

## Creative Brief: Maralumi

### *Language + Culture*

- Maralumi is the name of a plantation located on the island of Papua-New Guinea, off the coast of Australia. Papua New Guinea is known for its wild flavors and exotic colors. The country achieved its independence in 1975. This island is home to nearly 7000 different people groups, each with their own language, culture, and dressing style. Most of the people are referred to as Melanesian and speak either English or Tok Pisin (a creole language). Agriculture and fishing are their number one form of trade. They are also known for their world-famous wood carvings, storytelling, song, dance, and body decoration. Geographically, the island is characterized by low-lying plains and mountains. The climate is tropical with a rich variety of plant and animal life, including palm trees, birds-of-paradise, and crocodiles.

### *Chocolate*

- The Maralumi plantation is known for growing Trinitario cocoa, which typically adds a slightly spicy taste to their chocolate. This chocolate has been described to have a rich creamy texture with hints of more Earthy flavors. Some other prominent flavors include syrup, fruit, kiwi, and lime. The basic ingredients of this chocolate are Trinitario cocoa, sugar, cocoa butter, and bourbon vanilla pod. The traditional recipe involves fermenting the cocoa beans and then putting them through a slow roasting process. Local Papua-New Guinea farmers usually use the wood fire method for drying the cocoa beans. MICHEL CLUIZEL is a family-owned company most commonly known for their Maralumi chocolate, sold at \$5.50 a bar. Overall, it is a good blend of both sweet and acidic flavors.

### *Communication Objective*

- To communicate not only the blend of sweet and earthy flavors within their chocolate, but also the vast diversity of peoples and cultures in Papua-New Guinea



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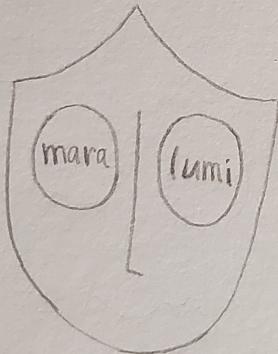
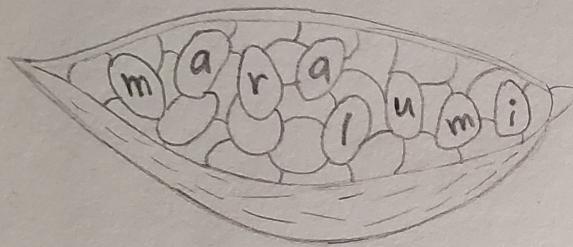
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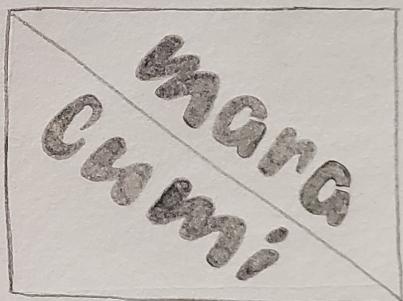
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The logo consists of the word "Marumi" in a white serif font, enclosed within a teal hexagonal border with a gold-colored outline.

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