



IN ASSOCIATION WITH



PACKAGING DESIGN BY CREATIVELAND ASIA
FROOTI



THE BRIEF

To redesign Frooti packaging and logo (optional). Frooti packaging includes the 200ml TetraPak, the 90ml TCA pack (triangular TetraPak), the 250ml Bottle Pack (TetraPak with a cap), and the 500ml PET.

Each of these pack variants can be designed as per its Target Group.

- TCA Pack: Kids 4-9 years
- Bottle Pack: 16-24 years
- PET: 16-24 years
- 200ml TetraPak: 10-15 years

LET'S BEGIN BY UNDERSTANDING WHAT FROOTI IS

- Launched in 1985, Mango Frooti was the first ever drink in India that was available in a TetraPak.
- Almost every Indian has grown up with Frooti, creating immense nostalgia for the brand.
- All of us have hummed, “Mango Frooti, Fresh ‘n’ Juicy” and it has stayed in our hearts and our subconscious.
- Over the years, the communication and packaging have helped in creating the perception of being a fun brand.

NOW, LET'S UNDERSTAND THE CHALLENGES FROOTI FACES

While Frooti remains the No.1 choice of kids, it is not the most desired mango drink amongst the youth. As kids grow older, they grow out of Frooti. They think it's a drink for kids. A perception that has been built primarily because of the fact Frooti was till quite recently only available in TetraPak, a format that's been popular with kids.

SO, HOW CAN FROOTI TACKLE THIS?

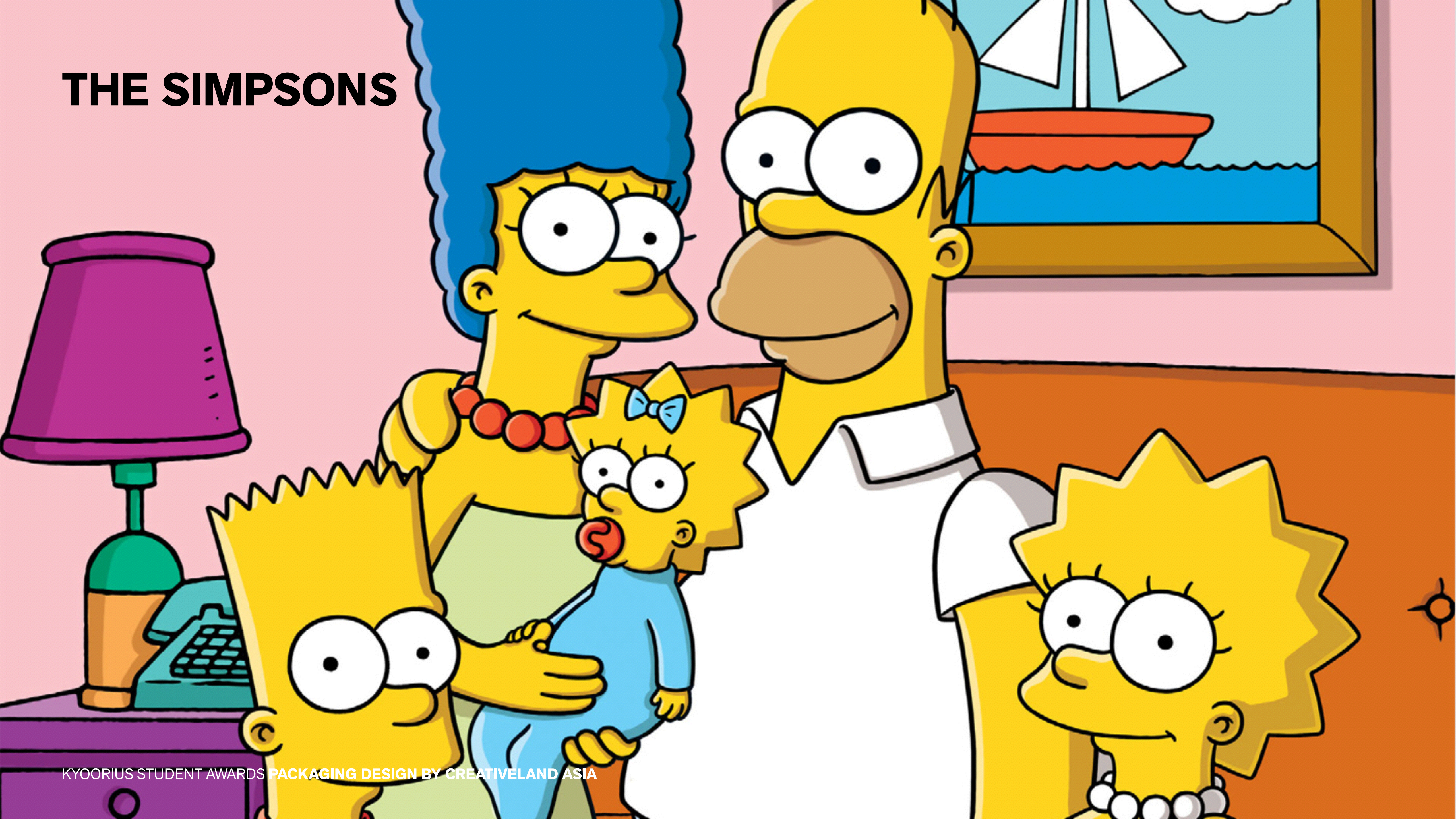
The kids who grew up with Frooti are still young. They might have forgotten Frooti, but Frooti hasn't forgotten them.

Frooti needs to charm them again. And charm them in a way that grown-ups like.

Frooti needs them to fall in love with it. Once again. Make itself an integral part of their lives forever.

If we were to illustrate an example, this is what it would be.

THE SIMPSONS



THE SIMPSONS

You don't outgrow The Simpsons. It continues to grow with you.

It doesn't hold itself back from changing with the changing times. The older the series gets, the more contemporary it feels.

And Frooti shouldn't be any different. What The Simpsons is to the world, Frooti is to India.

OVER THE YEARS, FROOTI'S PACKAGING HAS EVOLVED

Frooti has gone through many progressive design changes in the past. But maybe, it's time to take that leap. And take the market by storm.



Then

OVER THE YEARS, FROOTI'S PACKAGING HAS EVOLVED

But a sensible leap. One that is as evolutionary as it's revolutionary.



Now

AND HERE'S WHAT THE NEW FROOTI SHOULD BE

It should be iconic.

It should have a powerful visual hook.

It should be aspirational.

It should have universal appeal.

It should evoke a feeling right from the shelf it sits on.

The intention is to simply charm the consumer with the packaging.

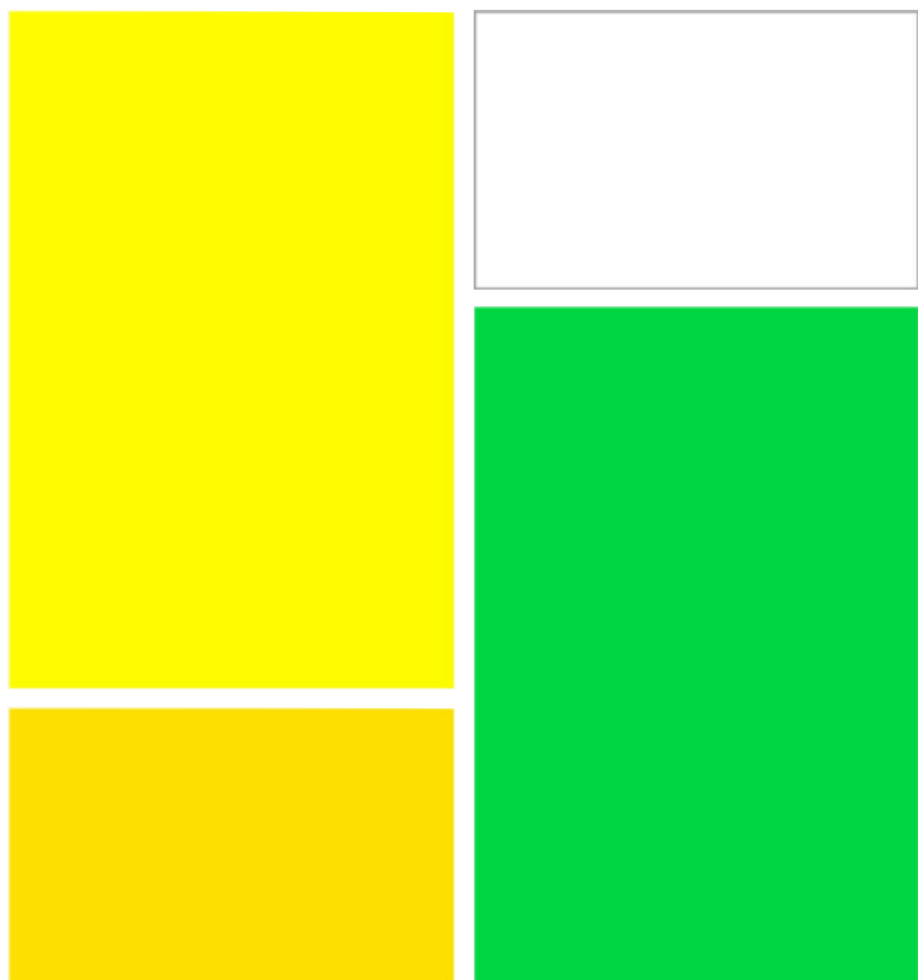
It should be a happy-sunshine-fun bottle label/pack design.

And, of course, it should have solid shelf throw.

OTHER CONSIDERATIONS

Colors

Frooti has always worked around the color palette below. Although you can explore other colors.



Recall Value

A successful brand always has a visual hook that ends up being a unique brand property. Frooti needs a strong visual hook. For instance the following visual hooks.



Logo

Typography is the heart of all branding. As is for the below logos.



FROOTI LOGO

The Frooti logo has its own unique character. You could use the same logo or create a new logo unit.



GOOD LUCK