

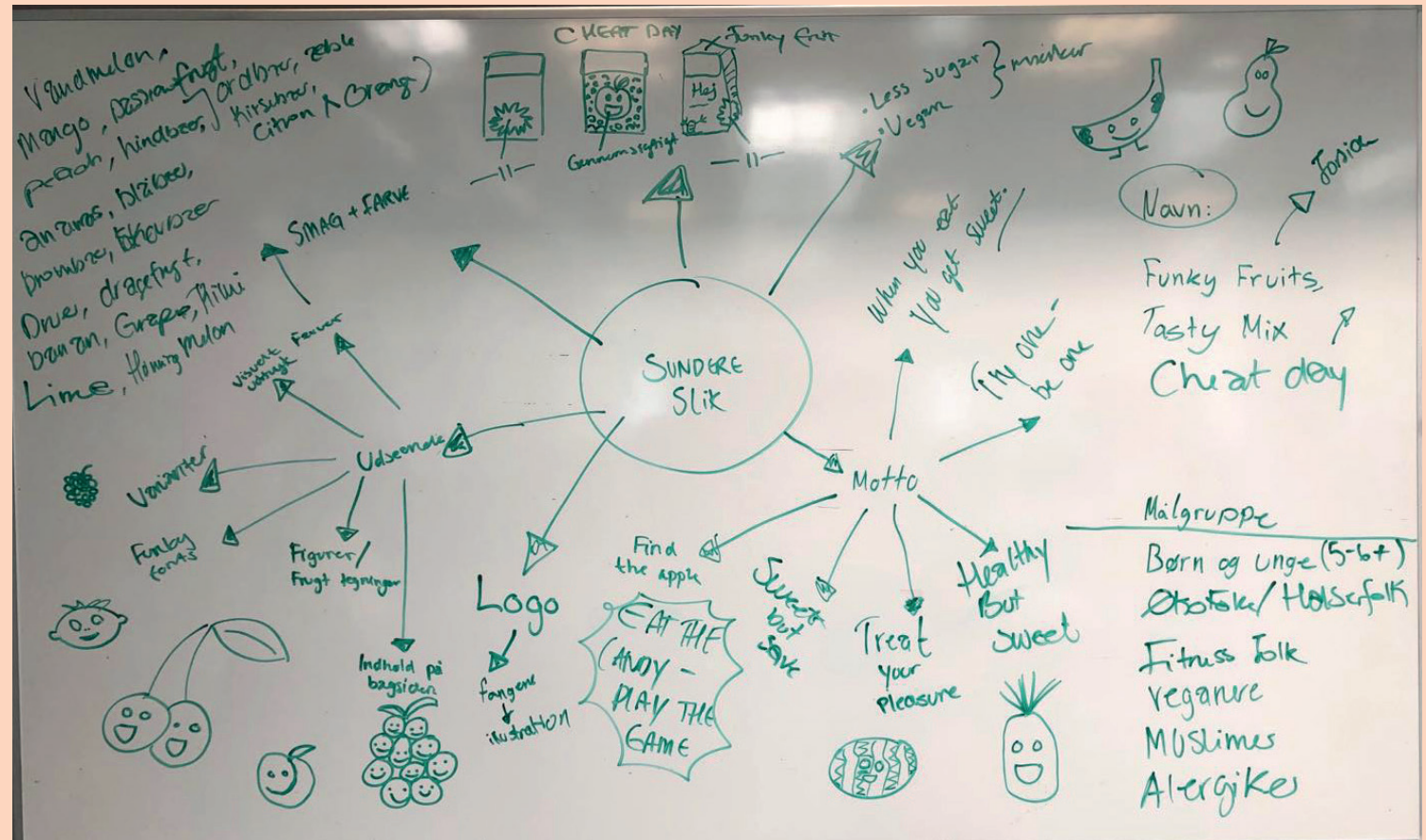
What's your
favourite sweet?

funky fruits

Cheat Day

Brainstorm

- Smag
- Farver
- Målgruppe
- Navn
- Logo
- Motto
- Indpakning



Smag, farver og fonte

Annie Use Your Telescope
Poiret One



Tekst

Æblet og logo

Æblet og bund på æske

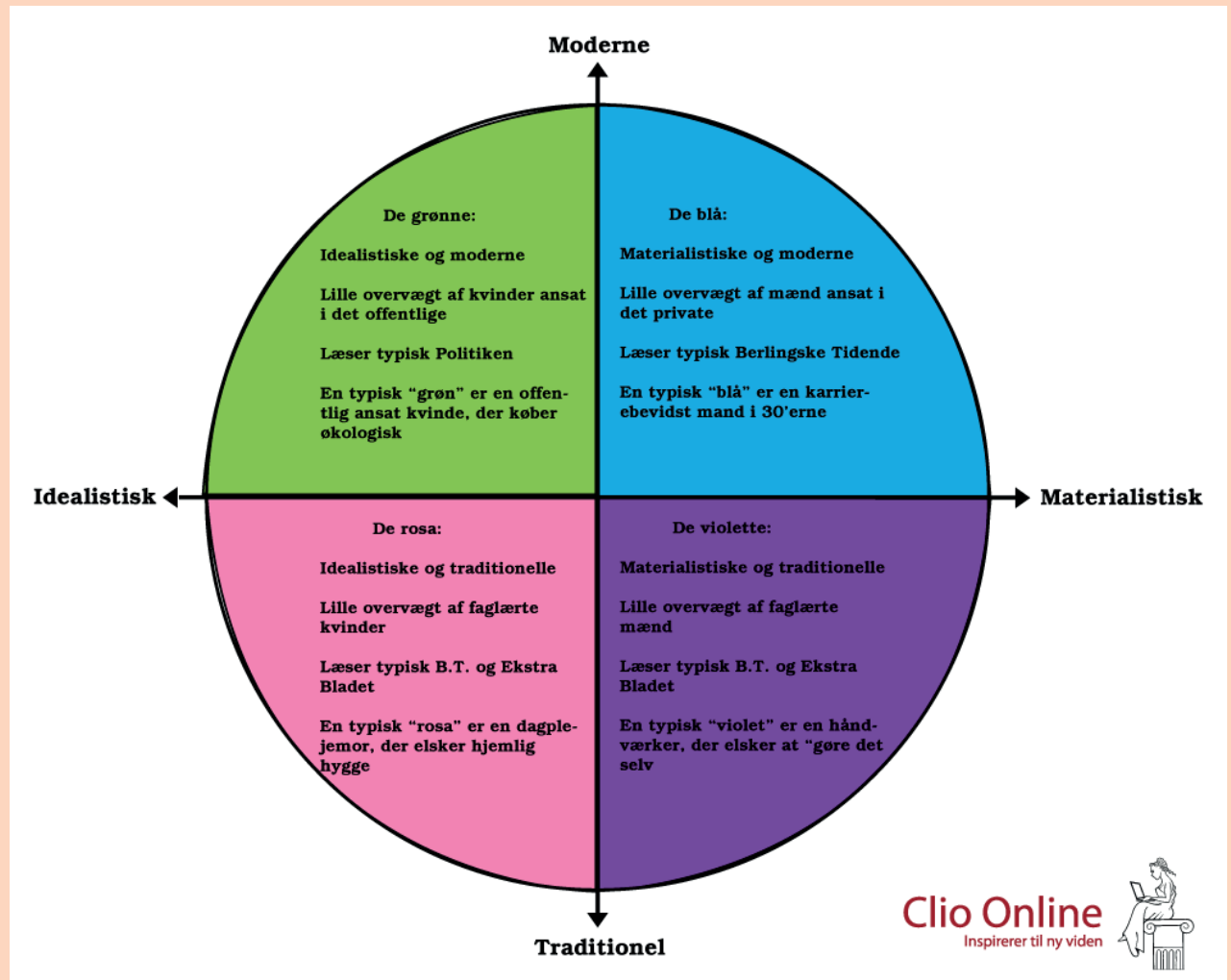
Æsken

Baggrund

Tekst

Målgruppe

- 5-6+
- Forældre
- De grønne segment
- Veganer
- Økologi
- Fitness



Persona

- Sarah
- 32 år
- 2 børn.
1 på 4 og 1 på 7.
- Arbejder på en friskole
- Veganer
- Går op i økologi



Navn og motto

- Funky fruits - Firma
- Cheat Day - Produktet
- Find The Apple
- Every day is Cheat day with funky fruits

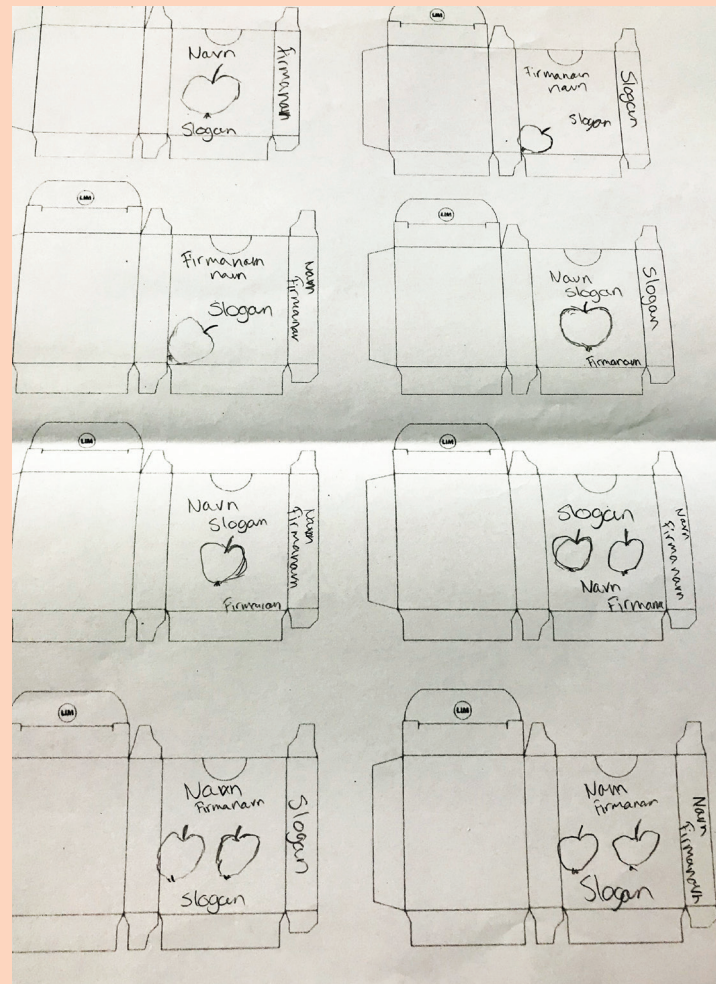
funky fruits
Cheat Day

Every day is
Cheat day
with funky fruits

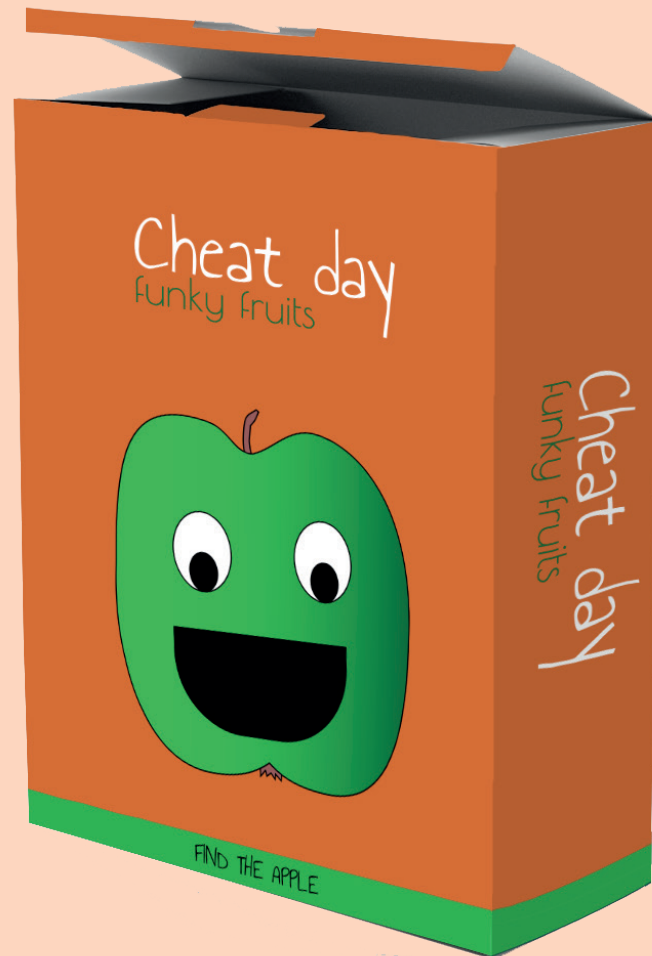
Moodboard



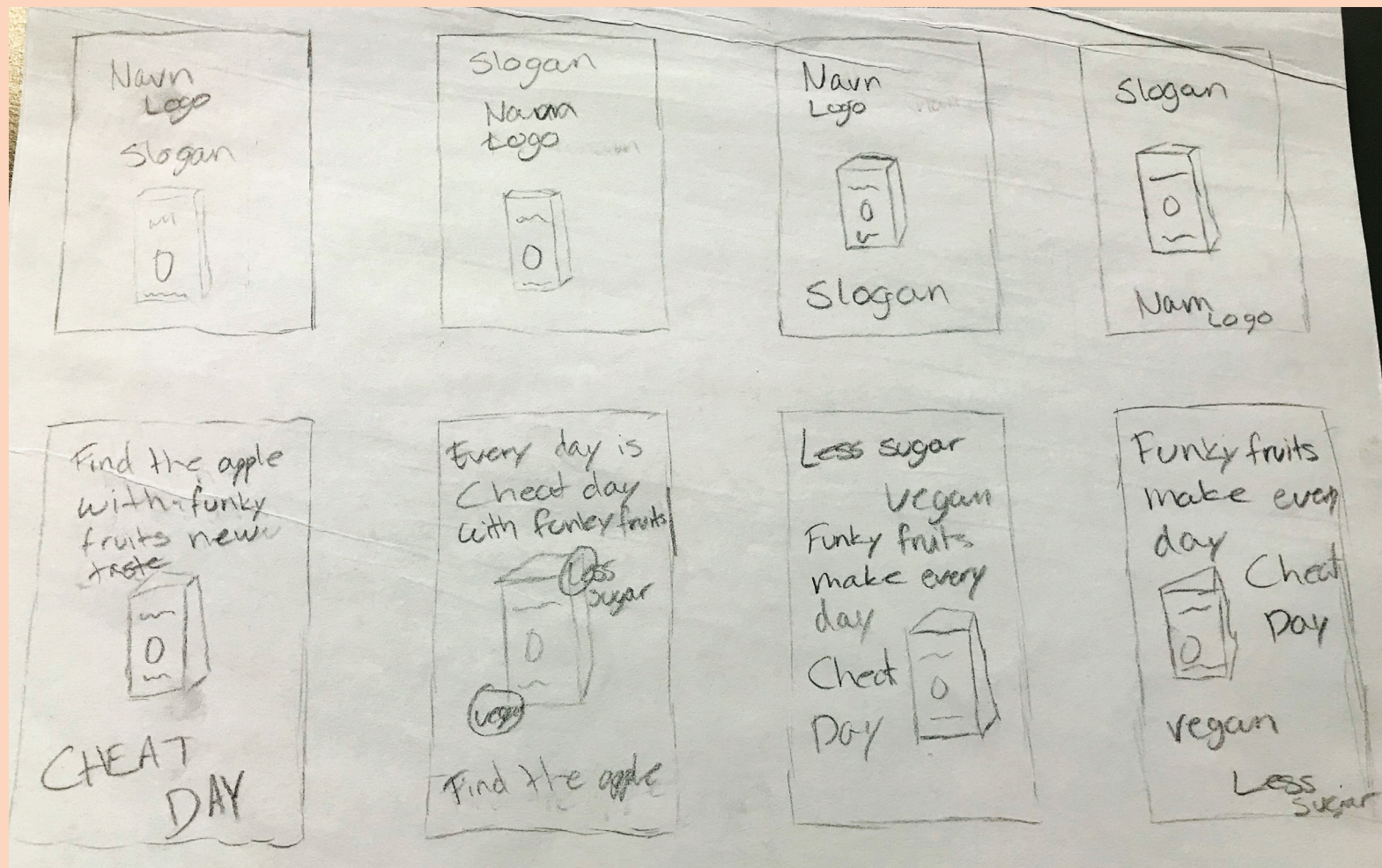
Skitsør af æsken



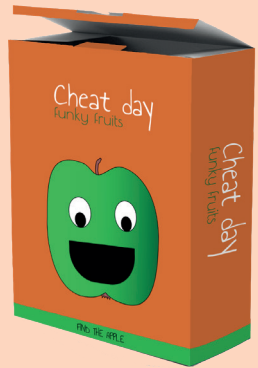
Æsken



Skitsør af plakaten



Plakaten



Every day is
Cheat day
funky fruits

Every day is
Cheat day
with funky fruits



Every day is
Cheat day
with funky fruits



Every day is
Cheat day
with funky fruits



Salg

fakta
- en del af coop

Billka

REMA 1000

Kvickly

fotex
vi gør mere for dig