

Package Design / Soojin Kim

DEFINING PROJECT

BRAND NAME ANALYSIS AND DEVELOPMENT

Naming and branding form the vision and the essence of your brand, communicate the benefit of your product, and ultimately support an emotional connection with your target consumer.

- Fit to Concept
- Easy to Pronounce
- Memorability
- Uniqueness
- Associations

NAME STRUCTURE

Company Name

Brand Name

Product Name

Tagline



NAME STRUCTURE

Company Name

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Company Name

Brand Name

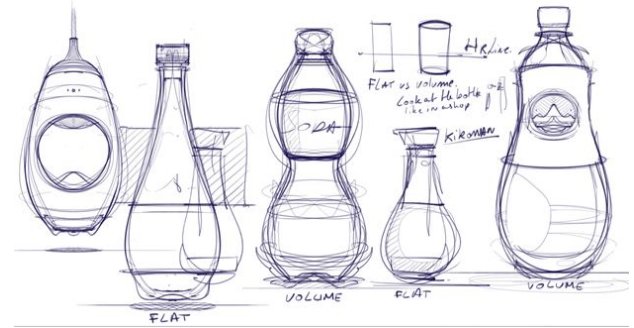
Product Name

Tagline ?



PACKAGE STRUCTURE ANALYSIS

PRE DESIGN ANALYSIS: An in-depth review of the structure of products in the same category including consumer data reports, user interviews, and retail visits.



IDEATION: A wide array of ideas covering a range of functional package themes and architectures were sketched, with a focus on maintaining the brand core values as well as improving the entire product experience.

