



ADVERTISING AND PACKAGING

AM50028-5

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Daniel Mallett – *Co-Creative*

The editing and technical savior of the team. He took his team members visions and developed them into visual masterpieces using Photoshop, while also giving his opinions on different concepts and designs. Also decided on ideas and designs for the promotional, website and community items.

Naomi Mullings – *Co-Creative*

Developed concepts as well as designs for the team, which were then used to create our final packaging designs. Our team regularly had meetings to discuss the products we wished to produce packaging for, and what kind of packaging we'd like design. We all decided that we wanted fun, colorful and informative packaging, which Naomi took on board when designing.

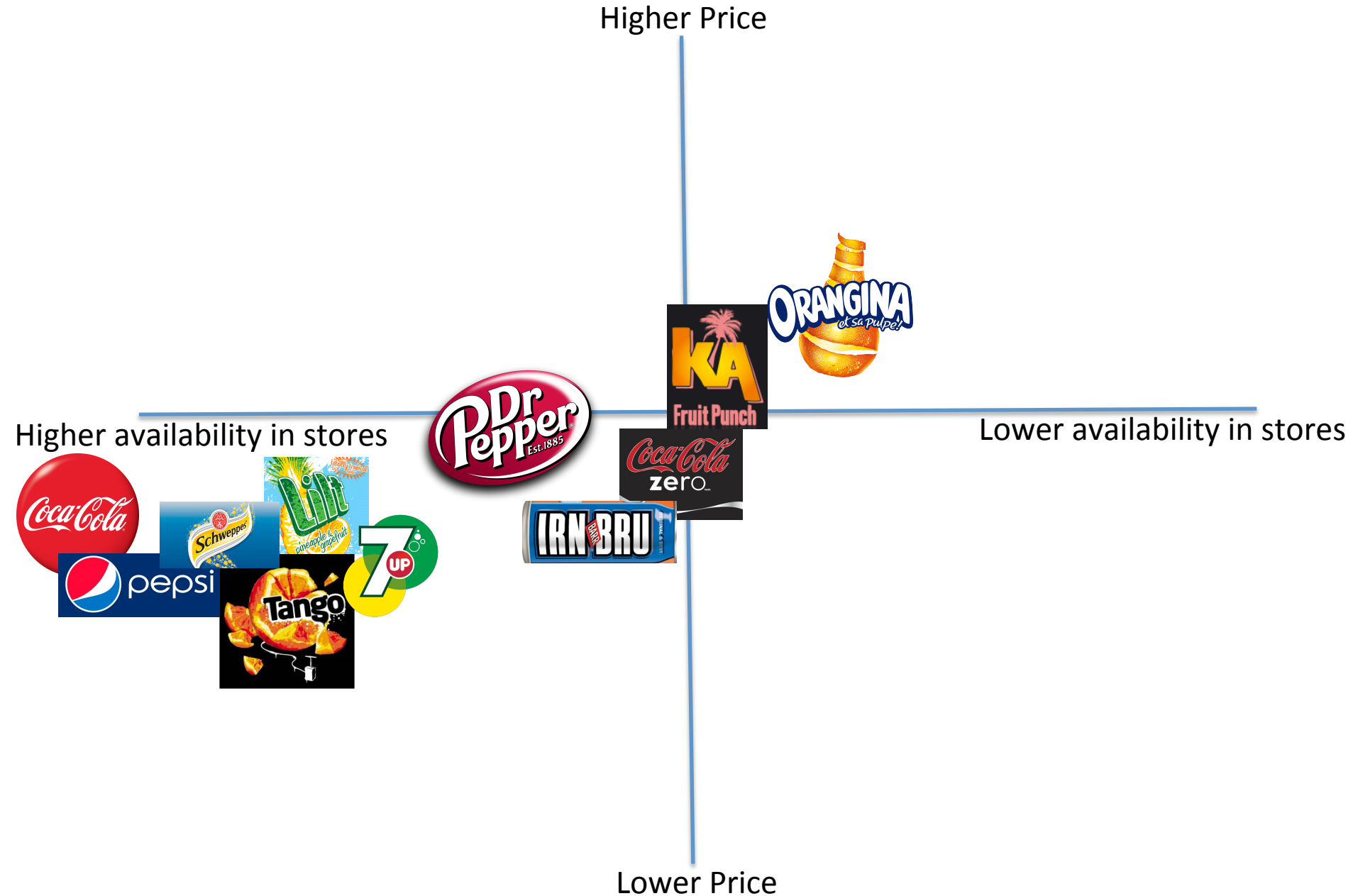
Hazel Manongwa - *The Strategist*

There for the team to help in vital situations, such as choosing final designs and concepts. Hazel would give her true opinion on what she thought worked well and what didn't.



HISTORY

- Orangina are a very traditional brand steeped in heritage, and this needed to be key when deciding on designs and concepts.
- Orangina use all natural ingredients for their products, and we feel this is one of the most important parts of the brands. Our new products would have to replicate this in order to appeal to the current Orangina market.
- Orangina have a number of different flavours to choose from, meaning they can appeal to an extremely large market. We feel that in order to have a successful campaign, offering different flavours and varieties is extremely important.
- Orangina is a very original company, down to their innovative bottle design and advertising. We feel that the brand can be considered unique, and therefore a unique and original product would be the perfect fit.





WHY ORANGINA?

- After researching the Orangina brand and history, we feel there is a definite gap in the market for a new Orangina products.
- The current Orangina products and advertisements are predominately aimed at adults, so we feel new products primarily aimed at children would be perfect for the brand
- Other iced children's products on the markets such as Calippo and Jubbly fare well in the summer time, and have their own sections in supermarkets just for their products.
- We saw this as a great opportunity to create a summer based products for children, that will bring a new market to the Orangina brand.

- Orangina are an extremely fun and refreshing brand, and we feel expanding into a different market is a great opportunity
- The children's market for ice creams is one that we feel would be a perfect fit for Orangina, with their already fun products being easily modified to a new market.
- The name we chose for our new range of products was 'Glace', which is ice in French.

Teenagers to Adults

- Orangina state they target an adult crowd with their diverse and provocative TV and print ads.
- The ads show off the unique Orangina bottle prominently, with the label showcasing the brands traditional colours.
- The glass design itself gives customers the sense of responsibility whilst in possession of the products, as it could be dangerous for a child to handle without an adult. The unique bottle shape sets Orangina aside from their competitors, giving the product a unique edge.
- Orangina is also sold in plastic bottles for consumption at home, and therefore children would easily be able to use these bottles.

Children to Teenagers

- Our main aim was to create a product that was fun and tasty for children, while also appealing to a wider market. We focused on this age range due to the gap in the market, and young children are likely to enjoy the product.
- Our products are made with a reduced sugar rate, as well as natural ingredients, meaning that parents can buy our products with a peaceful mind, knowing our products are not high in sugar compared to our competitors.
- While our main target audience is children, many people are likely to enjoy our products, such as teenagers and young adults who currently enjoy the current products.



2002



2007



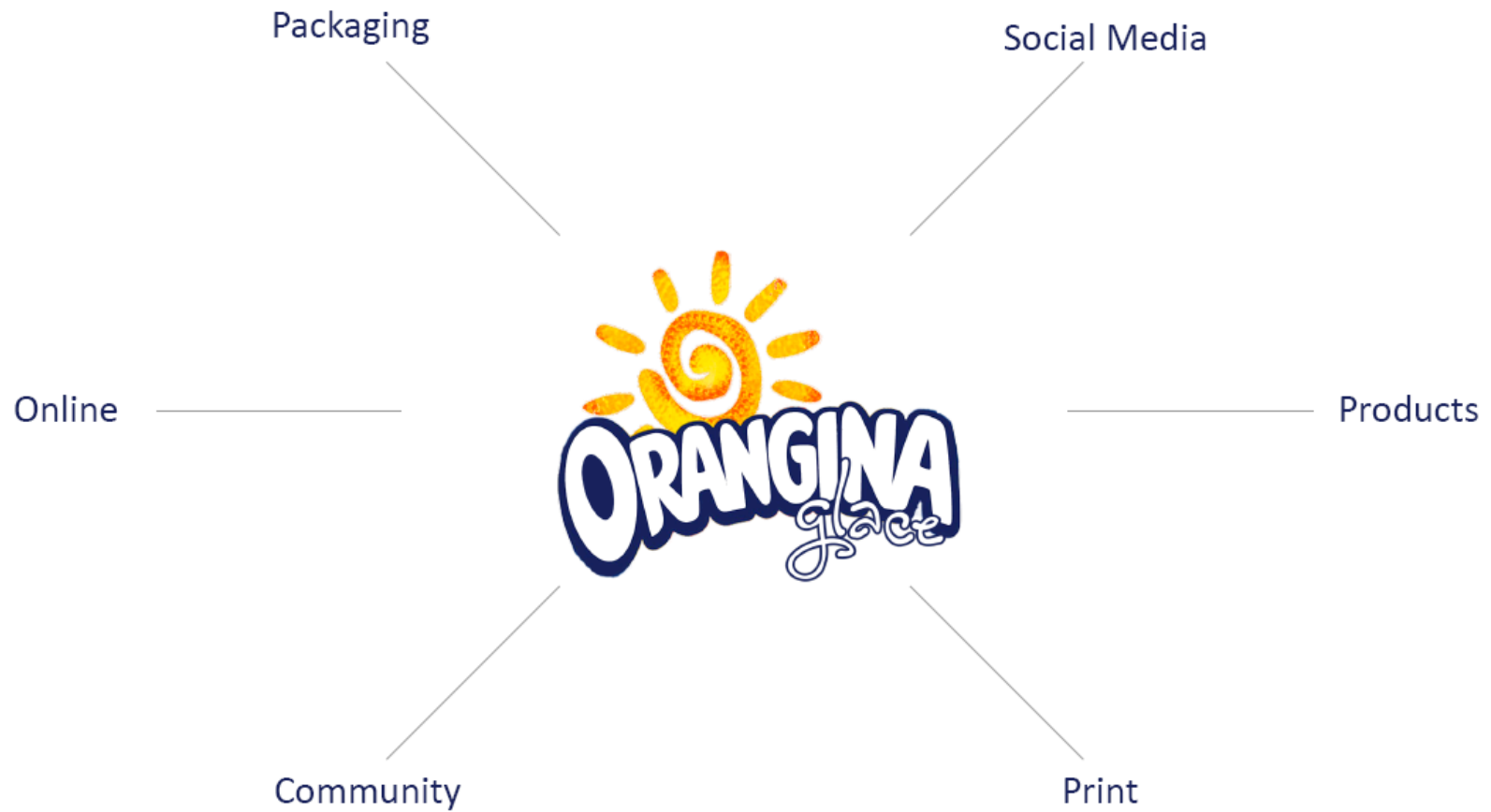
Current



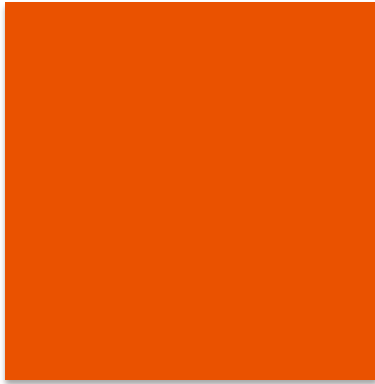
- We looked at the Orangina brand and especially the history of the logo to try and keep the brand identity consistent with our redesign.
- We feel the logo works extremely well, and fits in well with the rest of the Orangina branding.
- The sun signifies the summer and the fact that the products are ice cream related and therefore primarily consumed in summer.
- The texture was added to the sun to replicate an orange peel and so it is easily relatable to the previous logos.



TOUCHPOINTS



- The touchpoints offer an overview of our campaign, and the visuals and items we will look to include.
- We want to properly segment the target market and we believe these touchpoints offer a good foundation.
- The designs throughout the whole campaign will be consistent, while we will also be looking at how we can involve the community with our ideas.



Orange

to represent their traditional
orange flavour, enthusiasm, joy,
fascination



Blue

pure, calm, confidence, tranquility



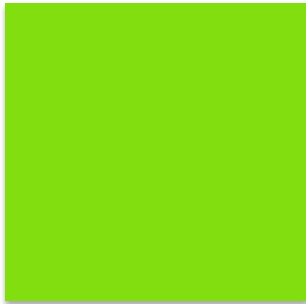
Red

strawberry, strong, bold, physical.



Yellow

lemon, happy, summer, energy.



Green

lime, nature, environmentally
friendly, positive.



Purple

Grape, rich, luxury.



OUR PRODUCTS – ICE LOLLY





OUR PRODUCTS – ICE LOLLY

- We wanted to stay true to Orangina's brand values and heritage, therefore we incorporated the traditional orange flavour into all of our new products. We then chose 4 different flavours that would equally participate in the products taste.
- After deciding flavour options, we looked at developing packaging that would relate back to our products, and this led us to our 'split down the middle' look on our ice lollies packaging, as the product is exactly that – half orange flavoured and half another flavour.

OUR PRODUCTS – ICE LOLLY





OUR PRODUCTS – ICE LOLLY

- Our box design was inspired by our ice theme, as well as the second flavour we gave our lollies. But we kept the primary colour blue, as we did not want to take too much away from what Orangina as a brand have already built.
- The box also has a section reserved for promotions. Currently the side of the box is linked to our campaign for magnets, but could be modified depending on what promotion we are offering at that moment in time.



OUR PRODUCTS – SLUSH



- The slush products were inspired by the popular alcoholic products currently sold by Parrot Bay
- We aimed to create a child friendly version, as there are currently a limited amount of places that sell iced drinks.
- Slush puppies main ingredients are water and syrup, so we wanted to offer a more natural product would appeal to children and their parents. Therefore, our products contain real fruit bits!
- The products would be placed near other children's products such as Capri Sun, Ribena etc. and then would be frozen when the child is at home.



OUR PRODUCTS – SLUSH



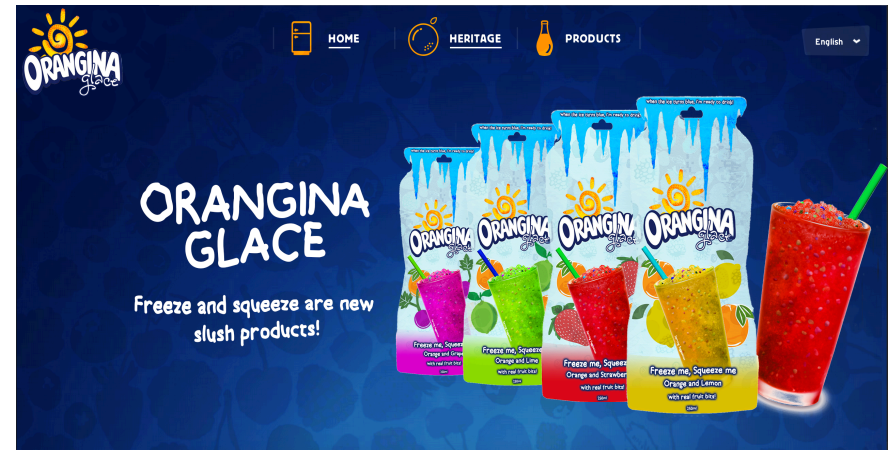
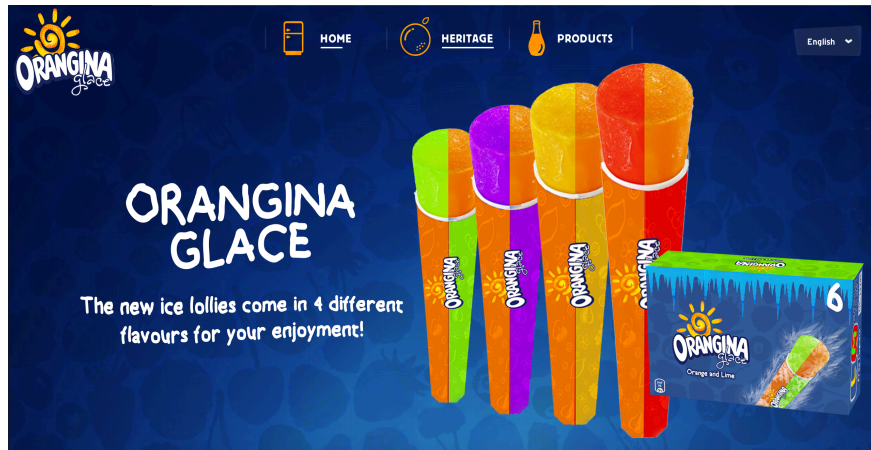


OUR PRODUCTS – SLUSH

- One more added feature is the ice changing colour on the top of the pack.
- The standard colour on the shelf would be silver, and would turn blue when frozen and ready to be eaten.
- This was inspired by the Coors light beer can, where a section of there can changes colour when placed in the fridge and it is cold enough to drink.



CAMPAIGN & SOCIAL MEDIA



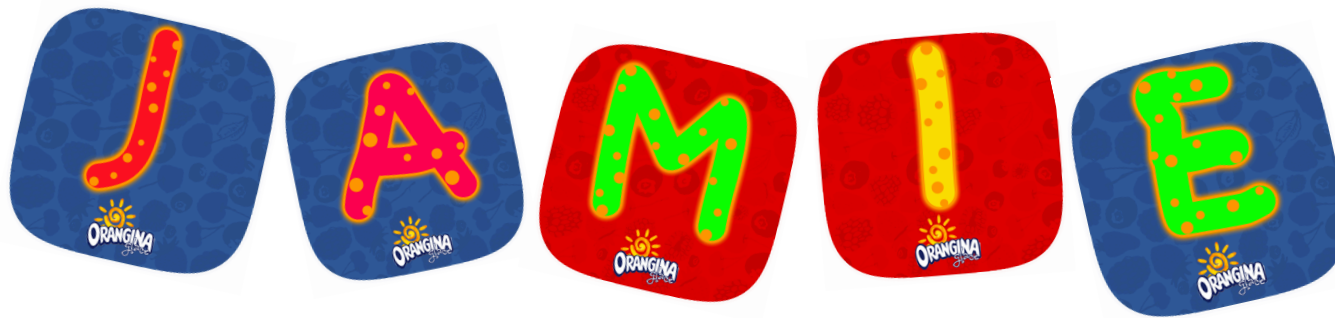
- Our campaign takes the form of competitions to appeal to children and a younger market, while we will also be updating the website and social media.
- This will allow interaction between other consumers online, with them being able to discuss and review the new products.
- The page can also give up to date news on new items and promotions, as well as being a good platform to broadcast our new range.
- Social media is a great platform to reach a wide audience.



- These posters would be placed in relevant children's magazines and comic books, as well as being used on social media.
- The promotion takes the form of a competition, with children being able to go online to vote for their favorite ice lolly.
- The faces are inspired by previous Orangina campaigns such as Miss Gina and Bad Jack, so the promotional designs are consistent with the rest of the Orangina brand.
- The two different variations both relate to summer and would appeal to children due to their fun nature.



- The website offers the consumer the chance to vote on their favourite ice lolly character or flavour.
- The competition is extremely engaging for kids, and is fun and vibrant enough for them to be interested in the competition.
- The consumer will enter their personal details such as name, address etc, then will vote on their favourite character.
- The prizes will be assorted Orangina products, such as the drinks and our new glace products.



HOMEHERITAGEPRODUCTSEnglish

Get your name in Magnets!

Enter your codes here to get your name sent to you in magnets!

Code 1

OC-12345

Code 2

Code 3

Code 4

Submit

- A further competition is the magnet giveaway.
- The consumer has to enter 4 unique codes found on the side of the ice lolly packaging online, and we will then send them their name in branded Orangina magnets.
- The font for the magnets is consistent with the rest of our branding, and fits in well with our products.
- The section on the packaging could change over time depending on new promotions that we could run.
- This encourages repeat sales of the product, with children purchasing 4 boxes to get their name sent to them in magnets.



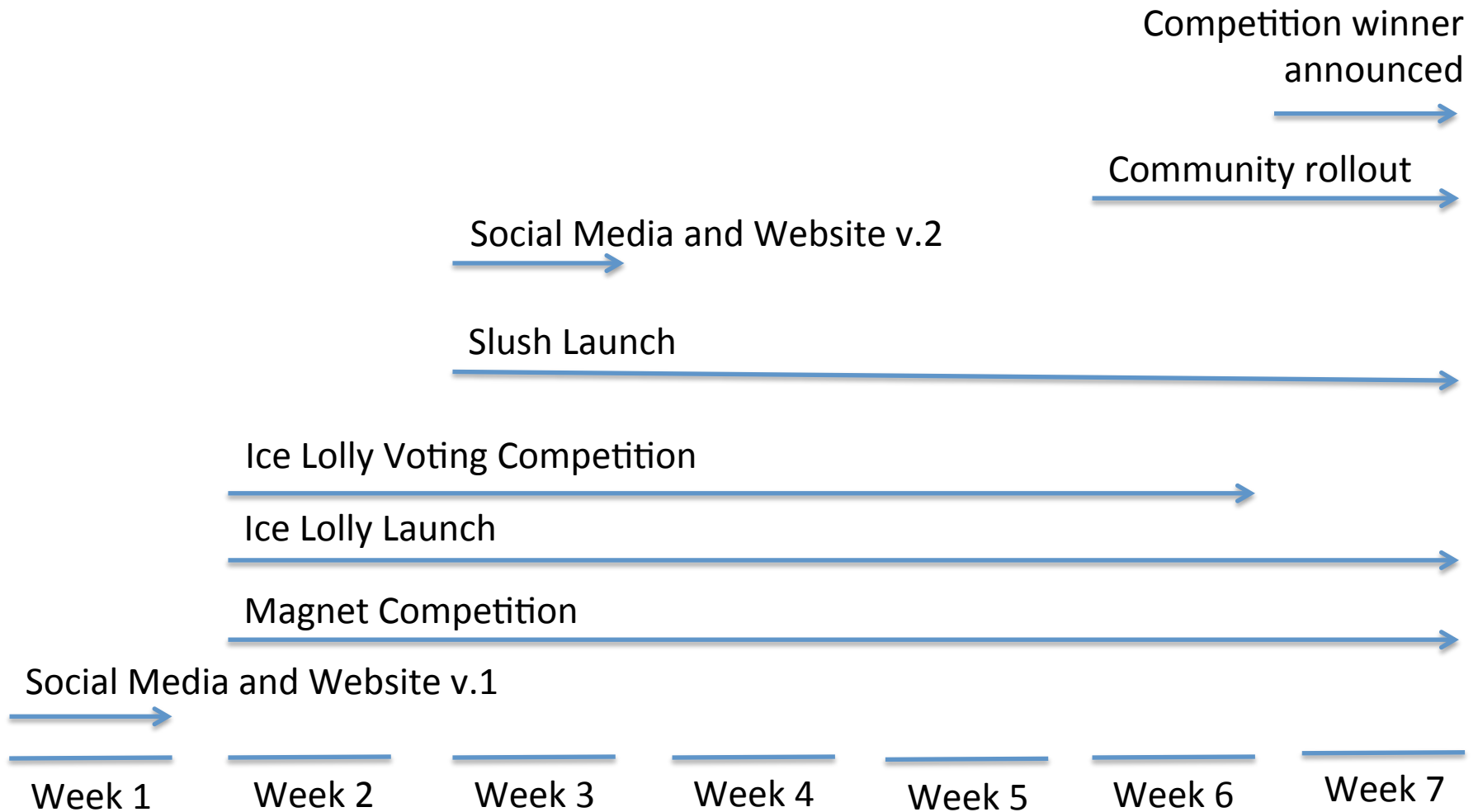
COMMUNITY



- The summer is a key time for the ice cream industry and we would have ice cream vans and carts branded in Orangina's colours and our logo.
- They would be situated in parks and open spaces to attract a high number of visitors looking to try the new Orangina products.
- The colours tie in strongly with the Orangina brand, and would involve many different communities.
- We could also modify the uniform of the employee selling the ice creams to offer more branding opportunities.



MEDIA LAUNCH



- We feel our new products are unique, original, and fun, which links back nicely to the Orangina brand.
- They offer unique features, such as real fruit bits, and the changing colour of the slush packaging.
- The competitions and promotional items are all on brand, and would appeal to a wide range of consumers, especially younger children.
- The products, flavours and colours fit in with the rest of the Orangina brand and current products, and therefore the products are perfect for the Orangina range.
- The products all link back to summer, and the designs are consistent throughout, creating a strong brand identity.



THANK YOU FOR LISTENING