

Edible Chocolate
Lip Balm

SUMMER FRIDAYS

DESIGN PORTFOLIO-A2 TECH213



In honour of the first birthday of the cosmetic brand "Summer Fridays," the objective is to create a unique PR package that features an edible product which highlights a birthday theme and vibe, while also putting focus on the brand's iconic lip balm product. According to Smoteks (2024), consumers are more likely to trust a brand and consider making additional purchases from the company when they recognise that you are making an investment to provide an extraordinary experience. In order to provide influencers and consumers with a special, celebratory item that embodies the brand's playful yet luxurious nature, this product needs to combine fun and indulgence with beauty. Delivering a product that satisfies the target market's high criteria for quality and offers a remarkable sensory experience is a challenge.

EMPATHISE

TARGET AUDIENCE

Influencers
and
Beauty Enthusiasts

SOCIAL MEDIA PRESENCE

On sites like YouTube, Instagram, and TikTok, such individuals actively share their experiences using beauty goods as influencers, bloggers, or enthusiasts.

AGE RANGE

18–35

VALUES

Luxurious, distinctive, and ethically made goods are valued by them. Along with complementing their ideals of self-care, and creativity, they also search for products that provide a multisensory experience.

INTERESTS

Trends, beauty, cosmetics, skincare, and a strong love for distinctive, aesthetically beautiful goods that are enjoyable to use and worthy of Instagram posts.

Playful Luxury: The product needs to be playful, joyous, and luxurious simultaneously. In order to maintain the brand's image, the product design and packaging should be sophisticated and stylish while still paying attention to the festive occasion.

Sensory Appeal: The sensory characteristics should be sweet and nostalgic, giving the products a great sensory experience. It should offer a desirable combination of well balanced textures.

Personalisation and Festivity: Adding festive design elements, such as balloons, confetti, or birthday-themed packaging, to the product will make it more appealing since it is commemorating the brand's birthday. The product would feel more valuable if it included personalisation like influencer names on the exclusive packaging.

QUALITIES & REQUIREMENTS

Oversaturation of Beauty Products: PR packages present an unique opportunity to generate interest and buzz about a company (Smotkes, 2024). It's important to provide something unique in the fiercely competitive beauty business. A novel product that blends celebration and beauty, caters to influencers searching for new, distinctive products to highlight in their posts.

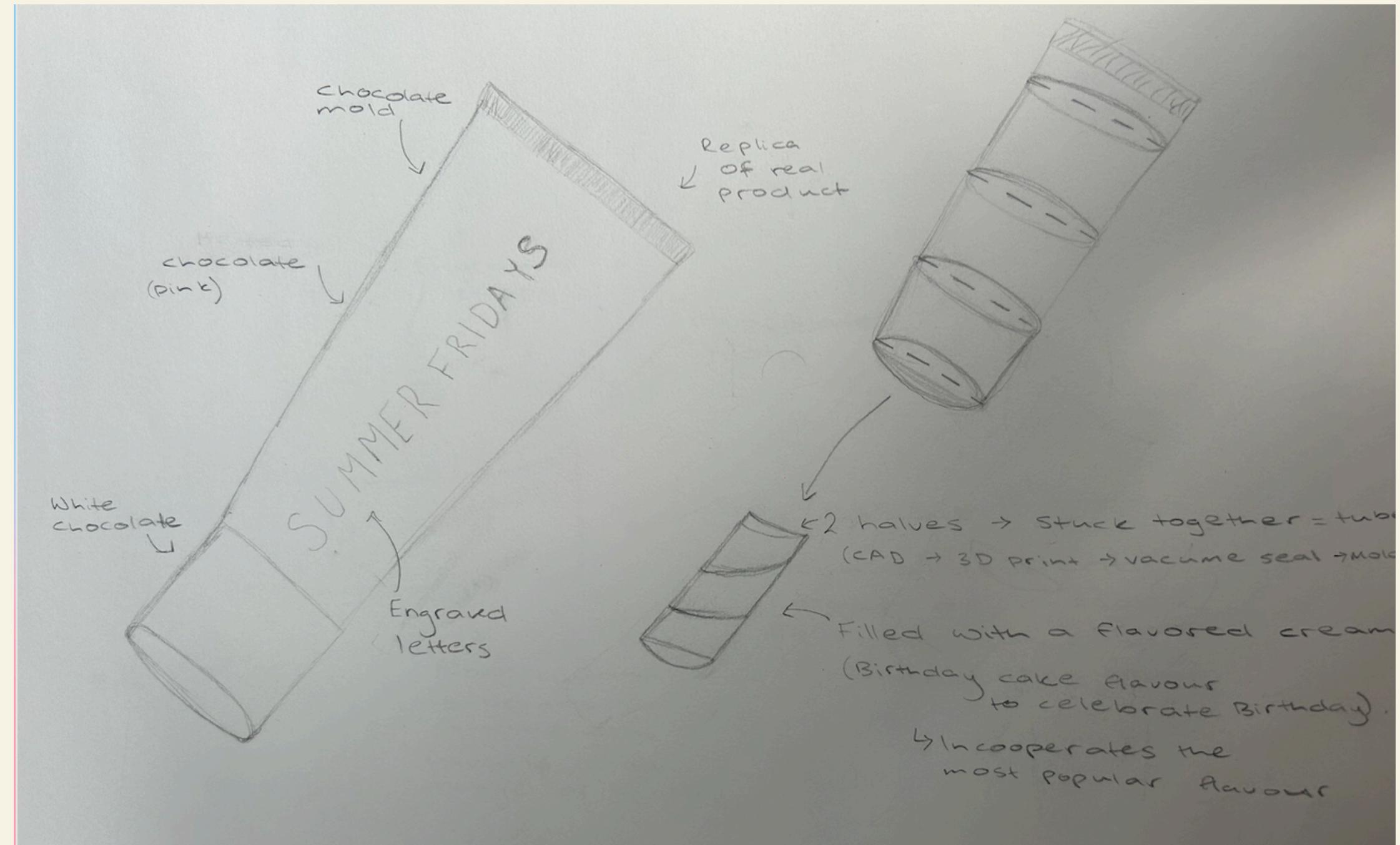
Uninspired PR Packages: Influencers frequently receive dull or uninspired PR packages. An edible birthday cake flavoured product adds a fun, celebratory element that delights influencers and generates talk about the brand's anniversary.

Desire for Personalized and Shareable Products: Customers and influencers enjoy products that appear like they were designed exclusively for them. Providing customisation options like exclusive limited-edition designs or personalised packaging would enhance the lip balm's sense of uniqueness and boost its social media shareability.

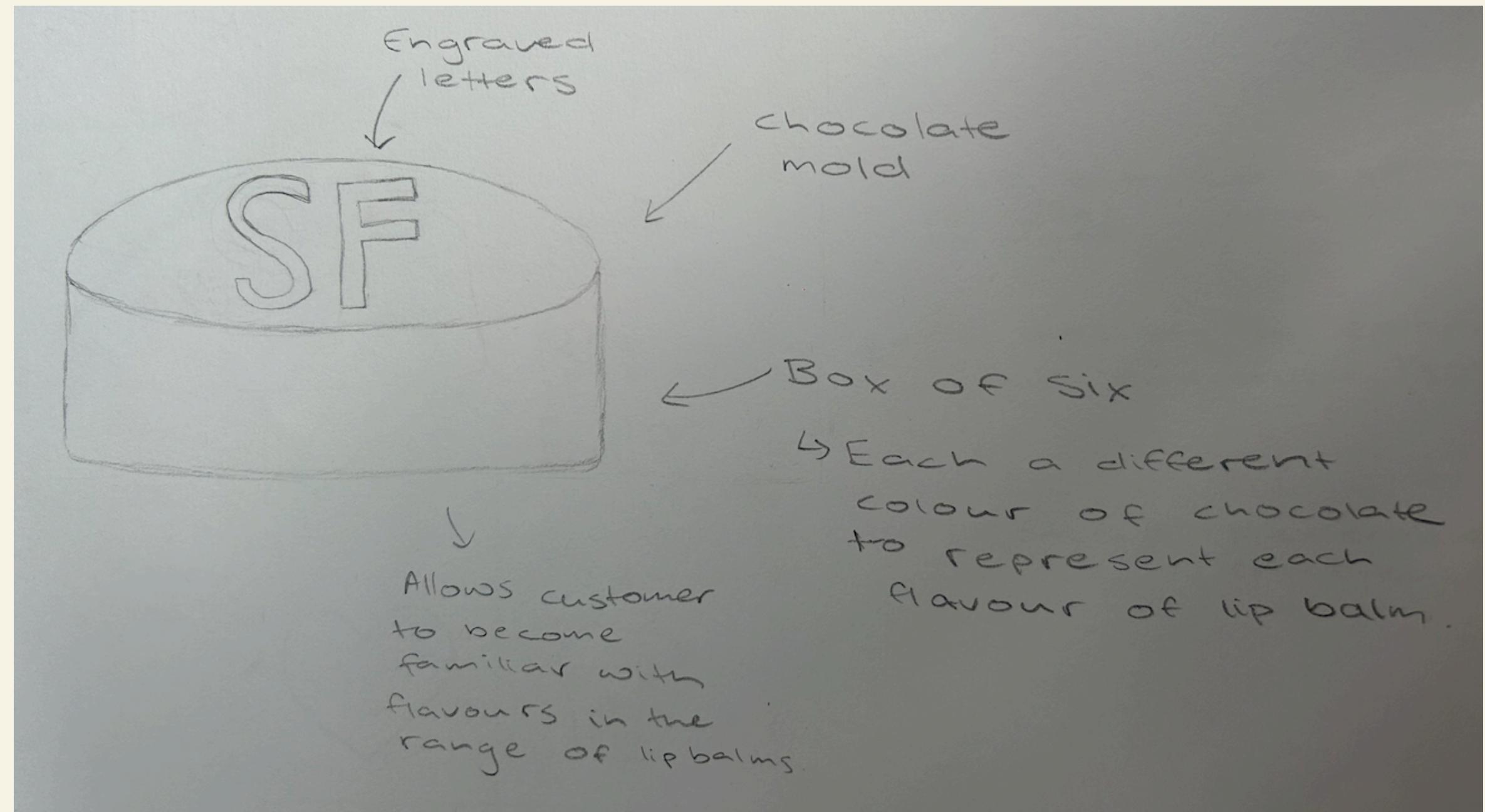
PAIN POINTS

As a beauty brand, I need to create excitement around my first anniversary, stand out in a competitive market, and give influencers a memorable and shareable product experience. I need a fun, unique, and luxurious Birthday cake-flavored product that replicates our brand's iconic lip balm for my PR package.

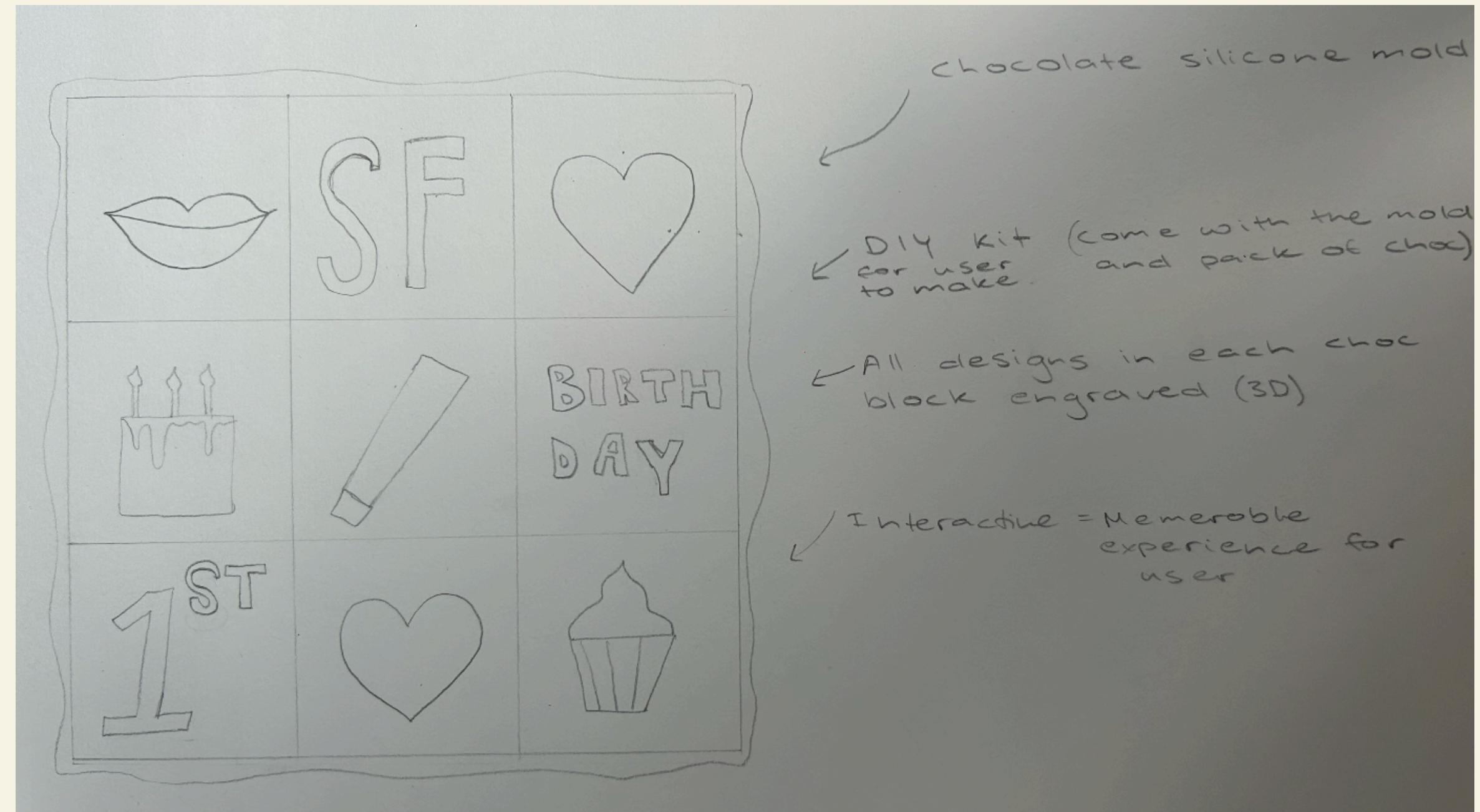
DEFINE



IDEA 1



IDEA 2



IDEA 3

In honour of "Summer Fridays," a cosmetics brand celebrating its one anniversary, I have chosen design idea 1 for the PR package. It is an exclusive, exquisite chocolate with a birthday cake flavour that has been moulded into the shape of a lip balm to accurately imitate the brand's best-selling and most recognisable lip balm. The chocolate has a smooth outside that is similar to the lip balm tube's appearance. Inside is a nostalgic, creamy birthday cake ganache that can act as the lip product. This product combines luxury and beauty into a delightful, sharing experience, perfectly capturing the brand's elegant yet playful character.

IDENTIFICATION & JUSTIFICATION

It took extensive testing, experimenting, reflection, and iterations to create a special, luxurious, birthday cake-flavored chocolate in the shape of the brand's signature lip balm. Every phase was necessary to guarantee that the finished product satisfied the requirements for quality, visual appeal, and brand identity while also providing customers and influencers with a memorable experience.

PROTOTYPE & TESTING

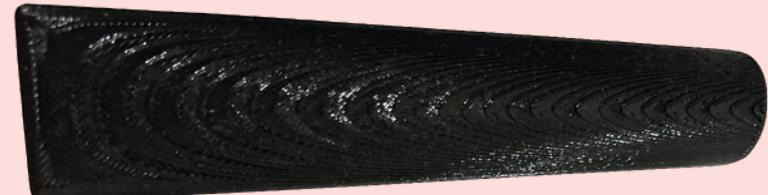
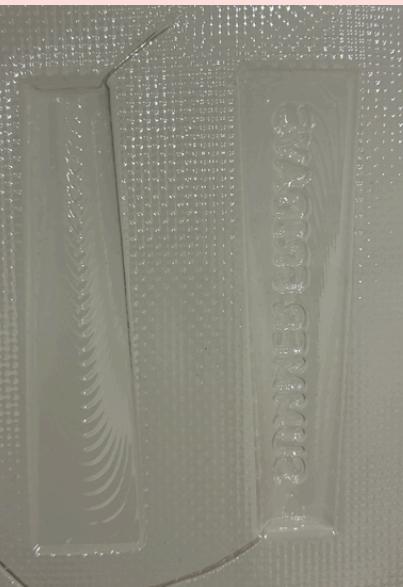
Testing and Experimentation (rapid prototype): Creating a mould that precisely replicated the brand's iconic lip balm design was the first step in the process. I made a digital 3D model of the lip balm using Fusion 360; CAD program. After that, this design was 3D printed to create a tangible prototype that was used as the model for vacuum-forming to achieve the completed mould.

CAD Design (Fusion 360): Elements required extensive tweaking including dimensions and detail levels to achieve a detailed replica. For example, the size of the logos text needed to extrude enough so it would be effective in the moulding process.

Vacuum Forming: A vacuum-formed mould for the tube of the lip balm was made using the completed 3D-printed model. This method was selected as it has the ability to create intricate details and designs with ease (Global Tech, 2017).

After also vacuum forming the solid cylinder which replicates the lid, it was evident this was not the best option in creating this component. The 3D printed lid struggled to be released out of the plastic, suggesting the same issue would arise if chocolate were to be set in it. Thus, a different approach was needed to resolve this.

Silicone mould: A silicone mould was used as a resolution to the lid issue. This method was chosen as silicone provides flexibility and would allow the lid to easily be released from the mould (FormLabs). To accomplish this, a box was created out of cardboard for the 3D printed model to sit in and filled with a silicone solution of silicone.



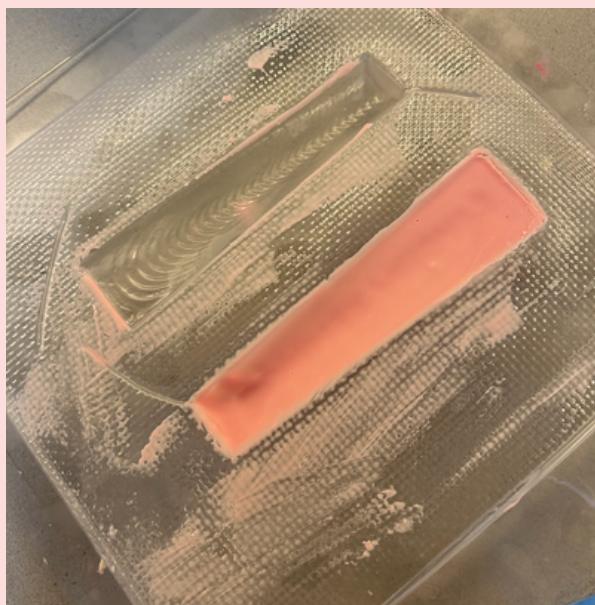
Testing and Experimentation: The next stage was creating a filled chocolate with a birthday cake flavour that flawlessly captured a birthday. After tasting the recipe sample, students provided feedback on its flavour, texture, and overall impression.

Experimentation with Recipe: To achieve a flavour profile reflective of a traditional birthday cake, the recipe included a variety of flavouring ingredients, such as vanilla, ganache, and sprinkles. Sprinkles were one way to provide texture, however the right ratio was necessary to prevent interference with the smooth mouthfeel.

Feedback & Sampling: Students tried a refined batch of the recipe and shared their thoughts. Input was gathered regarding aspects including sweetness, texture, and intensity of flavour.

Reflection: The sampling identified 'positives and negatives' of the chocolate. It was discovered that the selected recipe was found to have a delectable sweetness by some and found slightly too sweet by others. It was also discovered that the sprinkles' texture provided the right amount of crunch.

Iteration: Based on the feedback from classmates, the recipe was refined to subside the sweetness intensity while ensuring the smooth, creamy yet crunchy texture combination. Adjustments included creating a thicker chocolate coating. The final recipe successfully delivered a balanced, enjoyable birthday cake flavor that stood out as unique and luxurious.



Testing and Experimentation: The packaging was created to maintain a functional, brand-reflective design while emphasising the luxurious feel of the chocolate.

Material: Paper was chosen for its ability to be laser cut and printed and easily folded and manipulated into the desired shape. It is also eco-friendliness and offers a premium appeal.

Design Elements: The packaging design used colours, fonts, and patterns that complemented the brand's minimalistic image, drawing influence from the company's current product line while incorporating an exclusive yet subtle birthday essence.

Functionality and Durability: Packaging prototypes were reviewed for resilience during transportation, to ensure the chocolate remained secure and protected. A vacuum-formed plastic insert was created to slide in and out of the box, which allowed the chocolate to be perfectly displayed without any movement. Prioritisation was given to designs that were both luxurious yet easy to open.



Ingredients:

1. White chocolate
2. Thickened cream
3. Sprinkles (100's & 1000's)

Method:

1. Temper the white chocolate by microwaving in small increments and stirring in between each
2. Pour an adequate layer of chocolate on the mould
3. Tip upside down, allowing excess to drip out
4. Allow to set in refrigerator until chocolate has completely solidified
5. Finely chop white chocolate and set aside in bowl
6. Microwave thickened cream in short intervals until bubbles start forming on top
7. Pour heated cream on top of chopped chocolate
8. Leave to stand for 2 minutes
9. Using a fork gently start mixing the cream and chocolate mixture until a smooth consistency
10. Refrigerate until slightly firmer
11. Mix in sprinkles
12. Take the set chocolate mould out of fridge and carefully remove both halves from mould
13. Gently pipe with the ganache filling
14. Use some melted chocolate as glue to stick the two halves together and the lid onto the tube

RECIPE

INSTRUCTIONS:

Taste the sample and rank each characteristic according to your thoughts. Place the decided number in the corresponding column; 'rank of sample'.

Birthday Cake filled Chocolate Lip Balm	
Characteristic	Rank of sample
Taste 1= Much too sweet 2= Somewhat too sweet 3= Pleasingly sweet 4= Somewhat not sweet enough 5= Absolutely not sweet enough	
Chocolate thickness 1= Chocolate extremely thick 2= Chocolate somewhat too thick 3= Chocolate is a pleasingly thickness 4= Chocolate somewhat too thin 5= Chocolate much too thin	
Filling texture 1= Filling far too crunchy 2= Filling somewhat too crunchy 3= Filling crunchiness & smoothness balanced well 4= Filling somewhat too smooth 5= Filling far too crunchy	

SENSORY EVALUATION TOOL

Aim:

To examine peers and course teachers preferences of specific food characteristics in order to determine the final food product using a sensory evaluation.

Results:

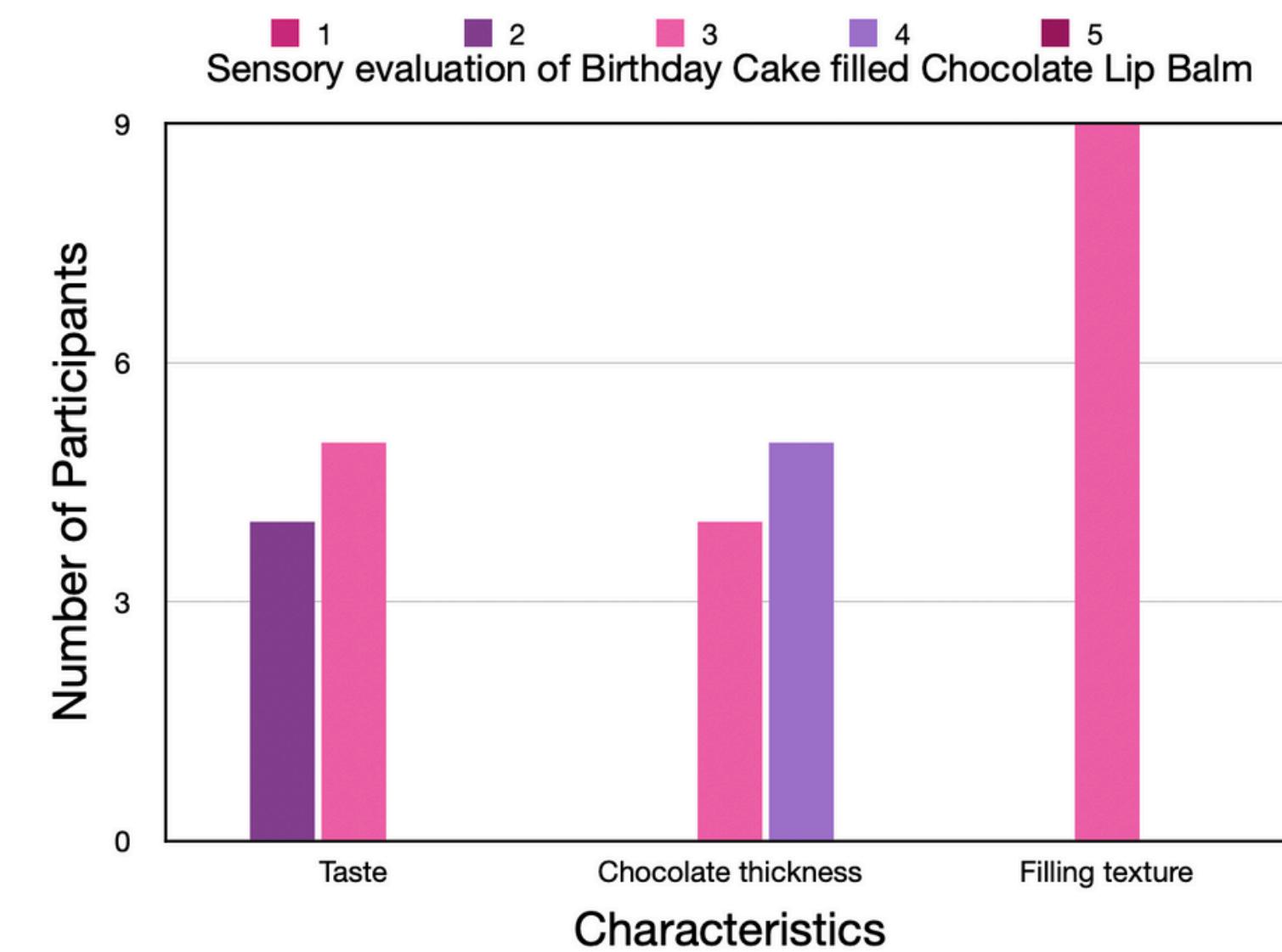
Results from the sensory evaluation are revealed in Figure 1. There were three characteristics tested; Taste, Chocolate thickness and Filling texture by nine participants. The first test concerned the taste of the chocolate. Participants had 5 options and had to rank accordingly. A rank of 3 was selected by 5 people. This is displayed in Fig 1. This confirmed the majority of participants felt the taste was 'Pleasingly sweet'. Participants were also asked to rank the Chocolate thickness. This proved to be the biggest area which required improvement. Five out of nine people felt the chocolate thickness was 'Somewhat too thin', ranking it at a 4. This is seen in Fig 1. Lastly, the filling texture was tested. All nine participants ranked the texture a 3 which confirmed the 'filling crunchiness and smoothness balanced well'. Fig 1 highlights this.

Materials:

- Food product samples
- Participants (to try and rank product)
- Sensory evaluation ranking tool

Methods:

Food product sample is provided to participants
Participants review sensory evaluation tool to ensure they draw attention to the required elements
Participants test the product
Participants complete sensory evaluation tool according to their opinions

FIGURE 1.

Conclusion:

The sensory evaluation test, completed by nine participants, identified unique preferences of the filled chocolate. The findings highlighted information that will influence the making of the final edible product, including its filling texture, chocolate thickness, and taste.

Discussion:

Based on the feedback received, it was evident that the product is almost at a stage ready for production, with a few modifications to be made. In particular, taste feedback was slightly, with some participants finding it to be a pleasing sweetness, however, there were four other participants who opted for a rank of 2, indicating they found it somewhat too sweet. This advises some modifications should be made to slightly lessen the sweetness intensity. One of the areas that proved to be the greatest strength of the product was the filling texture. All nine participants ranked the texture a 3 which confirmed the filling crunchiness and smoothness was balanced well. This confirms no alterations need to be made and the current ratio of ganache to sprinkles can remain the same. As a result of the feedback regarding the chocolate thickness, an adjustment to the recipe could include, increasing the volume of chocolate poured into the mould, to thicken the ganache casing, as participants revealed they found it somewhat too thin. Thus it has been identified that, for future iterations, I should maintain the same texture of filling and aim to refine the sweetness and chocolate thickness to achieve a well rounded product that favours one's sensors .

The final outcome effectively provides the beauty brand; Summer Fridays' with an amusing, and luxurious PR gift to celebrate their first birthday. More specifically, a unique experience that appeals to influencers and beauty fans is delivered by the lip balm-shaped chocolate that features a birthday cake flavour ganache and personalised packaging. It is a striking product within the competitive beauty PR industry as a result of its unique blend of pleasure and beauty, fun luxury, and sensory appeal.

The design's ability to replicate the brand's iconic lip balm product into an edible form and produce a unique and unforgettable experience is one of its key strengths. As the product resembles a lip balm, it instantly connects to Summer Fridays' primary brand identity, ensuring that customers identify the treat with the company. The product stands out in a highly competitive industry where captivating concepts are crucial for attracting customers thanks to its innovative combination of food and beauty. The PR package is smart and engaging with a playful and luxurious design that perfectly reflects the brand's image.

A key component of the product's design, sensory appeal, is another aspect which it successfully fulfills. A delightful multi-sensory experience that pleases the senses of taste and touch is offered by the chocolate's smooth, glossy finish and the rich, creamy ganache flavoured with birthday cake. The taste highlights the birthday concept, achieving a festive and nostalgic feeling. The product offers an enjoyable and indulgent experience through the careful consideration given to taste, texture, and visual aesthetics.

The product also excels in the area of packaging design. The package effectively communicates a sense of festivity by combining festive elements like balloons and vibrant colours. The product resembles the brand's image, maintaining a sophisticated and simple aesthetic with the integration of elevated features providing the 'exclusive' feel for the influencers. Thus, The Summer Fridays anniversary PR package's final design, which combines indulgence and beauty, effectively conveys the brand's fun yet luxurious essence. Influencers and beauty enthusiasts are likely to be drawn to the lip balm-shaped chocolate because of its distinctive experience and remarkable birthday cake ganache and customised packaging. Its unique idea, sensory appeal, and dedication to customisation are ultimately what provides the product with success.

EVALUATION



FINAL PRODUCT

1. FormLabs. (n.d.). How to Make Silicone Molds: A Practical Guide. Formlabs. <https://formlabs.com/asia/blog/how-to-make-silicone-molds/>
2. Tech. (2017, April 20). Benefits of Vacuum Forming for Low Volume Manufacturing - GTV. Globaltech Ventures. <https://www.gtvinc.com/benefits-applications-vacuum-forming-low-volume-manufacturing/>
3. Smotkes, H. (2024, August 7). Why Brands Should Use PR Packages in Their Marketing Strategy | Fulfyld. Fulfyld. <https://www.fulfyld.com/blog/why-brands-should-use-pr-packages-in-their-marketing-strategy/>

REFERENCE LIST