

ONE HUG TWO SMILES



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Meet

OUR TEAM



Cat Duong

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Executor



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Designer
Project manager



Lan

Designer
Executor

PROJECT BRIEF

Target audiences

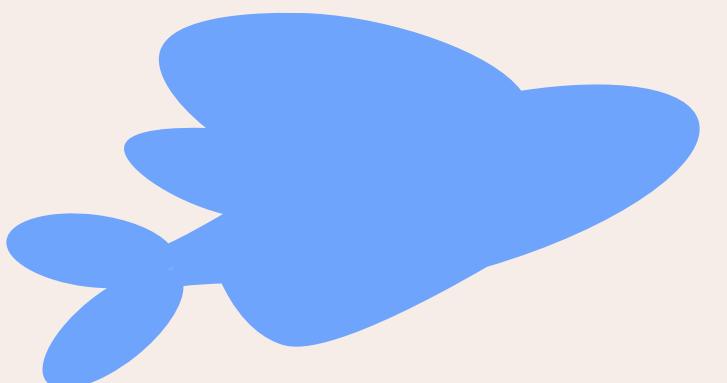
College students in HCMC
Age 18-24

Project's goal

Create limited collection and communication plan that appeals to the target audiences

Expected Deliverables

At least 2 water bottle designs
Design Rationale
Communication Creatives



DESIGN CHALLENGES

Overall

Create a meaningful but also eye-catching campaign

We think that campaign with meanings, especially for an eco-friendly brand like Nopa, are extremely important. We tried to strike a balance between aesthetics that appeal to the young generation along with a meaningful message about the environment.

Visuals

Designs and touch points that appeal to the target audiences

We aimed to establish a clear direction for our key visual elements while incorporating realistic physical mockups that our clients can utilize effectively.

Tone of voice

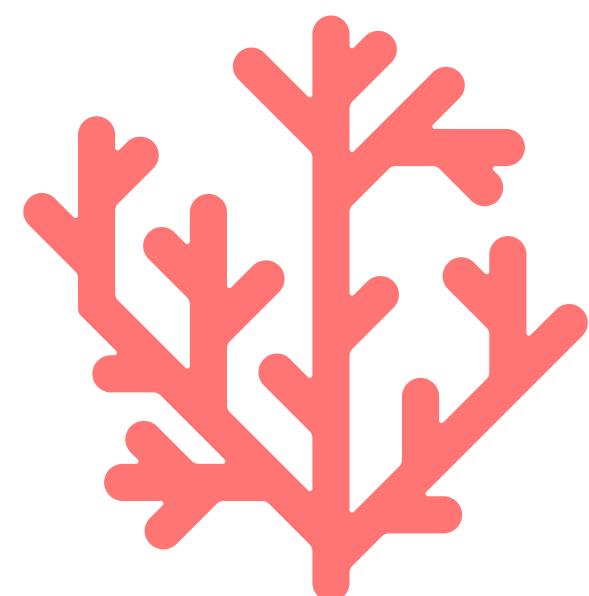
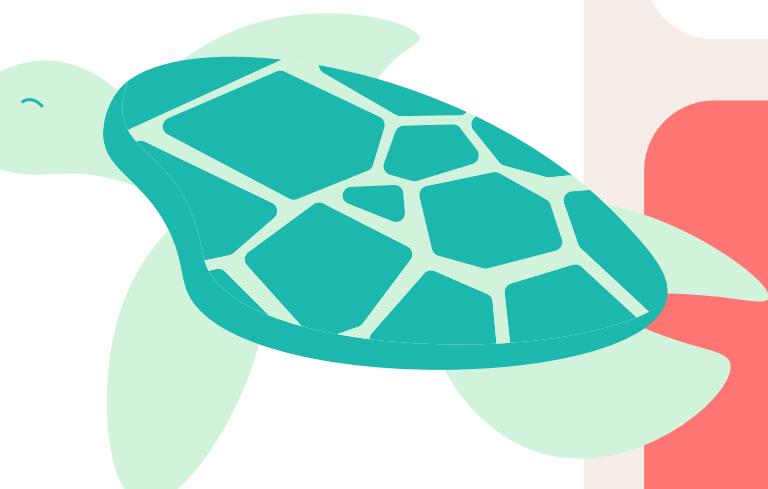
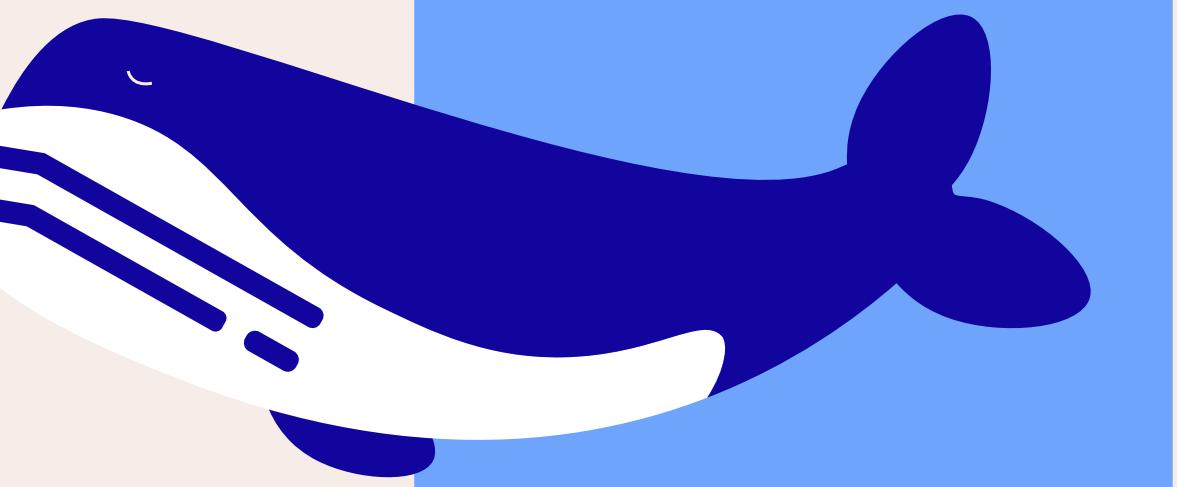
Imply the eco-friendly life style but in a encouraging and fun way

However, our clients felt the message was too negative. We decided to adopt a more positive and energetic tone, emphasizing the connection between humans and nature.



INITIAL APPROACH

As mentioned before, our first attempt was based on the idea of reducing plastic waste to save oceanic creatures. That is the reason why we have many visual assets and touch points to promote this idea. However, our clients think that the way we delivered the message was negative, and they want to see a different approach.



Initial Concept

Message

Your action is important to the environment. Every water bottle you use is a step towards reducing plastic waste and protecting Vietnam's endangered species.

**Your action.
Your future.**

Intention

Show users their impact to the environment and raise their awareness about plastic waste and its effects on Vietnam's wildlife.

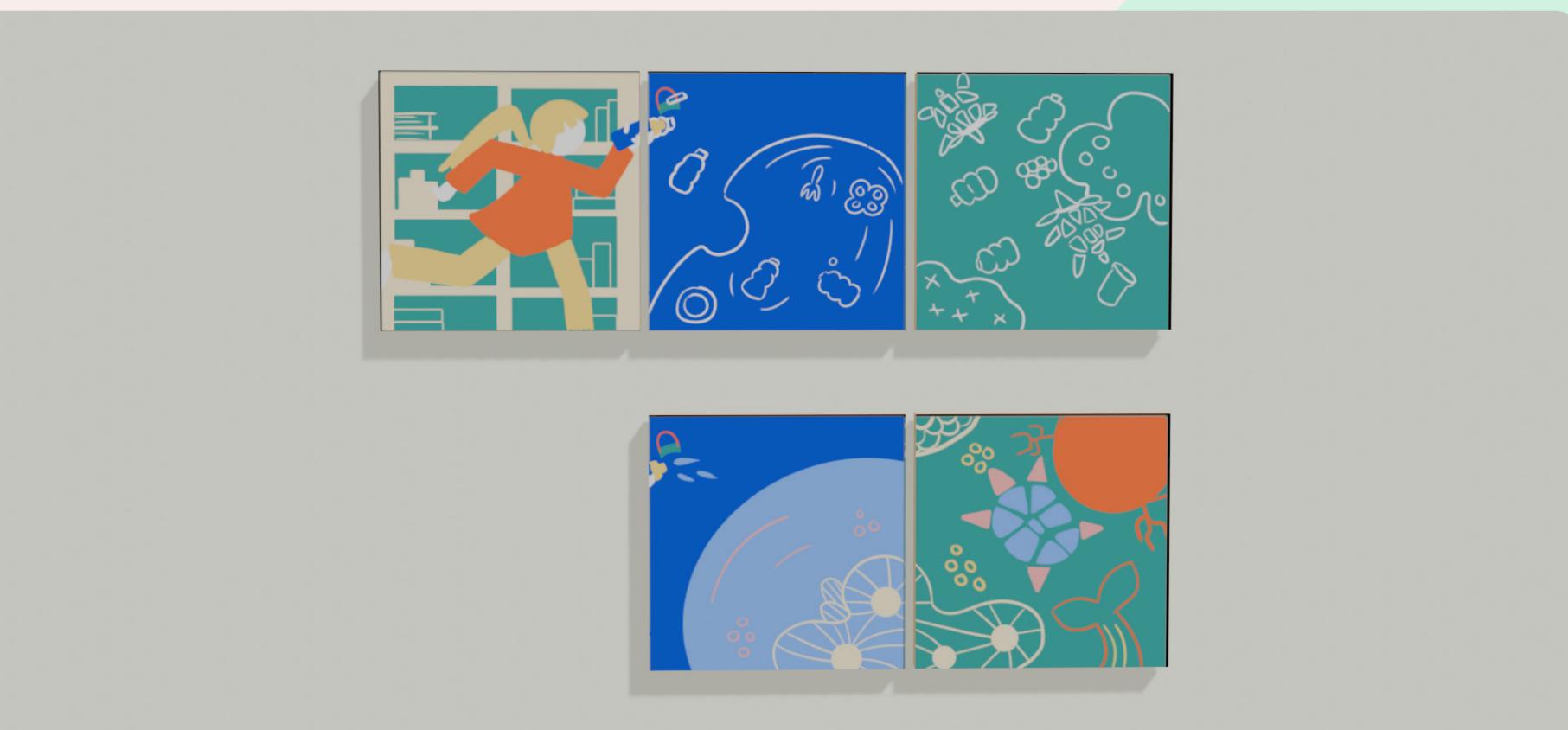
ZIGZAG POSTERS

Zigzag posters allow NOPA to deliver two message at the same time. By standing at two different angles, either on the left or on the right side, the user will observe the different messages imply by different sides of the paper.



PHYSICAL PUZZLE GAME

Physical puzzle game is a simplified version of conventional puzzle games, where the users will arrange the puzzle pieces in a way that the patterns connect to each other to form a consistent picture. Even though the execution seems simple, the solution itself might not be effective in conveying the campaign.



DIGITAL PUZZLE GAME

Conversely, the digital version of the game requires users to find and match prompts to form logical sentences. One drawback users face is that the story can become complex, making it difficult for them to focus on the content.

RMIT NOPA

Refill your water bottle

Choose the card in the correct order

Water Bottle Refill

Inspired and Connect

Inspired

Met an old friend

The Coral incident reminds Turtle of his past memory

Repay the kindness

Let's try that again!

The action which is the result of past incident

Accidentally swallow plastic pieces from the cup, he decide only to use eco friendly item.

The digital puzzle game interface features a large central area for matching cards. At the top left is the RMIT NOPA logo. Below it, a text box says 'Refill your water bottle' with a dashed sequence of cards above it. A callout bubble says 'Choose the card in the correct order'. To the right are icons for a 'Water Bottle' and a 'Refill' tap. On the far right is a circular arrow icon. Below this main area are four smaller boxes, each containing a sequence of cards and a status message: 'Inspired and Connect' (status: 'Inspired'), 'Met an old friend' (status: 'The Coral incident reminds Turtle of his past memory'), 'Repay the kindness' (status: 'Let's try that again!'), and 'The action which is the result of past incident' (status: 'Accidentally swallow plastic pieces from the cup, he decide only to use eco friendly item.'). Each box also has the RMIT NOPA logo at the top left.



DESIGN SOLUTIONS

CAMPAIGN MESSAGE

We aim to send a message of encouraging connections between humans and nature world by changing our daily habits.

KEY MESSAGE

“By using reusable bottles, we protect nature and strengthen our bonds with others.”

TAGLINES

“One hug, two smiles” (Eng)
“Càng ôm càng vui” (Viet)



KEY VISUALS



PATTERNS

The three patterns are inspired by three marine species—the whale, coral, and turtle; we have simplified and abstracted the patterns found on their bodies. These unique and modern designs resonate more with our target audience than literal depictions of the animals.





“THE HUG”

The hug symbolizes the friendship and connection between humans and nature. Our goal is for our users to connect with each other and develop a deeper appreciation for the natural environment.

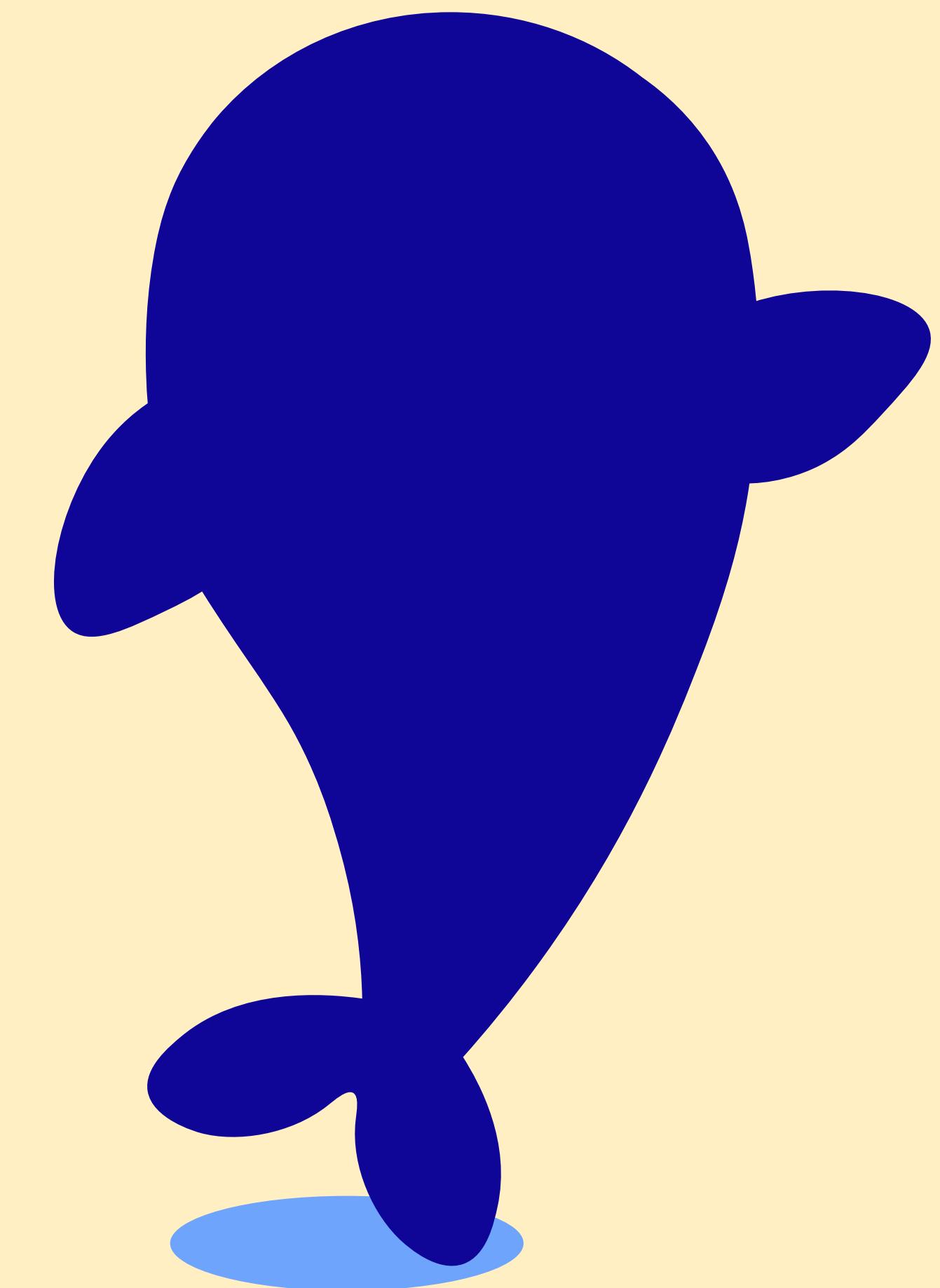
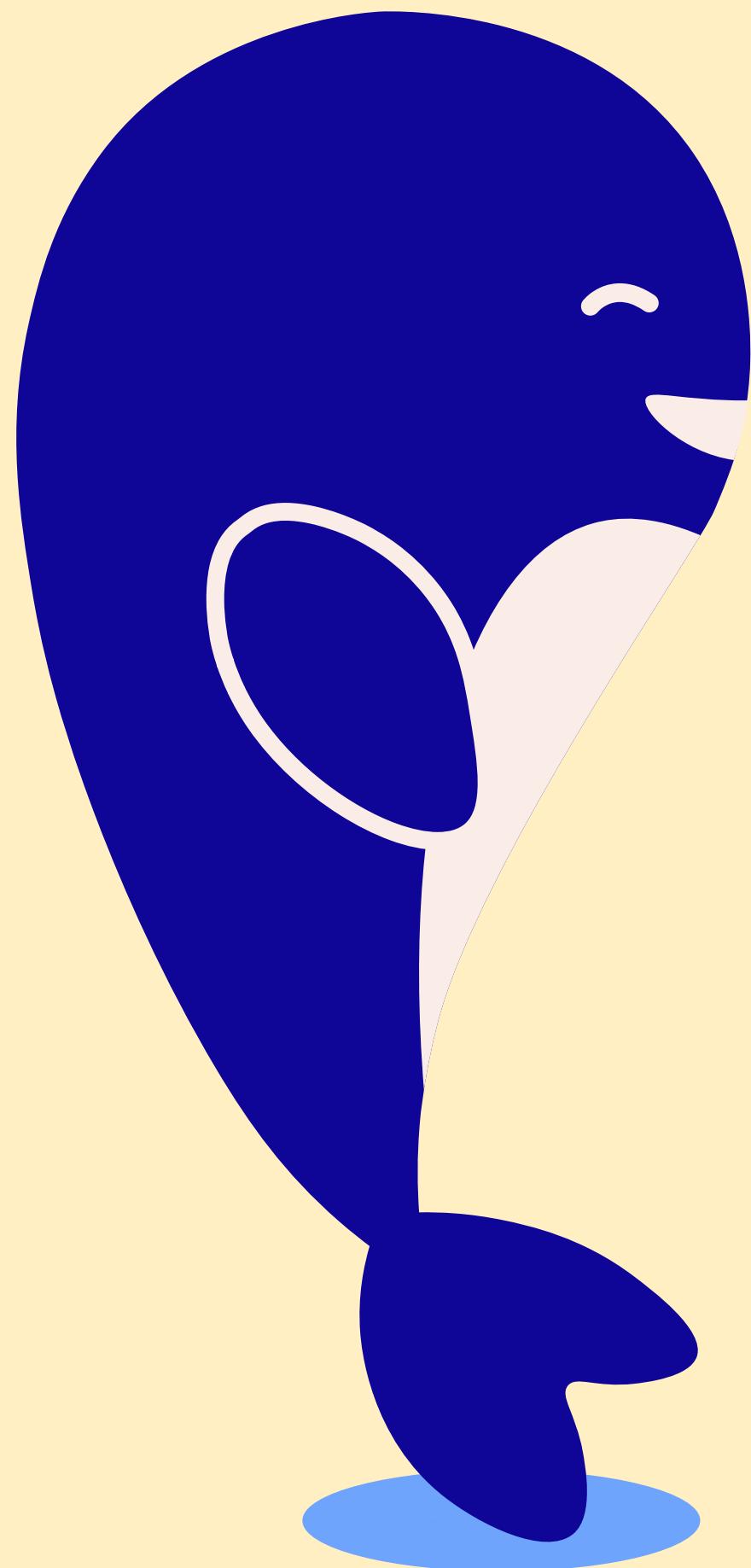
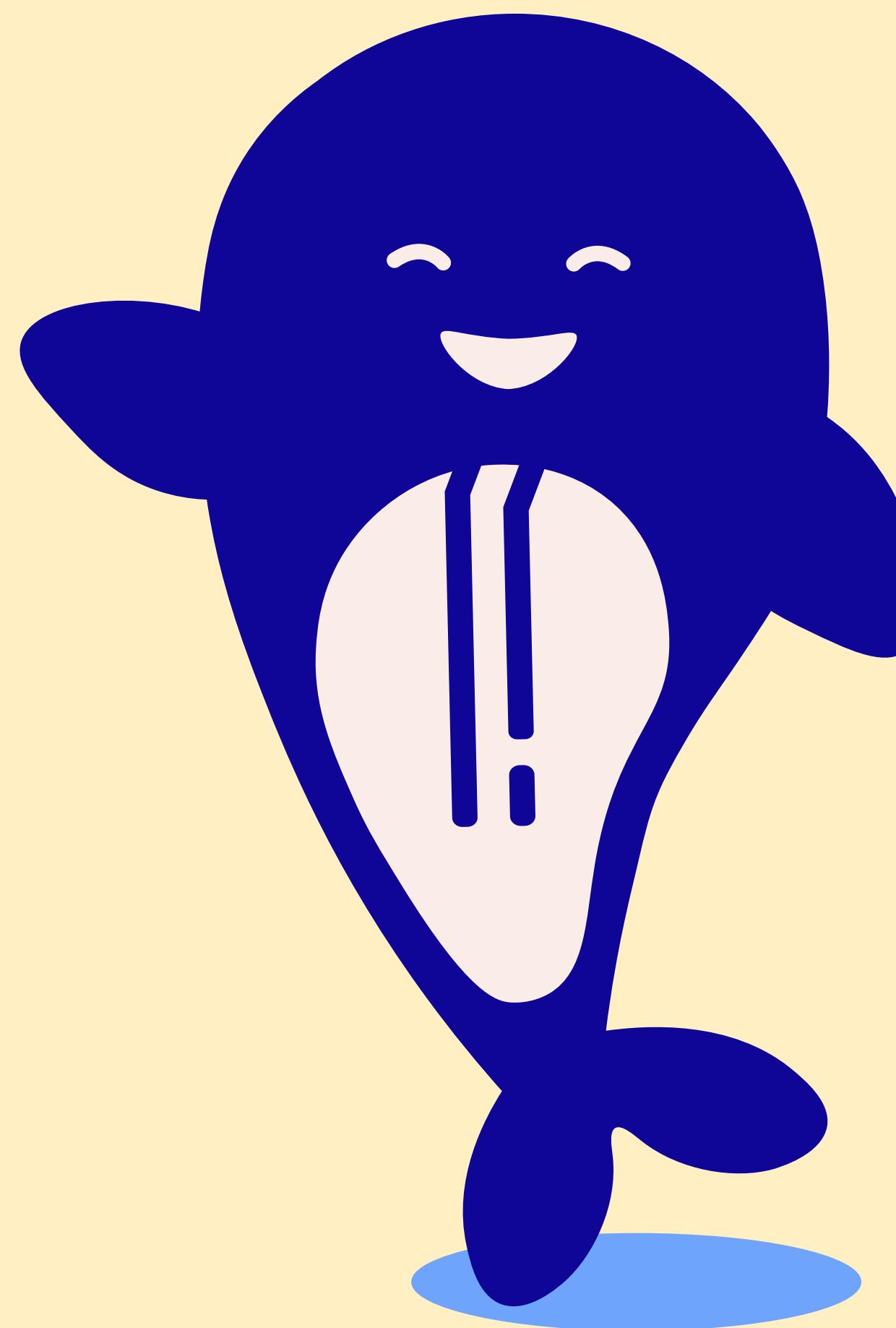


CHARACTERS

We have developed three characters inspired by marine animals. Our objective was to create a design that is both appealing and straightforward, while maintaining the overall design concept. We thoughtfully integrated the patterns into the characters to foster a connection between users and the designs.



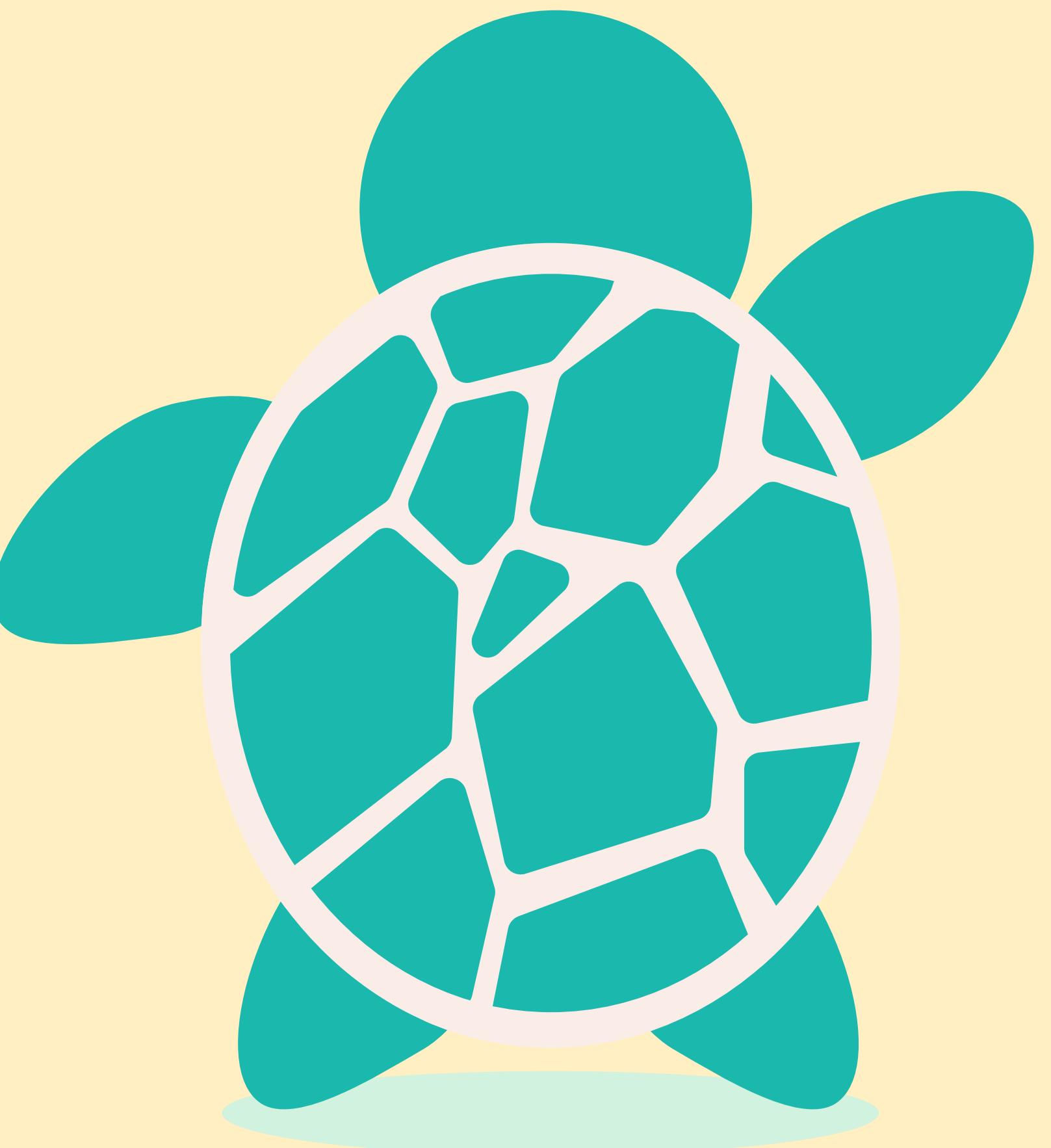
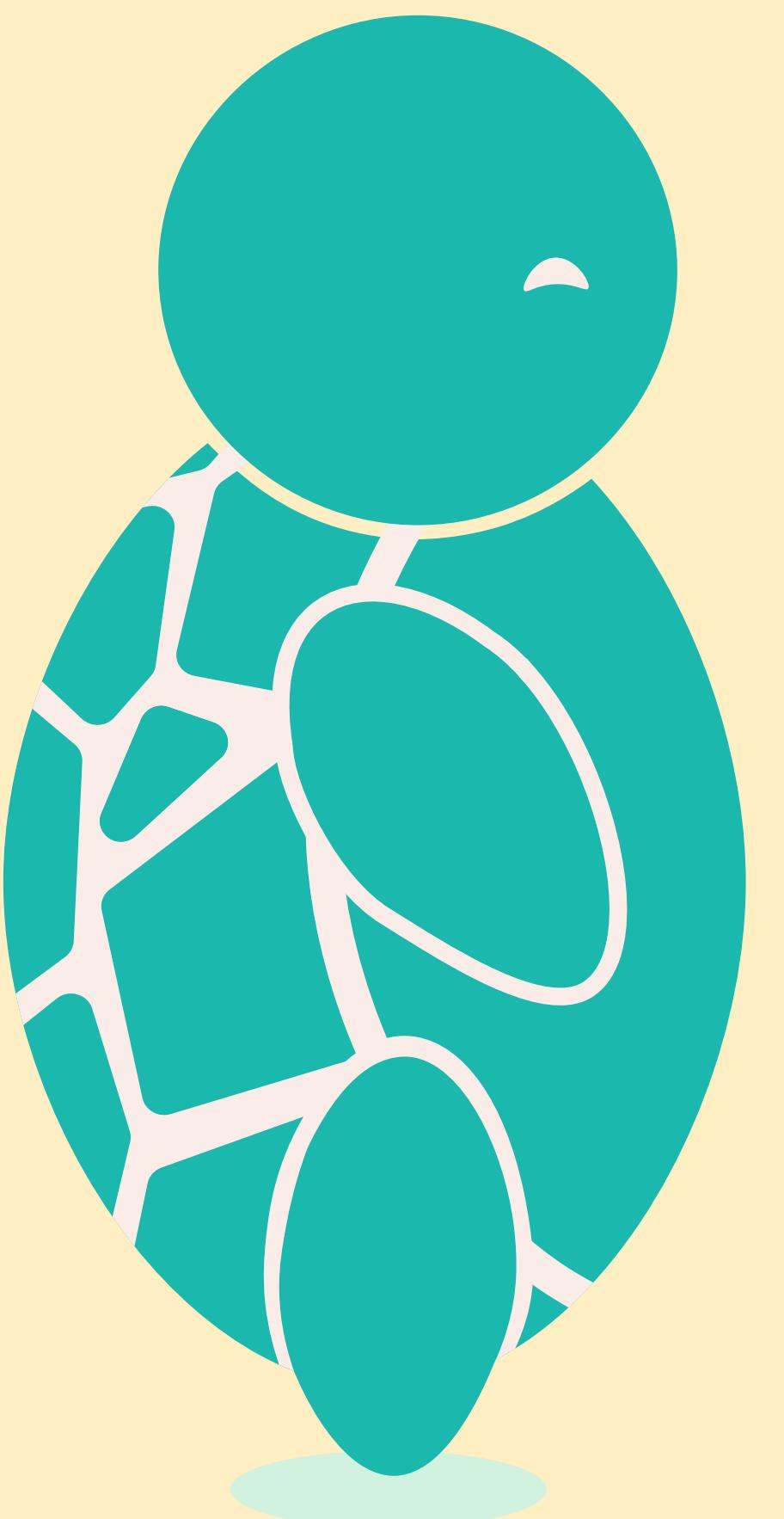
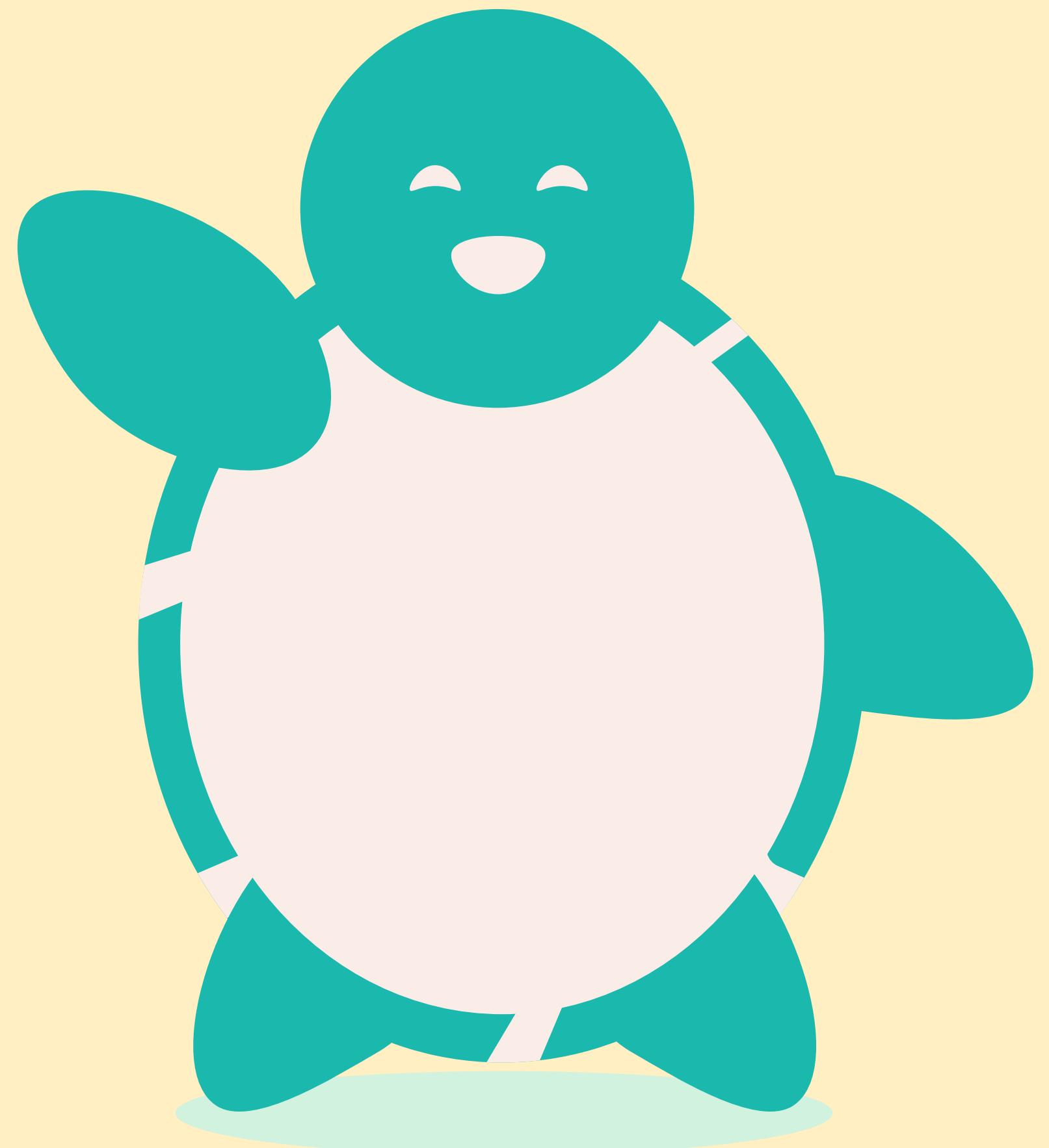
WHALE



CORAL



TURTLE



POSTER SERIES

This illustration poster serves as the primary promotional image for our campaign. It showcases the animals participating in various activities across diverse environments, united by their mission to connect with and celebrate nature's beauty. Throughout this journey, NOPA acts as a reliable companion, ensuring they stay hydrated while minimizing the use of plastic cups. In the "Hug" version of the poster, the characters' faces are emphasized, while the background elements are more subdued.



ONE HUG



Hug for the Ocean

TWO SMILES



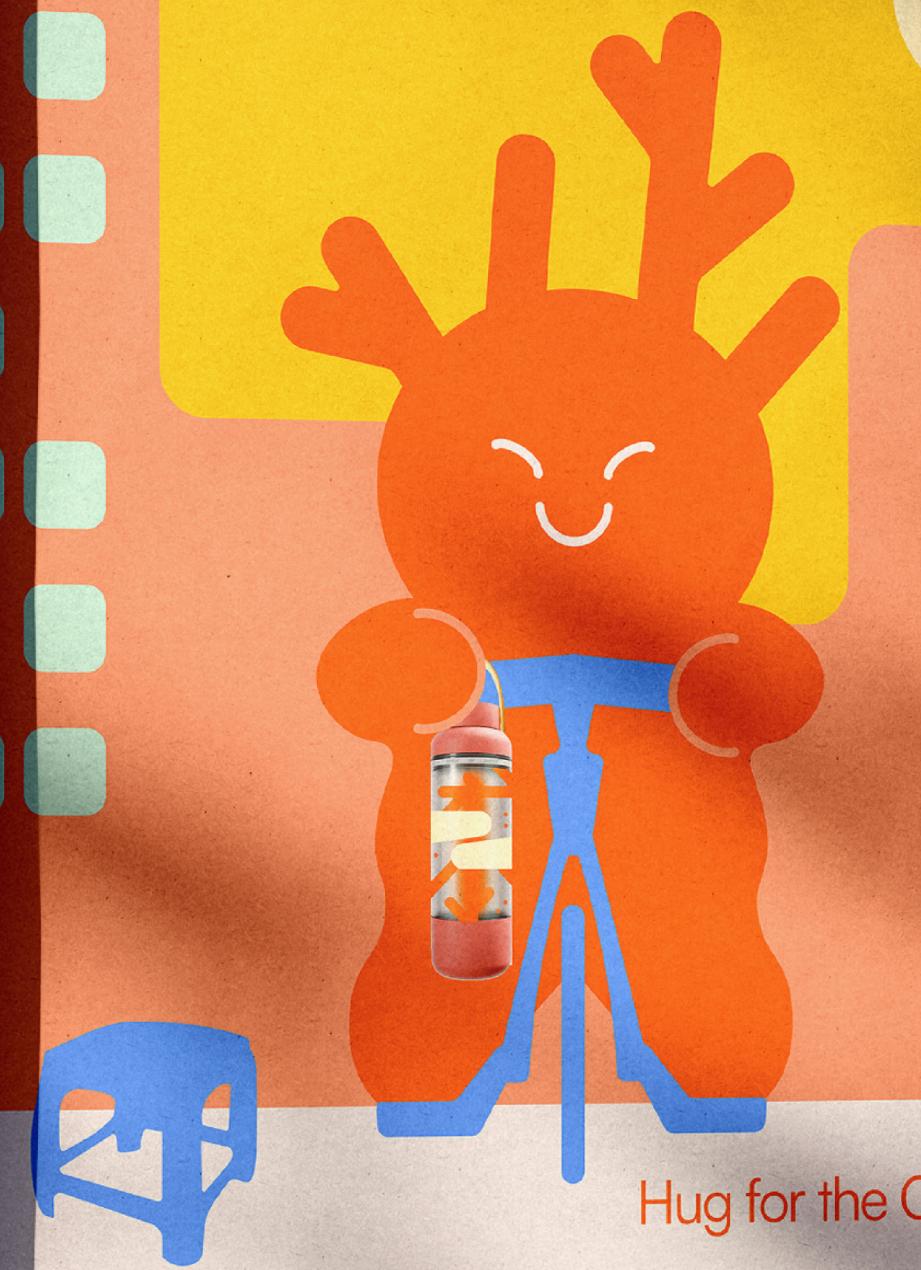
ONE HUG



Hug for the Ocean

TWO SMILES

ONE HUG



Hug for the Ocean

TWO SMILES

ONE HUG



Hug for the Ocean

TWO SMILES

PRODUCTS



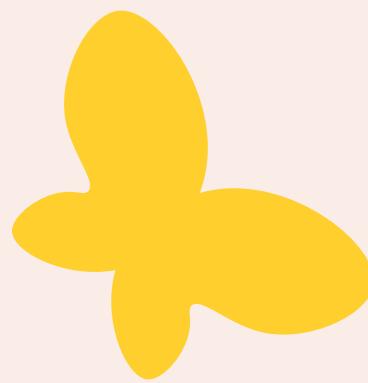
BOTTLE DESIGN

Coral



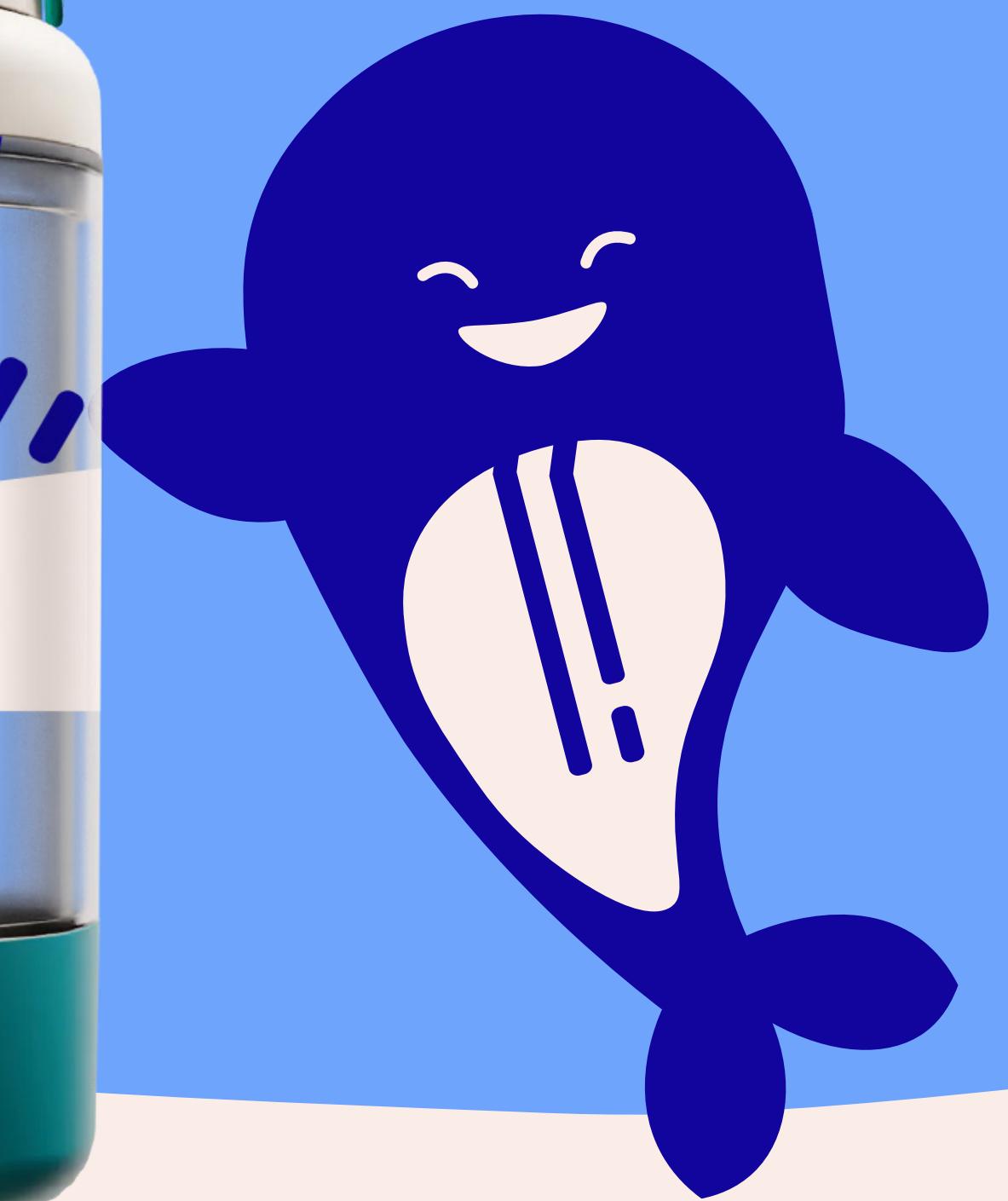
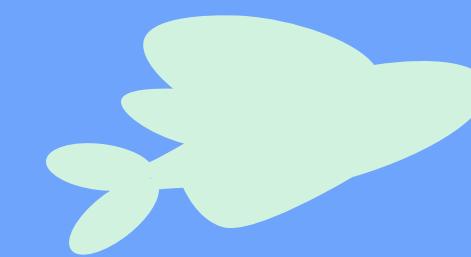
BOTTLE DESIGN

Turtle



BOTTLE DESIGN

Whale



PACKAGING

The same key visuals will be used for the packaging. This time, the hug can be used as a sticker to seal the box.

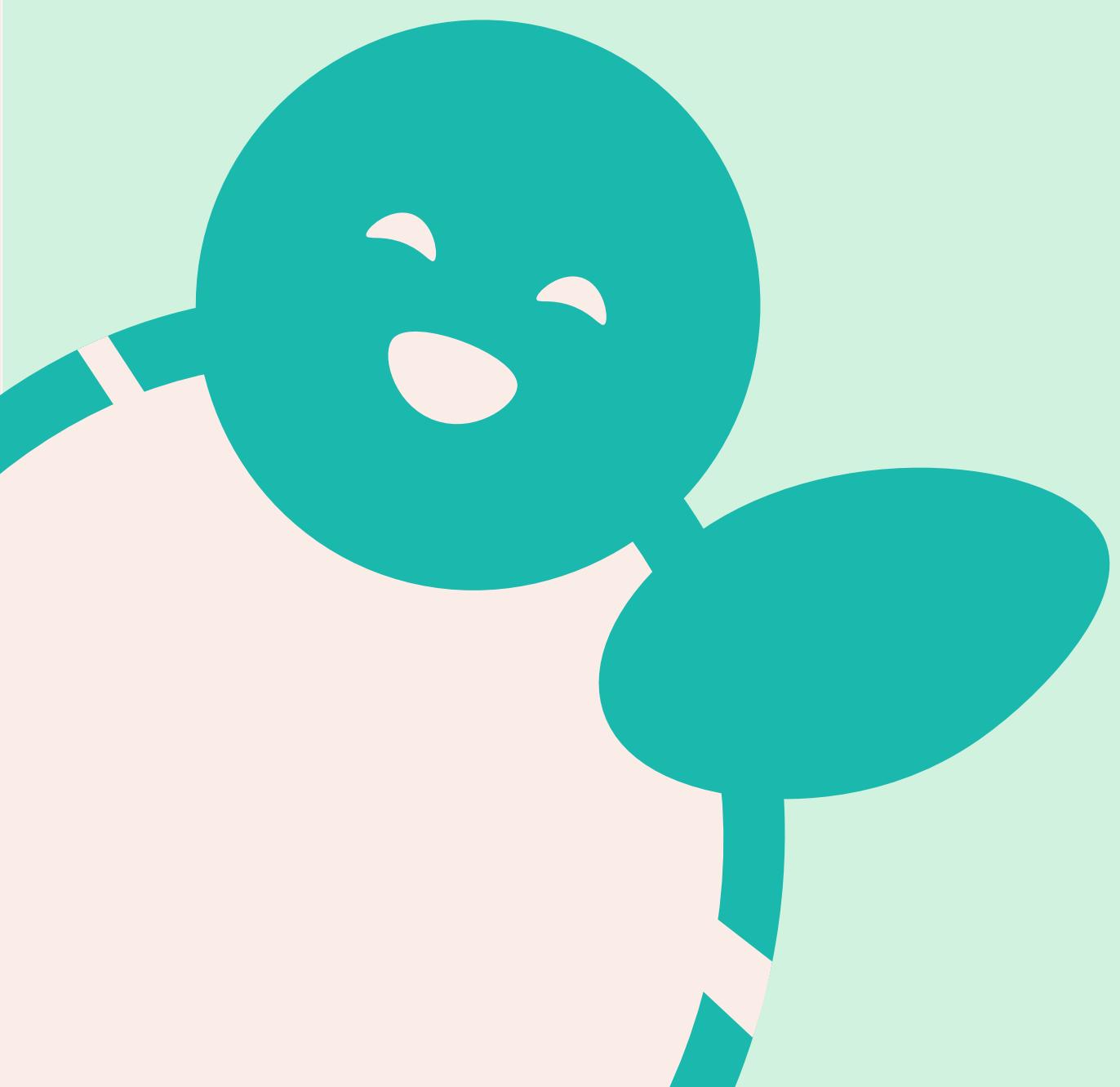


POSTCARDS

In each package also include a postcard of the chosen animal. There is a QR code to a small game that later we will show you all.



EXTENSION



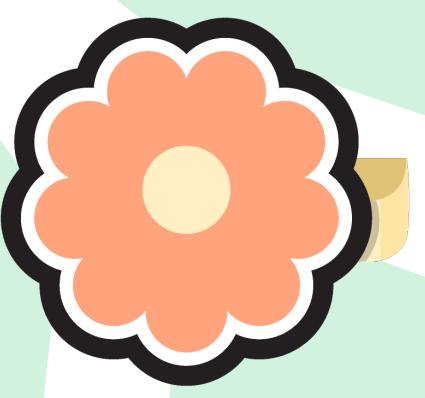
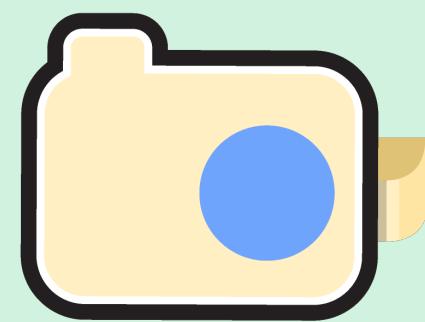
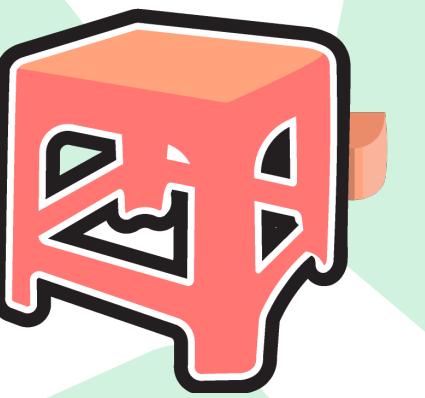
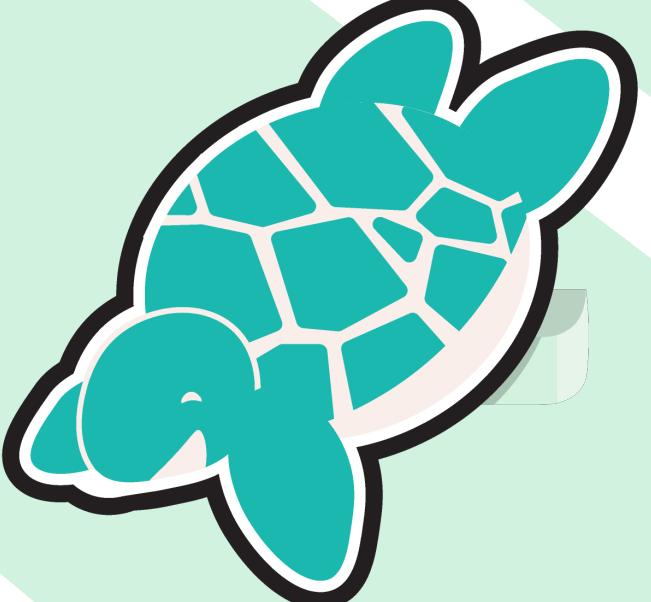
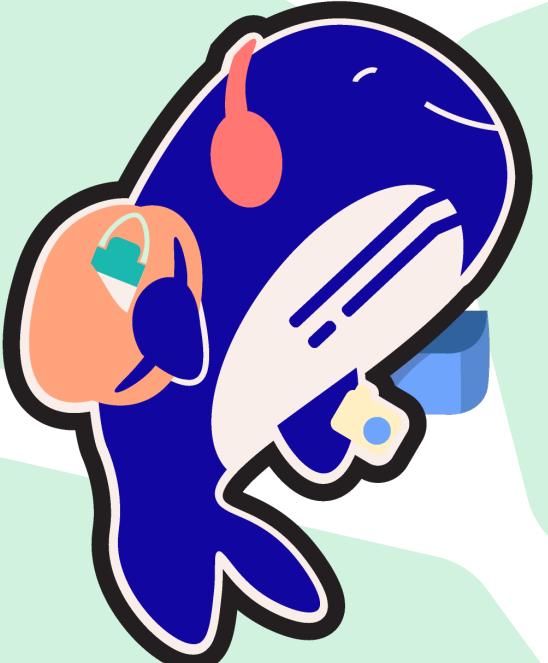
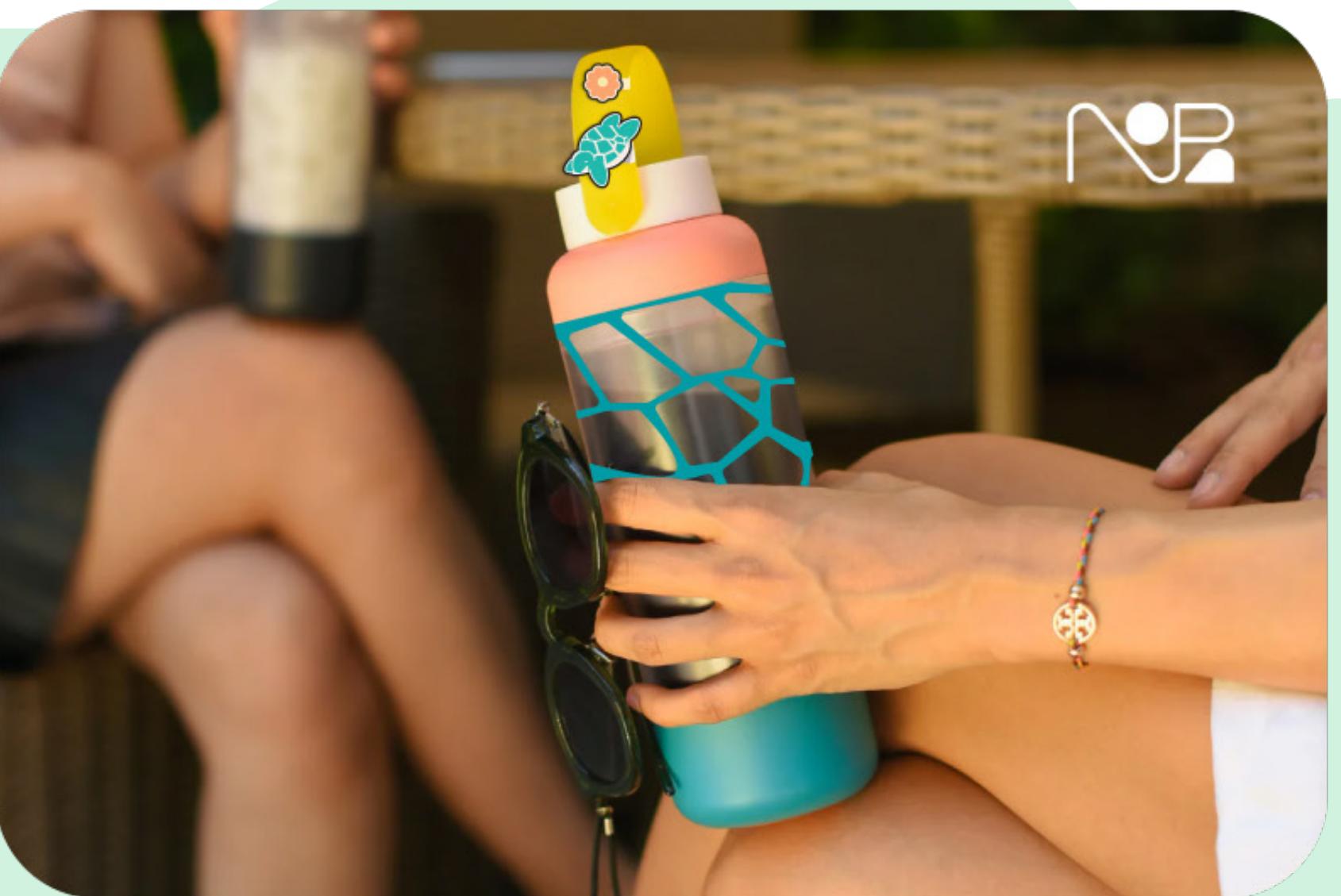
REFILL STATION

Each refill hub will feature a character standee displaying the project tagline, along with a QR code that directs users to the project's storytelling game. Additionally, the project message will be prominently displayed on the refill stations alongside the NOPA logo.



SNAPPIES

Customers get to receive a snap button of their chosen animal and along with cute decorations to put on the handle of the bottle. Users can trade their snappies with each other which allow them to customized their bottle's strap as they want.



MIRRORS

With our target audience in mind, we aim to create a physical touchpoint on university campuses that will attract many potential customers. Mirror frames have been effectively used in various events and coffee shops to engage young people.



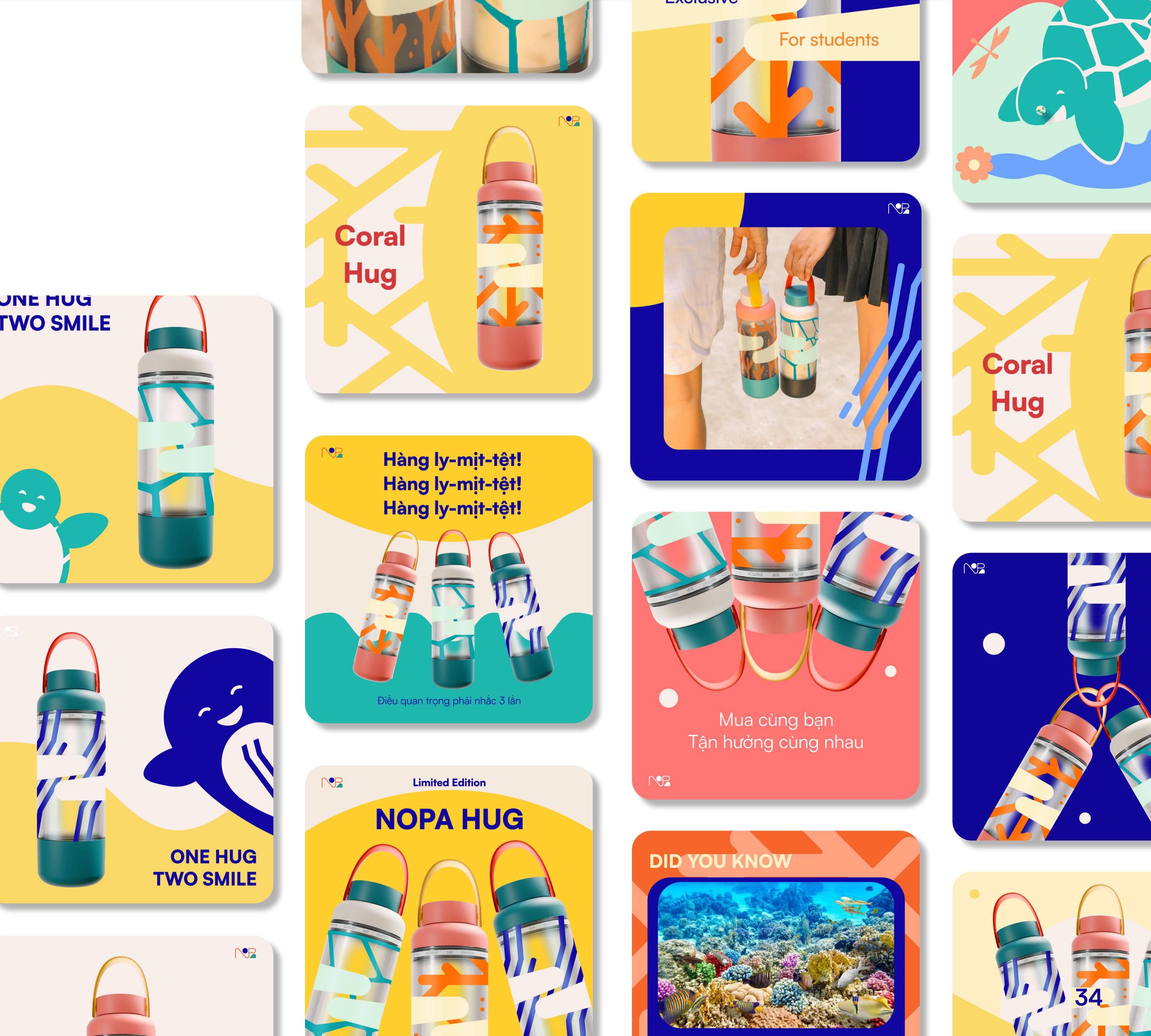
MIRRORS

These are some more mockups of what we imagine they can look like.



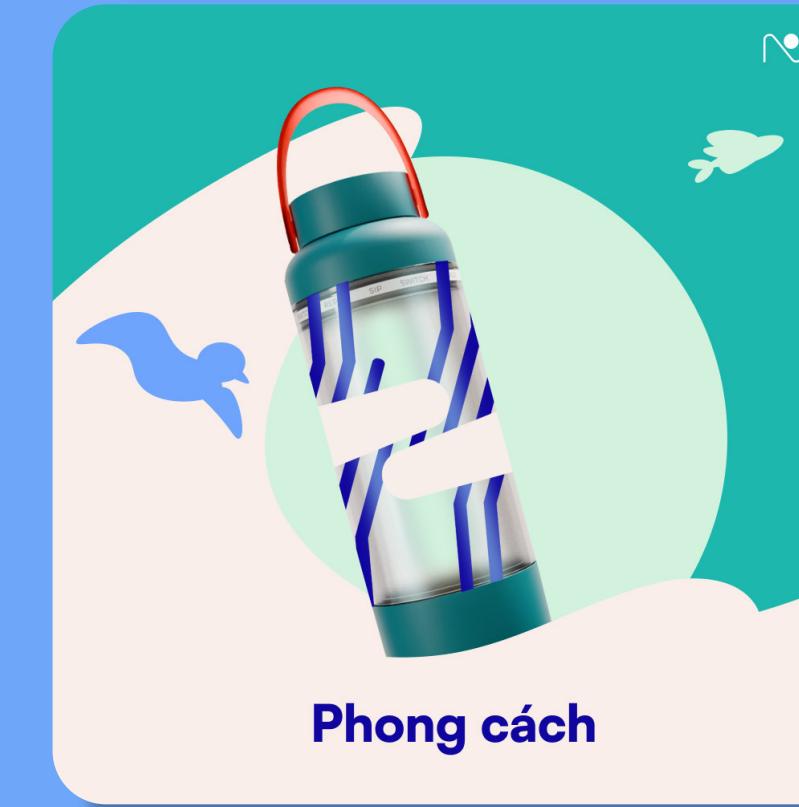
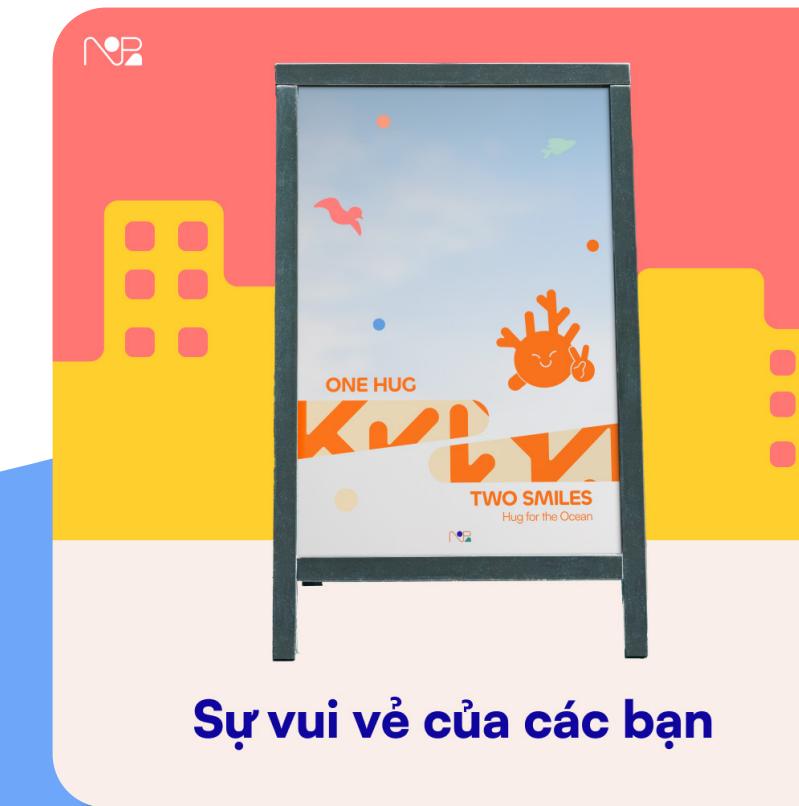
SOCIAL MEDIA

A series of eye-catching social media posters. The posters aim to captivate the audience, spread the message widely, and inspire users to turn their thoughts into actions.



SOCIAL MEDIA

Raise Awareness
Campaign Sneak Peak
Showcase Products



SOCIAL MEDIA

Raise interest

DID YOU KNOW



In Vietnam, softshell turtles are consumed as a delicacy. Turtles are also kept as pets or released as part of Buddhist religious practices.

DID YOU KNOW



In Vietnam's fishing culture, whales are considered sacred and many legends tell stories of whales saving fishermen by helping push their boats through rough seas.

DID YOU KNOW



Just like a university campus, coral reefs are bustling communities where different species live and interact.

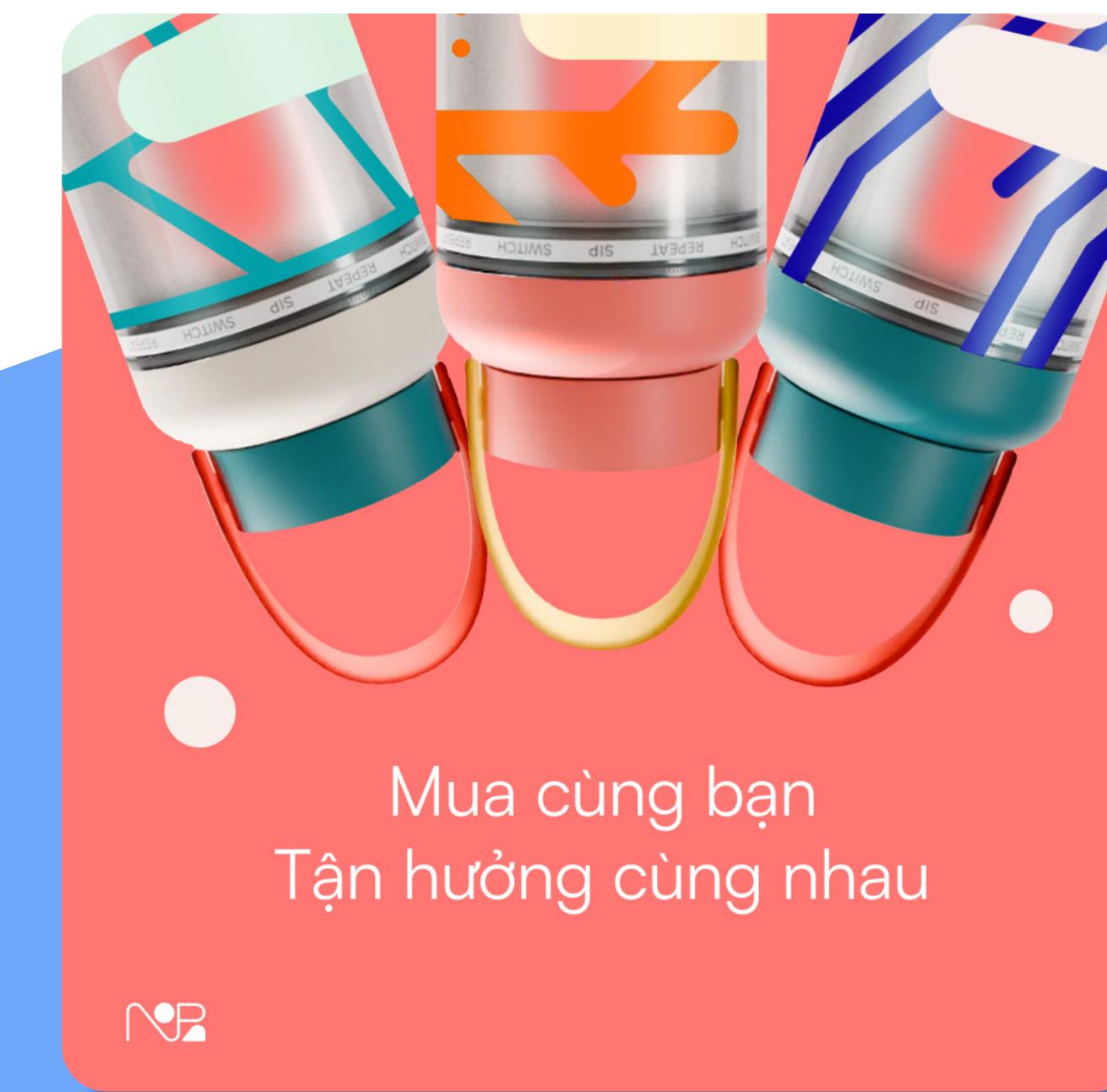
SOCIAL MEDIA

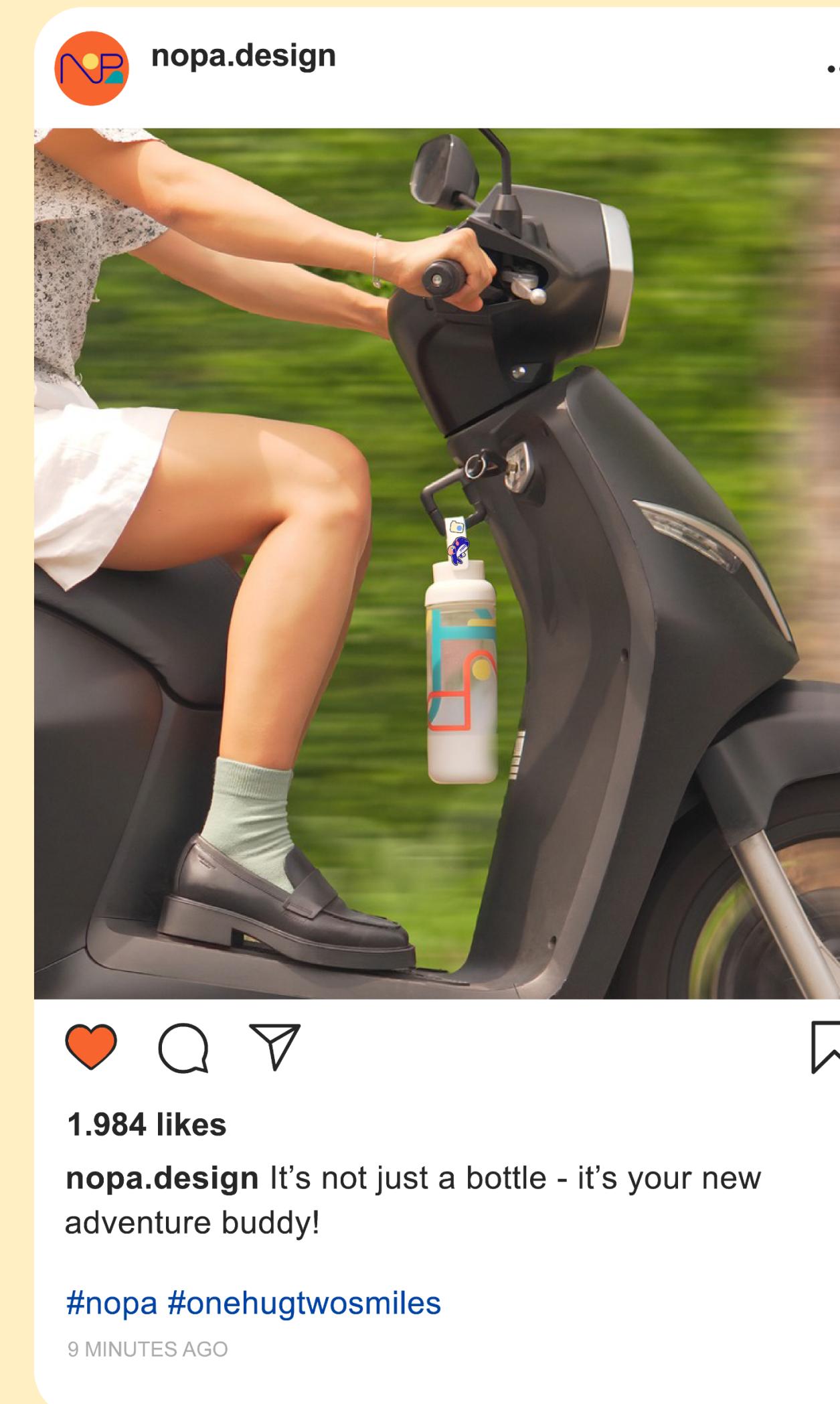
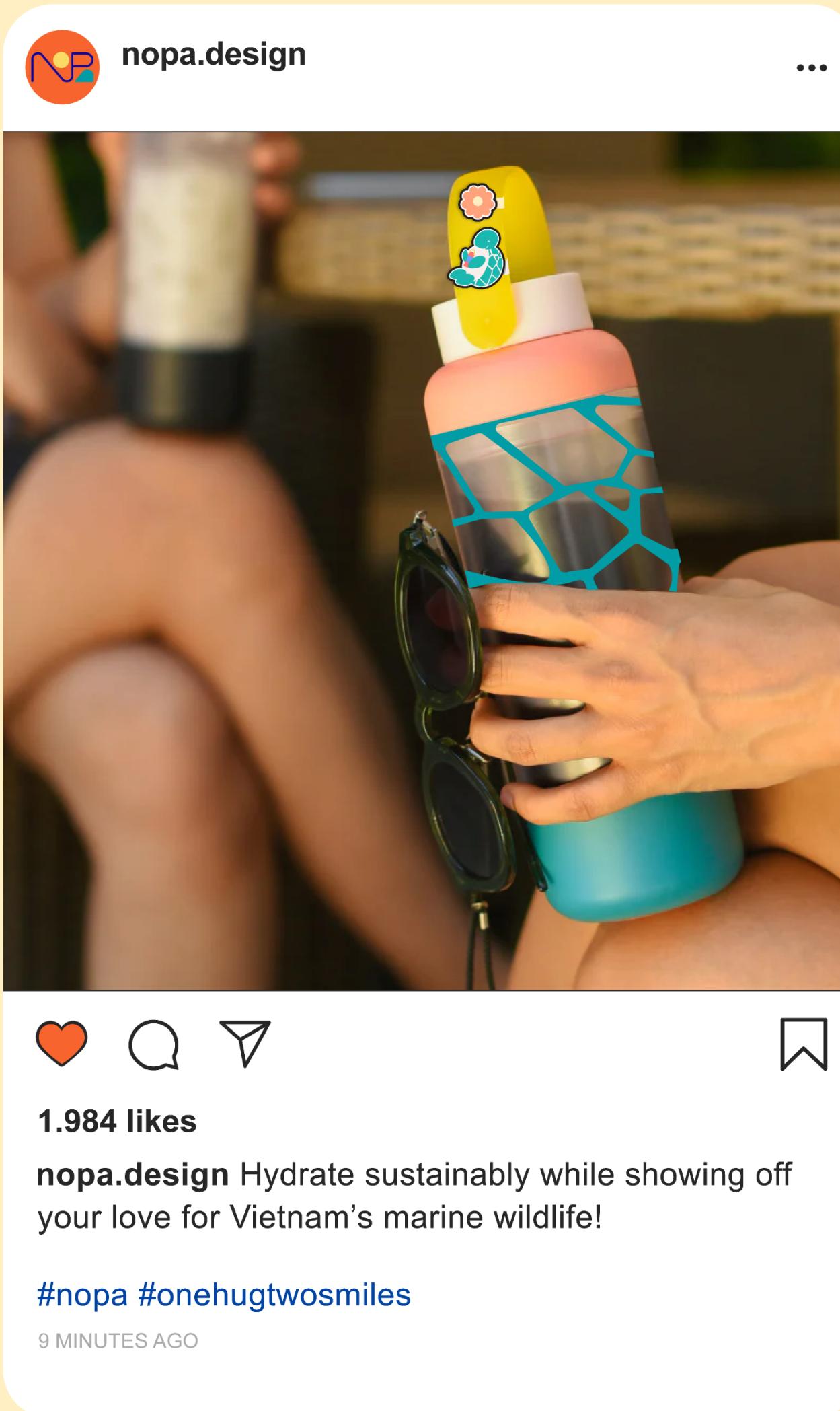
Series poster



SOCIAL MEDIA

Call to action





INTERACTIVE GAME

How to play

Click to proceed the story

Platform

Mobile gameplay

Game Genre

How to access

A point and click story telling game

Scan the QR code we provided in the Postcard. Potential customers can also access the game in our social media bio link or via the refill stations on campus.



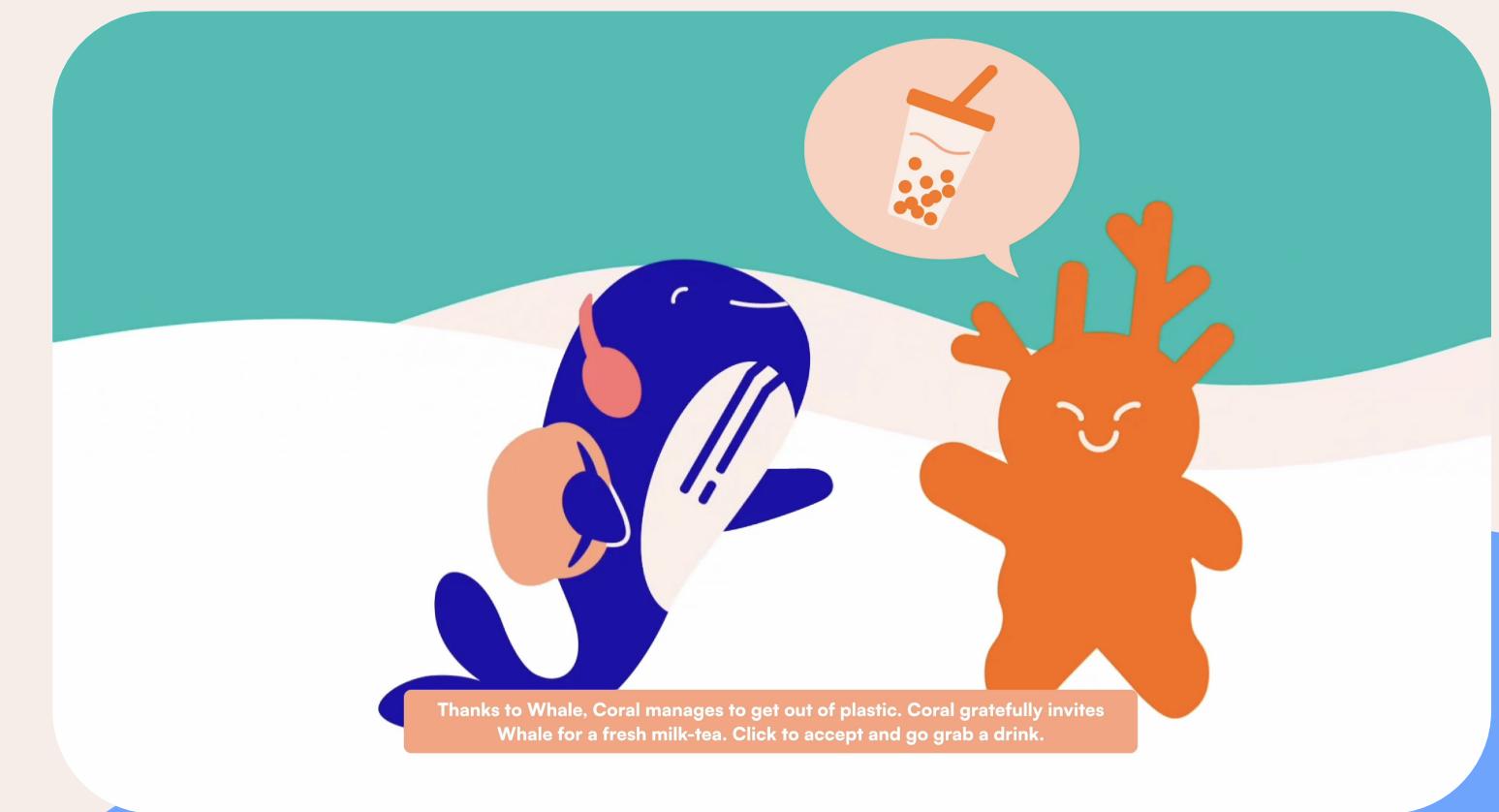
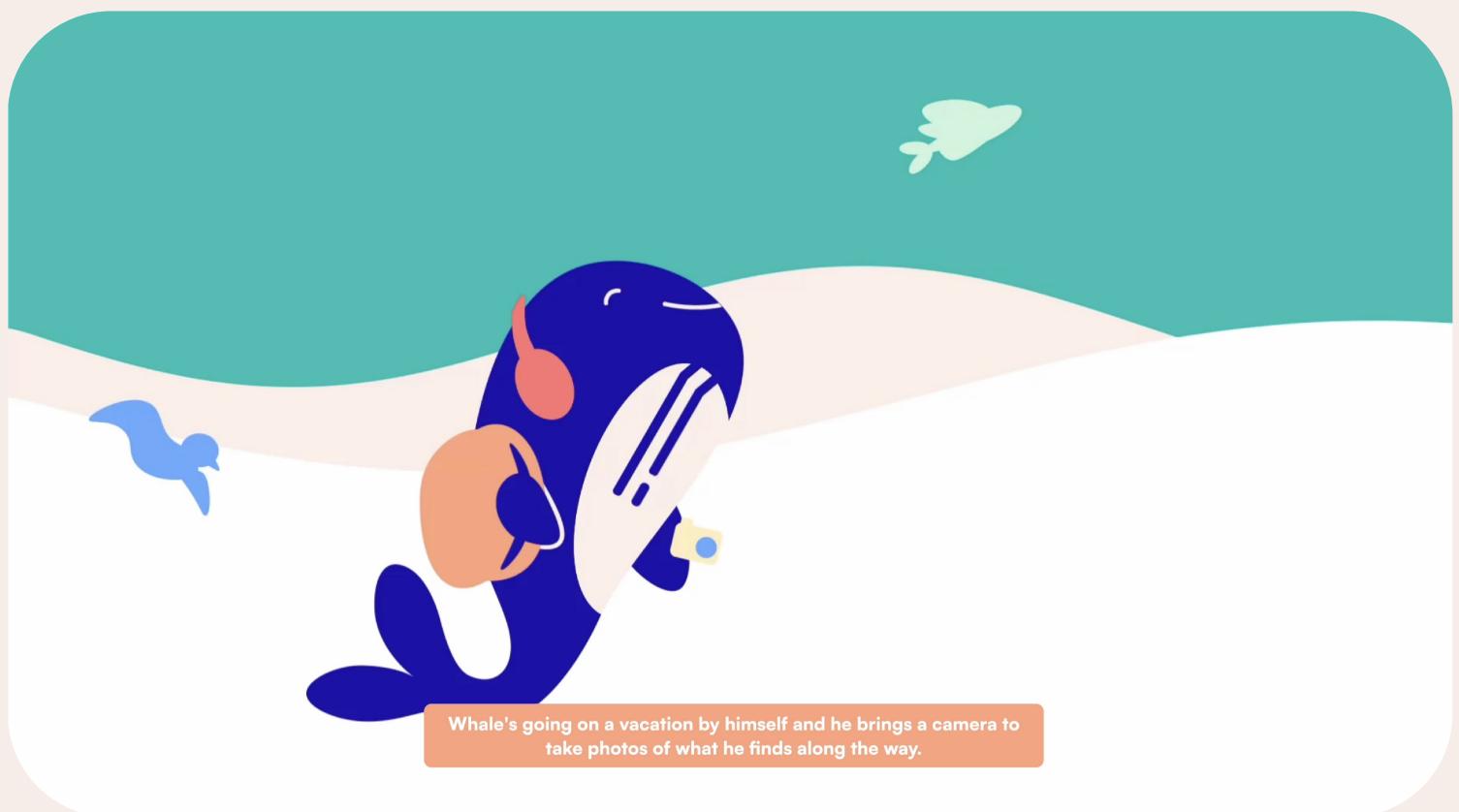
Prototype (Figma)



Scan to access

INTERACTIVE GAME

Walkthrough



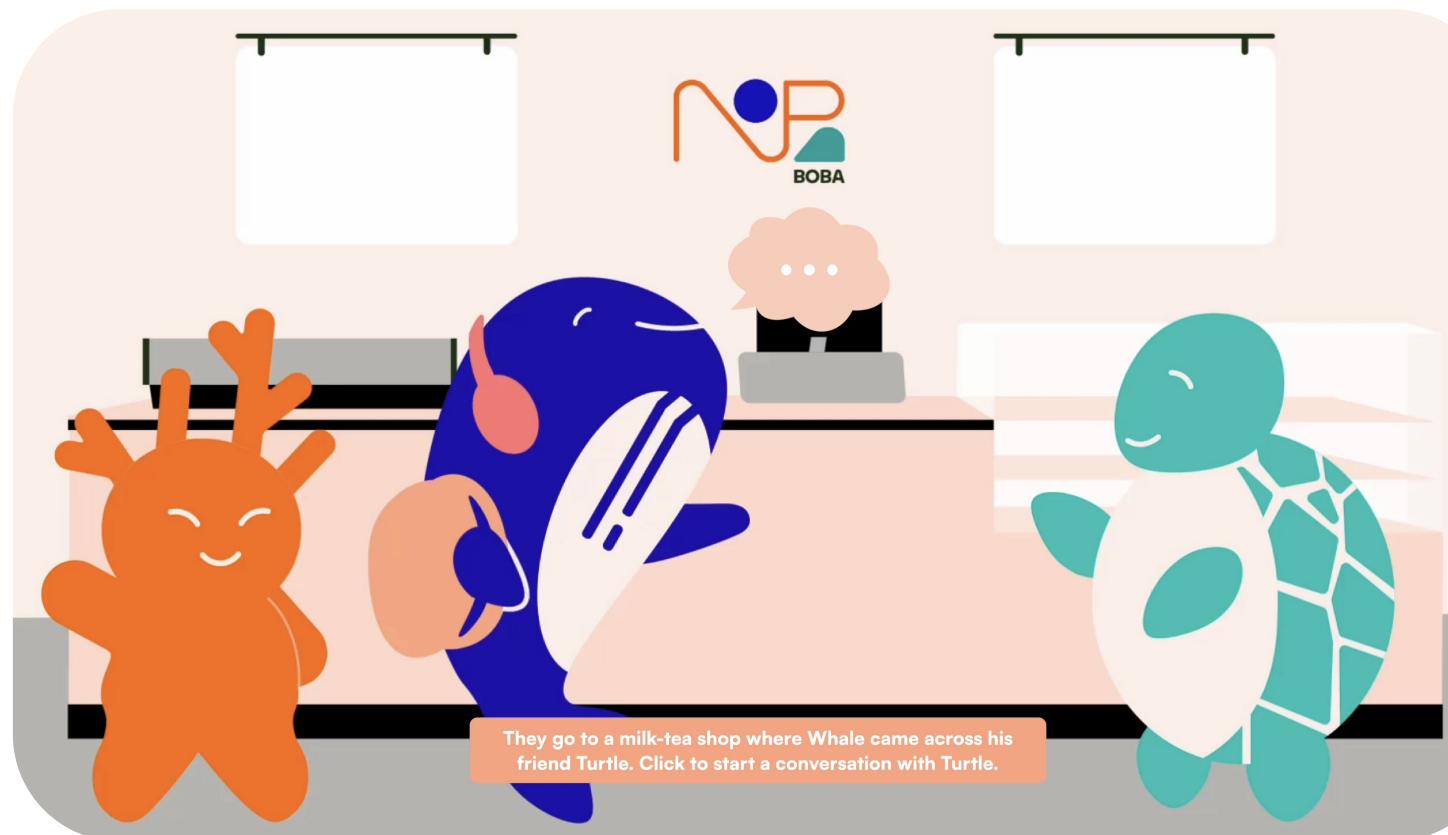
Whale was taking photos

The whale noticed and then rescued the coral who was stuck in plastic ring

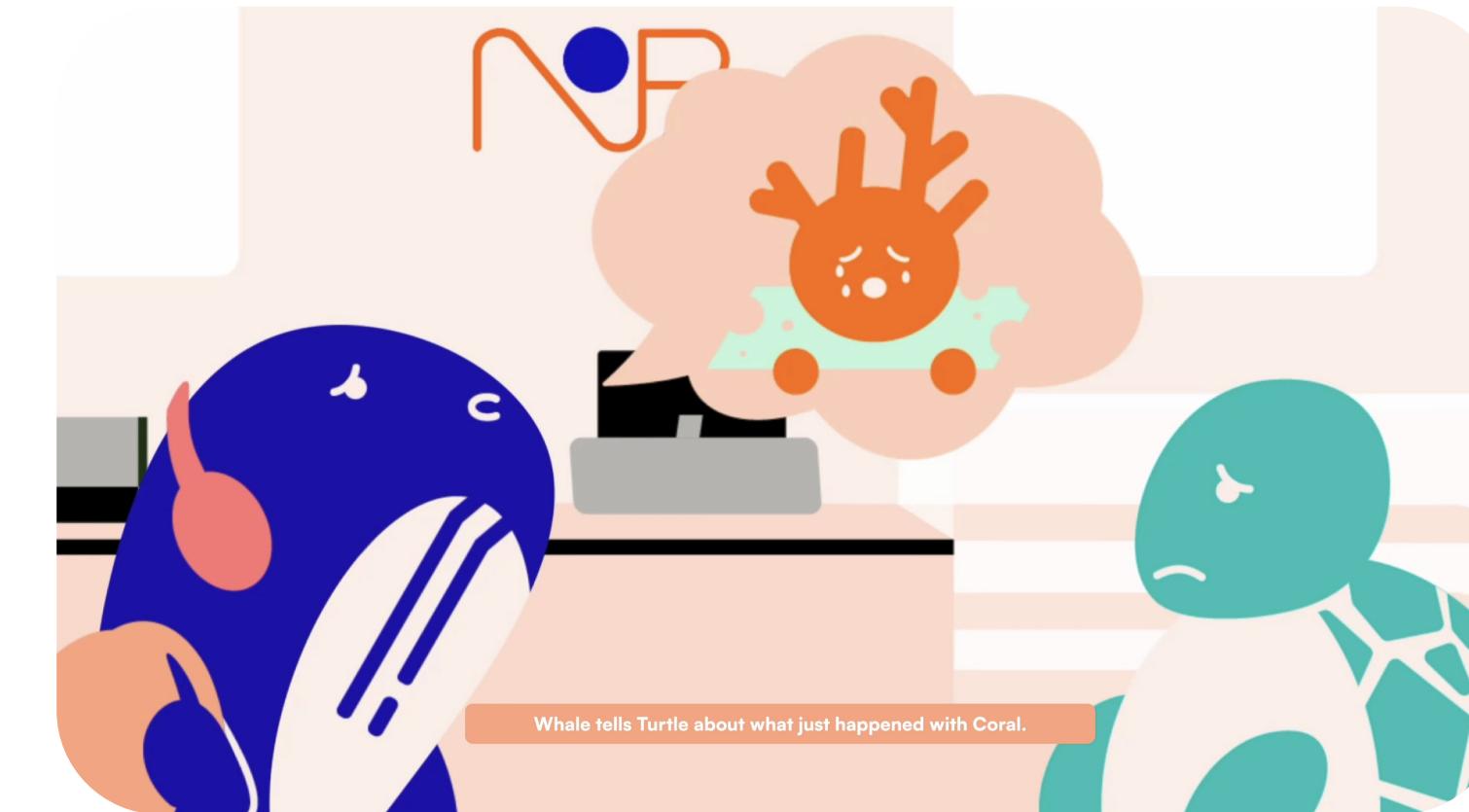
Coral offer Milktea to thanks him in return

INTERACTIVE GAME

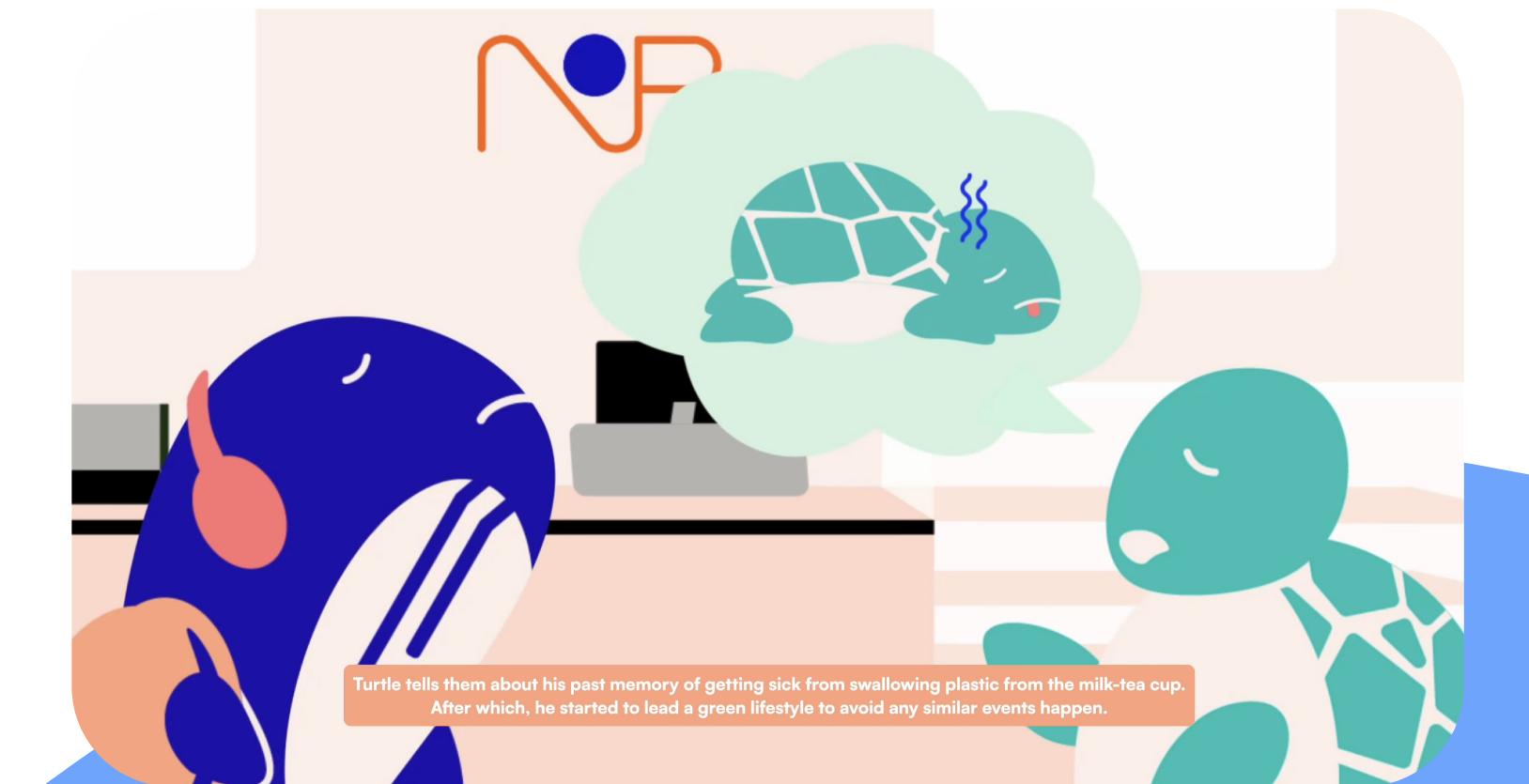
Walkthrough



They go to milktea shop where Whale came accross Turtle friend



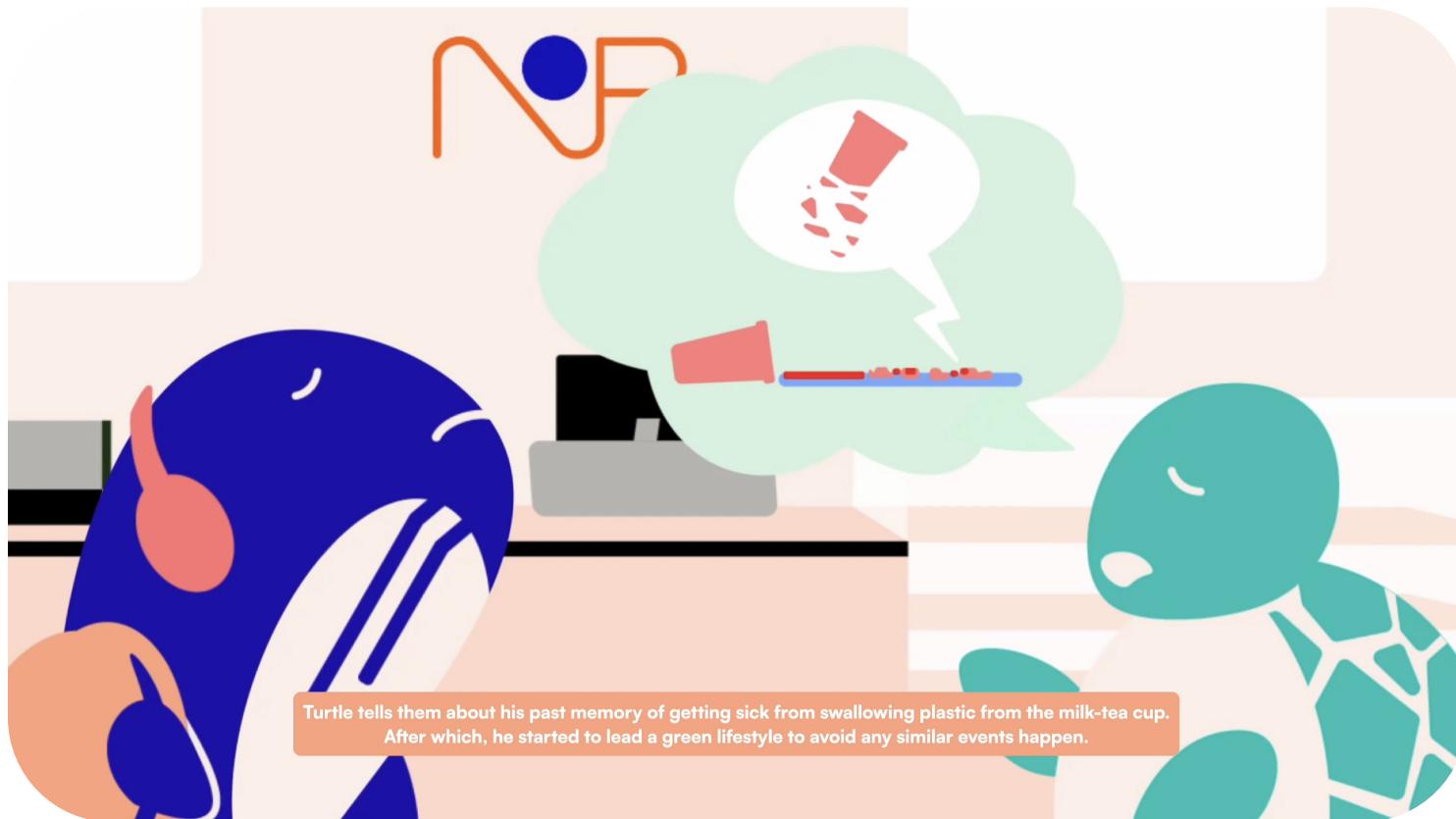
Whale told Turtle about what just happened



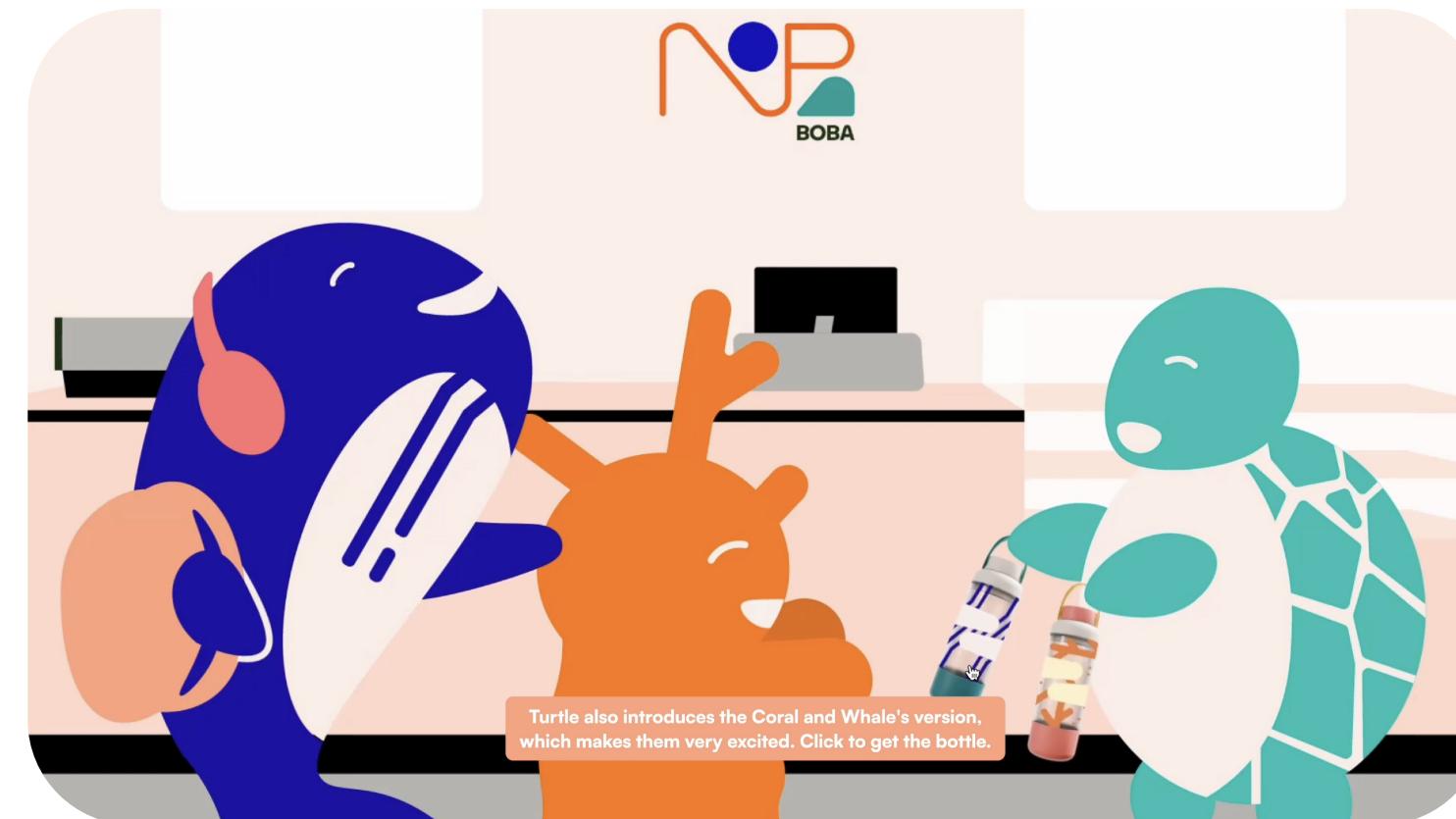
Turtle tell them about his past memory when he was young

INTERACTIVE GAME

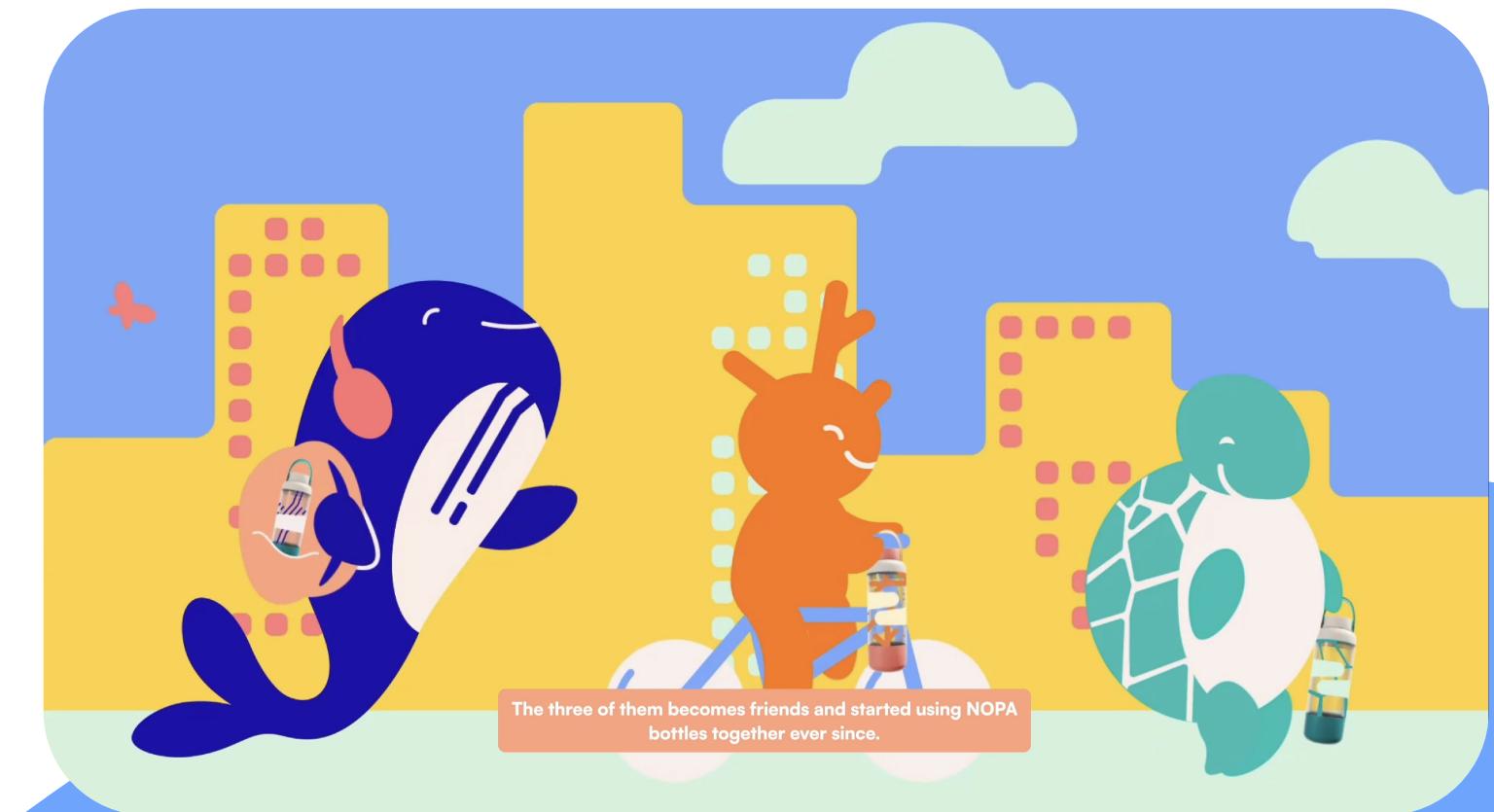
Walkthrough



He used to get sick from swallowing plastic from his milktea cup



After which, he started to lead a green life. Turtle introduced the new design of the eco-friendly water bottle design to them.



The three of them becomes friends and started using water bottles together.

THANK YOU

