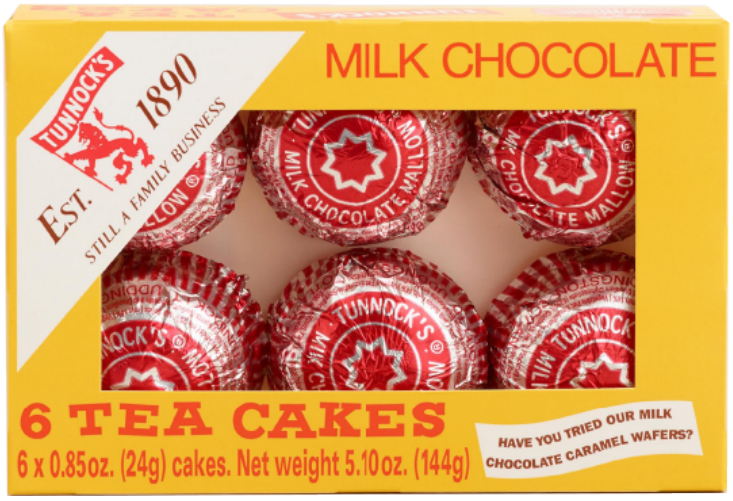
Original


TUNNOCK'S
EST. 1890
STILL A FAMILY BUSINESS
MILK CHOCOLATE
6 TEA CAKES
6 x 0.85oz. (24g) cakes. Net weight 5.10oz. (144g)
HAVE YOU TRIED OUR MILK CHOCOLATE CARAMEL WAFERS?

Tea Cakes Redesign

Adriana Belinski | GDes 2399W

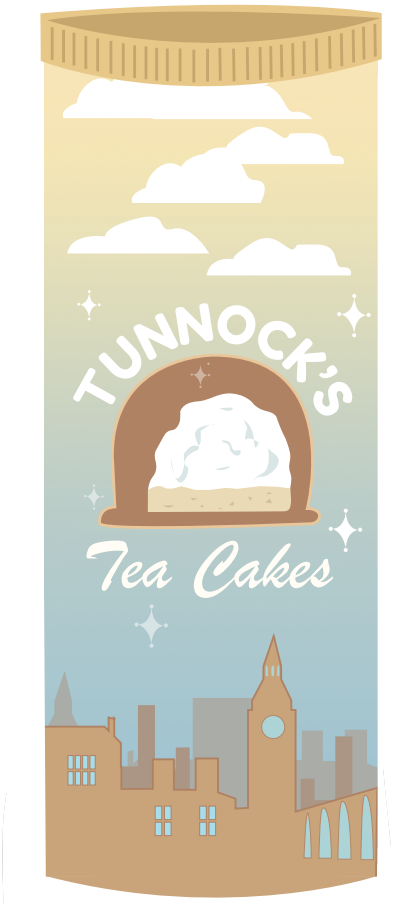
The product I've re-designed is Tunnock's Tea Cakes, giving it a modern upgrade as well as changing its marketing intent from advertising itself as a product of a vintage era to advertising itself as a modern product from the United Kingdom.

In my essay, I heavily focused on how Tunnock's tea cakes attempts to use colors and imagery to showcase itself off as genuine and old which causes customers to think they are buying an authentic object of the past or a product of higher quality. Because the cakes themselves are very plain, I decided to change this around and make it modern instead of vintage through the use of illustrator graphics while eliciting a whimsical feel of modern day London.

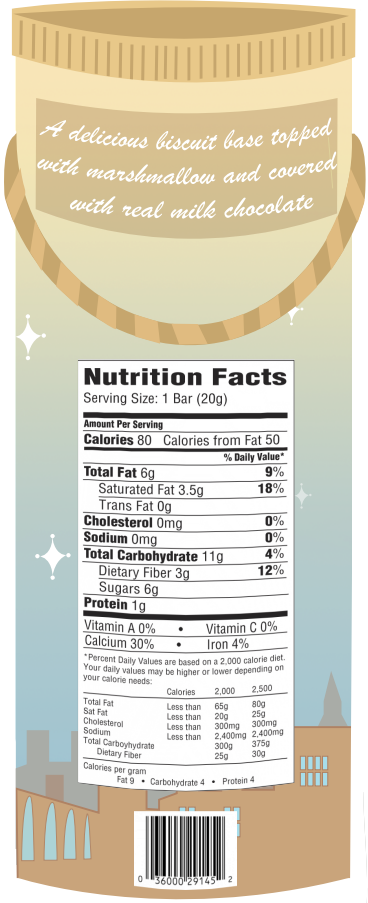
In the graphics of my re-design, I've included a scene in London with Big Ben since the product was created in the United Kingdom. This in turn highlights the cakes cultural aspect rather than its attempted vintage connotation. I also included an image of the inside of the cake because no actual picture of the inside of the cake was placed on the original box. The brown color of the buildings is symbolic for the crisp chocolate coating of the cake while the clouds represent the fluffiness of the marshmallow.

In the product's form of my re-design, I recreated the box as a cylinder with a handle so the product can be given away as a gift, possibly as a souvenir. Because of this cylindrical shape, I changed the position of the chocolates inside the box so that they would be supported up with plastic to prevent the chocolates from weighing down on one another and breaking apart.

Front


TUNNOCK'S
Tea Cakes

Back


A delicious biscuit base topped with marshmallow and covered with real milk chocolate
Nutrition Facts
Serving Size: 1 Bar (20g)
Amount Per Serving
Calories 80 Calories from Fat 50
% Daily Value*
Total Fat 6g 9%
Saturated Fat 3.5g 18%
Trans Fat 0g
Cholesterol 0mg 0%
Sodium 0mg 0%
Total Carbohydrate 11g 4%
Dietary Fiber 3g 12%
Sugars 6g
Protein 1g
Vitamin A 0% • Vitamin C 0%
Calcium 30% • Iron 4%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:
Calories 2,000 2,500
Total Fat Less than 65g 80g
Sat Fat Less than 20g 25g
Cholesterol Less than 300mg 300mg
Sodium Less than 2,400mg 2,400mg
Total Carboyhydrate 300g 375g
Dietary Fiber 25g 30g
Calories per gram
Fat 9 • Carbohydrate 4 • Protein 4
0 36000 29143 2

Inside