



# New Brand Logo and products

Deadline: 15.06.2009 23:59 GMT

Brand: T18

Sector:

Country:

Category: Design : Logo, Packaging

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Budget: \$2 000

Status: Closed

Language of Solutions: English, Italian

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

T18 Group, one of the most important reality in the Italian fruit and vegetable market.

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

The objective is to create the Brand of a new product range, called "I PURI" (the pures). Products are pulps extracted from fruit or vegetables.

These are multifunction products. In fact the pulp can be used raw or pure and can be used as ingredients for recipes for dishes or drinks.

From Creators we want to receive Logo and design of the first packaging, made of:

1. Design of the big and small pot in 2 variants: Tomato and Peach (to create solutions, you can use the forms of packaging contained in the brief attached file called "Packs").
2. Design of leaflet affixed on each bottle that explains the use of each variant. Regarding the leaflet, we ask to develop the layout design of the same 2 variants:
  - ∞ Tomato: exploitable raw (i.e. bruschetta), for cooked dishes (i.e. sauce) or for cocktails (i.e. Bloody Mary);
  - ∞ Peach: exploitable raw (on bread), to make jams (cooked with added sugar), for fruit juices (pasteurized with water) or for cocktails (i.e. Bellini).

## 3 Step Target Audience

[ who should you influence ? ]

∞ Restaurateurs or Chefs – stand alone or part of restaurant/hotel chains – who purchase I PURI in order to create high-quality recipes;

∞ Customers of restaurants that buy from restaurateurs to replicate at home what has been tasted.

## 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

The message that we want to pass is that I PURI:

- ∞ are products unsurpassable in taste made with ingredients of the highest quality;
- ∞ can be for immediate use or for creating recipes.

## 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

I PURI are extracts from fruits and vegetables declined directly from nature (of course with zero preservatives and colorants).

The goodness of I PURI has two guarantees:

1. The experience of Alfredo Russo, Chef of the restaurant "Dolce Stil Novo" ([www.dolcestilnovo.com](http://www.dolcestilnovo.com)) within the Royal Palace of Venaria, in the Turin area ([http://it.wikipedia.org/wiki/Reggia\\_di\\_Venaria\\_Reale](http://it.wikipedia.org/wiki/Reggia_di_Venaria_Reale)) which defines the composition;
2. The professionalism of T18 Group, which for over 50 years has specialized in the production and distribution of agricultural products.

## 6 Step Character

[ what are the features that define the personality of the Brand ? ]

Taste, "italianity", uncompromising quality.

## 7 Step Media Plan / Placement

[ where will your work appear? ]

Your works will appear on:

- ∞ Pots of I PURI, whose shape is in the attached document entitled "Packs";
- ∞ On the explanatory leaflets on the use I PURI in different ways.

## 8 Step Additional Executional Elements

[ any other information the Brand wants to share with you ]

The product range will be initially made of 8 products: 4 Fruits (strawberry, lemon, pear and peach) and 4 vegetables (tomato, eggplant, broccoli, peas). Of course the creative structure of the labels must be flexible in the sense that it can be possible to extend it to any other products that could be launched in the future.

On the labels must be present both guarantees of the products:

1. The name of Alfredo Russo, guarantee of the composition;
2. T18 logo, guarantee of the ingredients' quality.

In order to create your Solutions, it is possible to use the packaging contained in the attached file "Packs".

We will consider only those proposals including:

- ∞ The Logo;
- ∞ The design of 4 different packaging (2 tomato + 2 peach);
- ∞ The design of the leaflet explaining the possible uses (with invented text).