ruitmood fruitmood fruitmood fruitmood

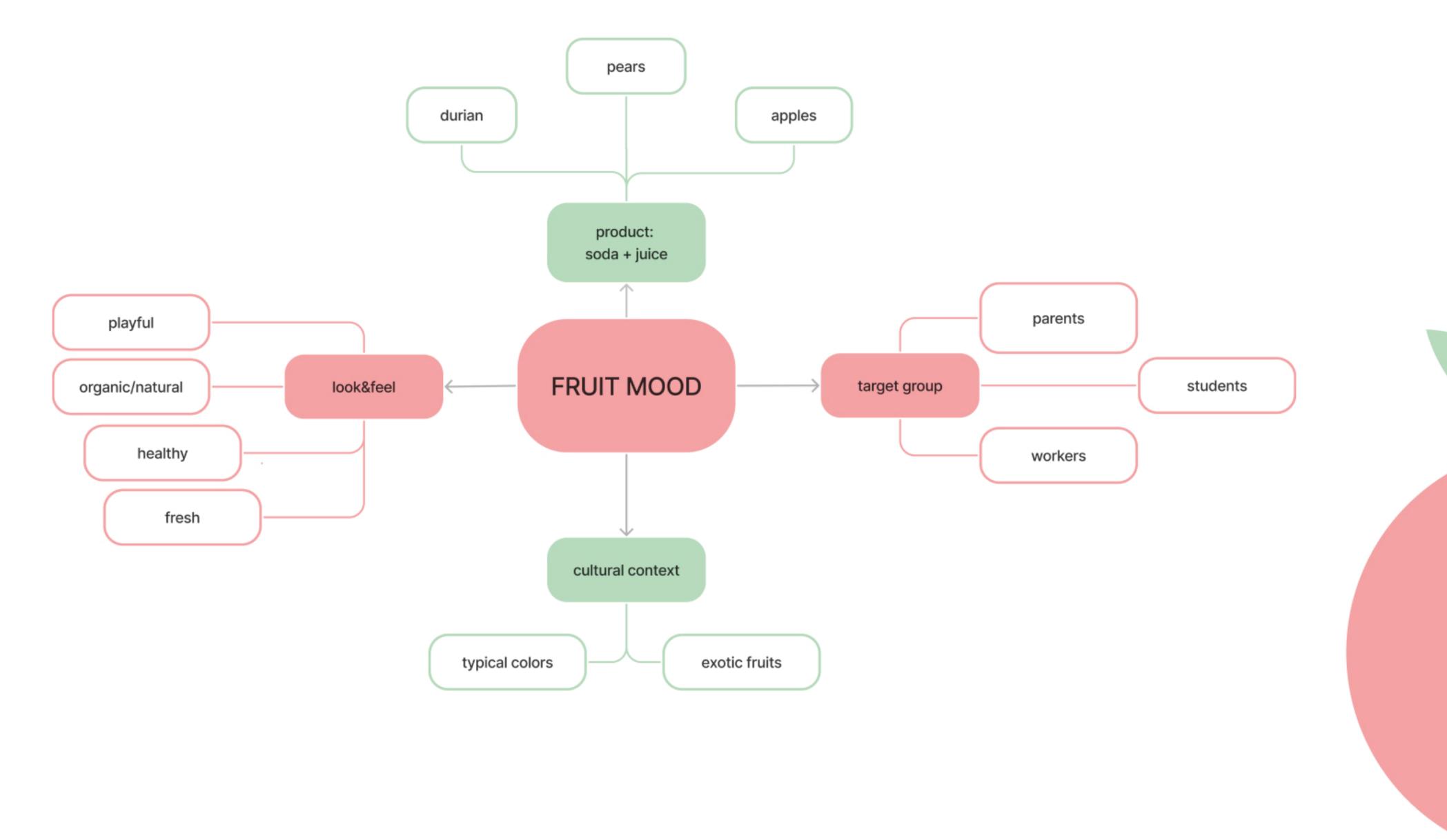
fruitmood fruitmood fruit fruitmood fruitmood fruitmood fruitmood fruitmood fruitmood frui

mor

fruitmood fruitmood fruitm ruitmood fruitmood **fruitmood** fruitmoo itmood fruitmood fruitmoo fruitmood International Design Workshop 2022 | Team B4 | Kaina Al-Hasani, Chiara Festini, Fiona Linnenlüke, Reygen Purbatmood fruitmood fruitmood fruitmood fruitmood fruitmood fruitmood fruitmood fruitmood



idea





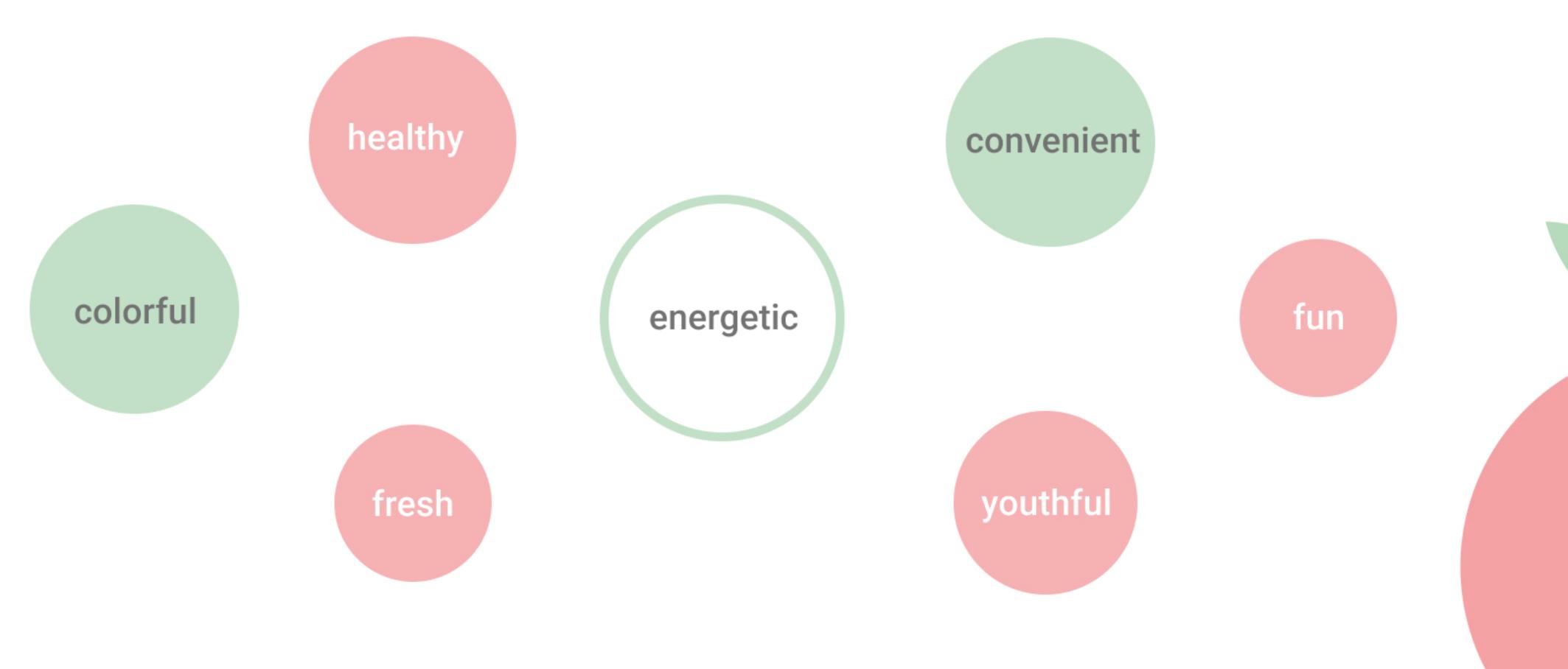
2

product story

We believe in true refreshment. Having a bad day? Refresh your body and mind with a can full of happiness! Leave it behind and get into a good mood! Or should we say a fruit mood?



brand character









Name: Brad

Interests: Films, Photography, Pop Culture.

Relation with the product: Shares Fruit Mood when he has movie nights or photo hunting



Name: Karen

Interests: Plants, Books, Jewelries.

Relation with the product: buys Fruit Mood for her kids for their nutritions

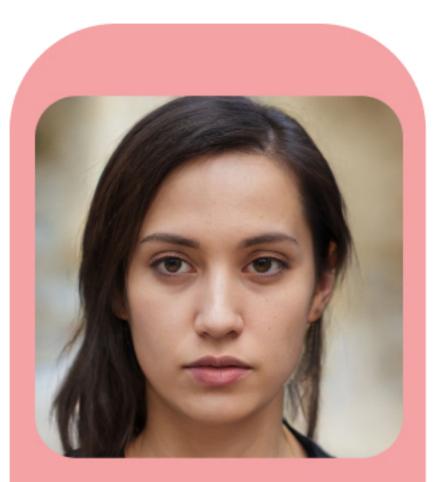
target group



Name: Arief

Interests: F&B Connoisseur

Relation with the product: brings Fruit Mood for his partner on dates.



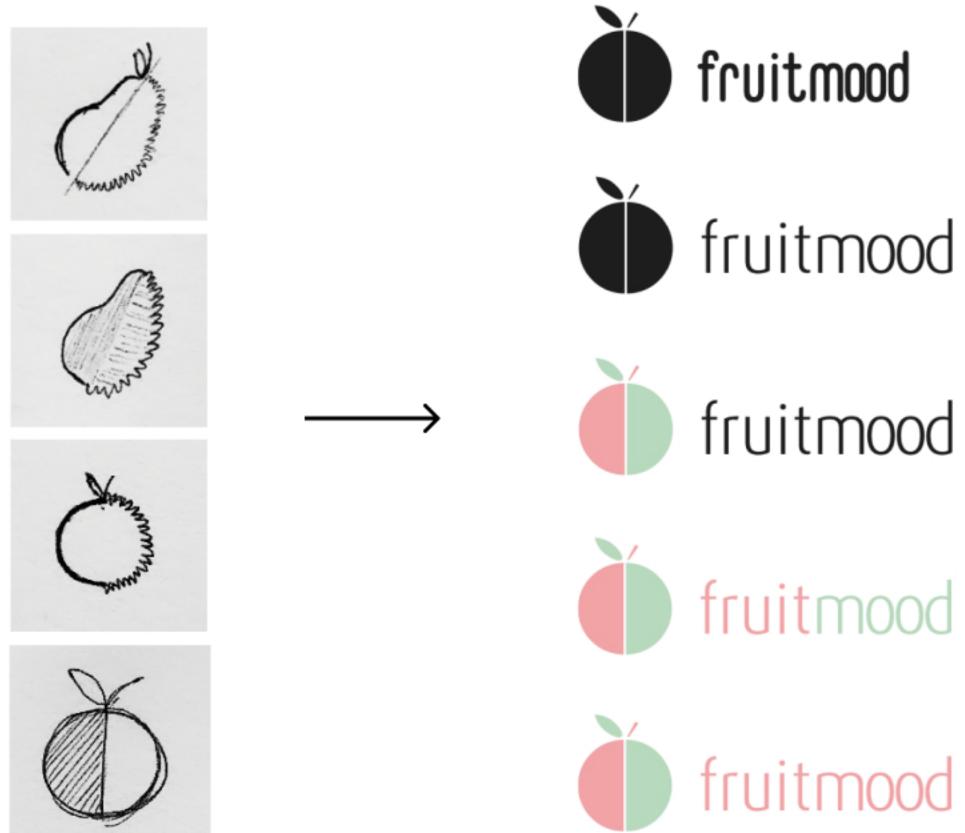
Name: Nicole

Interests: Sports, healthy Food

Relation with the product: Favorite drink to share with her friends

				i
1	Г	_		
*	۴		٩	k
			J	ı
7	٩	-	۴	

logo development







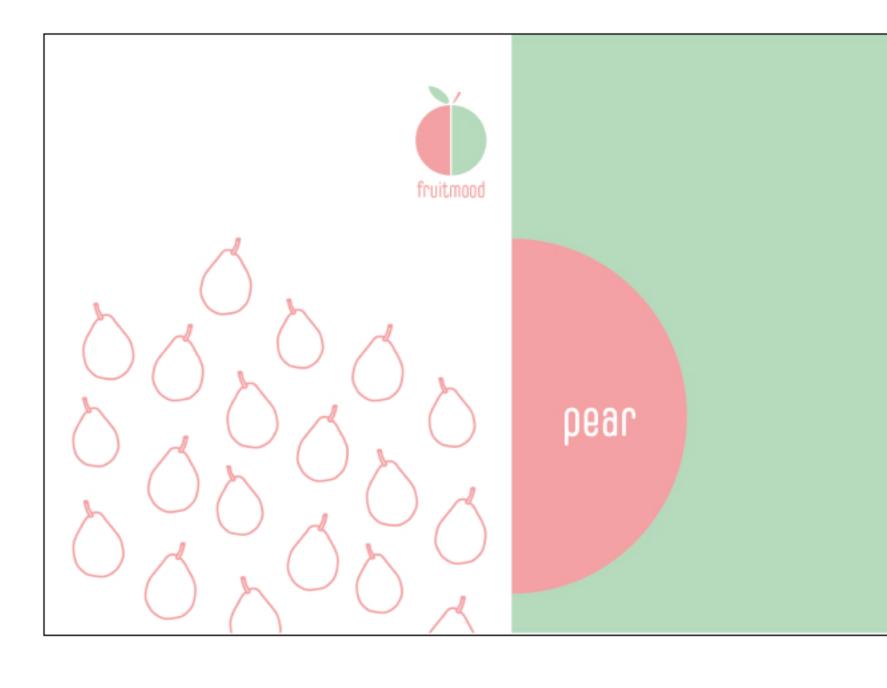


f4a2a4 b6dabc

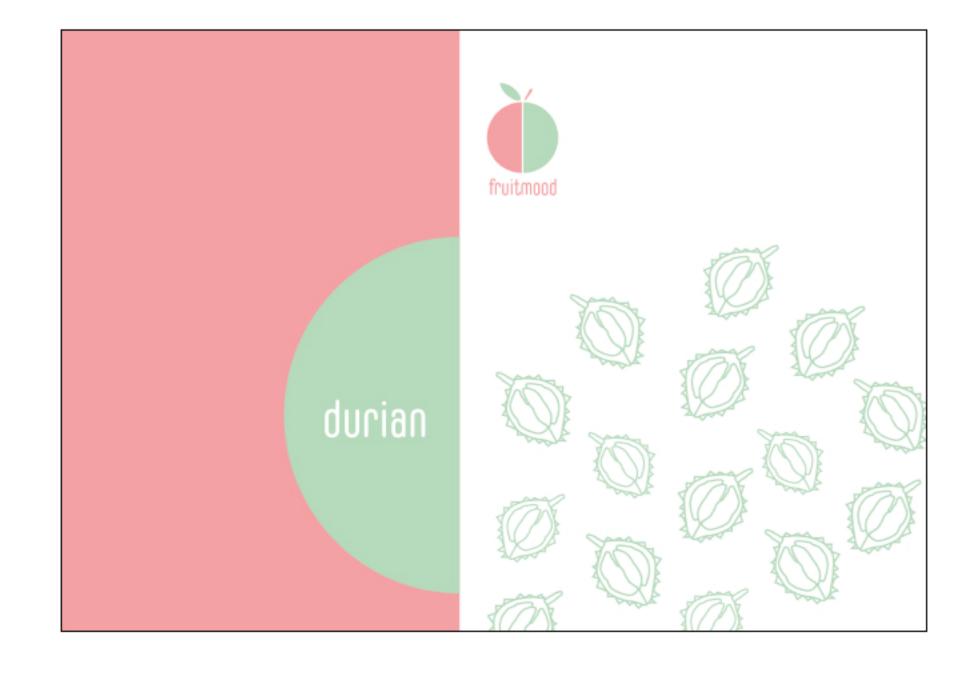
typography & colordesign

CarlMarx Regular CarlMarx Regular





packaging design





раскаділд тоскир



fruitmood refresh your body and mind.





10

GET U ZFUR

marketing strategy

ŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎŎ



marketing media

fruitmood

refresh your body and mind.

fruitmood

......

the start tom tmood fruitmood fruitmood fruitmood tmood fruitmood fruitmood fruitmood mood fruitmood fruitmood fruitmood mood fruitmood fruitmood fruitmood mood fruitmood fruitmood fruitmood fruitmood fruitmood fruitmood mood fruitmood fruitmood fruitmood boom fruitmood fruitmood fruitmood mood litmood fruitmood fruitmood fruitmood fruitmood fruitmood fruitmood itmood fruitmood fruitmood fruitmood uitmood vitmood fruitmood fruitmood fruitmood

refresh your body and mind.

