LMC 2720 Final Project





Our Members

Aden Robertson: Computational Media

Rachel Park: Computational Media

Lindsey Yi: Computational Media

William Price: Literature, Media, & Communication

Context



Healthier alternative candy brands do not stand out

- · Not obvious they are healthy alternatives
- Important to distinguish between healthy and unhealthy candy

We want to create healthier candy products that **emphasizes** our brand's healthiness

What Sets Us Apart

We will strive to make it **obvious** to consumers that we are a **healthy candy brand**, something our competitors fail to do.

We will achieve this through name, design, products, and packaging.

NutriNums





NutriNums = NutritiousNums

"A healthy, nutritious sweet"

Health-focused design while still being sweet

Healthier themed candy with real ingredients

- · We plan to do a lot more than just take out the sugar
- · Real Fruit

Packaging will directly show that we are a healthier alternative

No more hunting for that information





Mission Statement

"Emphasizing the health of our candy, so you can emphasize yours."

Competitors



Competitor	Product Offerings	Strengths	Weaknesses
UNREAL	 Variety of candy and snacks No artificial ingredients Lot less sugar 	 Established presence in market Strong brand recognition 	 Not well known because brand recognition is only with fans Packaging does not advertise that its products are healthy alternatives
SMARTS	 Healthier alternatives to well-known candy brands 92% less sugar No added sugar/sugar alcohols 	 Established presence in market Targets images of popular candy in their packaging Lists the amounts of sugar in the forefront of packaging 	 Unless a user looks directly at the sugar count on the packaging, it's unclear that it is healthy due to use of popular candy images

PICTURE OF SENDER

Physique

Soft white color, uneven logo, packaging

Relationship

IZATION

EXTERNA

A loyal, consistent friend

Reflection

Healthy, modern, free

Personality

Fun, youthful, sharing, excitement

Culture

Wanting sweet candy without feeling unhealthy

Self-Image

Health-conscious, unrestrained, shameless

PICTURE OF RECEIVER

UNREAL

PICTURE OF SENDER

Physique

Soft, vibrant colors, candy images, pouch shaped

Relationship

A old friend that changed positively

Reflection

Healthy, powerful, good decision-making

Personality

Fun and empowering

Culture

To feel good about enjoying familiar types of candy

Self-Image

Health-conscious, familiar

PICTURE OF RECEIVER

Visual Analysis: Unreal

- · Muted colors further emphasize the logo
- · Focal point is the logo itself
- · Vertical alignment of logo adds visual interest
- · Corner text: statistic of less sugar than the leading brand
- · Certifications: gluten free, non-gmo, fair trade, vegan, natural coloring
- · Large focus on production of the chocolate













Visual Analysis: Smart Sweets

- · Bright, playful colors
- · Emphasis on low sugar content
- · Focal point is the logo
- · Minimalistic: only image on packaging is the candy itself, therefore reinforcing the brand
- · "Kick sugar, keep candy"
- · Essentially offering low sugar options of popular candies Red Twists, Sweet Fish, Sour Blast Buddies



Our Brand





Roman

Age: 22

Job: University Student

Location: Boston, MA

Goal:

Find healthier sugar options that have good macros content to support his gym journey.

Needs/Motivations:

- Enjoys going to the gym and indulging in sweet treats which can be counterintuitive
- Needs a healthier sugar alternative to enjoy the same feeling while staying on track with his fitness goals

Behaviors:

- Frequents the gym 5x a week after his classes
- Keeps some sort of candy in his backpack to enjoy throughout his day



Jamie

Age: 32

Job: Software Engineer

Location: Atlanta, GA

Goal:

Explore healthier sugar options that are transparent about their ingredients and are accessibly found.

Needs/Motivations:

- Has Type 2 Diabetes which motivates her to be more conscious about her health decisions, especially monitoring her sugar intake
- Loves to indulge in sweet treats and is attracted by the bright packaging
- Doesn't have much time to explore grocery stores

Behaviors:

- Works a demanding job which requires her to prioritize her time into her projects, preventing her from exploring in-person too often
- Likes to keep snacks at her desk in a drawer

PICTURE OF SENDER

Michigans.

Physique

Vibrant yet soft colors, images of healthy ingredients

Relationship

A trendy, fun friend that influences you into making good decisions!

Reflection

Enjoying life while making a positive impact on health

Personality

Trendy, transparent, approachable

Culture

Attractive and eye-catching while staying on prioritizing health

NTERNALIZATION

Self-Image

Healthy, natural, modern, guilt-free

PICTURE OF RECEIVER

Nutrition Facts

1 serving per container

Serving size

1 Pouch

Amount per serving

Calories

% D	aily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 12g	%
Dietary Fiber 2g	6%
Total Sugars 4g	
Includes 0g Added Sugars	
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%

^{*} The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition Facts

24 servings per container

Serving size

1 Pack (51g)

Amount per serving

Calories

210

Total Fat 2g 3%
Sodium 10mg 0%
Total Carbohydrate 47g 17%
Total Sugars 36g
Includes 36g Added Sugars 72%
Protein 0g

INGREDIENTS: SUGAR, CORN SYRUP, CITRIC ACID, HYDROGENATED PALM KERNEL OIL; LESS THAN 2% OF: TAPIOCA DEXTRIN, NATURAL AND ARTIFICIAL FLAVORS, MODIFIED CORN STARCH, COLORS (RED 40 LAKE, YELLOW 5 LAKE, BLUE 2 LAKE, YELLOW 6 LAKE, TITANIUM DIOXIDE, BLUE 1 LAKE), SODIUM CITRATE, CARNAUBA WAX. GLUTEN-FREE, GELATIN-FREE

CONTAINS BIOENGINEERED FOOD INGREDIENTS

One serving adds 17g of sugar to your diet and represents 34% of the Daily Value for Added Sugars.

Color Palette & Typefaces

GentyDemo-Regular.ttf



Montserrat Variable (2 axes) | Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly

BFDEAA

91C2E9

F9ACAF

FFE5E5

FFFOBC

CUSTOMER JOURNEY MAP: SHOPPING FOR HEALTHY CANDY



Jamie has a sweet tooth. She was recently diagnosed with type 2 diabetes and is monitoring her sugar intake. She is looking for a candy brand that she can indulge in without having to worry about health complications.

Expectations:

Jamie is looking for a candy brand that satisfies her cravings but allows her to be stress free. She hopes to clear information and make the best nutrition-based decision by comparing plan break

1. See Instagram ad for a website *web* for candy; visits website

Consider (1 week)

2. See ad on youtube

- Explore (2 weeks)
- 3. Explore site and look at candy options and macros
- 4. Look through all candy options and see how to order online or access in person
- 5. Research ingredients

"The candy looks delicious, but I wonder how healthy it actually is."

5. Read/watch reviews

6. Check site for new flavor options

Compare (3 weeks)

7. Refer back to unreal brand to see how sugar content compares

- Select (4 weeks)
- 8. Decide on which candies to buy/research more
- 10. Buy candy

"This candy is delicious and is the best decision for me!"

"This brand has less sugar and chemicals than other brands."

wonder what candy they sell."

"This website looks

appealing! I

Opportunities:

- 1. See how more companies advertise nutrition and compare in cost
- 2. Suggest new flavors and restrictions (like vegan or gluten free)
- Cotntain engagement and feedback

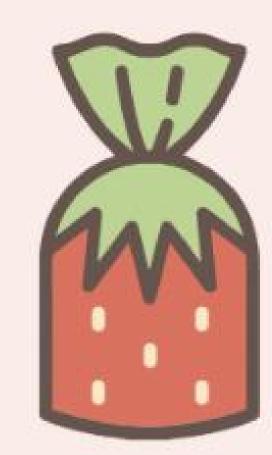
MockUps







Now at your local grocery store!



A healthier alternative to your favorite candy!



website

nutrinums.com

phone number

123-456-7890

email

info@nutrinums.com





Nutri Nums

Fruit Drops Bestsellers Where to Buy

O O D H





0g

added sugars

happy customers

1k+

Our Promise to You

100%

natural ingredients

At NutriNums, our mission transcends mere confectionery. We are committed to redefining the sweet experience, ensuring that every indulgence brings you joy without the burden of guilt. Our dedication lies in crafting treats that delight the senses while prioritizing health-conscious ingredients and mindful consumption. With a passion for innovation and a commitment to sustainability, we strive to offer a guilt-free escape into a world of delectable delights, where every

bite is a moment of pure bliss.







Thank You!

