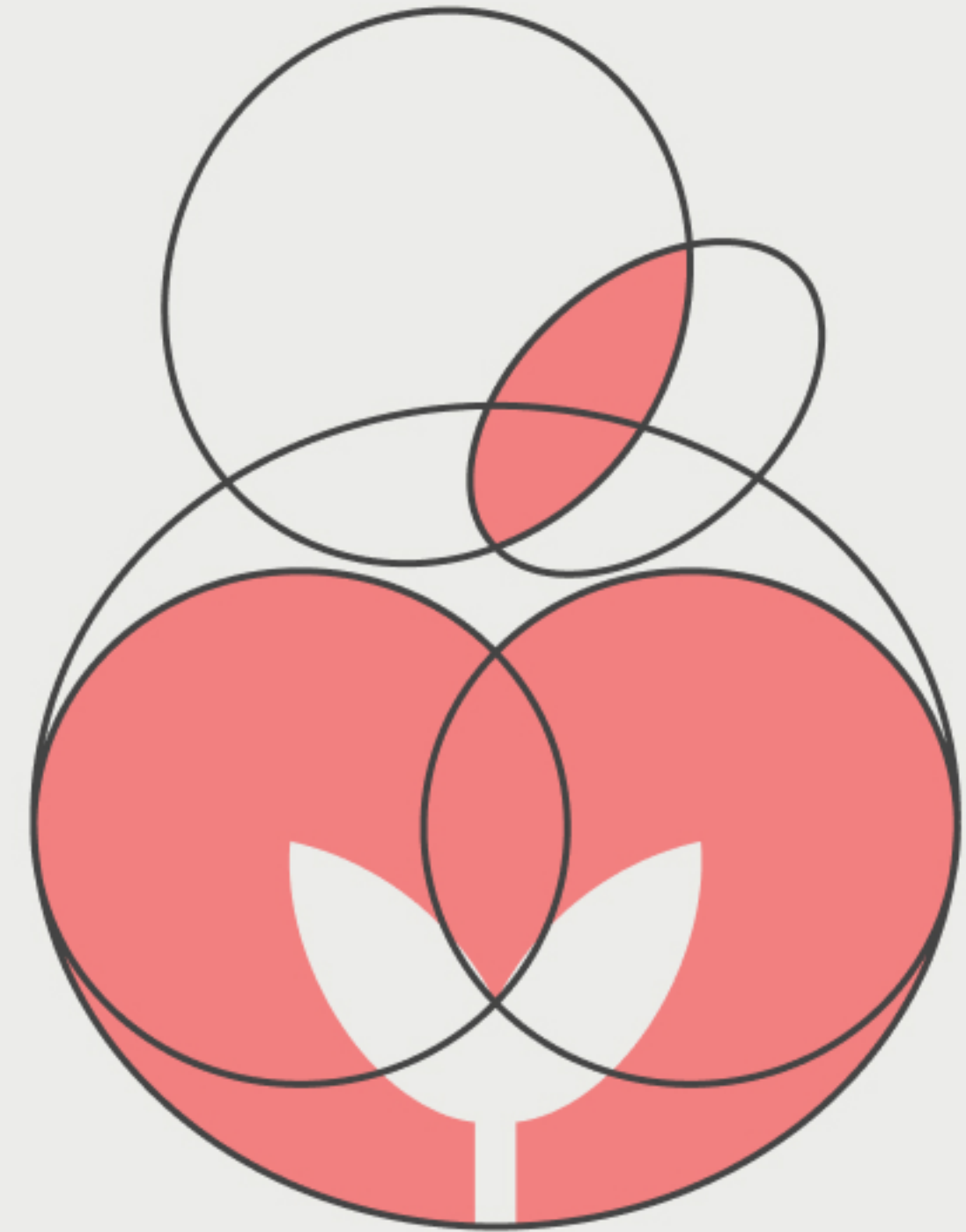
A balanced combination of ice tea and fruit can make you feel **refreshed** and **motivated** to continue your day!”

FruTeh

A fruity ice tea.



FruTeh



Color Palette



Indian Red

#D85E5D

RGB 216, 94, 93

CMYK 10, 74, 55, 1



Copper Crayola

#DB8750

RGB 219, 135, 80

CMYK 12, 53, 72,



Straw

#D6D25A

RGB 214, 210, 90

CMYK 22, 7, 75, 0



Jungle Green

#42AA85

RGB 66, 170, 133

CMYK 71, 6, 58, 0



Blue Gray

#5C97DB

RGB 92, 151, 219

CMYK 65, 33, 0, 0



Lavender Floral

#B16EDB

RGB 177, 110, 219

CMYK 49, 62, 0, 0

All colors saturated and desaturated usable.

Typeface

Quicksand

Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789

!@#\$%^&*()+

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789

!@#\$%^&*()+

Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789

!@#\$%^&*()+

SemiBold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789

!@#\$%^&*()+

Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789

!@#\$%^&*()+

Packaging Design

Concept

- the designs of the different flavors are obviously recognizable by the illustrations and the color schemes
- elements such as the bubbles, leaves, logo and ingredients remain the same for each design

Layout

- Logo
- Illustration
- Ingredients
- Nutrition chart
- Barcode



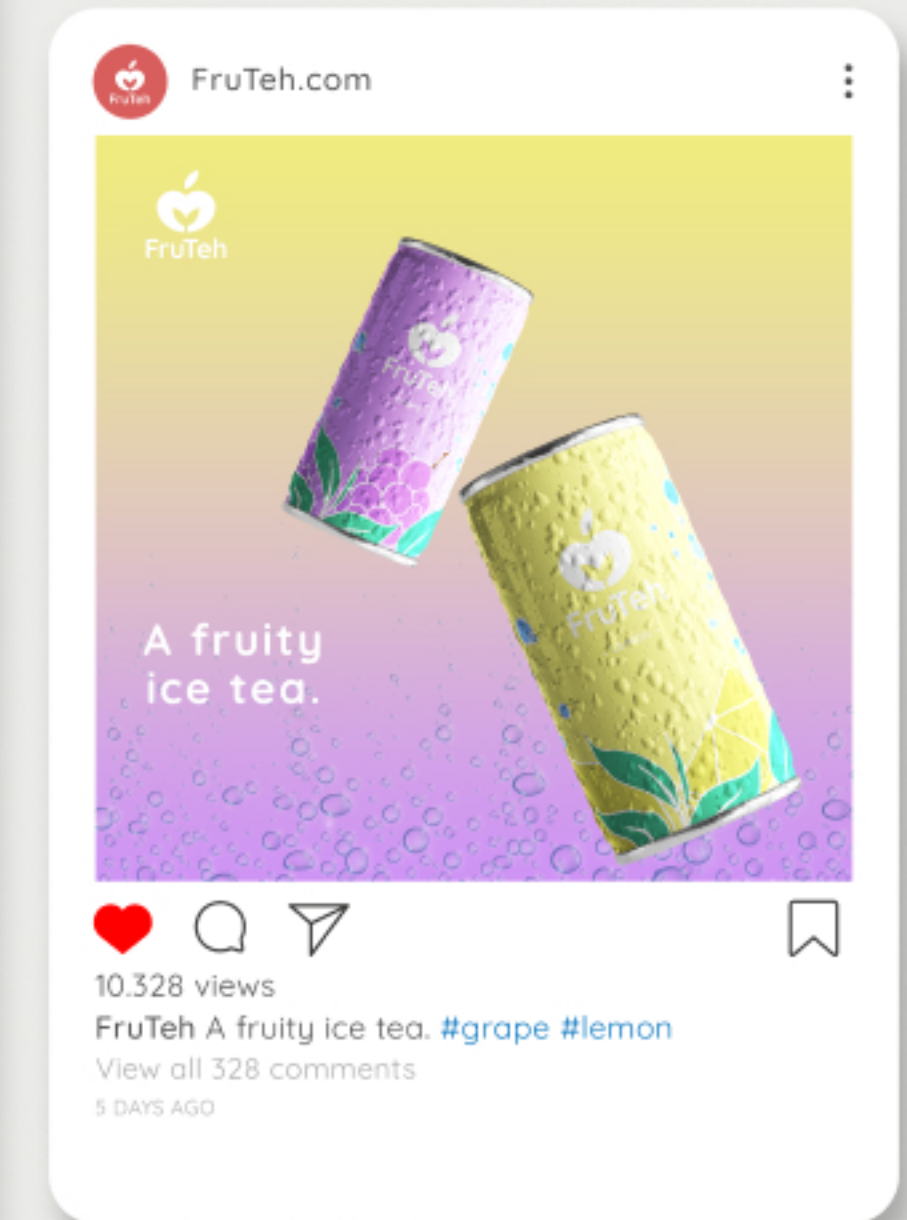
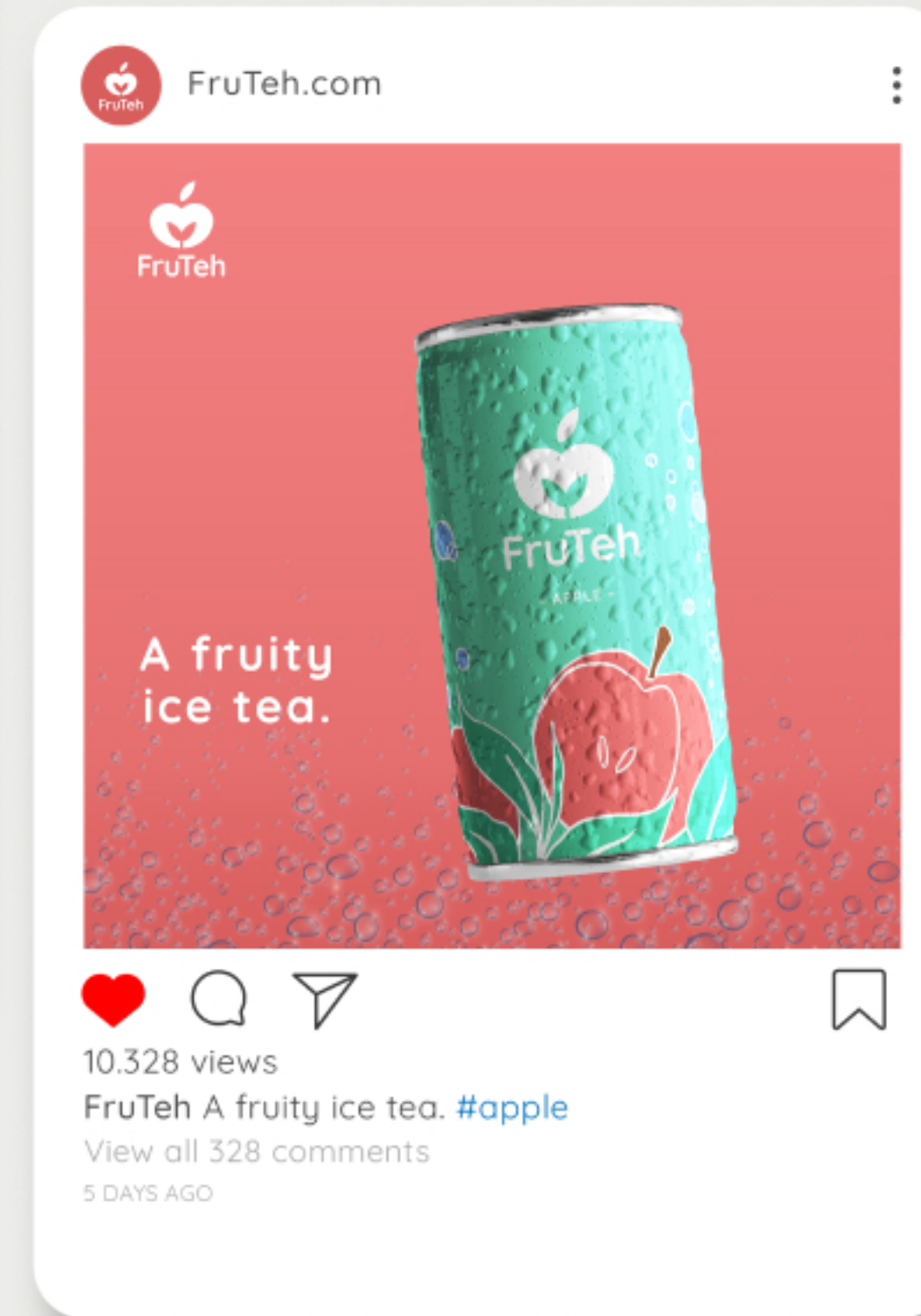
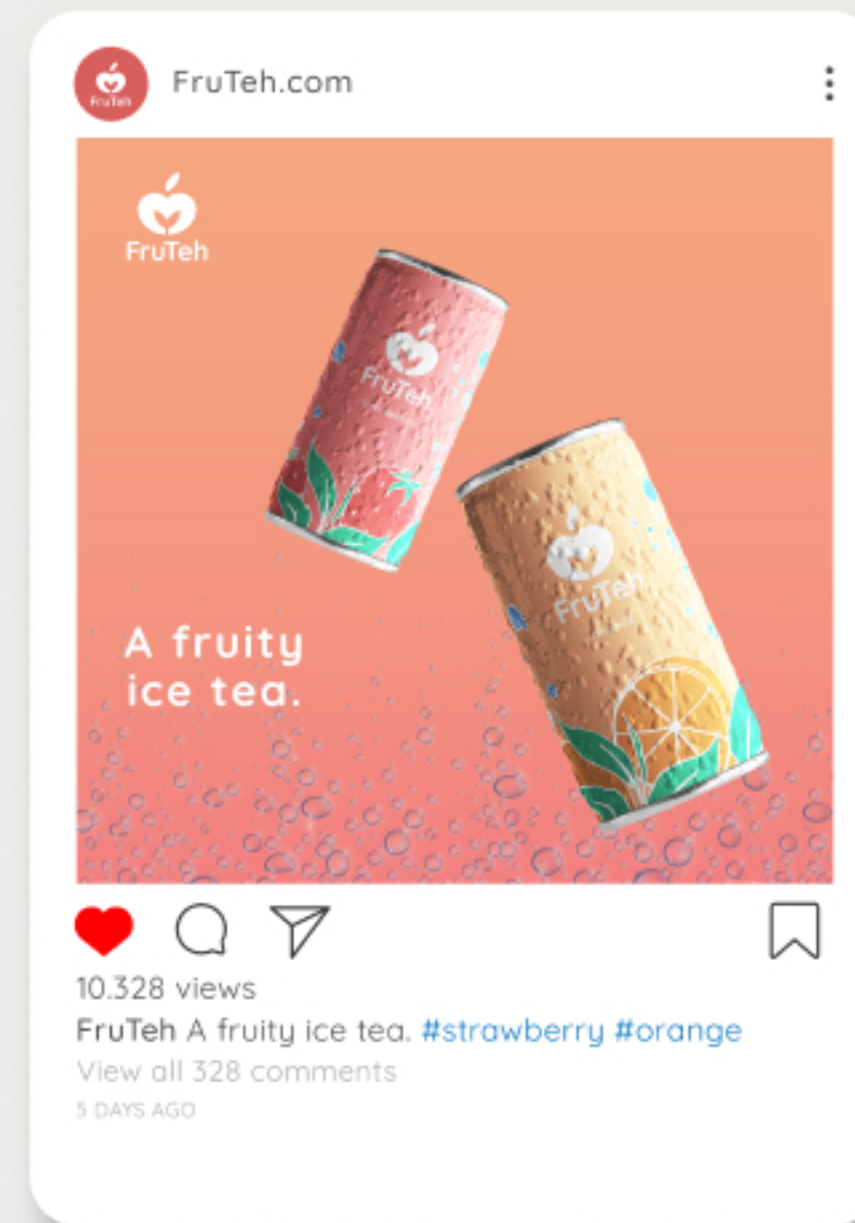
Different Flavours



Marketing Strategy

Social Media Concept

- unified design strategy created for social media
- Instagram as platform for social media, because the target group mainly use this
- simple design in the graphics to highlight playful packaging design
- background with gradients, bubbles rising to the top, logo and claim and cans are main part of the graphics
- colors of gradients are always adapted to the flavors
- color combinations reflect the flavors



Marketing Strategy

Billboards

- advertising on streets and in restaurants
- large-scale billboards with an eye-catching design
- ensures recognition value
- each design uses the same elements that are used for social media
- ensures a consistent overall image in external communication

