
pony

what is perf

Concept development

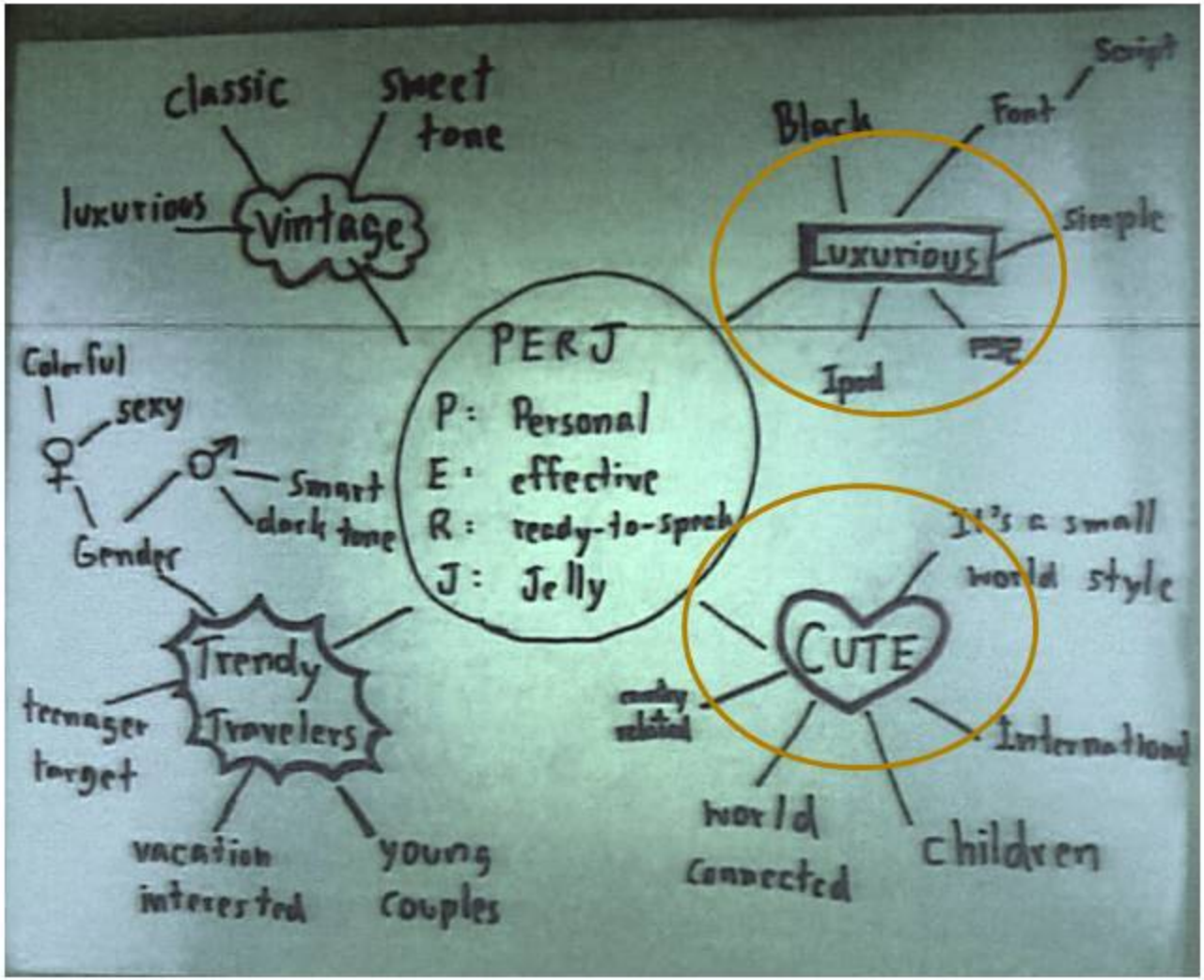
Doraemon's "Language Conyak"

People don't have 4d pocket like doraemon

We need flexible, portable function

"Perj" - a new language conyak

theme


classic
sweet tone
luxurious
Vintage
Black
Font
Script
Luxurious
Simple
Ipod
PERJ
P: Personal
E: effective
R: ready-to-speak
J: Jelly
Colorful
sexy
Gender
Smart
dark tone
Trendy Travelers
teenager target
vacation interested
young couples
It's a small world style
CUTE
International
world connected
children

Concept

Cute

- Colorful

Trendy Traveller!

- Package varies on Countries!

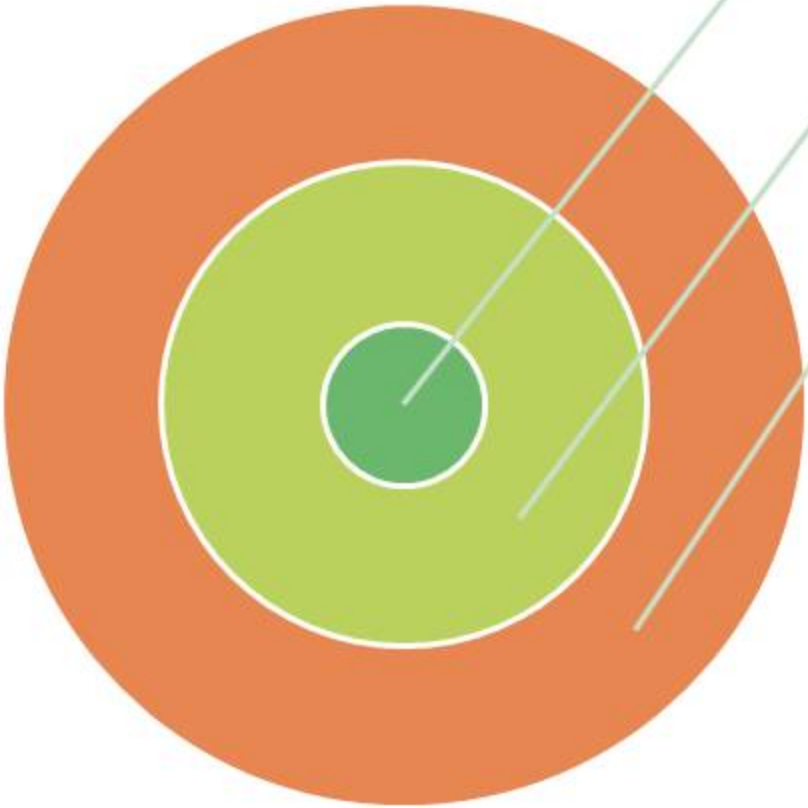
Perj

package

Package

- Inspiration
  - PERJ = PURSE
  - We think about "Card Holder"
- Pros
  - Portable
  - Protective
  - Glamorous

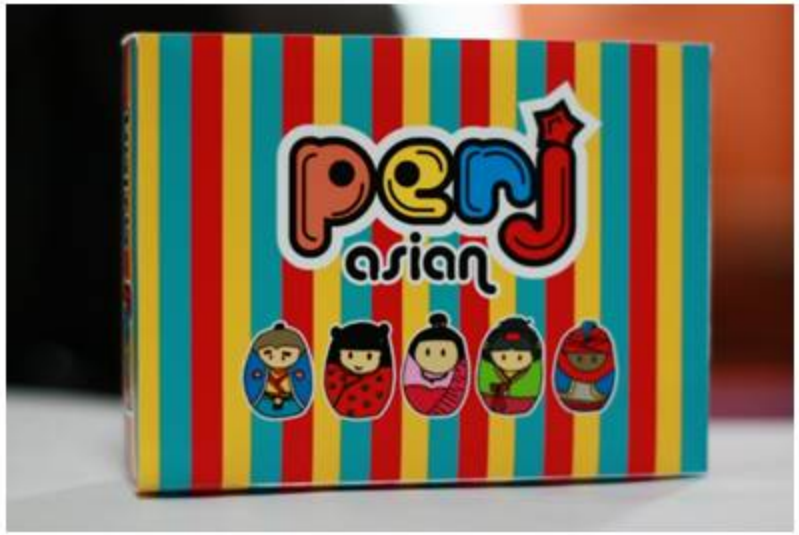
package



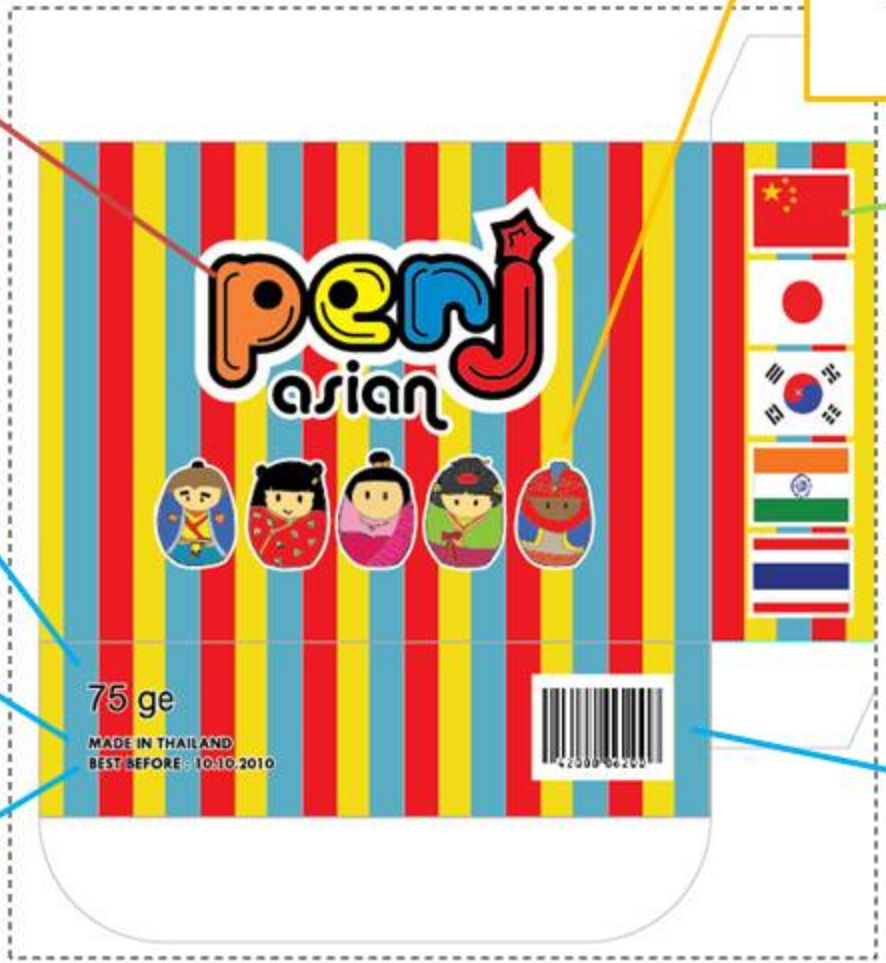

perj
asian
75 ge
MADE IN THAILAND
BEST BEFORE : 10.10.2010
PERJ : LANGUAGE JELLY
ASIAN PACK
CHINESE, JAPANESE
KOREAN, INDIAN, THAI
INGREDIENT : WATER, MILK POWDER, SUGAR, CITRIC ACID, LANGUAGE CONYAK, FLAVOR & COLORING
MANUFACTURE : PERJURE CO.LTD.
111 INFOPACK RD. CHULALONGKORN
BANGKOK 12345 THAILAND
HOW TO USE : 1 JELLY CARD WILL BE EFFECTIVE FOR AN HOUR AND YOU WILL BE ABLE TO SPEAK AS A NATIVE SPEAKER ANYTIME ANYWHERE !
Nutrition Facts
% Daily Value
perj
asian

Completed box

Completed box



box detail - front



Collective mark

Product Info : Each Nation's Character

Product Info : Each Nation's Flag

Net weight

Made in Thailand

Expiry Date

Barcode

box detail - back

Collective mark

Product Info : Each Nation's Character

Product Info : Nutrition Facts

Brand name + Product Info.

Collective mark (Emphasize "asian")

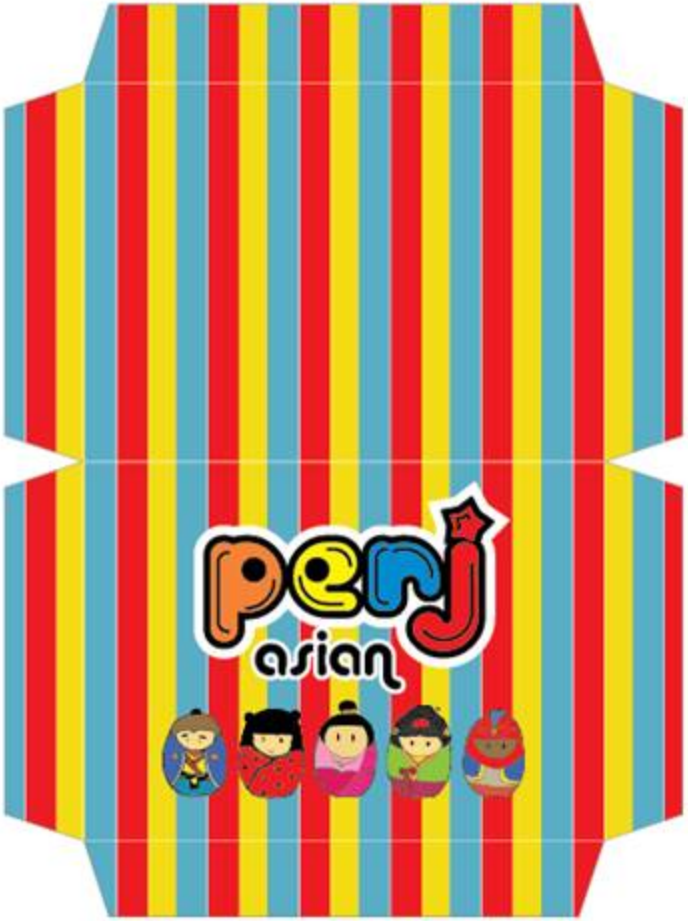
Ingredients

Production Company

Usage

Product Info : FDA's Mark

Card holder-like package



Card holder-like package

Card holder-like package

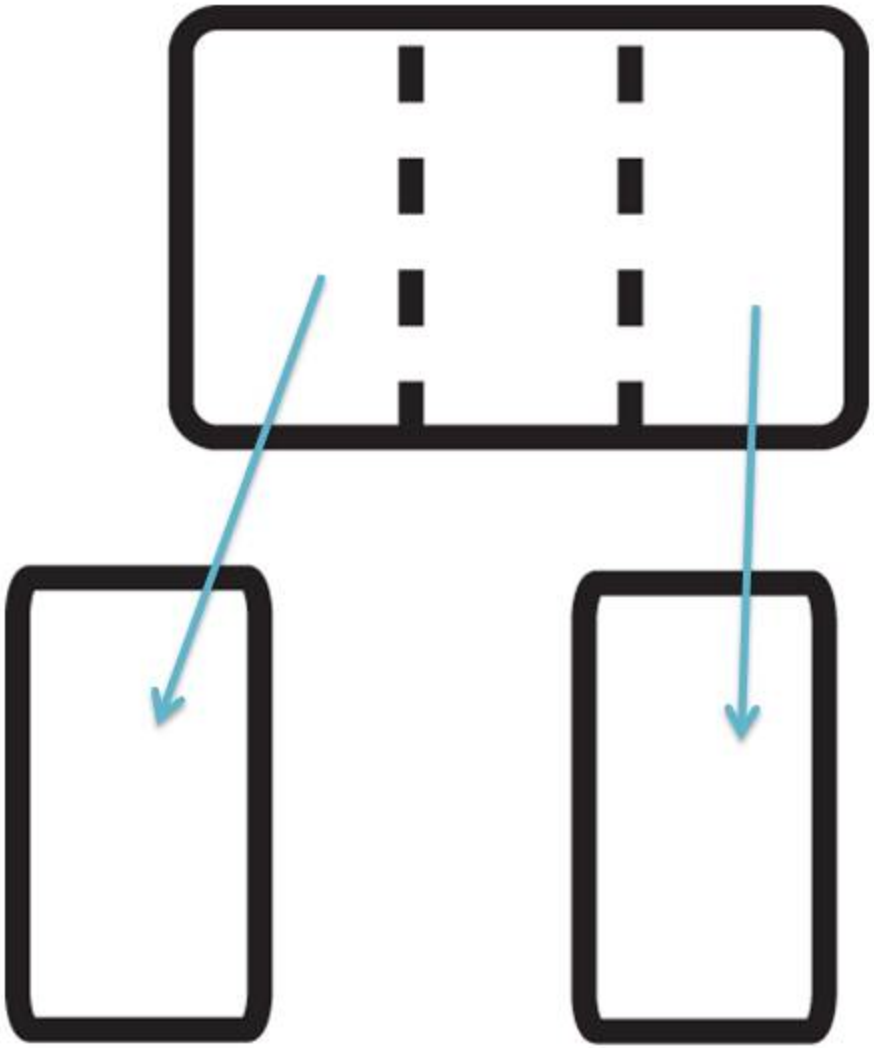
Folder package

Folder package

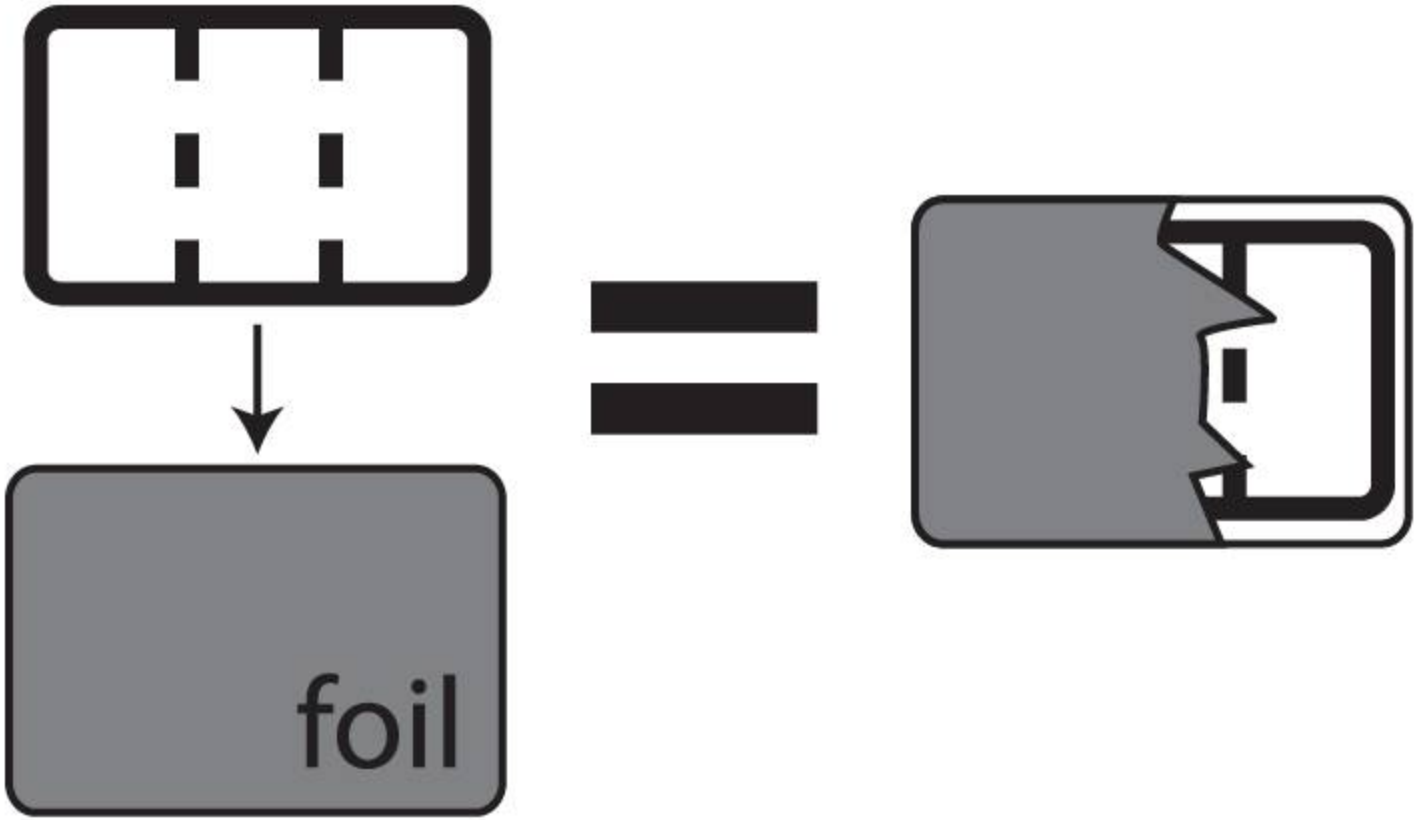
"Credit Card" size

- Inspiration
  - VISA ~ worldwide
  - Perj, as well.
- Pro
  - Small size -> Portable
  - Suit your card holder

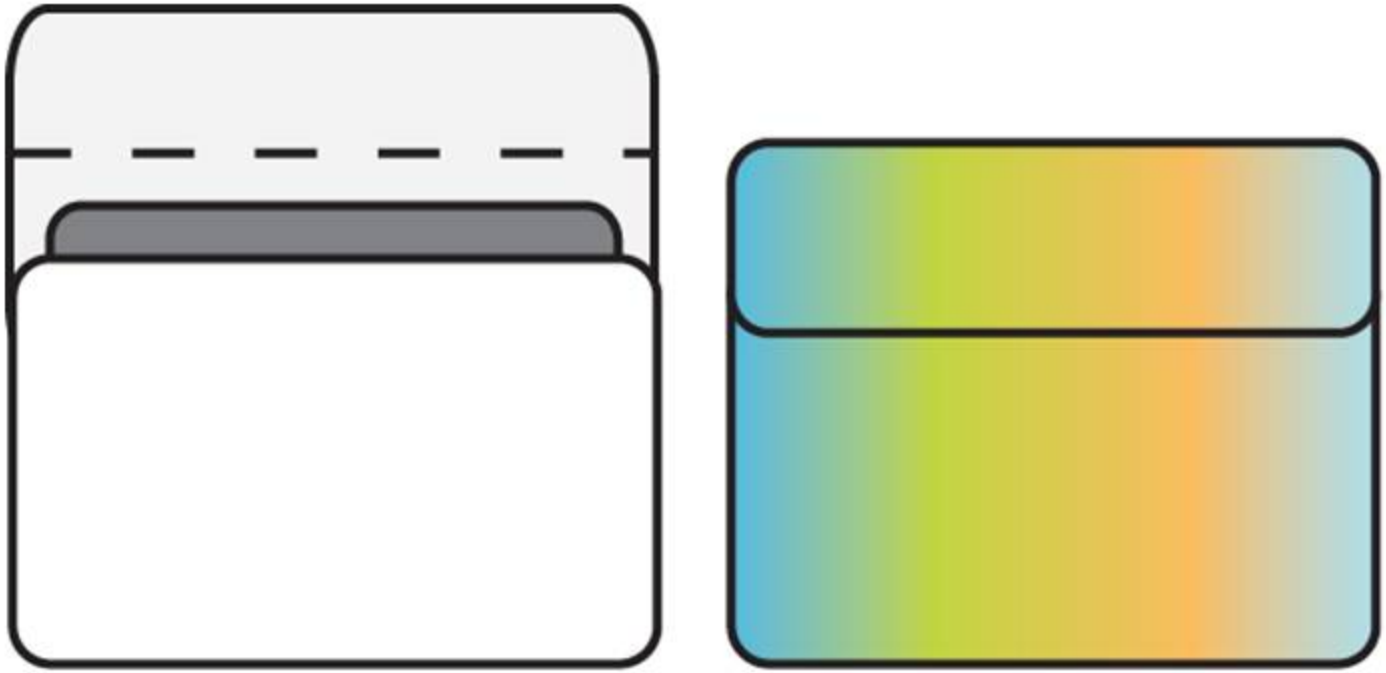
product



3 product per package



package



package draft

draft

Collective mark

Product Info : Each Nation's Character

Cutting / Folding Guide

Net weight

Barcode

Made in Thailand / Expiry Date

National Flag

Product Info

Usage

Brand name + Product Info.


PERJ : LANGUAGE JELLY
perj egypt
HOW TO USE : 1 JELLY CARD WILL BE EFFECTIVE FOR AN HOUR AND YOU WILL BE ABLE TO SPEAK AS A NATIVE SPEAKER ANYTIME ANYWHERE !
INGREDIENT : WATER, MILK POWDER, SUGAR, CITRIC ACID, LANGUAGE CONYAK, FLAVOR & COLORING
MANUFACTURE : PERJURE CO.LTD.
111 INFOPACK RD. CHULALONGKORN BANGKOK 12345
MADE IN THAILAND
BEST BEFORE : 10.10.2010
75 ge
PERJ : LANGUAGE JELLY
perj egypt

put in the folder

package

product variation/ segmentation

Chinese


PERJ : LANGUAGE JELLY
HOW TO USE : 1 JELLY CARD WILL BE EFFECTIVE FOR AN HOUR AND YOU WILL BE ABLE TO SPEAK AS A NATIVE SPEAKER ANYTIME ANYWHERE !
INGREDIENT : WATER, MILK POWDER, SUGAR, CITRIC ACID, LANGUAGE CONVAK, FLAVOR & COLORING
MANUFACTURE : PER.JURE CO.LTD.
111 INFOPACK RD. CHULALONGKORN BANGKOK 12345
MADE IN THAILAND
BEST BEFORE : 10.10.2010
75 ge
chinese
中文


chinese
中文

Chinese

Japanese

pen j

japanese

日本語

thai

pen thai

ภาษาไทย

Korean

Indian

penj india

हिन्दी, हिंदी

asian pack

American - English

Perj

American

American English

mexican - latin spanish

pepi

mexican

latino español

egypt - arabic

pery

egypt

العربية

germany - deutsch

pen j

german

deutsch

draft


PERJ : LANGUAGE JELLY
perj
american
american english
75 g


PERJ : LANGUAGE JELLY
perj
india
हिन्दी, हिंदी
75 g


PERJ : LANGUAGE JELLY
perj
japanese
日本語
75 g


PERJ : LANGUAGE JELLY
perj
korean
한국어
75 g


PERJ : LANGUAGE JELLY
perj
mexican
latino español
75 g


PERJ : LANGUAGE JELLY
perj
thai
ภาษาไทย
75 g

Future potential

- Sugar – free flavour
- Friendship Jelly?

thank you

Other

- Collective Mark
- Brand name
- Product name
- What to say, product information, such as usage, nutrition facts, ingredients
- Production company and expiry date
- Quality marks such as FDA, Halal, Thailand Board, etc. *** อย.
- Net weight
- Barcode
- Warning