TEA-TIME TREATS: JAM, COOKIES AND TEA-BAGS

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INTRODUCTION: PRODUCT RESEARCH

TEA

Two categories of tea (Differentiation point for design):

1. Tea - Distinguished as **True Tea**, which comes only from the **Camellia Sinensis, Commonly known as "tea plant", "tea shrub", and "tea tree"**; an evergreen shrub or small tree whose **leaves and leaf buds** are used to produce tea.

   There are five true teas : **White, green, Oolong, Dark/ Pu-erh and Black tea.** The classification of this tea depends on how the plant's tea leaves are prepared and processed.

2. Herbal teas - They **do not** usually **contain caffeine** and **can be served hot or cold.** Herbal teas are **made from dried fruits, flowers, spices or herbs.**

Herbs were used hundreds of years before medicine to help heal ailments such as upset stomachs or depression – even now, herbal remedies are still used alongside prescriptions

Some common and popular teas are: **Chamomile, Cinnamon, Lemongrass, Dandelion, Eucalyptus, Fennel, Green Tea, Thyme Tea, Spearmint, Peppermint or Mint, Jasmine, Ginger, Hibiscus, Oregano …**

Tea culture:

- **Second most consumed beverage on Earth** after water, in many cultures it is also **consumed** at elevated **social events,** such as the tea party.

- Tea may be consumed early in the day to **heighten calm alertness.**

- Chinese and Japanese traditions - rituals.

- British - High tea

- Herbal Tea has a long history in Southern China, due to the damp heat “濕熱” weather which will make them feel sick, so the drink a cup of Herbal Tea “涼茶”.

COOKIES

- Definition of a cookie : A cookie is a **baked or cooked food** that is small, **flat and sweet.** It usually **contains flour, sugar and some type of oil or fat.** It may include other ingredients such as raisins, oats, chocolate chips, nuts, etc.

- May be mass-produced in factories, made in small bakeries or homemade.

- Cookie categories:

Scones

Scones have a tender, heavy crumb, slightly cakey texture and a slightly crusty brown top. usually filled with cream as well as butter.

Sandwich biscuit

Pressed cookies that are assembled as a sandwich filled with a sweet.a ex. Oreo, Bourbon, Custard cream filling…

Plain biscuit

Digestive, Morning Coffee, Marie

Bar cookies

Batter or ingredients that are poured or pressed into a pan (sometimes in multiple layers) and cut into cookie-sized pieces after baking. Ex. brownies, fruit squares, and bars - date squares.

Drop cookies

soft dough that is dropped by spoonfuls onto the baking sheet

JAM

- Jam is a type of fruit preserve. The term '**preserves**' is usually interchangeable with 'jams'. **Fruit preserves are preparations of fruits, vegetables** and sugar, often stored in glass jam jars. Fruit preserves include sweet fruit preserves, such strawberry or apricot. and Savory preserves, such as tomatoes or squash.

- Variations of fruit preserve depend on the process of how they are cooked:

Chutney

Confit

Conserve / whole fruit jam

Fruit butter

Fruit spread

Jelly

Fruit curd

Marmalade

COMPETITOR RESEARCH

General Overview

- material used - cardboard boxes and open from top flaps
- Colours -warm, bright, high energy - greens, yellow and reds
- Mostly Graphic approach - other use photo-based deigns
- Generic approach to design - no specific target audience
- Age - middle ages

General Overview

- Material used - plastic package
- Mostly photo based design
- Colours are bright colours, mainly yellows, oranges and blues
- Target audience: mature but young age

General Overview

- Material used - Glass jars - exposing product
- Mostly photo based design
- Distinctive typefaces and name of brands - reference to farming
- Colours are limited: red, violet, orange - inspired by the product itself
- The above choices are made to gives a sense of trust and more of a natural feel to the product.
- Target audience: mature, housewives,

TARGET AUDIENCE RESEARCH

OIA ConsumerVue Source: **2014** outdoor consumer segmentation study conducted by **Outdoor Industry Association**

The **seven segments of outdoor consumers** paint a vivid picture of just how diverse the market is. Representing a broad range of participation and purchase behaviours.

DEMOGRAPHICS

Compared to all outdoor consumers, they tend to be...

	GENDER	MEDIAN AGE	HAVE KIDS AT HOME	HOUSEHOLD INCOME	GEOGRAPHY
CAMPERS	FEMALE 43% MALE 57%*	36	54%*	43%* EARN $75K OR MORE	WEST 29%* CITY CENTERS/ OUTSKIRTS 38%*
ALL OUTDOOR CONSUMERS	FEMALE 51% MALE 49%	41	43%	38% EARN $75K OR MORE	WEST 24% CITY CENTERS/ OUTSKIRTS 34%

WHY ARE THEY VALUABLE TO OUTDOOR?

Campers are highly engaged with the outdoors and nearly half of them will continue to be in their old age. They are leading the future of the industry by being a strong advocate for conserving the nation's natural resources and creating more spaces for outdoor recreation.

SPEND MORE TIME OUTSIDE (MEAN # PER WEEK)

SEE THEMSELVES BEING A VERY ACTIVE PERSON INTO THEIR OLD AGE (TOP TWO BOX)

BELIEVE ITS IMPORTANT THAT THIS COUNTRY CONSERVES ITS NATURAL RESOURCES

FEEL WE SHOULD BE CREATING MORE SPACES FOR OUTDOOR RECREATION

OUTDOOR CONSUMER SEGMENTS

Are more likely to be...

Click on the segment to learn more.

OUTDOOR MOTIVATIONS AND HINDRANCES

Campers focus on the enjoyment and experience of getting outside. Outdoor recreation is also viewed as a way to give their life balance – a time to reflect and relieve stress.

TRAVEL

Seeking new experiences and a greater connection to nature, a significant number of campers (42%) believe traveling farther into the outdoors (mountains, ocean, etc.) is more rewarding than being close-to-home

DONE ON A REGULAR BASIS:

42%*
TRAVEL DOMESTICALLY
(VS. 36% OUTDOOR CONSUMERS)

21%*
TRAVEL ABROAD
(VS. 16% OUTDOOR CONSUMERS)

SHOPPING STYLE

Campers do extensive research online before they buy, however, they will look to retailers' sales staff for ideas and recommendations. They want the best on the market in respect to function and spend an average of $719* per year on apparel and gear. They are willing to spend more for products that enhance their outdoor experience and have shown a preference for traditional athletic and outdoor brands.

BRANDS USED

NIKE · Coleman · Columbia Sportswear Company

SHOP BOTH ONLINE AND IN-STORE AT THE FOLLOWING:

MASS MERCHANDISERS (E.G. TARGET, WALMART)
OUTDOOR RETAILERS (E.G. THE NORTH FACE, REI)
SPORTING GOODS CHAIN STORES
(E.G. DICK'S SPORTING GOODS, SPORTS AUTHORITY)

SOME OF THE RETAIL FEATURES THAT ARE IMPORTANT TO THEM:

- HAS SPECIALS OR SALES (64%*)
- CARRIES PRODUCTS FOR THE ENTIRE FAMILY (63%*)
- OFFERS FREE SHIPPING OR RETURNS ON THEIR WEBSITE (56%*)
- ALLOWS YOU TO COMPARE PRICES (54%*)
- KNOWLEDGEABLE SALES STAFF (53%*)

OUTDOOR PARTICIPATION

Campers are looking to spend more time outside and learn new outdoor activities, particularly with their families. On average, they participate in 8 traditional and 13 non-traditional activities per year.

They are likely to combine traditional and non-traditional activities with their camping trip. Other activities they participate in:

TRADITIONAL

- SWIMMING (IN A POOL, LAKE, OCEAN, ETC.)
- RUNNING / JOGGING (OUTDOORS)
- BICYCLING (ON A ROAD / PAVED SURFACE)
- DAY HIKING
- FISHING / FLY FISHING
- BOATING/SAILING

NON-TRADITIONAL

- GOING TO A PARK OR PLAYGROUND
- GARDENING
- ATTENDING COMMUNITY ACTIVITIES
- SIGHTSEEING
- ATTENDING OUTDOOR CONCERTS / FESTIVALS
- GOING TO THE BEACH

Persona:

- Male, 24 years
- job: assistant manager
- hobbies: loves to go on camping trips and hikes, fishing trips, motor cycle trips
- Status :Young but settled down - is married and owns a house.
- Charcter/Style: hipster, masculine, outdoorsy, oldschool, free spirited, well groomed, adventurous, independent

THE URBAN ATHLETE:

- activities they enjoy require them to go outside. Getting outside ranges from going to parks, the gym, and basketball courts all the way to mountains and lakes.
- Socialization, and intensity than it is about connecting with nature.
- Favors athletic products and brands and tends to be very style- conscious.
- As the name suggests, members of this segment tend to live in urban areas, which poses a challenge to participating in their favorite outdoor activities as much as they would like. They are also younger, higher-income and are more likely than members of other segments to have kids in their homes.
- The Urban Athlete is young, diverse, urban, Leverage their competitive natures to build a relationship with these consumers.

THE ASPIRATIONAL CORE:

- Tend to focus on one or two activities, including trail running, camping, mountain biking, and races. They stick close to home for most of their day-to-day activities but aspire to get further from home.
- Athletic and fashion brands appeal to members of this segment more so than traditional outdoor brands. However, when they do purchase outdoor products, they tend to choose products from well-known brands.

THE ATHLEISURIST:

- find their "center" (peace) in the outdoors. Members of this segment are motivated by the enjoyment and escape they find outside.
- Seeks sensible basics in their outdoor products and looks for long-standing mainstream outdoor brands.
- Compared with other segments, The Athleisurist is not very engaged with technology generally and considers the outdoors a way to disconnect even further.
- To reach them, the focus has to be on the experience and not on the performance. Given their price sensitivity, they are good candidates for entry-level products or packaged goods.

The Aspirational core came to be the closes category fit for my persona

CONCEPT

- To design tea for '**men' - masculine in aesthetics, for the modern hipster, trendy man**. Aimed at an '**outdoorsy'** audience, matching the design to fit in the natural surrounding.

- With the focus on function - Inspired by military MRE (Meal, Ready-to-Eat) and MCI (Meal, Combat, Individual rations) - use of material, design, one portion

VISUAL IDENTITY

BRAND NAME:

- **The Wilderness**
- Wild
- Wander
- Venture
- Nature
- Natural
- Explorers
- Peace

FONTS

PLEASE MEET
the lovely
Angelica
script font
FEMININE, STRONG & BEAUTIFUL

LETTERPRESS
TRD MRK
Hustle
SUPPLY CO
HEINBERG
DESIGNED BY JEREMY VESSEY
HUSTLE SUPPLY

3
VINTAGE
AND ROUGH
FONTS
SCRIPT, SANS & SERIF
THE
Legend
12 JUL
2016
HANDCRAFTED FONT
COLLECTION
WITH
TEXTURE
BONUS

WORK INS CREATIVE STUDIO
. Present .
FREE
FONT
Adventure
VARIANE SCRIPT TYPEFACE
DESIGNED BY
Bay Mock Tomi
MODERN ELAGANT TYPEFACE 2015

THE
MOUNTAINS
ARE CALLING AND
I MUST GO.
-JOHN MUIR-

COLOUR PALETTE - NATURE INSPIRED

ARMY BLACK	WHITE
USMA GOLD	PEWTER GRAY

DESIGN

- The design will be minimal in design emphasising the material.
- A logo shall be adopted the idea of using mountains in my design, as they evidently featured heavily in my audience research.
- the logo is an important feature when designing for my target audience as they highly value brand, especially mainstream brands.

PACKAGE

- I will be focusing on material as part of the design itself, as to give the product a natural feel that fits well with the audience and their surroundings.

RECIPEACE

PEACE KIT

Throughout history, food has brought people together. This inspired us to create Recipeace, a movement that unites people over a shared meal. To help restaurateurs create Peace Meals, we created Peace Kits. Inspired by the function and design of military rations kits, the Peace Kit contains everything someone would need to host a Peace Meal. The kit includes a Peace Meal guide, an olive oil tin, a flag, recipe cards, a plate, yeast, and a cheeseboard. The typography, packaging, and color palette elegantly pairs the Recipeace look, tone, and feel with the utilitarian styling found in a military ration kit.

The
Wilderness

The
Wilderness

The
Wilderness

The
Wilderness

The
Wilderness

The
Wilderness

black tea

Jams

true teas (5)

cherry

strawberry

orange

rasberry

GRANOLA
COOKIES

Avena
NATUR GREEN
Calcium
Oat • Avoine

CARE GIVER
THE CREATOR
the Rebel
HERO
THE MAGICIAN
THE WISEMAN
THE Innocent
THE EVERYMAN
Seducer
ENTERTAINER
THE Adventurer
KING

Milk

Milk

Glenburn
TEA
Fine Assam and Darjeeling Teas
PURE DARJEELING TEA
Leaf Tea in a Pyramid Bag

RAW SUGAR
D·E
Douwe Egberts
one serve

LAKELAND
whole milk
UHT

pukka
christmas calendar