



Authorized
Training
Center

A PROJECT

Submitted by

[S.SIVAGAMI]

*in partial fulfillment for the award
of*

GRAPHIC DESIGNER

CODE: MESQ 0106

**Centre of Excellence – Media Entertainment
& Communication**

2019 -2020



SHRI SHANKARLAL SUNDARBAI
SHASUN
JAIN COLLEGE FOR WOMEN

A Unit of Sri S. S. Jain Educational Society | Reaccredited by NAAC
Affiliated to University of Madras | An ISO 9001:2015 Certified Institution





CENTRE OF EXCELLENCE – MEDIA ENTERTAINMENT AND COMMUNICATION

BONAFIDE CERTIFICATE

This is to certify that Ms/Mr S.SIVAGAMI has submitted her/his

project GRAPHIC DESIGNER

on the year 2019 – 2020.

Internal Examiner

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Principal

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[S.SIVAGAMI]

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PRODUCT INTRODUCTION:

BRAND NAME : DELICIOUS

MEANING OF DELICIOUS : having a very pleasant taste and smell

WHY I CHOOSE THE BRAND
NAME AS DELICIOUS : I choose the brand name as delicious
Because i believe that the taste of the
milkshake will became everyone favourite
and it Appealing to one of the bodily senses
especially of taste or smell

TAG LINE : sip of happy delight

MILKSHAKE NAME : CHOCO CREAM MILKSHAKE

FLAVOURS : chocolate

BRAND DESCRIPTION:

DELICIOUS refer to that which is especially agreeable to the senses. That which is DELICIOUS is highly agreeable to the taste or sometimes to the smell. Delicious means Affording great pleasure ,delightful a delicious bit of gossip, appealing to one of the bodily senses especially of taste or smell a delicious meal delicious aromas. Delicious is also used to mention good flavourful taste or smell. The origins of *delicious* make perfect sense. The late Latin *deliciae* means "delight" or "pleasure," so you could say that delicious flavors and delicious foods give delight or pleasure to our taste buds. But let's not limit our pleasures to all things gastronomical. Things that delight your intellect can be delicious as well, especially when you're entertained by art, amused by wit, or delighted by irony.

TARGET AUDIENCE:

***kids**

***adult**

Christensen has framed the job-to-be-done concept around a [compelling story about milkshakes](#). The reason it is so compelling is not only because he's such a great story teller; it's because we can all relate to the object he is talking about. I think it's safe to assume we've all had a milkshake at one time or another (the lactose intolerant excluded). The premise of the story is about a fast food franchise that was trying to understand how it could sell more milkshakes (as investigated by the *milkshake man*, Bob Moesta). This is clearly a marketing story; and less of a product development story.

Said by - **Mike Boysen**, Marketing, Milkshakes and Innovation

Companies employ market segmentation methods as a means to discover groups of customers that have similar needs so that product offerings can be uniquely tailored to—and effectively positioned at—each segment. In short, market segmentation is a method companies use to discover segments of opportunity: groups of customers with different under/over-served needs.

Said by - **Anthony Ulwick** “The Limits of Milkshake Marketing”

Christensen and his colleagues. Instead of focusing on flavor preferences, they studied why *those particular customers* were buying milkshakes *at that particular time*. They noticed 40 percent of sales were made in the morning by lone males who ordered little or nothing else and consumed the milkshakes in their cars. Customers “hired” their milkshakes to occupy themselves during a long, boring commute each morning. This package allows the advertiser to communicate with a young audience in an environment approved by parents . Milkshake is one of the most highly respected kids programming strands in a genre that has been neglected on commercial terrestrial TV. The programming generates a high level of parental buy-in due to the nature of the fondly remembered characters. Parents buy their children milkshakes in order to SAY YES for once and start feeling to be a generous parent, which makes the parents feel better about themselves.

COMPETITIVE BRAND :

***cavins**

***hershey's**

***amul**

Competitive brands (or the evoked set) are the brands that are considered as alternatives by buyers in a particular market segment. Occasionally, it is used to mean a (smaller) set of products which a particular seller wishes to be competing with; more rarely, it means the full set of competitors in fact competing in a given market. There are 3 types of competitors they are:

Direct competitors: A direct competitor is “someone that offers the same products, with the same end game,” Paul said.

Indirect competitors: “Indirect competitors offer the same stuff but have a different goal,” Paul said.

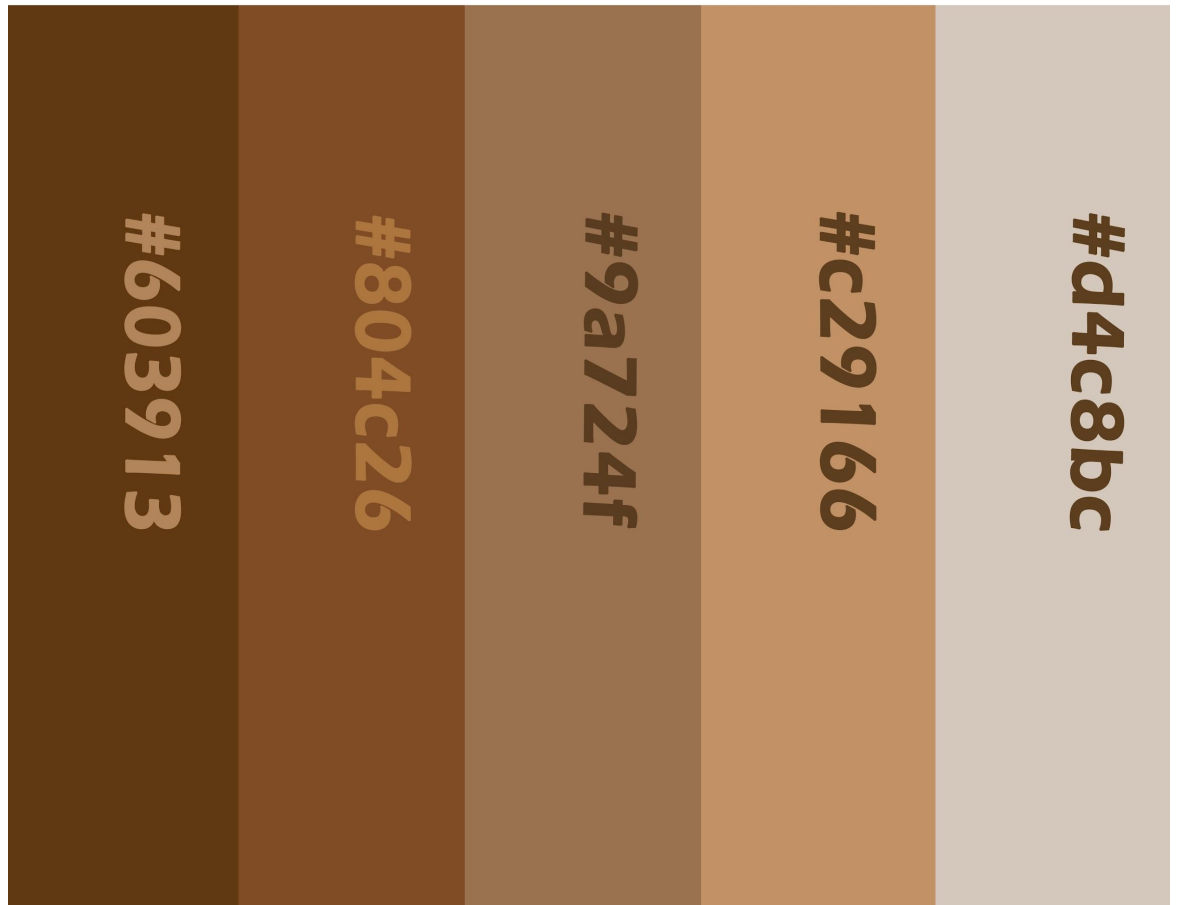
Replacement competitors: “A replacement competitor is something someone could do instead of choose your product,” Paul remarked.

These are the most challenging competitors to identify. However, we must remember that our customers define our competition. After all, the competition is simply the other choices they may choose to make. So we must interview customers, listen to their social media conversations, and understand macro trends to gain an understanding of what choices they are really making.

LOGO DESIGN :

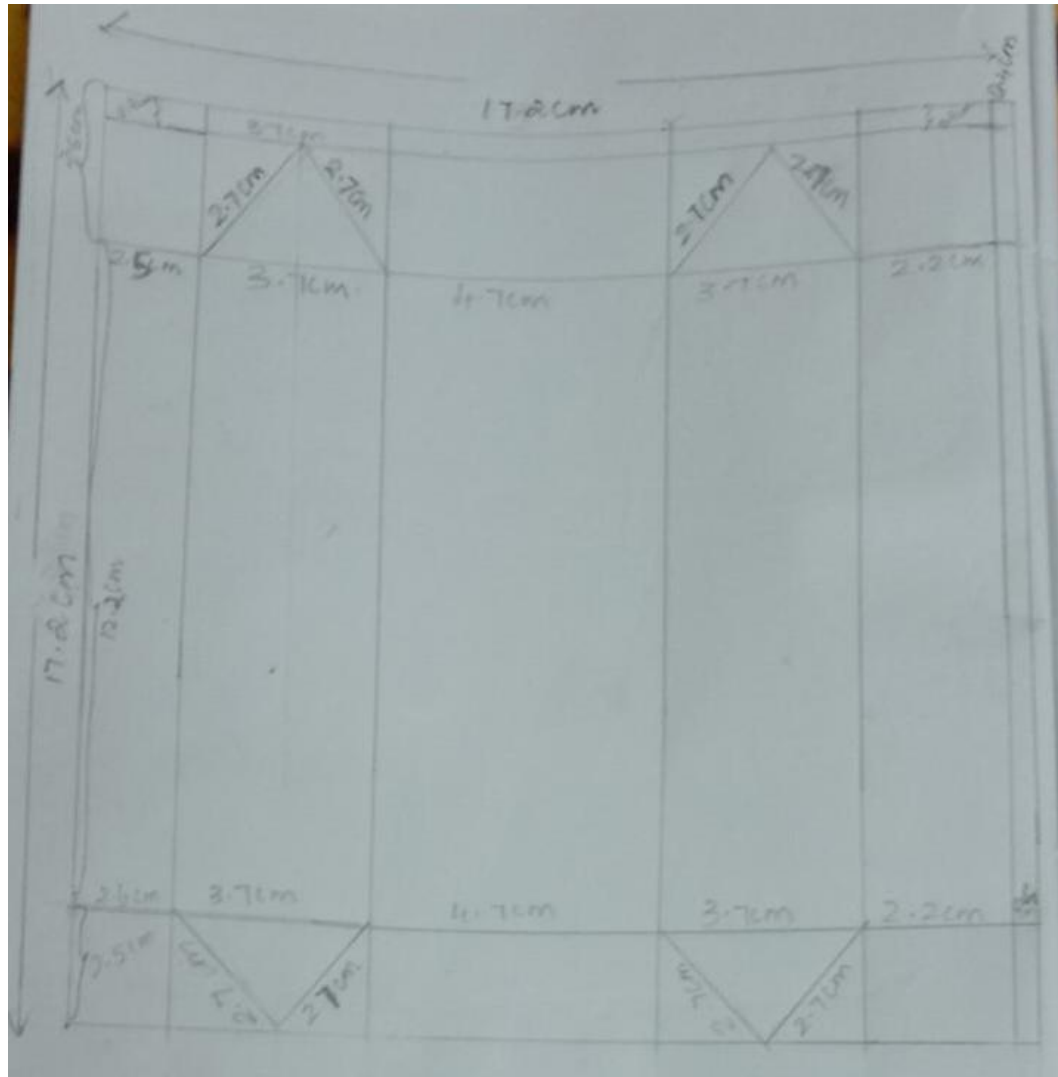
DELICIOUS  **S**

COLOR THEME :



PACKAGE DESIGN :

MEASUREMENTS :



FINAL OUTPUT :

DELICIOUS
Sip of Happy Delight

CHOCOLATE MILKSHAKE

Chocolate Flavoured

Net Quantity: 200 ml

6 000980 911046 >

INGREDIENTS: Toned Milk, Sugar/Cocoa Solids, Stabilizers, INS 412, INS 4071, Sequestering Agent/Isoitized Salt and Vitamins

CONTAINS ADDED FLAVOUR (NATURAL IDENTICAL FLAVOURING SUBSTANCE)

UHT Treated proprietary Food/Dairy Based Drink

NUTRITIONAL INFORMATION
(Approximate values per 100ml)

Energy	106 kJ/cdd
Fat	27 g
Carbohydrates	17.4 g
Sugar	17.4 g
Protein	3.2 g
Calcium	113 mg
Vitamin A (RE*)	45 mg
Vitamin D (D2)	0.75 mg

Rich in Calcium
No added water
Treated for longer life

86% Milk
No added water

source of calcium minerals & proteins

After opening the seal, consume immediately. Once the pack is pulled, leaking, damaged or if the seal is broken.

shake well before use

BEST BEFORE: 270 DAYS FROM THE DATE OF MANUFACTURE

PROTOCOL :



MOOD BOARD :



POSTER DESIGN:



