

Project:

Rebrand

おいしい野菜
oishii yasai



Product name:

おいしい野菜

"Delicious Vegetables"

Line Name:

ゼリー de サプリ

"Jelly Supplement"



Why

Rebrand?

¥1160

(~\$11.00 CAD)

vs.

\$33.99

+ tax
Jasmine Yip



REFRAMING
the

PRODUCT

Does this SOUND like you?

"Shoot, I was rushing out the door and I forgot to take my supplements this morning"

"Crap, I didn't fill my pill organizer"

"Left my water bottle at home and water is \$4... how do I take my supplements now..."

Forget the pills, forget the water, and forget the stress.

Just stick a jelly into your bag. For those people who are busy and on the go, or those who simply just can't be bothered to be taking so many pills everyday. Everyone knows that health and beauty all starts from within, so why don't we make taking care of our health easy, delicious, and more convenient? Taking care of your body shouldn't have to be difficult.



Target Market

- 20-40yrs
- Women
- Health conscious individuals who take supplements regularly
- Middle-Upper Class

Introducing...

jelly
Go



'JellyGo'

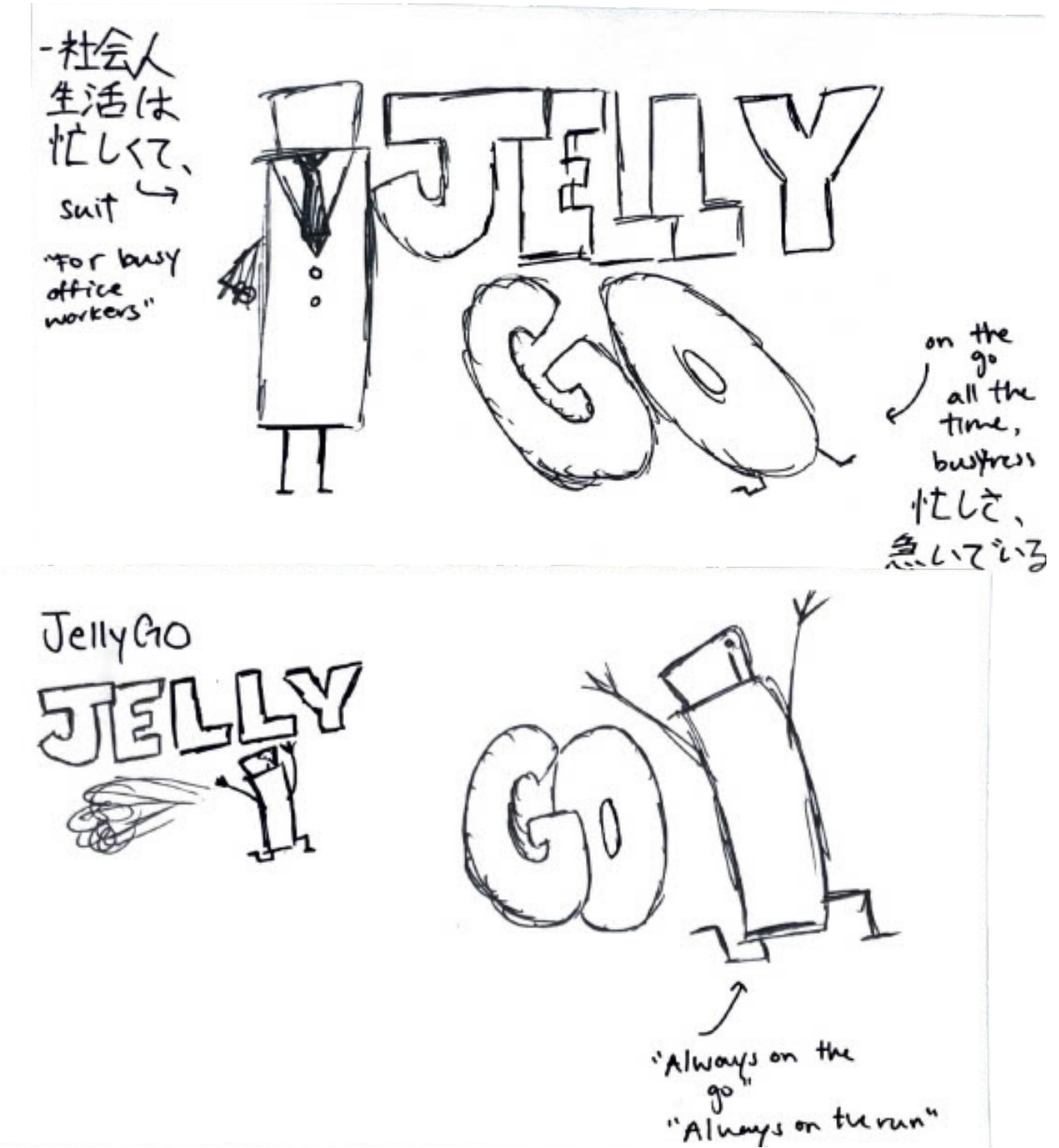
Big Idea Short:

Nutrition, Simplified.

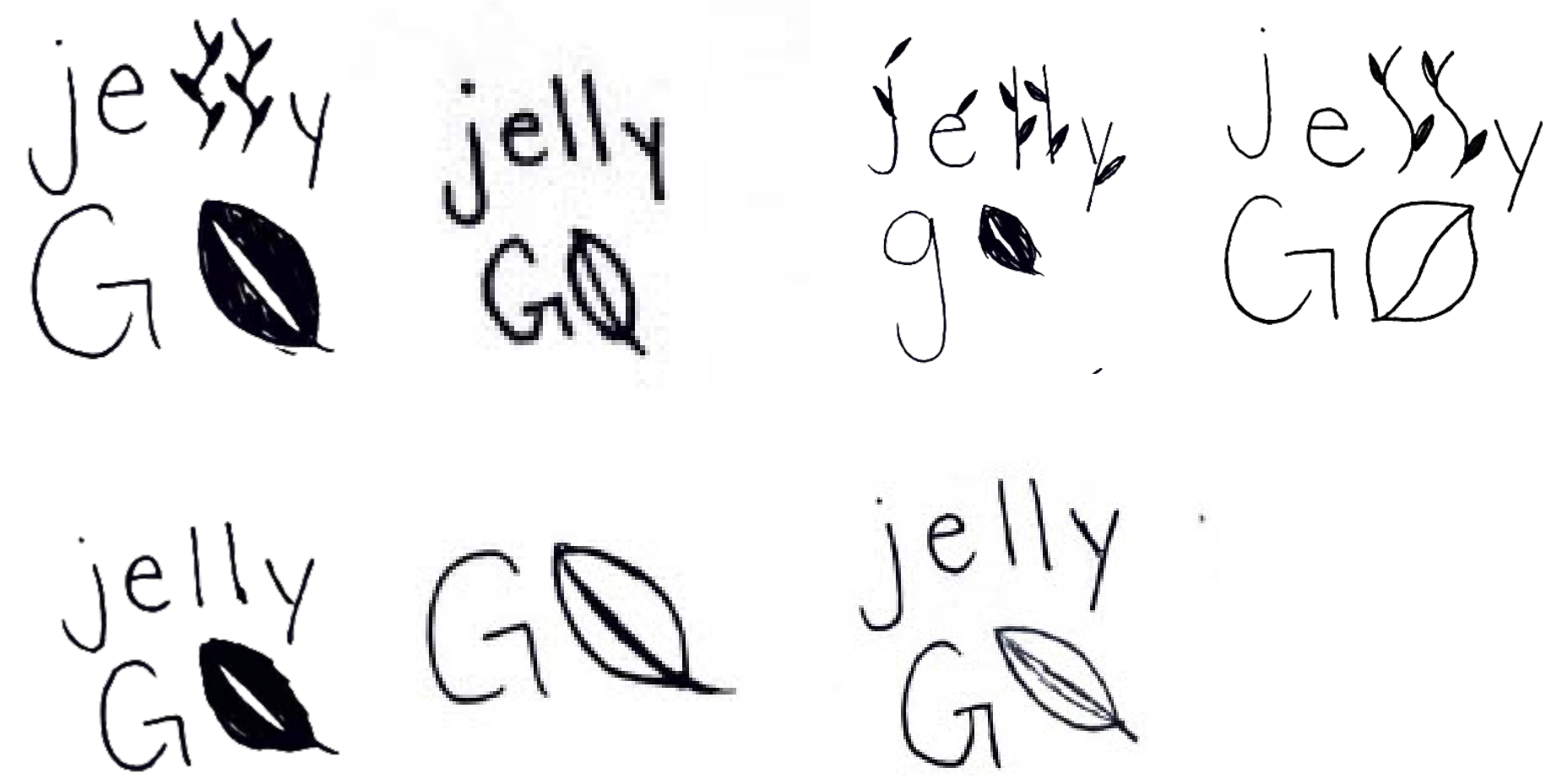
Big Idea Long:

Tear, eat, go. JellyGO is your Go-To solution for supplements. At anytime, anywhere, each stick is packed with everyday essential vitamins to keep you going for those days that just don't slow down.

Preliminary Sketches



Final Sketches





Condensed



Full Length



Symbol

jelly jelly jelly
G G G

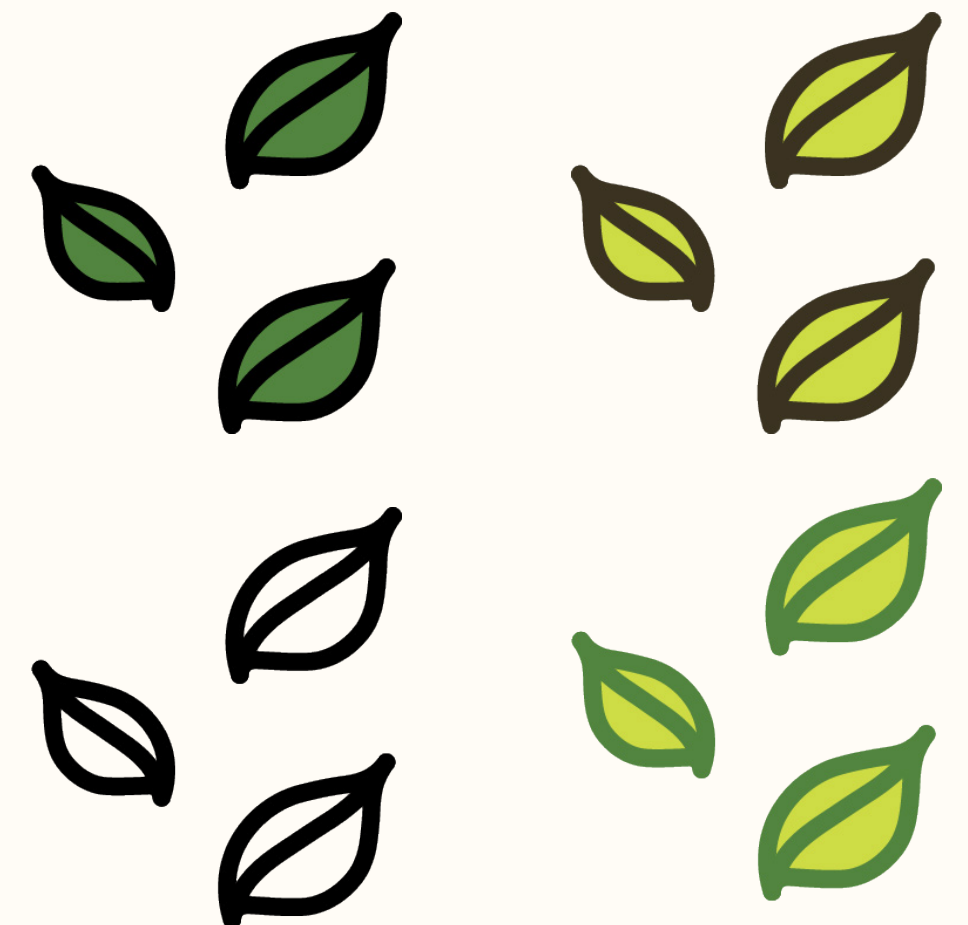
filled-condensed

jellyGO
jellyGO
jellyGO

filled-full length

- Logo comes from the leaves that was used in the previous branding design
- toned down greens for a more relaxed, giving health-product vibe
- rounded sans-serif font for a more approachable, friendly, modern feel

filled-symbol



Jasmine Yip

Style board

Houschka Rounded Light

Houschka Rounded Medium

Houschka Rounded Demibold

Houschka Rounded Bold

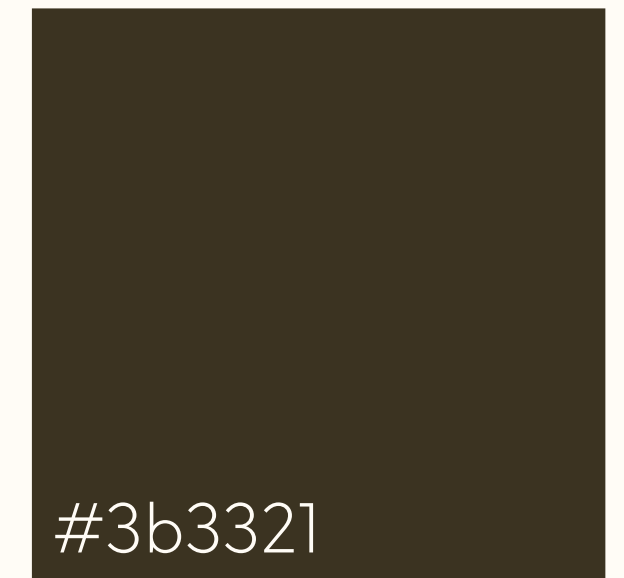
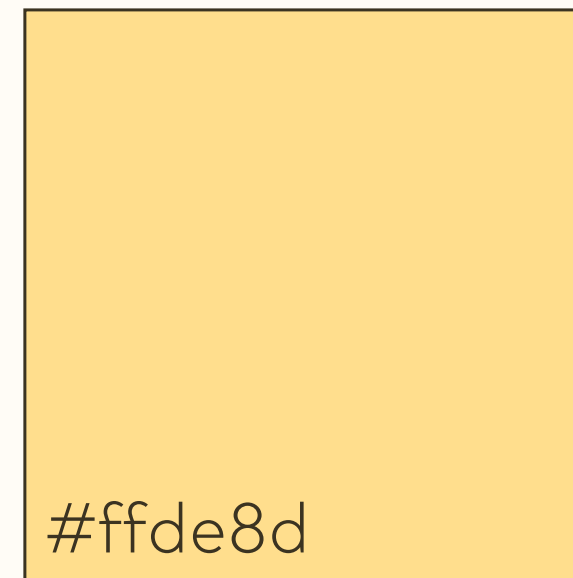
Clother Rounded Light

Clother Rounded Medium

Clother Rounded Bold

FOT-TsukuARdGothic Std

FOT-TsukuARdGothic Std Bold





Condensed
+
Colours



Full Length + coloured





PACKAGE



OLD

- Japanese-only packaging
- Cluttered information
- Overall fairly disorganized layouts



NEW

- English packaging
- Bilingual packaging and nutrition facts meeting CFIA Packaging Standards
- Softer, muted greens for a calmer vibe

OLD

- Somewhat non-cohesive colours and packaging design with box





NEW

- Jelly packaging cohesive with box packaging & colour theme

TAGLINES & SLOGANS

TAGLINE:

Skip the Pills.

SLOGAN:

Taking care of your body
just got easier.

SLOGAN:

On-the-go nutrition for
on-the-go people

SLOGAN:

Because taking care of your
health doesn't have to be
difficult.

SOCIALS

1. "Anti Pill"

A focus on consumer's dislike for taking pills, highlighting the convenience and ease of JellyGO

2. "The rush made easier"

Advertising that focuses on the "grab and go" aspect of the product, highlighting how at your busiest, JellyGO is the solution to taking care of your health while staying on the move.

STRATEGY

VIDEOS:

Pill Cabinet

VIDEOS:

Stay On Track

Thank You

