

# CREATIVE TIMELINE FOR ORIGIN FOODS

## OBJECTIVE

Develop a Hispanic brand for Drinkable Yogurt & Ice Cream which includes research from Planning to point the brand in the right direction.

## FOCUS GROUPS

Consumer feedback to determine which name goes into the buckets that were determined. Mood boards were made to evoke a feeling.

- Authentic
- Fresh/Healthy
- Fruit/Creamy
- Fun/Whimsical
- Satisfaction/Indulge
- Youthful/Edgy



Fruit/Creamy



Satisfaction/Indulge

## LOGO DESIGN

Initial logos built, working alongside with Brand Hatchery. Here are examples of the 1st round:



## PACKAGE DESIGN

Working with Brand Hatchery. Here are 7oz bottle examples of the 1st round:



## NAME GENERATION

Brainstorm a brand name. Popular names that rose to the top were: **Sabocho, Vivaly, Savoree, Casera, Frutel, Delicia, YoSí.** Some of these names could be spelled in variation.

## FRUTEL WINS!

Frutel will now be used as the brand name for the yogurt and ice cream category.

## LOGO PRESENTATION

Logos for the brand were presented by themselves along with a "mood" bottles.



## FINAL BRAND LOGO!

After a few revisions and clean up, a Brand is born.



## WINNING LOOK!

Flavor extensions to include:

- Strawberry
- Mango
- Peach
- Strawberry Banana



To be continued...