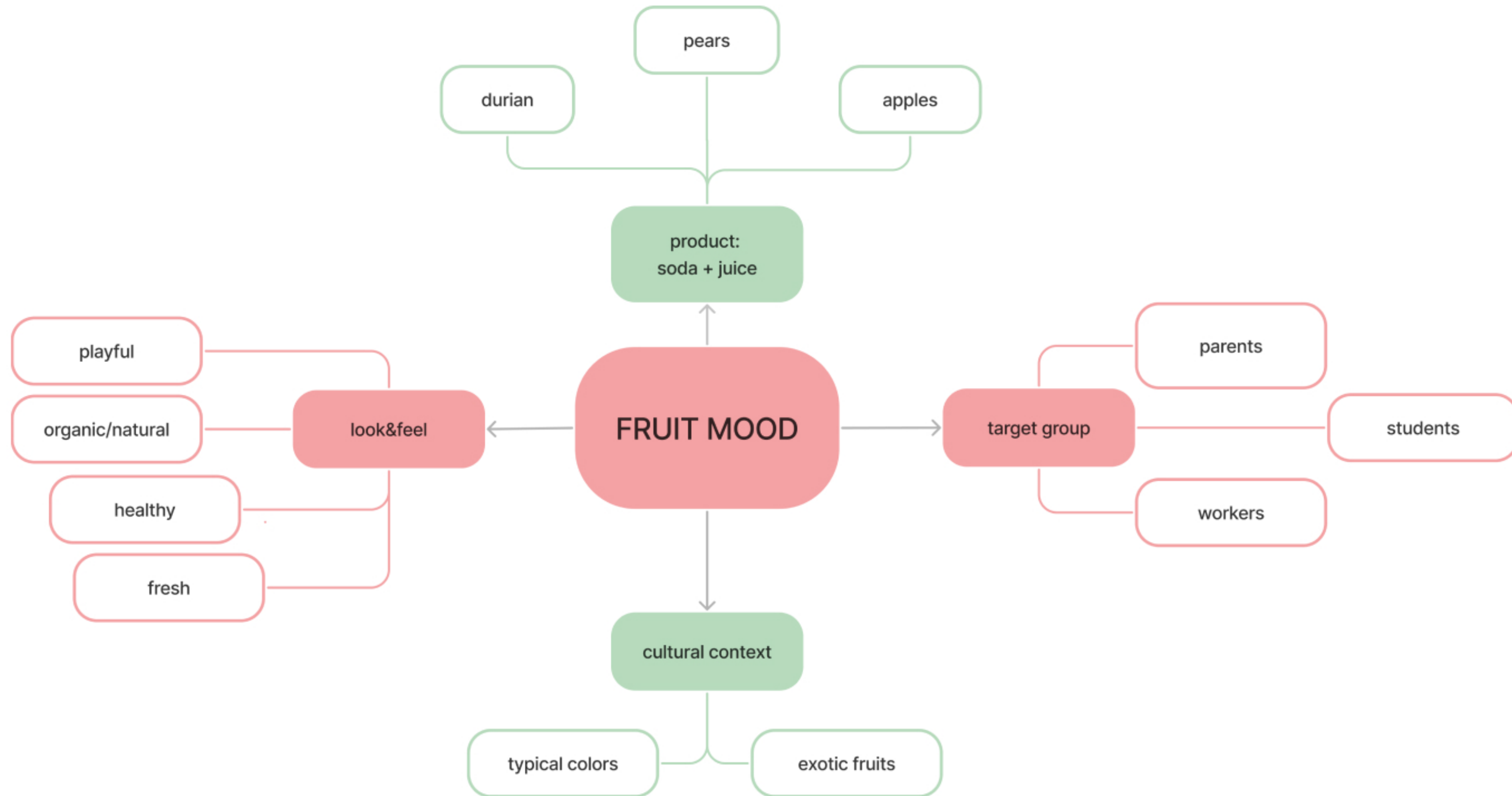



fruitmood

# idea

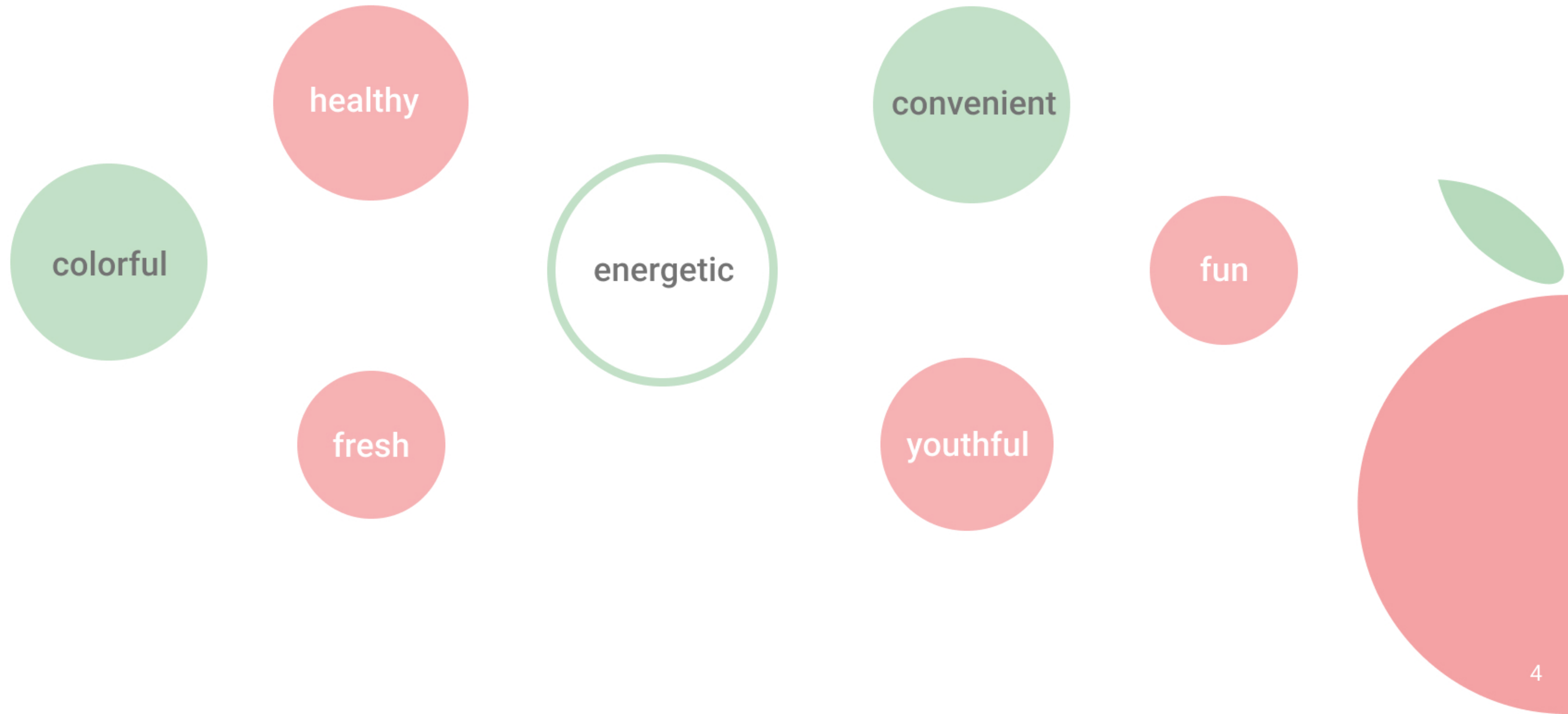


# product story



“ 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



# target group



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



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

# logo development



# typography & colordesign



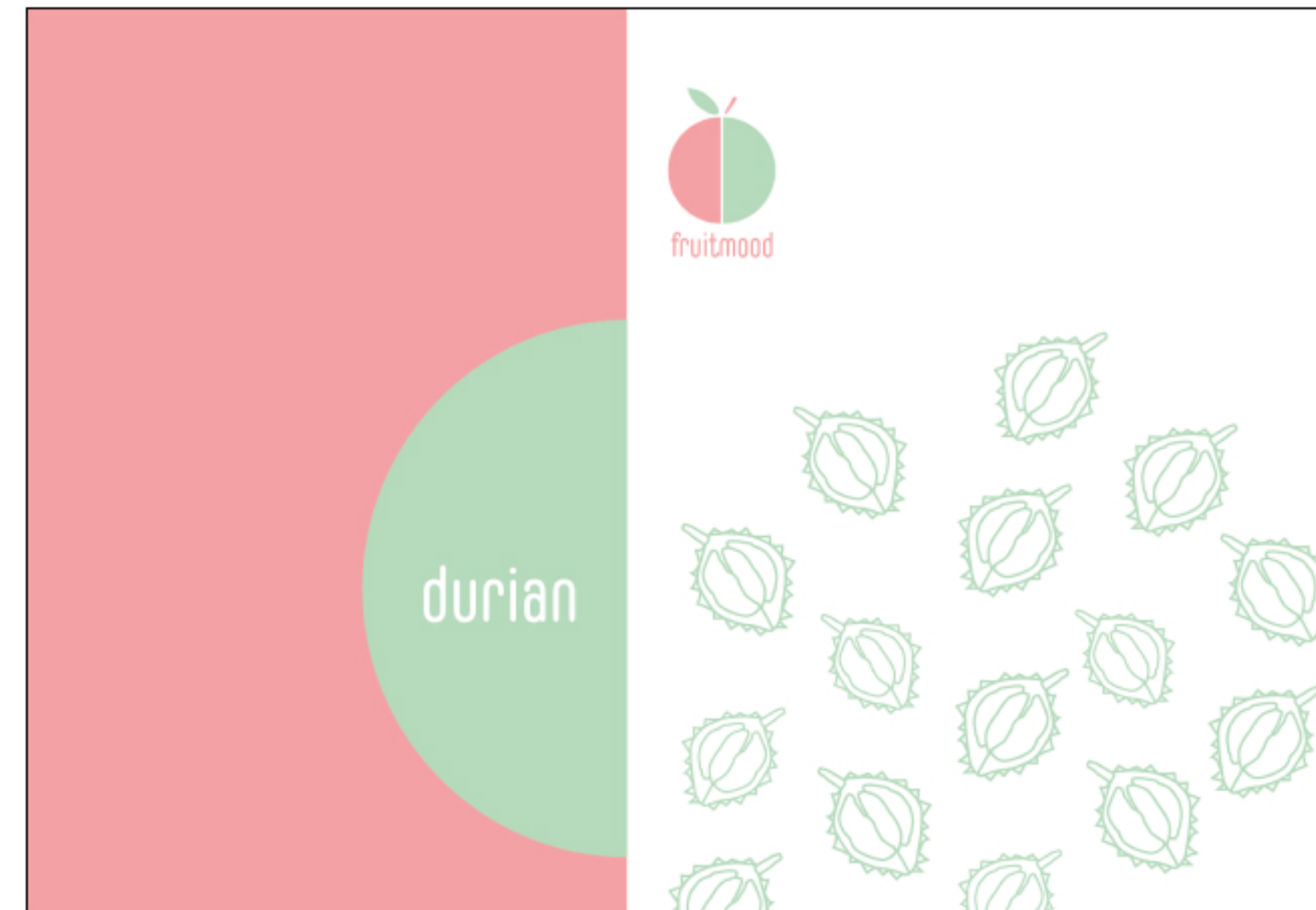
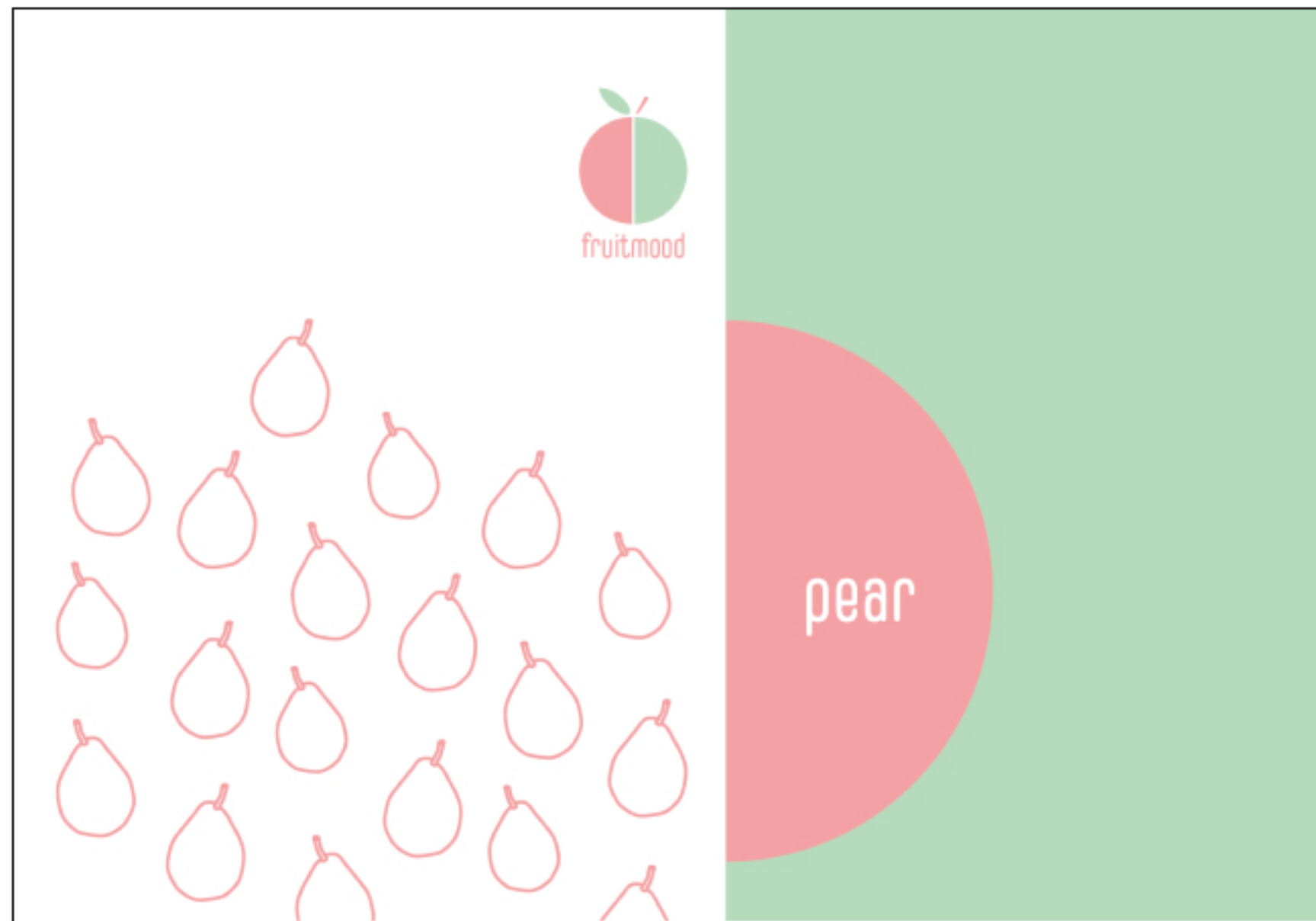
f4a2a4

b6dabc

CarlMarx Regular

CarlMarx Regular

# packaging design



# packaging mockup

fruitmood  
refresh your body and mind.



marketing strategy

GET YOUR  
2 FOR 1  
FRUITMOOD

# marketing media

