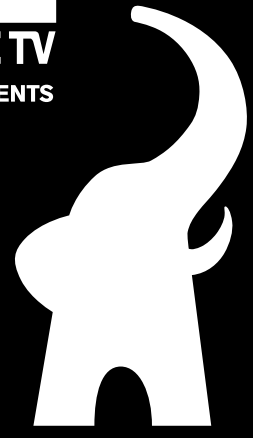


Z
ZEE TV
PRESENTS



**KYOORIUS
STUDENT
AWARDS**

IN ASSOCIATION WITH



PRODUCT DESIGN BY CREATIVELAND ASIA
FEARLESS PHARMA



THE BRIEF

Design and define the product design of a medical home kit for brand Fearless.

HERE'S WHAT FEARLESS HAS TO SAY ABOUT ITSELF

Fearless Healthcare is in the business of creating products that will help the people of the world lead a life minus fear. We are sure you would agree that the world would be a much better place without fear. It was to kill fear and make life a more beautiful experience that Fearless was born.

Fearless products not only meet exacting global quality benchmarks, but are also made to the stringent standards that are set and governed by our own conscience. Every Fearless product is made to get rid of one fear at least, if not a bunch of them. We wouldn't ever make a product we won't use ourselves. And we wouldn't ever put a product in the market that we won't put in our own homes.

For more information: www.fearlesspharma.com/

THE ENTIRE PRODUCT RANGE

Fear kills the adventurer in you. The discoverer and the inventor. Fear kills your curiosity. Fear kills the traveler in you. Fear kills the helping hand you want to lend. Fear kills the friend in you. Fear kills the neighbour in you. Fear kills the shoulder you want others to lean on. Fear kills the good samaritan in you who wants to pick up that little pup in the middle of the street. Fear kills the child in you who wants to catch a butterfly. **Fearless kills fear.**

Minus Fear



-F



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Fearless™



HERE'S WHY FEARLESS PLANS TO LAUNCH A MEDICAL HOME KIT

Every home, office, school and college has a drawer, a pouch or a simple plastic bag with a few emergency medicines and bandages. Though it's one of the most important things, it's also the most ignored one. It's often in shambles, completely disorganized and mostly, beyond its expiry date. Sometimes, it doesn't even contain important items. The truth is, people are aware that they might be in trouble if there's ever an emergency. And they live in fear.

It is to get rid of this fear that Fearless wants to create a kit unlike a typical first aid kit.

A kit that is highly organised and allows a person to use things off it when in need. A kit that's properly compartmentalized for medicines for Pains and Aches, Cuts & Bruises, Common Cold, and Instruments like a thermometer, blood pressure meter, etc. The kit should also contain a first aid guide.

It should be a kit that even doctors would love to keep. A kit that's functional and beautiful. Like Steve Jobs would've designed it.

A FEW CONSIDERATIONS

Color Palette

White is the predominant colour for Fearless. Grey and Red are the other colours that can be used.

Look & Feel

Clean, clinical, simple, modern, stylish, minimalist, Zen-like.

Material

No restrictions here. It could be made of anything. Right from acrylic, tin, leather and wood to cloth and canvas.

Technicalities

It should be compact and not very bulky.

Easy to open and shut.

Easy to use and clean.

Easy to carry around.

GOOD LUCK