YUNNY SHOW

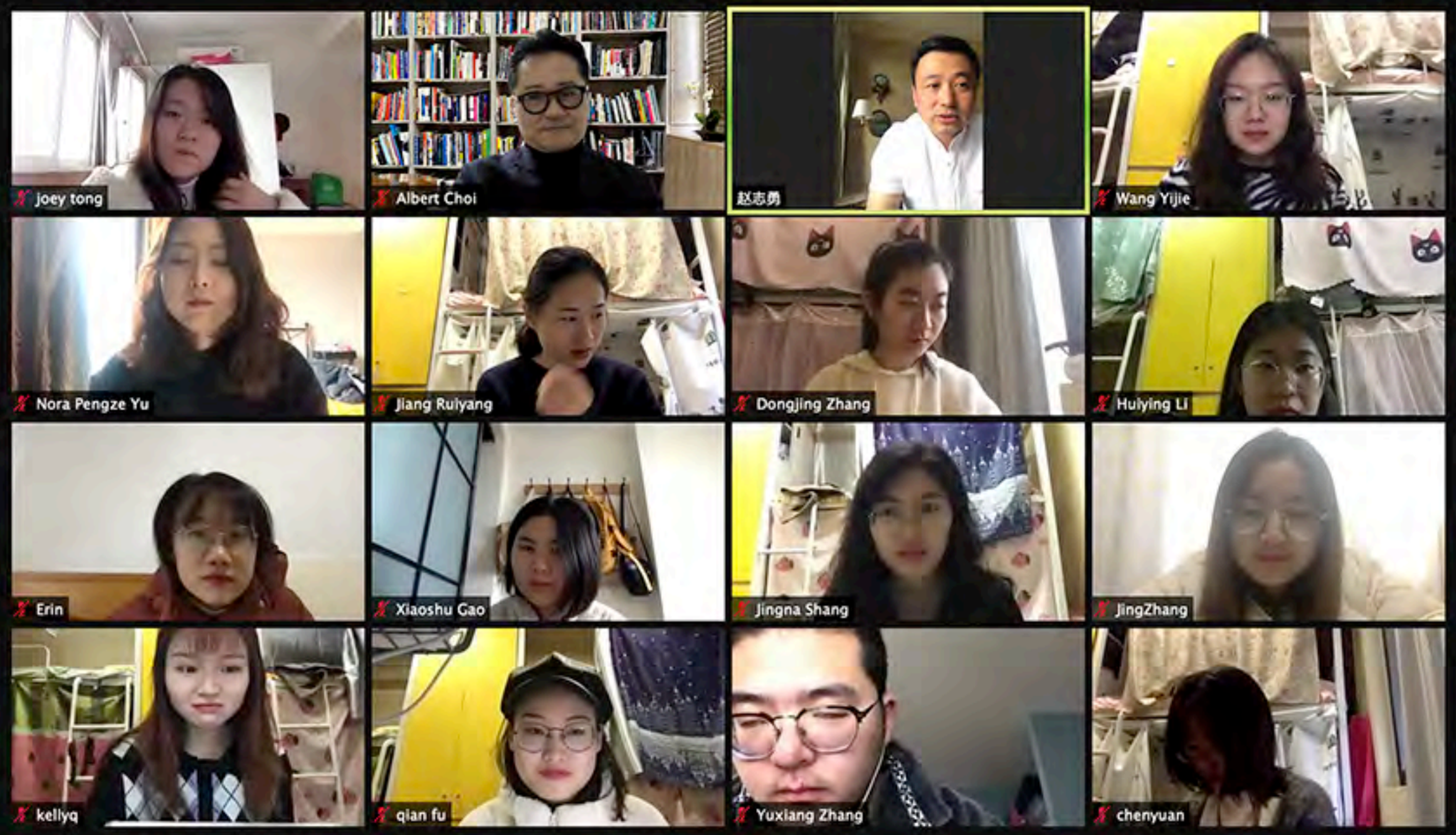
GRADUATE SCHOOL

Shanghai Normal University

The Final Presentation Show

Formulating Culture Codes and Brand Design for Branding the 21st Century

Thursday, 10 December 2020 at 9:00AM


joey tong
Albert Choi
赵志勇
Wang Yijie
Nora Pengze Yu
Jiang Ruiyang
Dongjing Zhang
Huiying Li
Erin
Xiaoshu Gao
Jingna Shang
JingZhang
keliyq
qian fu
Yuxiang Zhang
chenyuan

GALSUN
butter bar
from Tibet
Original Snack
The cow said:
-Mua!
Health food from mysterious Tibet
I hope you can enjoy a
healthy life, which is very
important to us.
Thank you for your choice!"
Serving Size 10 oz.
Serving Per Container 5

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Thank you for your choice!

FROM TIBET
2020 GALSUN
WE ARE NOW IN
7 ELEVEN
SEE YOU THERE!
GALSUN
butter bar
GALSUN
butter bar

FROM TIBET
2020 GALSUN
WE ARE NOW IN
7 ELEVEN
SEE YOU THERE!
GALSUN
butter bar
From Tibet
GALSUN
butter bar
From Tibet

OOPS!
CAKE
OOPSCAKE!
Tastes!
Good!
Traditional snacks from China
Fried chop rice cake
Red bean flavor
Pictures are for reference only
NET WT 4.5 OZ
198
Calories
10.8%

OOPSCAKE!
Tastes!
Good!
OOPS!
Traditional snacks from China
OOPS!
FRIED CHOP RICE CAKE
Welcome to 7-ELEVEN to buy
www.oopscake.com

OOPSCAKE!
Tastes!
Good!
OOPS!
CAKE
Traditional snacks from China
Red bean flavor
Pictures are for reference only
NET WT 4.5 OZ
198
Fried chop rice cake

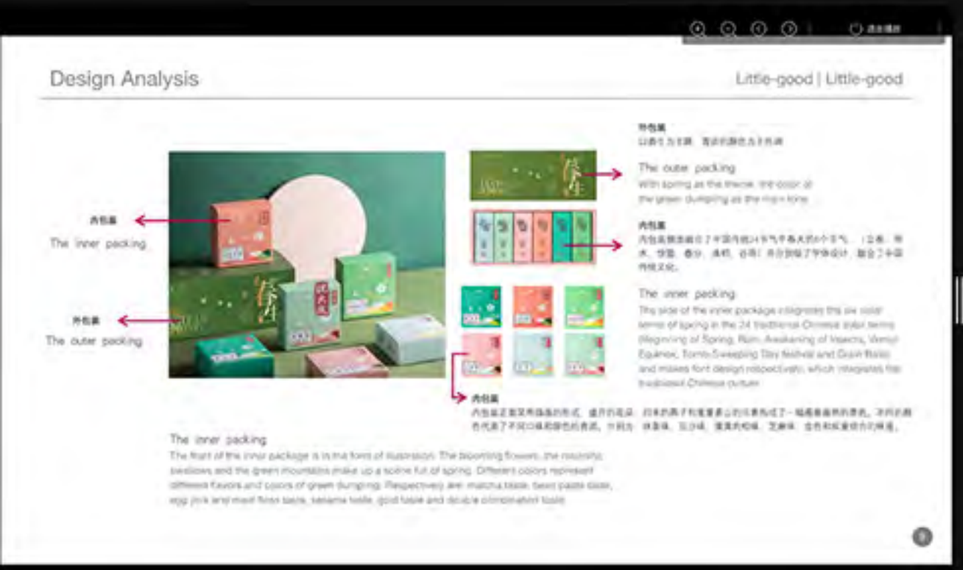
660
OOPS!
OOPSCAKE!
Tastes!
Good!
Traditional snacks from China

原味
ORIGINAL
TASTE
COOL DOO
MUNG BEAN
CAKE
绿豆糕
Yummy!
50g X 4
NET: 200g

YOU CAN
FIND US
IN FAIRPRICE!
COOL DOO
MUNG BEAN
CAKE
COOL DOO
MUNG BEAN
CAKE

芒果味
MANGO
TASTE
COOL DOO
MUNG BEAN
CAKE
绿豆糕
Yummy!
50g X 4
NET: 200g

COOLDOO!
COOL SNACK!
COOL DOO
COOL DOO


Design Analysis
Little-good | Little-good
The inner packing
The outer packing
The outer packing
The inner packing
The inner packing

Nora Pengze Yu
Albert Choi
Jingna Shang
kellyq
qian fu
joey tong
Wang Yijie
Jiang Ruiyang
chenyuan
Dongjing Zhang
JingZhang
Huiying Li
Xiaoshu Gao
Erin
Yuxiang Zhang
Jeff

New taste New experience
Strawberry flavor
LITTLE GOOD
six pack
Net content: 300g(50g*6)
pictures for reference only
Little·Good
New taste New experience
Strawberry flavor
LITTLE GOOD
six pack
Net content: 300g(50g*6)
pictures for reference only
Little·Good

New taste New experience
Matcha flavor
LITTLE GOOD
New experience
flavor
LE GOOD
ste New experience
flavor
TLE GOOD
New experience
esame flavor
LE GOOD
experience
ss flavor
GOOD

Green Dumpling
New taste New experience
Strawberry flavor
LITTLE GOOD
six pack
Net content: 300g(50g*6)
pictures for reference only
Little Good

Little·Good
A

Zhu Bro
rice dumpling
no wonder delicious
Zhu Bro
rice dumpling
no wonder delicious
Zhu Bro
rice dumpling
no wonder delicious
Zhu Bro
rice dumpling
no wonder delicious

1

2

3

4

Designs of the observe side of the packaging
Based on different flavors

1.pork flavor
2.chestnut flavor
3.pork&yolk flavor
4.red bean flavor

More delicious!
More exciting!
Zhu Bro
Zhu Bro
Zhu Bro
Zhu Bro

Nora Pengze Yu
Albert Choi
Jingna Shang
JingZhang
qian fu
Wang Yijie
Dongjing Zhang
joey tong
kellyq
Jiang Ruiyang
Ask to Unmute
chenyuan
Yuxiang Zhang
Huiying Li
Xiaoshu Gao
Erin
Jeff
赵志勇

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