

001

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GBDA 202 Project 2 Part 2

PREMIER PROTEIN

002

concept of rebranding

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Story Telling

We're Premier Protein.

"Our mission is to inspire optimism on the way to better health. Every day, you're on a journey to becoming a happier, healthier you. We're here to help you stay on course."



Audience

Individual who want to improve their health and looking for convenient

- Busy
- Active
- Medical condition

Messaging

"The energy to get the most out of every day"

- High Protein
- Energy Need
- Quality Nutrition
- A lifestyle



Does the Visual Identity match the message & demographic?

The brand conveys practicality but lacks in positioning itself as a premium choice for discerning consumers seeking pure, natural, or rich protein alternatives.



Products

Protein Products Industry

Logo: Showcases a lively swoosh around the brand name, hinting at dynamism.

Color Scheme: Mainly red and white for a vibrant feel.

Packaging: Highlights protein content and includes images of flavor ingredients such as fruits or chocolate.



Premier Protein

Energy for Every Day

- Convenient health solution for busy individuals



Boost

Nutritional Energy for Life

- Tailored for seniors, emphasizes energy and nutrition benefits.



Fairlife

Believe in Better Milk

- Focuses on quality, emphasizing high protein and less sugar for health-conscious consumers.

The BIG Idea

Elevator Pitch

***"Premier Protein energizing the body
ANYTIME, ANYWHERE"***

Long Written Concept

Premier Protein is a type of protein product for getting energy and staying in the best shape anytime, anywhere. It is designed for today's modern, fast-paced lifestyle. Premier Protein deisgn to provides high-quality protein to help with muscle recovery and physical activities, meeting the needs of fitness lovers, athletes, and those who need a daily energy boost. With its convenient design, users can easily consume the nutrients without additional preparation, whether as a post-workout recovery supplement or as a healthy meal replacement during busy work schedules, Premier Protein can be used in a variety of scenarios to help users stay energized, whether for fitness, work, study or daily health management. Premier Protein not only helps the body to grow, but also helps users to meet the challenges of each day, truly achieving the goal of "energizing the body anytime, anywhere".

Logo Design



color logo



Black and white logos

007

Tageline

Fuel for Life

Fuel Up. Feel Unstoppable.

Slogans





Fuel
For Life



30g

160 Calories | 1g Sugar
23 Vitamins & Minerals | Low Fat
Protein

325 ml



013

The modern color palette balances high-energy vibrancy with premium level refinement.

White

Clean, modern and premium.

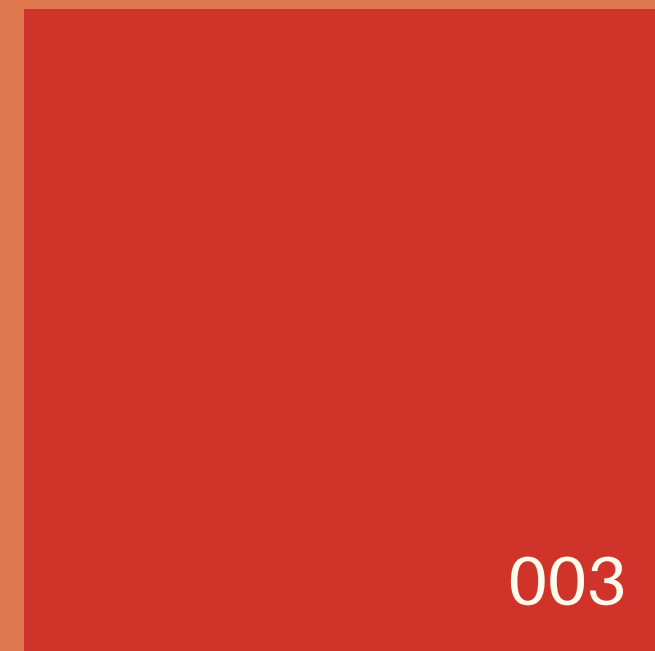
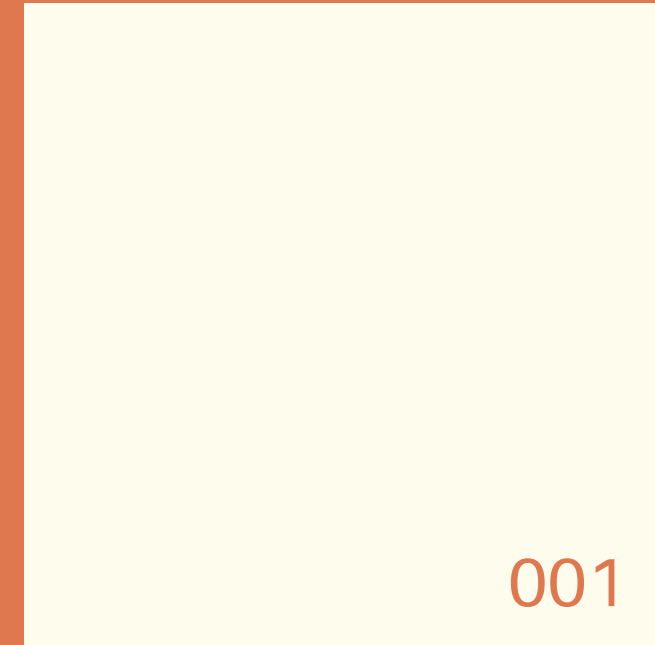
Charcoal Gray

- Stability, strength, and professionalism

Premier Red

Signature brand color, representing energy, power, and boldness.

Colour Palette



The social media campaign of Premier Protein will focus on Instagram, TikTok, and YouTube, targeting different audiences. Instagram and TikTok will engage young adults between the ages of 18 and 35, including fitness lovers, athletes, and the general public. With short, high-energy content like workout challenges and lifestyle integrations. Slightly different, in YouTube will target an older age group between 25 and 50, offering a more depth content like nutritional recipes, athlete endorsements, and behind-the-scenes product information, making Premier Protein as a trusted health supplements brand.

This campaign will focus on user-generated content and viral challenges to drive participation and advertise the product. Interactive and accessible content will show how Premier Protein supports active lifestyle, driving wider participation and organic sharing. Health content will also emphasize creative meal ideas using Premier Protein shakes, reaching fitness and diet-focused audiences.

To enhance credibility and desirability, Premier Protein will collaborate with fitness trainers, athletes, and health professionals, further solidifying its premium, performance-oriented identity. Additionally, By integrating entertainment and information, the brand will expand its visibility and establish itself as an important part of active lifestyle.



017

Social Campaign Strategy



014

Primary Font: Impact

- Strong, modern, and assertive for headlines.

Secondary Font: R27

- Simple font for body text and product details.

Style:

- Large, bold, high-contrast elements and fonts immediately draw attention and create a strong visual impact.
- The compressed capitals emphasize power and strength, enhancing a strong and commanding presence.
- The use of italics brings a sense of movement and energy, adding motion and flow to the overall design.

Aa Bb Cc

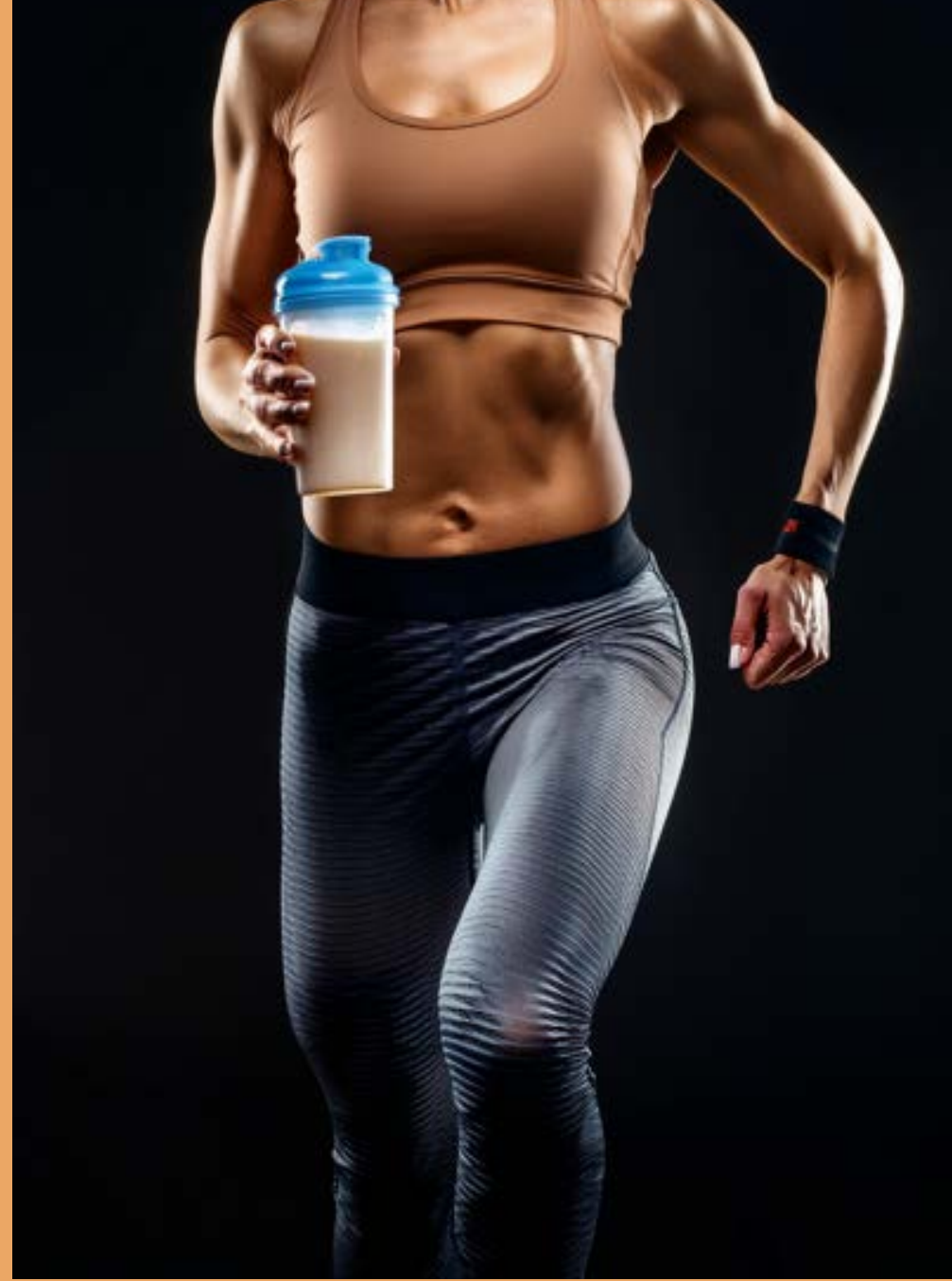
Typography



015



High-contrast lighting with deep shadows for an intense look.



Fast-motion shots of workouts, lifting, and running to show movement holding premier protein



Premier Protein in action

- protein shake being poured, splashes of liquid

Photography





Link: <https://youtu.be/gHxyNg6D2I>

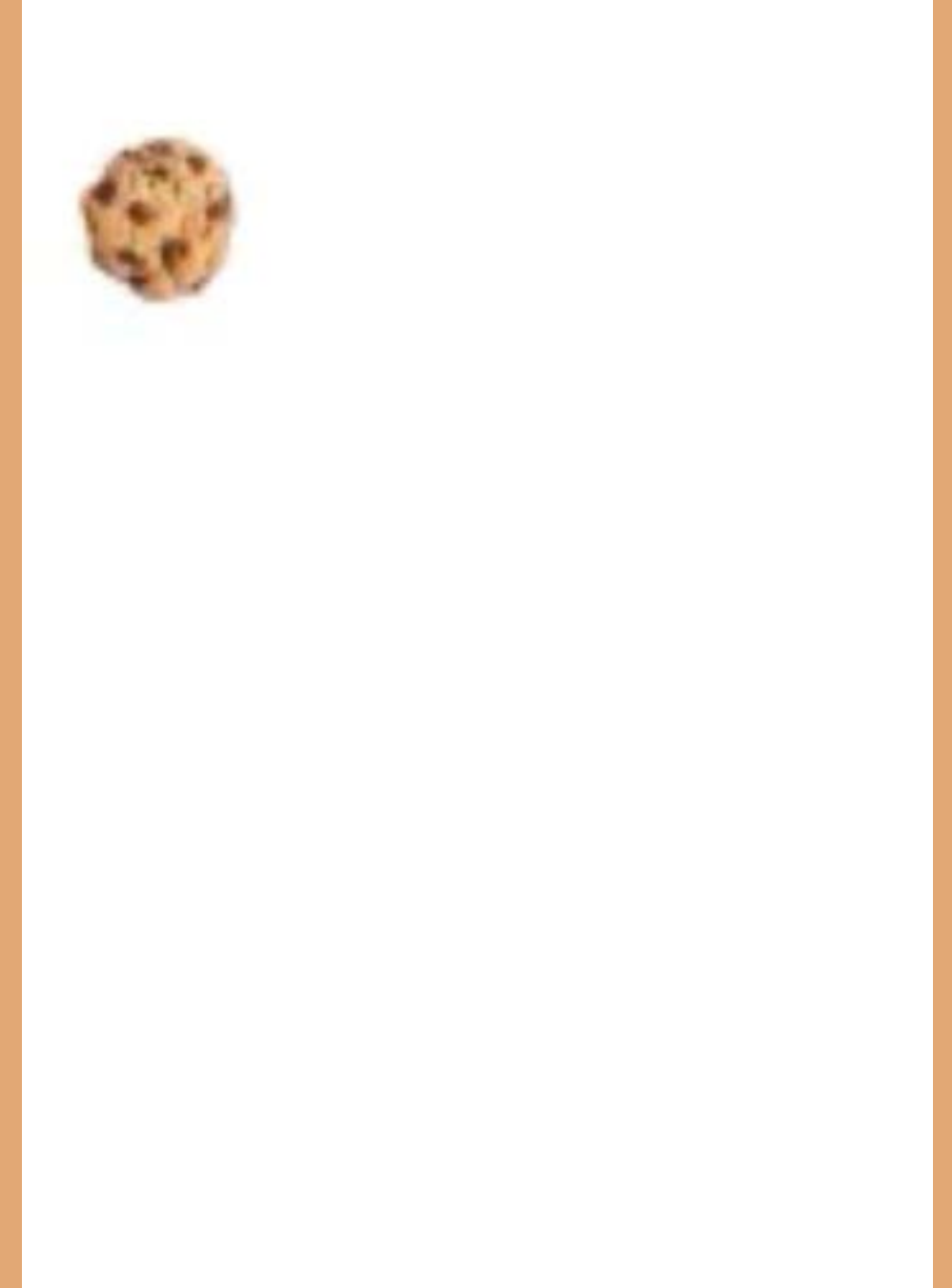
Advertisement



1 Link:
<https://youtube.com/shorts/PoSshEzgNII?feature=share>



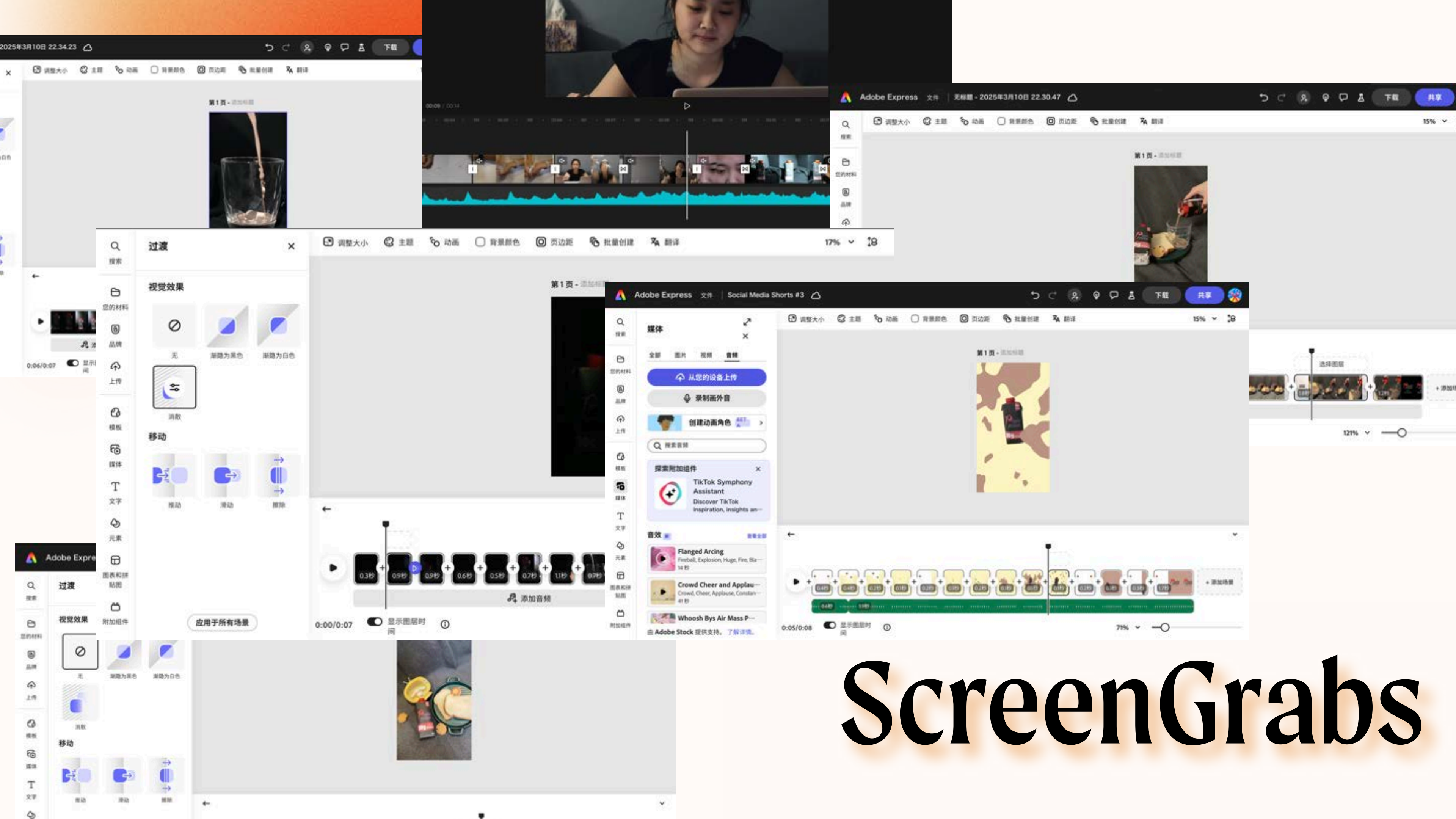
2 Link:
<https://youtube.com/shorts/DA0IgX9f0pk?feature=share>



3 Link:
<https://youtube.com/shorts/NWE0fjNu9Fc?feature=share>

Social Media





ScreenGrabs

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Contact
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presenters

Fuel up, feel UNSTOPPABLE!

