

Case Study cum Project: Rebranding "The Cozy Cup"

Overview: You are tasked with rebranding a small, fictional coffee shop called "The Cozy Cup" to modernize its appeal while retaining its warm and inviting nature. This project is designed to help you apply branding fundamentals, explore creative solutions, and produce professional outputs.

Project Brief: "The Cozy Cup" is a local coffee shop known for its cozy atmosphere and artisanal coffee. However, the brand struggles with modern appeal and fails to attract younger audiences, particularly millennials and Gen Z. Your role is to create a fresh yet authentic brand identity that resonates with its existing customer base and appeals to new audiences.

Deliverables:

1. Brand Audit (50 marks)

- **Research:** Identify the brand's strengths, weaknesses, opportunities, and threats (SWOT analysis).
- **Competitor Analysis:** Compare "The Cozy Cup" with 2-3 competitors. Highlight their branding strategies.
- **Customer Persona:** Create 2 personas for "The Cozy Cup's" target audience.

2. Brand Identity Design (100 marks)

- **Logo Redesign:** A modernized logo that conveys warmth, comfort, and quality.
- **Color Palette:** A set of 4-6 brand colors that reflect the cozy and modern vibe.
- **Typography:** Select 2-3 complementary fonts for the brand.
- **Visual Elements:** Iconography, patterns, or design elements that can be used across brand assets.

3. Brand Voice & Messaging (50 marks)

- **Tagline:** Develop a catchy and meaningful tagline.
- **Brand Tone:** Define the brand's tone of voice (e.g., warm, witty, approachable).
- **Sample Copy:** Write a brief "About Us" section for the website and a promotional Instagram post.

4. Marketing Collateral (100 marks)

- **Social Media Posts:** Create 3-5 mock posts (include visuals and captions).
- **Packaging Design:** Redesign a coffee cup or take away bag with the new branding.
- **Promotional Material:** Design a flyer or poster for a "Grand Reopening" event.

5. Brand Guidelines (50 marks)

- Compile all the above into a professional **Brand Book** (10-15 slides or pages), including:
 - Logo usage guidelines
 - Color codes
 - Typography rules
 - Examples of the brand in action (mockups)

6. Case Study Report (50 marks)

- Document your process in a 1,000–1,500-word report. Include:
 - Objectives
 - Research insights
 - Design rationale
 - Reflections on what worked and what could be improved
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Tools You Can Use:

- **Design:** Canva, Figma, or Adobe Illustrator
 - **Presentation:** PowerPoint, Google Slides, or Canva
 - **Documentation:** Word or Google Docs
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Evaluation Criteria:

1. **Creativity:** How unique and innovative are the designs and ideas?
 2. **Relevance:** Does the rebranding align with "The Cozy Cup's" goals and audience?
 3. **Professionalism:** Quality of deliverables and attention to detail.
 4. **Clarity:** How well are the brand's values and identity communicated?
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Existing brands that you could choose from:

Brand: Blue Tokai Coffee Roasters (India)

Why Choose It?

- Blue Tokai is a specialty coffee brand known for artisanal coffee and aesthetics. However, it could explore a fresher look to cater to international audiences or expand its appeal to Gen Z.
- Rebranding Focus:**
- Modernize their packaging for ready-to-drink cold brews.
 - Design a "coffee education" sub-brand targeting beginner coffee drinkers.

Brand: Sula Vineyards (India)

Why Choose It?

- Sula is a leading Indian winery, but its branding is often conservative and less experiential.

Rebranding Focus:

- Create a youth-oriented sub-brand for wine cocktails or spritzers.
- Design social media strategies that make wine accessible to casual drinkers.