

LOTTE CHOCO PIE

Brand Un-pack by Rose Chen and Emma Zhang





LET'S GET UNPACKING

Part 1

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CHOCO PIE



ORIGIN

Choco Pie is a well known dessert known for its affordable price and its fluffy marshmallow inside, sandwiched between two layers of soft cake, and covered in smooth chocolate.

The original Choco Pie was made by Orion Confectionary in 1973, inspired by the American dessert, Moon Pie. In 1979, Lotte Confectionery began to sell their version of Choco Pie.

In 1999, Orion filed a lawsuit against Lotte because of how they used "Choco Pie", but the court decided they were responsible for allowing "Choco Pie" to become a generic trademark and that "Choco Pie" was to be considered a common noun because of how generically it described the dessert.



FLAVOURS

Choco Pie has evolved into incorporating different flavors as well, identifiable by the color of the box.

The image displays a collection of Choco Pie boxes from the brand Lotte, showcasing the evolution of flavors. The boxes are arranged in two rows. The top row includes: 'Black Sugar Milk Tea' (white box), 'Green Tea' (green box), 'Cacao' (red box), 'Banana' (yellow box), 'Strawberry' (pink box), and 'Rich Cocoa' (black box). The bottom row includes: 'Happy Moments' (red box), 'MONGSEUL' (brown box), 'Orange' (orange box), and 'Real Orange' (tan box). Each box features the Lotte logo and indicates '12 PACKS' or '12 봉입' (12 pieces). The boxes also feature promotional text like 'Best Choice!', 'Best Taste, Good Choice!', and 'Premium Quality'.



It also has a sister
product called Fruito Pie

This product has no chocolate, but
it still maintains the signature pie
shape and size.



LOTTE

Lotte Corp. (founded on 28 June 1948) grew from selling chewing-gum to becoming the fifth largest chaebol in Korea. They expanded operations in sectors such as food, beverages, hotels, retail, financial services, industrial chemicals, electronics, IT, construction, publishing, and entertainment.



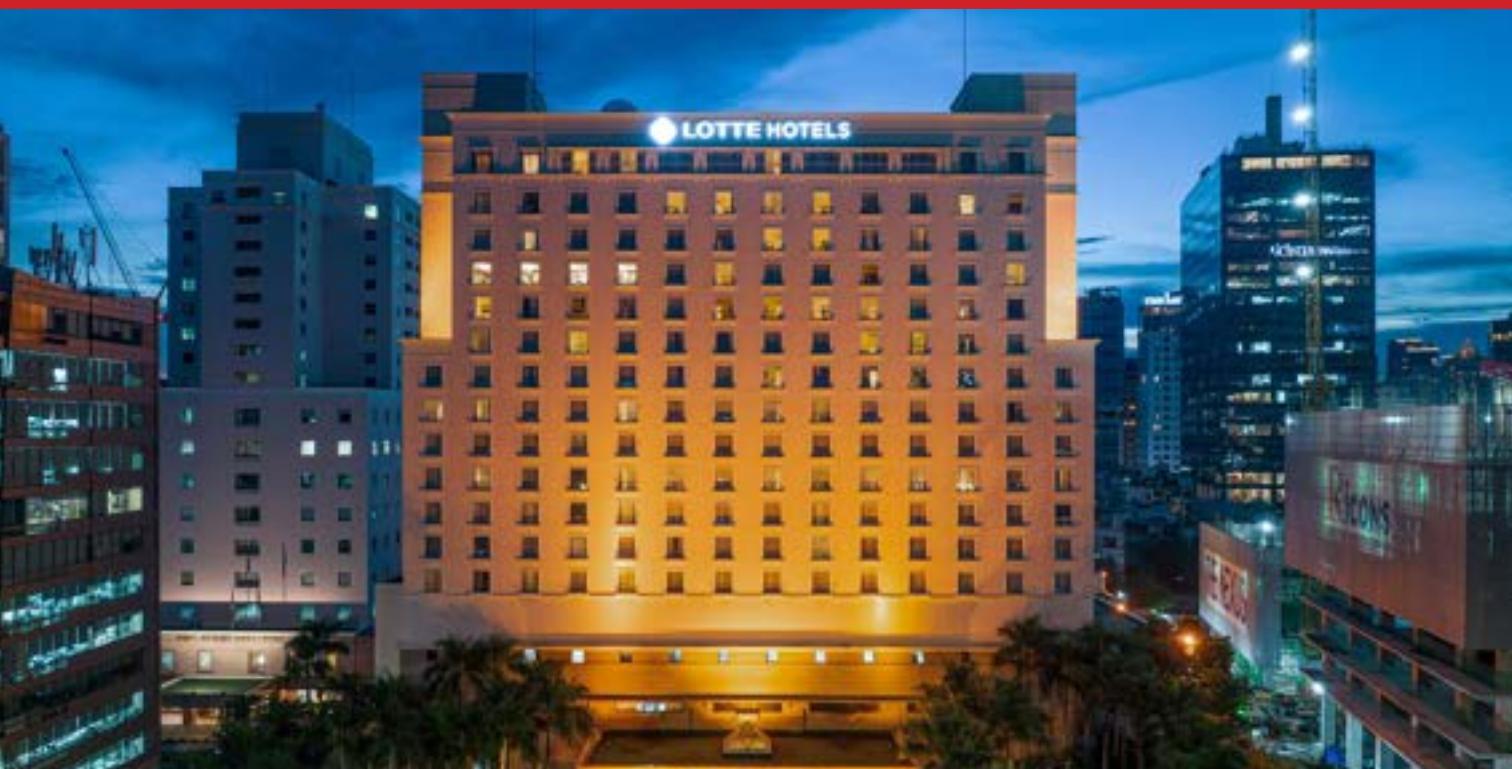
Lotte World - Amusement Park



Lotte Chemical



Lotte Finance



Lotte Hotels



Lotte Skincare



Lotte Fastfood

COMPETITION

ORION

Same old school look, similar colors



Let's be real...
Could you even tell them apart?



LOTTE

★ ORION

LOTTE

★ ORION



OREO

OREO

★ ORION

COMPETITION

Moonpie

Yumfills

- South Asian competitor
- Icing filling instead of marshmallow



TARGET AUDIENCE

Choco Pie is beloved to young children ages 5-15 all over Asia.

The competitive pricing targets lower and middle-class Asian families that have young children, tweens, and teens. They're not in extreme poverty, but Choco Pie is a cheaper alternative to cakes and pastries.



CURRENT BRANDING

Okay let's be honest...Lotte—Korea's big conglomerate—technically got away with taking Orion's Choco Pie concept (plus branding!).



Many variations of packaging - inconsistency adds another variation on top of similar looking competitors

Lotte Choco Pie



PACKAGING

PROS	CONS
<ul style="list-style-type: none">• Scale of product photo is large• Recognizable red box and wrapping• Name of product describes the product	<ul style="list-style-type: none">• Messy design - hard to attract new consumers• >5 messages• Logo doesn't match the product



Lotte
Choco Pie
LOVE & LOTTE

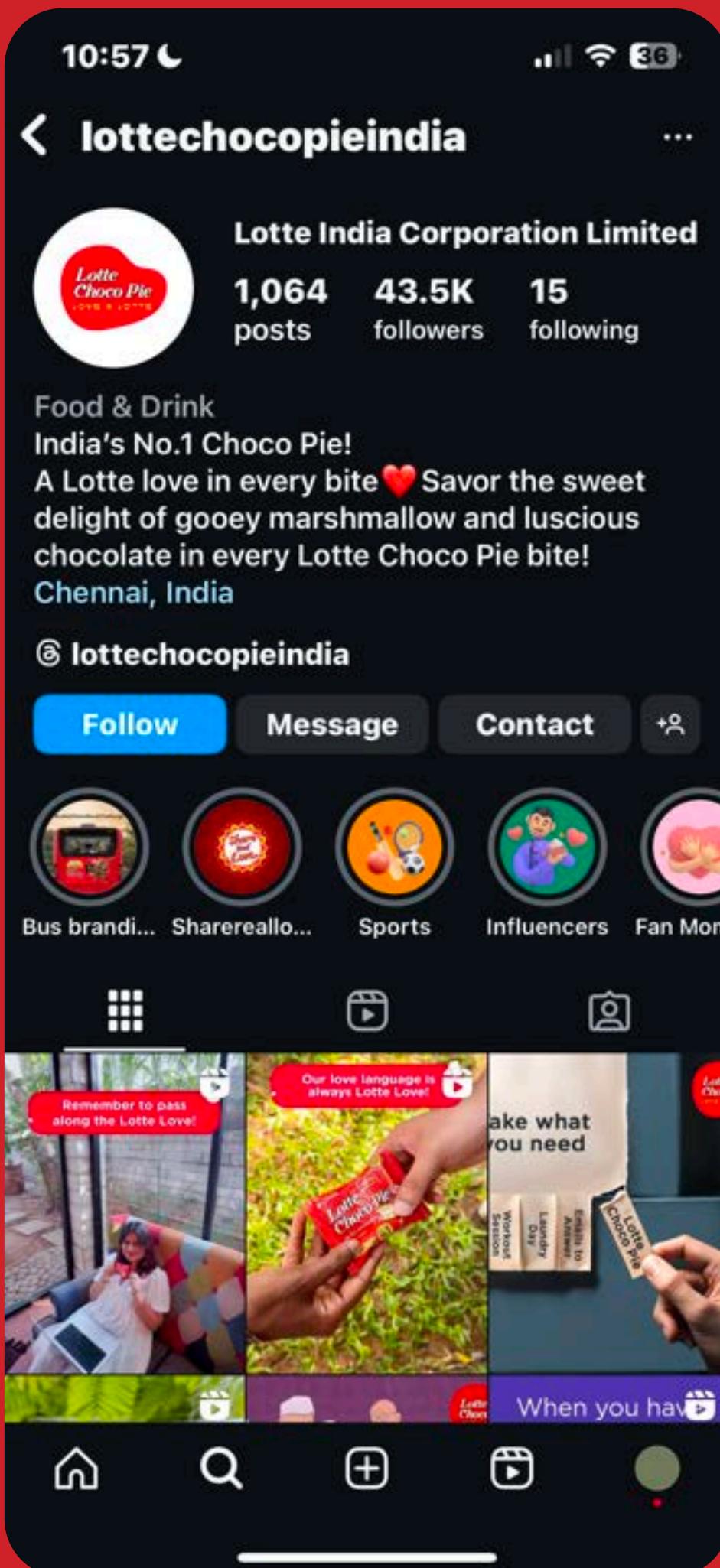
ADVERTISEMENTS

Lotte's Chocopie doesn't have a lot of public advertisement, yet it still remains a household name in Korea.

Advertisements in North America done by the company are non-existent. Most promotional material are created for use in India.



Open for a Lotte joy



The only Instagram dedicated to Lotte Chocopie is @lottechocopieindia. They have a decent amount of followers (43.5k), however they miss the engagement mark with views and likes. Their IG grid also lacks visual cohesiveness.

@LOTTECHOCOPIEINDIA





LET'S GET COOKING

Part 2

01 THE BIG IDEA

02 NEW PACKAGING

03 VISUAL IDENTITY

04 SOCIAL CAMPAIGN
STRATEGY

05 LOOKBOOK

06 AD CONTENT

The Big Idea...

YOU'RE MY FAVORITE CHOCO PIE

Choco Pie isn't just a snack—it's a symbol of love, appreciation, and sweet moments. It's the go-to treat for sharing with your favorite people, making everyday moments extra special.

NEW PACKAGING



Logo Icon

Choco Pie in the shape of the letter C



Black &
White



White



Color

You're my favorite
ChocoPie

The word "ChocoPie" is written in a large, bold, white sans-serif font. The letter "O" is replaced by a white circular logo icon containing a red stylized 'C' shape. A white smiley face icon is positioned below the "o" and "c".

Typography

Omnes

Light
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DINosaur

Light
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

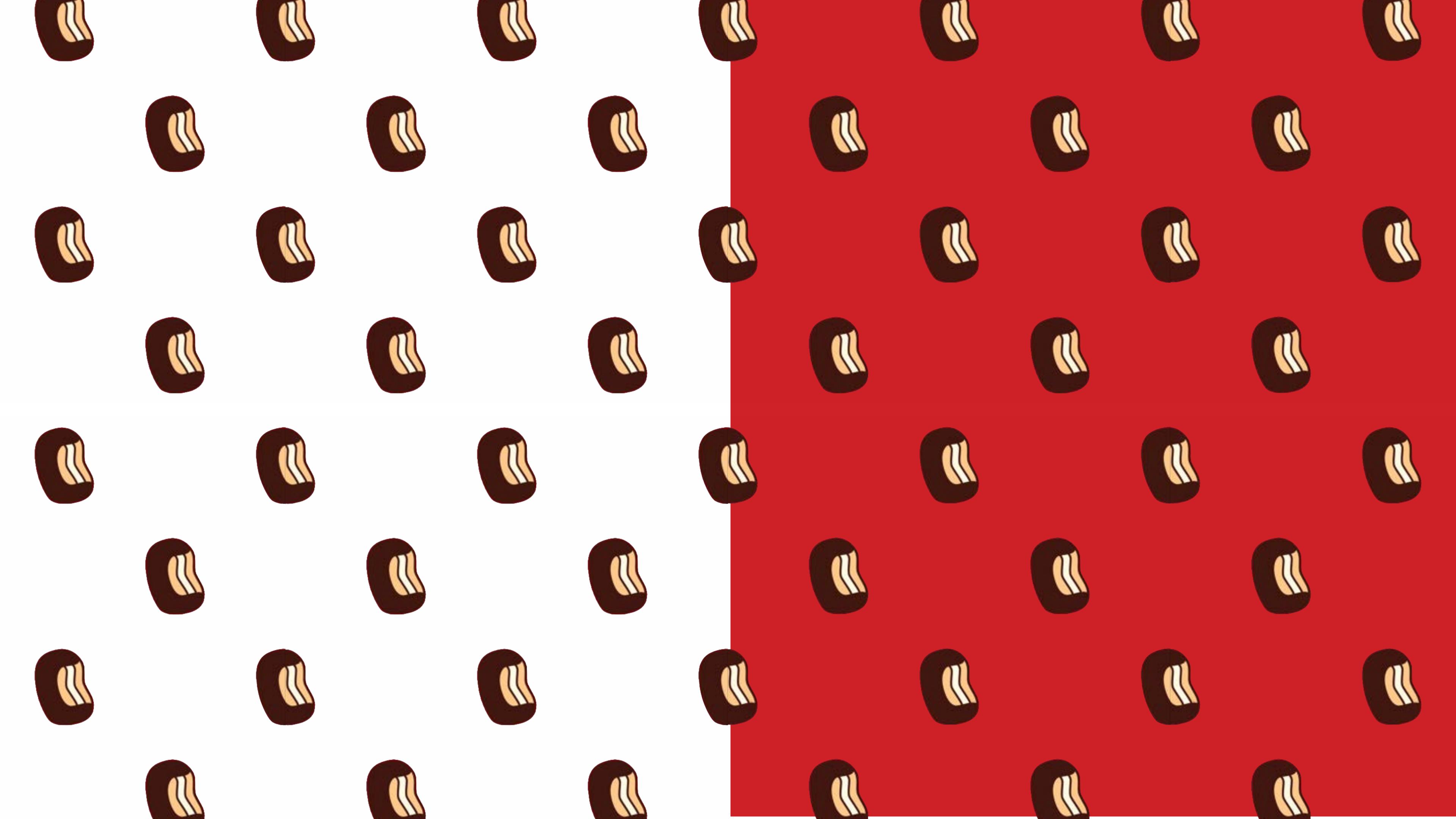
Color Palette

#FFFFFF

#CF2128

#FEC98B

#401610



You're my ((favorite

Ohcopicie





Front



Back







SOCIAL CAMPAIGN STRATEGY

Our campaign will target young kids to young adults. We will tap into the universal joy of snacking, while creating an interactive and heartwarming experience around the idea of favorite connections. Whether it's with a friend, partner or any important figure in their life, the big idea, "You're My Favorite Choco Pie," invites users to fill in the blanks with people or moments that hold a special place in their hearts, building a strong emotional connection with the product. This campaign will focus on the fun aspect of sharing Lotte Choco Pie with loved ones, sparking nostalgia, and celebrating personal bonds.

We'll focus this campaign on TikTok and Instagram, platforms where our audience is highly active and where short-form and interactive content does well. We will start a challenge, #MyFavoriteChocoPie, encouraging users to share a video with their own personal favorite moments, for moments when they're surprising a friend with a Choco Pie birthday cake or sharing a special memory with a family member.



LOOKBOOK



LOOKBOOK



LOOKBOOK



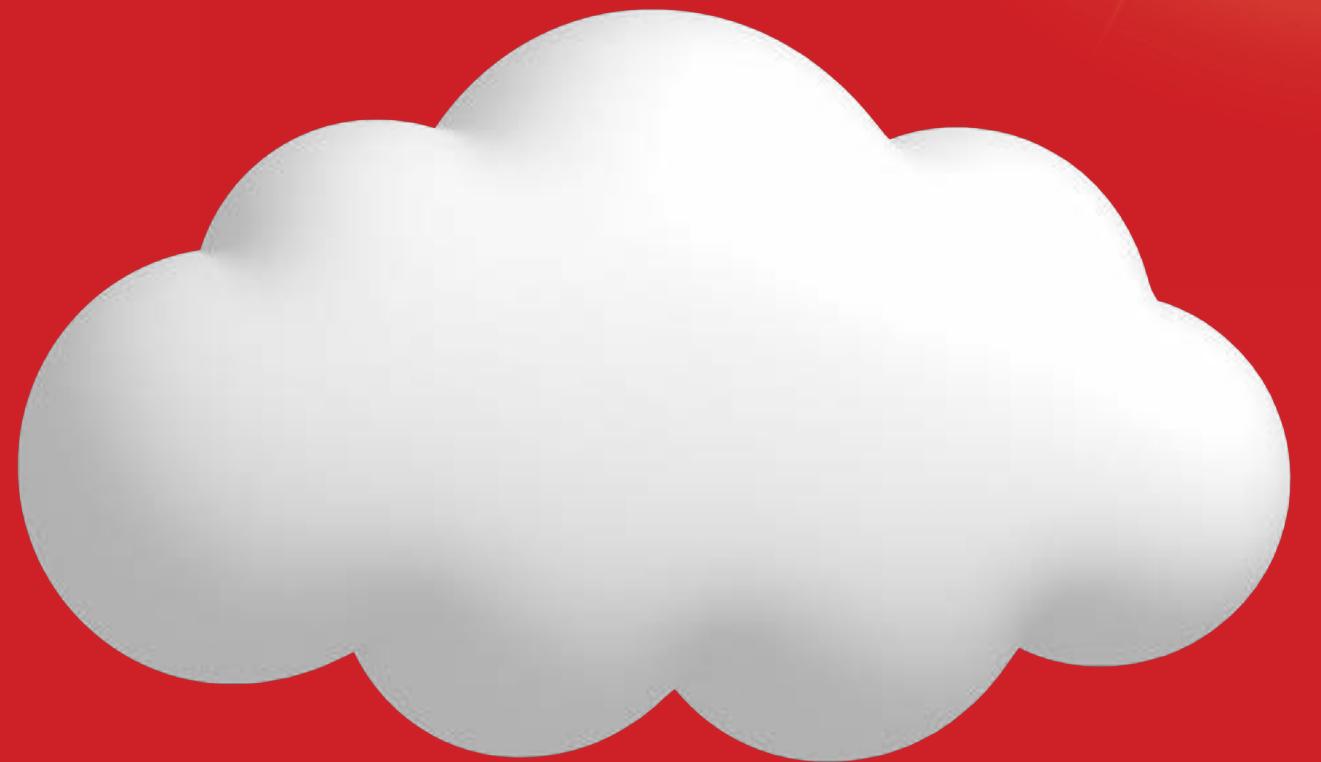
You're my favorite choco Pie.



Advertisement



You're My Favorite Sunshine



Short-Form Content



Microwave Choco Pie



My Favorite Choco Pie



Choco Pie Snack





THANK YOU!