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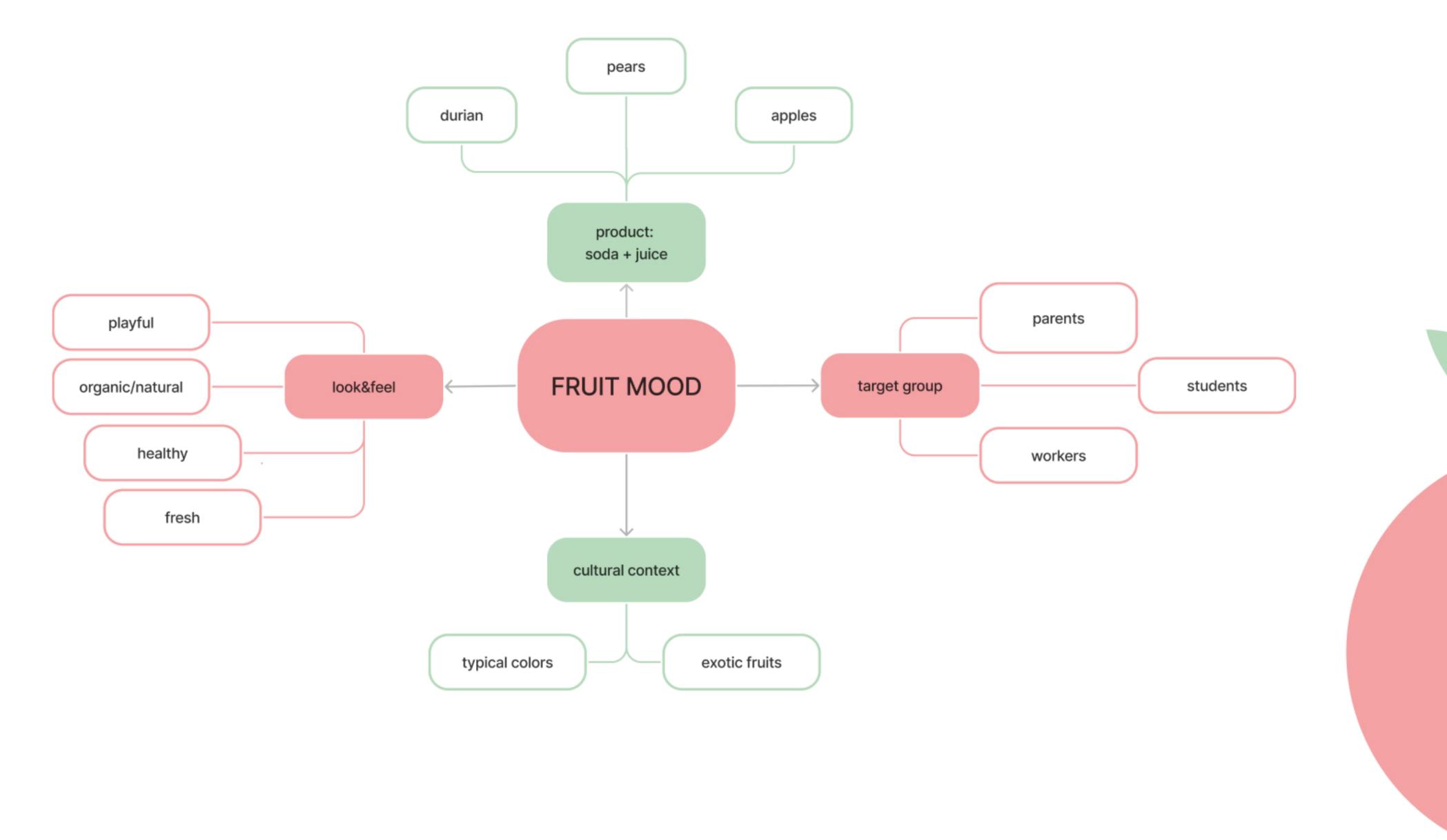
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idea





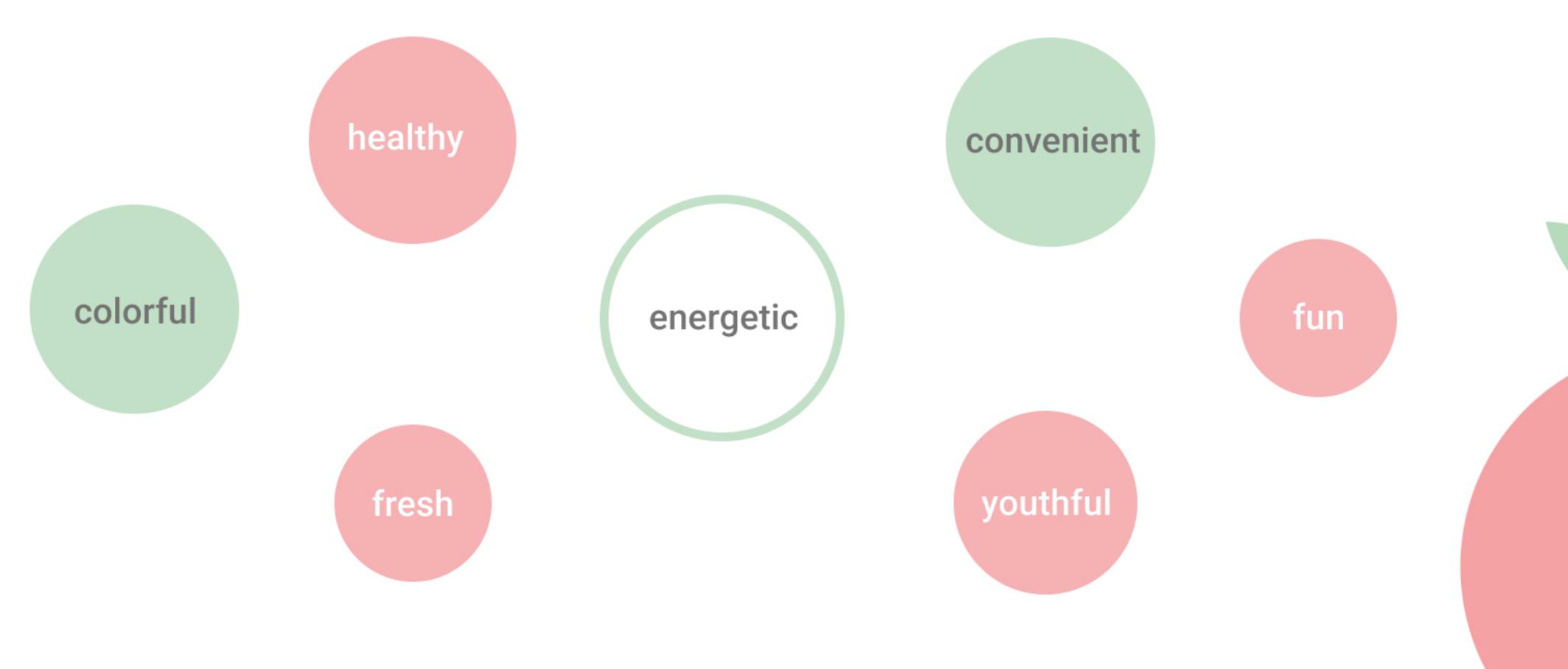
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product story

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?

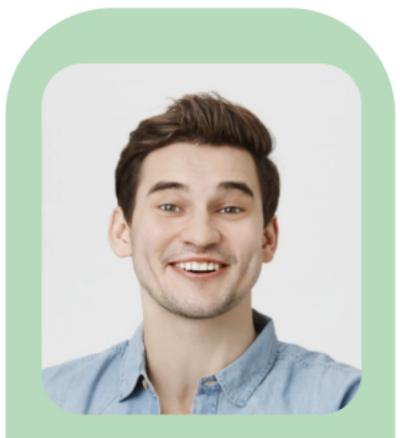


brand character









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

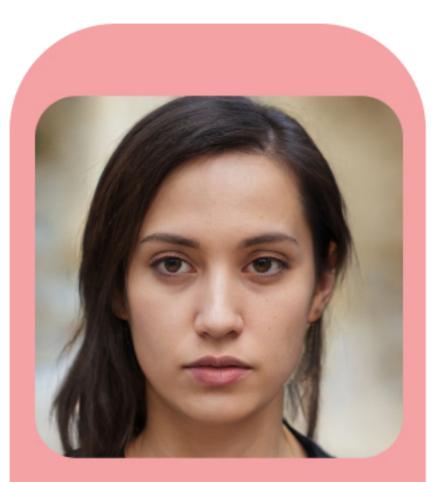
target group



Name: Arief

Interests: F&B Connoisseur

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



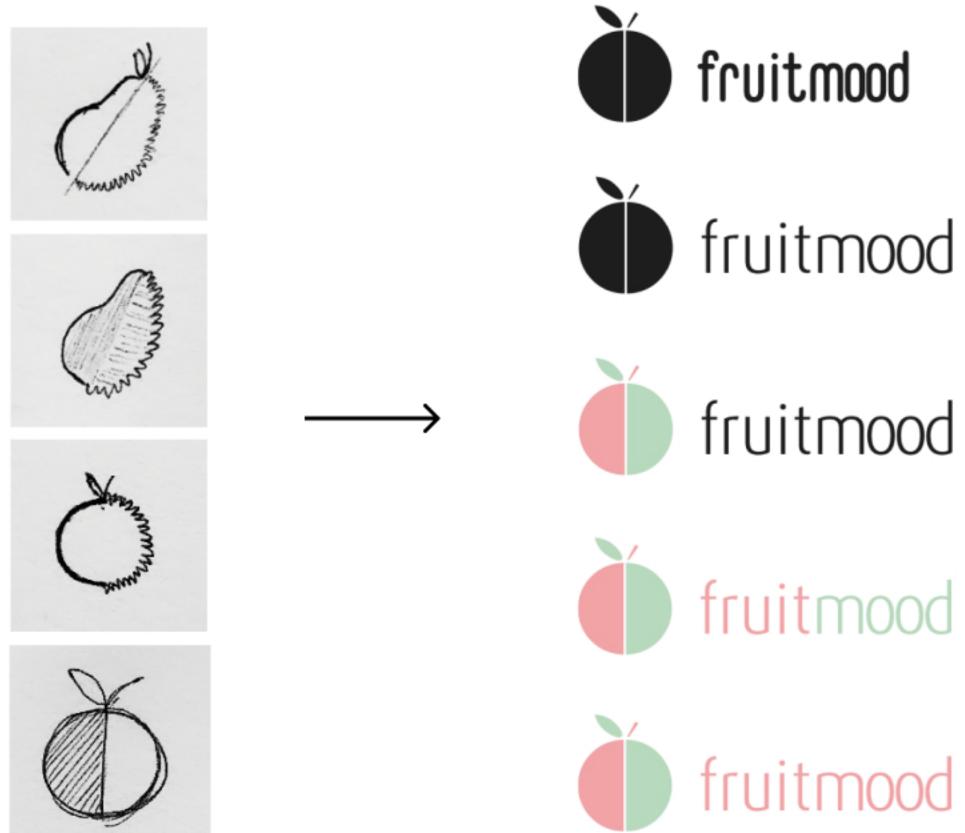
Name: Nicole

Interests: Sports, healthy Food

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

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logo development







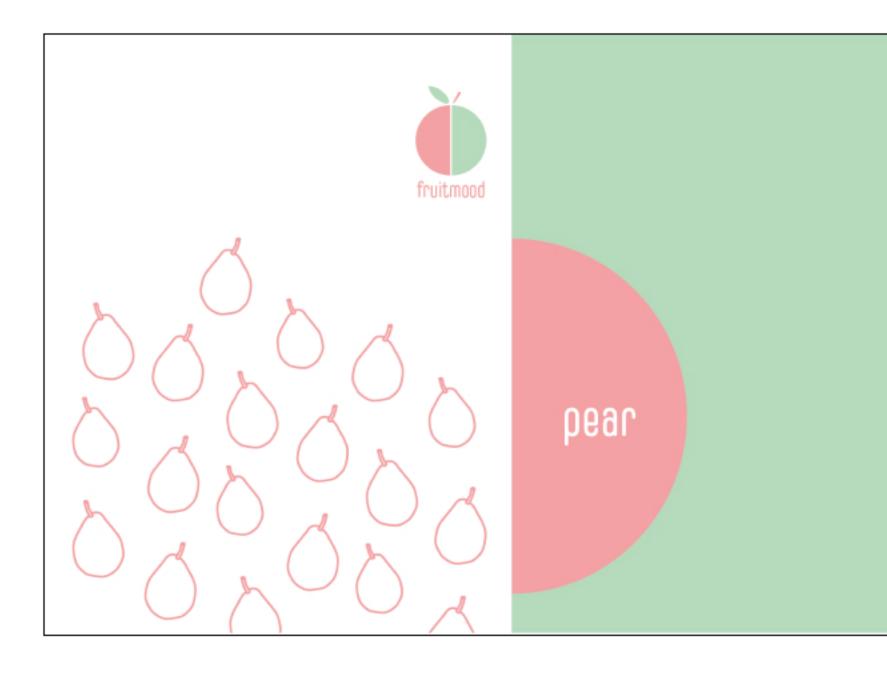


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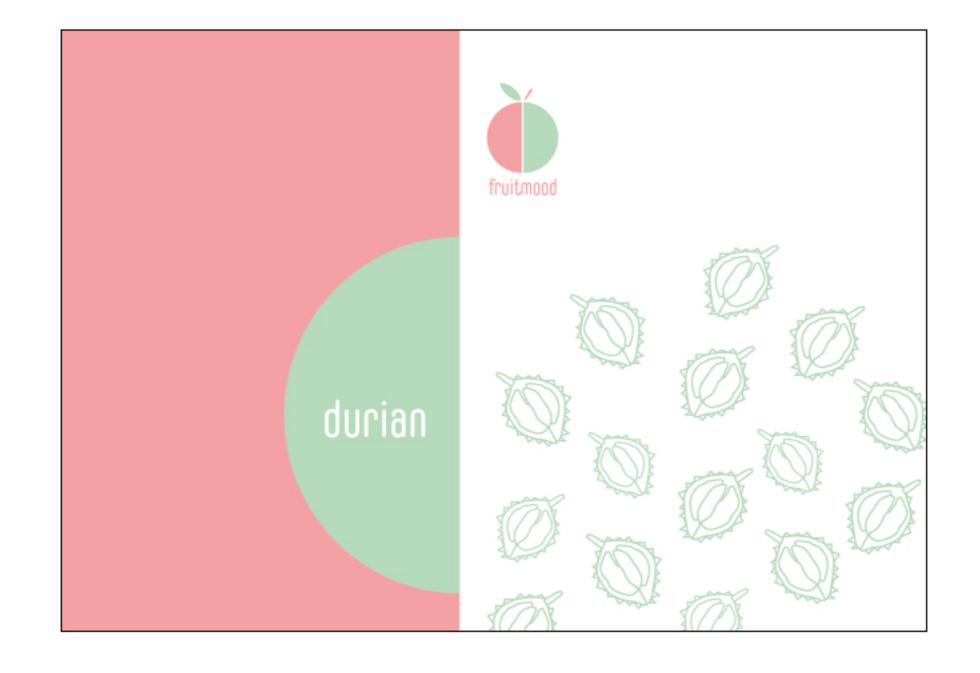
typography & colordesign

CarlMarx Regular CarlMarx Regular





packaging design





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fruitmood refresh your body and mind.





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marketing strategy

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marketing media

fruitmood

refresh your body and mind.

fruitmood

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refresh your body and mind.

