



design portfolio 2007



The Früt Portfolio © 2007 Stuart Letizia.

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The Product

In 2007, the Kemp Beverages Company is planning to release an exciting, all-new product: **Früt**. An innovation in nutrition science, Früt surpasses the accepted nutritional standards of most consumer-level products through its unique hybrid nature. This premium blend is engineered for total body re-nourishment, combining the benefits of an organic fruit shake with the boost of a high-octane energy soda. Unlike many of its competing electrolyte-replacement brands, Früt is made with all-natural ingredients. In addition, Früt is caffeine-free and high in vitamins, so the consumer doesn't experience an eventual caffeine low, or other unhealthy after-effects of power-packed energy sodas.

Target Market

This product's general health benefits and lack of major drawbacks give it an almost unlimited range of potential consumers. While one of the key selling features of Früt is its versatility, a more specific target market is needed for advertising purposes. It has been thoughtfully determined that Früt will be targeted to the working adult in its design and marketing campaign. We want to establish Früt as the "in" drink for college-age adults to working professionals in their twenties. In the global market, this includes international business opportunists and students as well. With project deadlines and constant travel, Früt is the ideal solution to their nutritional needs within their busy schedules, regardless of their level of physical conditioning. For example, the drink serves as a form of hydration for the serious athlete, a healthy alternative for the weight-conscious, or simply a refreshing snack during a break.

In addition, this demographic group continually spends more every year, as a result of their energetic lifestyle. They are far more likely to respond to this product than middle-aged or family shoppers. We want to compliment their productivity by offering them a premium beverage that they can identify with and call their own. If successful, we can assume that this demographic will expand into the upper teenage market as well.

Target Location

This product is intended to be sold in places that fit the interest of the demographic, including coffee houses, sports bars, malls, and cafés. International markets are also appropriate. Local grocery and convenience stores will also carry a limited supply of Früt.

Design Goal

While still early on in the conceptualization process, Früt's product's design scheme will need to appeal to the demographic. A clean, "cool" look would identify better with our target market than a more traditional, "old fashioned" one. To attract college students and international business-people to the product, a trendy, modern approach would also be appropriate. More developments will be made in the near future, as the product's logo is researched and designed.

Stuart Letizia, Project Graphic Designer, Sept. 14, 2006.

Kemp Beverages Company®

A list of the various components to be designed for KBC in Früt's advertising debut..

Logo (1)**Package Design (4)**

The label/package design, printed and attached to the actual product. This includes design for (4) drink flavors.

Corporate ID Package (3)

Includes (1) of each: a) letterhead b) envelope c) business card

Print Ads (3)

Includes (2) magazine ads and (1) newspaper ad

Billboard

For display on Wayne Highway heading North

Poster/Bus Campaign (3)

Consists of (2) bus station/subway posters and (1) side design for Greyhound Bus

T-shirt

This item could be a prize in a company awards system, or part of a consumer mail-in offer.

Web Campaign (2)

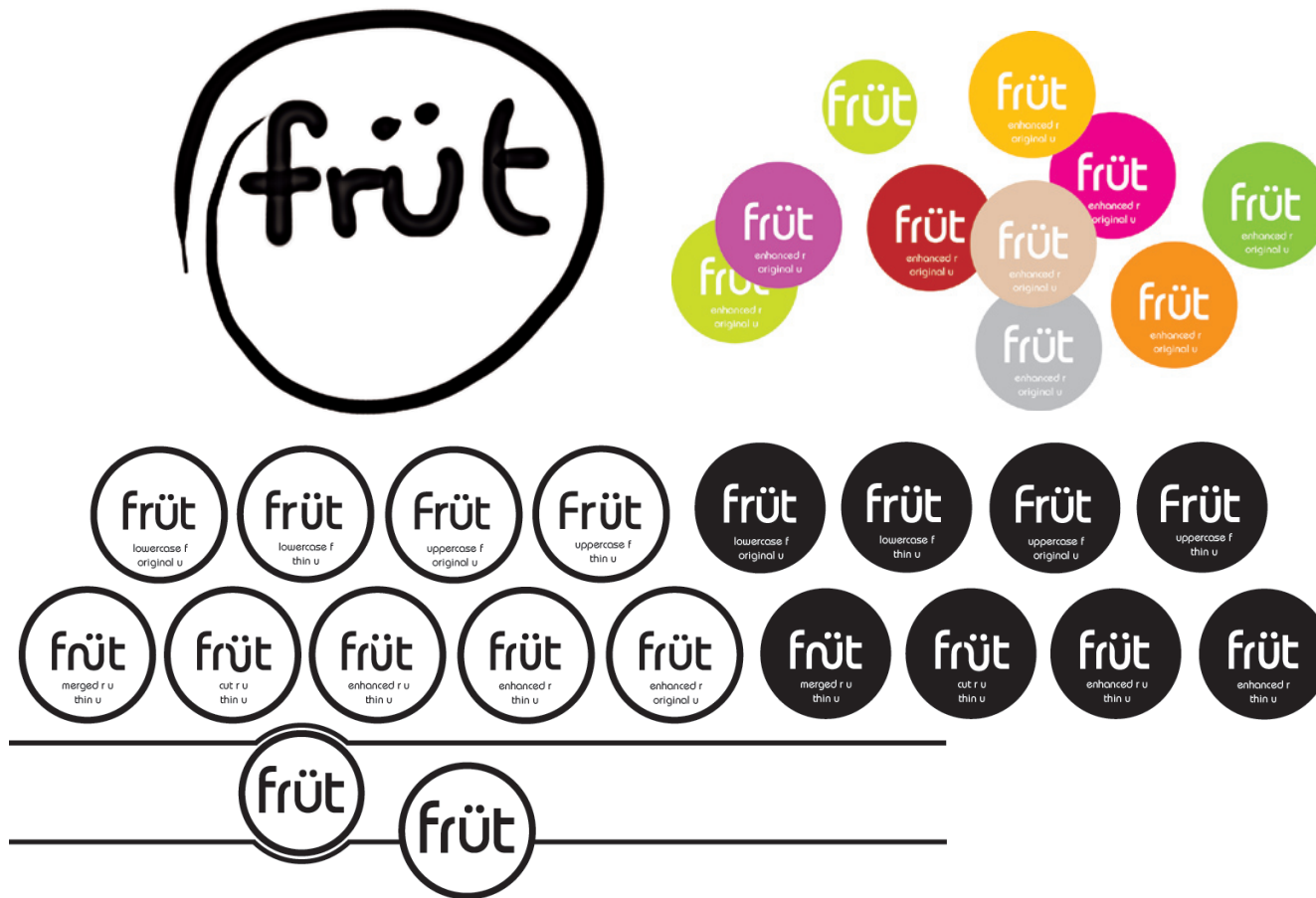
Involves (2) banner ads

Total Items (18)



logo design

I eventually settled with the circled logo from one of my first sketches. The strongest feature was the ü. An appropriate font was also needed. The search didn't last too long before I concluded that Bauhaus communicated effortlessly what I was trying to achieve. After selecting my typeface, I spent some time tweaking the elements of each individual letter. Several combinations and colors later, the logo was finished. This look seemed to fit the modern design goals I had set earlier.



product concepts

I experimented with variations on the contemporary theme before arriving at the final solution for my label.



Along the way, Adobe Illustrator's 3-D render feature allowed a realistic preview of the labels on a virtual bottle. This saved the time of having to print, cut out, and adhere every test label on an actual bottle.



label/package design

The label for Strawberry-Kiwi Früt was the first completed.

früt®
your juice is here™

SHAKE WELL FOR BEST TASTE.
ALWAYS KEEP REFRIGERATED.

Manufactured for:
Kemp Beverages
13230 High Pine Rd.
Pleasanton, CA 94588 ©2006
For questions and comments,
please call 1-800-871-0900 8:00
AM to 4:00 PM Pacific Time

Ingredients: Apple Juice, Filtered Water,
Kiwi Juice, Strawberry Puree from Concentrate
(Strawberry Puree Concentrate, Water),
Vitamin C (Ascorbic Acid), Magnesium
(Magnesium Oxide), Natural Flavors,
Electrolytes, Sodium, Vitamin A (Alpha
and Beta-Carotene), Vitamin E (as Acetate),
Vitamin B6 (Pyridoxine Hydro-chloride)
and Vitamin B12 (Cyanocobalamin).

CA CASH REFUND,
HI, ME 5¢ DEPOSIT

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0 61464 23090 5

strawberry
KIWI
energy hybrid
made with 100% juice

your juice is here™ **früt®**

this unique strawberry - kiwi juice blend was specially designed not only to make you feel better, but perform a whole lot better, too.

früt is engineered for complete body re-nourishment, combining the benefits of an organic fruit smoothie with the boost of a high-octane energy soda. like an athletic drink, früt replaces electrolytes, but is made with all-natural ingredients, is caffeine-free and high in vitamins, so the consumer doesn't experience any unhealthy side-effects. to learn more about früt, visit:

➔ www.kempbev.com/frut

Nutrition Facts	
Serving Size 8 fl. oz (240 mL)	
Servings Per Container about 2	
Amount Per Serving	
Calories 140	Calories from fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 25 mg	1%
Potassium 470 mg	13%
Total Carbohydrate 2g	11%
Dietary Fiber 1g	4%
Sugars 26g	
Protein 2g	
Vitamin A 70%	• Vitamin C 150%
Calcium 2%	• Iron 15%
Vitamin E 15%	• Folic Acid 15%
Vitamin B6 2%	• Vitamin B12 20%
Magnesium 2%	• Zinc 100%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrates		300g	375g
Dietary Fiber		25g	30g


414 mL (14 FL. OZ.)


früt[®]
your juice is here™

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AM to 4:00 PM Pacific Time

Ingredients: Apple Juice, Filtered Water,
Mango Puree, Passion Fruit Juice, Vitamin
C (Ascorbic Acid), Magnesium
(Magnesium Oxide), Natural Flavors, Elec-
trolytes, Sodium, Vitamin A (Alpha- and
Beta-Carotene), Vitamin E (as Acetate), Vi-
tamin B6 (Pyridoxine Hydro-chloride) and
Vitamin B12 (Cyanocobalamin).

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RECYCLE



0 61464 23090 5

mango
PASSION

energy hybrid
made with 100% juice

your juice is here™ **früt**[®]
this luscious mango-passion fruit
juice blend was specially designed
not only to make you feel better, but
perform a whole lot better, too.
früt is engineered for complete
body re-nourishment, combining the
benefits of an organic fruit smoothie
with the boost of a high-octane
energy soda. like an athletic drink,
früt replaces electrolytes, but is
made with all-natural ingredients, is
caffeine-free and high in vitamins,
so the consumer doesn't experi-
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Trans Fat 0g		0%	
Cholesterol 0mg		0%	
Sodium 25 mg		1%	
Potassium 470 mg		13%	
Total Carbohydrate 2g		11%	
Dietary Fiber 1g		4%	
Sugars 26g			
Protein 2g			
Vitamin A 70%	•	Vitamin C 150%	
Calcium 2%	•	Iron 15%	
Vitamin E 15%	•	Folic Acid 15%	
Vitamin B6 2%	•	Vitamin B12 20%	
Magnesium 2%	•	Zinc 100%	

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For questions and comments,
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Ingredients: Apple Juice, Filtered Water, Banana Puree, Strawberry Puree from Concentrate (Strawberry Puree Concentrate, Water), Vitamin C (Ascorbic Acid), Magnesium (Magnesium Oxide), Natural Flavors, Electrolytes, Sodium, Vitamin A (Alpha- and Beta-Carotene), Vitamin E (as Acetate), Vitamin B6 (Pyridoxine Hydrochloride) and Vitamin B12 (Cyanocobalamin).

CA CASH REFUND,
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strawberry BANANA

energy hybrid
made with 100% juice

your juice is here™ früt®

this delightful strawberry - banana juice blend was specially designed not only to make you feel better, but perform a whole lot better, too.

früt is engineered for complete body re-nourishment, combining the benefits of an organic fruit smoothie with the boost of a high-octane energy soda. Like an athletic drink, früt replaces electrolytes, but is made with all-natural ingredients, is caffeine-free and high in vitamins, so the consumer doesn't experience any unhealthy side-effects.

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Potassium	3,500mg 3,500mg
Total Carbohydrates	300g 375g
Dietary Fiber	25g 30g

414 mL (14 FL. OZ.)

früt
your juice is here™

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Ingredients: Apple Juice, Filtered Water, Raspberry Puree, Strawberry Puree, Blueberry Puree, Blackberry Puree, Vitamin C (Ascorbic Acid), Magnesium (Magnesium Oxide), Natural Flavors, Electrolytes, Sodium, Vitamin A (Alpha- and Beta-Carotene), Vitamin E (as Acetate), Vitamin B6 (Pyridoxine Hydro-chloride) and Vitamin B12 (Cyanocobalamin).

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0 61464 23090 5

berry
BLEND

energy hybrid
made with 100% juice

your juice is here™ **früt**

this delicious berry juice blend was specially designed not only to make you feel better, but perform a whole lot better, too.

früt is engineered for complete body re-nourishment, combining the benefits of an organic fruit smoothie with the boost of a high-octane energy soda. Like an athletic drink, früt replaces electrolytes, but is made with all-natural ingredients, is caffeine-free and high in vitamins, so the consumer doesn't experience any unhealthy side-effects. to learn more about früt, visit:

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Sodium	25 mg	1%	
Potassium	470 mg	13%	
Total Carbohydrate	2g	11%	
Dietary Fiber	1g	4%	
Sugars	26g		

Protein 2g

Vitamin A 70%	Vitamin C 150%
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campaign theme

The conceptual work was done. The logo and label were finished. Früt's bright colors, geometric shapes, and use of white space were undeniably modern, almost European in flavor. Because of its unique design, an aggressive campaign would be required to push Früt out into the competitive market. Were American consumers ready to accept a brand like Früt?

Yes, the design was "in." But no matter how "in" an ad campaign is, the designer loses if the traditionally-minded public deems a product "too weird" to swallow. In order to ensure Früt's success among the stronger brands, its identity would need to be "pre-established" prior to release. Früt was therefore introduced with the weight and presence of the top soft drink brands. Installment of posters was planned in billboards, subway stations, and bus stops; the goal was to reach the target customer anywhere along his or her daily commute. Throughout the campaign, the use of bold colors and large, one to two-word headlines demands the attention of the viewer.

Electronic tie-ins were a key component of Früt's aggressive campaign. The cutting-edge technology market, which is constantly changing, cultivates elite status among those who maintain up-do-date software and equipment. My goal was to make a connection between technological superiority and a person's physical condition. Examples: Want to run faster? Maybe you need an "upgrade." Those energy drinks leaving you drained? Try switching to a new "operating system". If successful, this theme would attract the technologically savvy (young people), promote a healthy lifestyle, and set Früt apart as an alternative contender in the juice, athletic beverage, and energy drink markets.



Two full-size posters were also made for each of these ads.

automatic update



they say that blueberries contain more antioxidants than any other fruit. by drinking früt berry blend, you help recycle your body's chemicals, maintaining the physical purity your lifestyle deserves.

früt is an all-natural energy alternative that is quickly surpassing standards of quality everywhere.

früt is engineered for complete restoration of the body, combining the benefits of an organic fruit shake with the boost of a high-octane energy soda. each bottle is caffeine free, restoring energy through electrolyte replacement. früt also contains no artificial ingredients, and serves as a secondary vitamin supplement.

so why depend on a dozen different products for quality taste, nutrition and energy?

your juice is here.
www.frut.com

memory upgrade



they say that bananas are brain food. meet the original memory upgrade, a testimony to ground-breaking innovations in modern nutrition science.

früt is an all-natural energy alternative that is quickly surpassing standards of quality everywhere.

früt is engineered for complete restoration of the body, combining the benefits of an organic fruit shake with the boost of a high-octane energy soda. each bottle is caffeine free, restoring energy through electrolyte replacement. früt also contains no artificial ingredients, and serves as a secondary vitamin supplement.

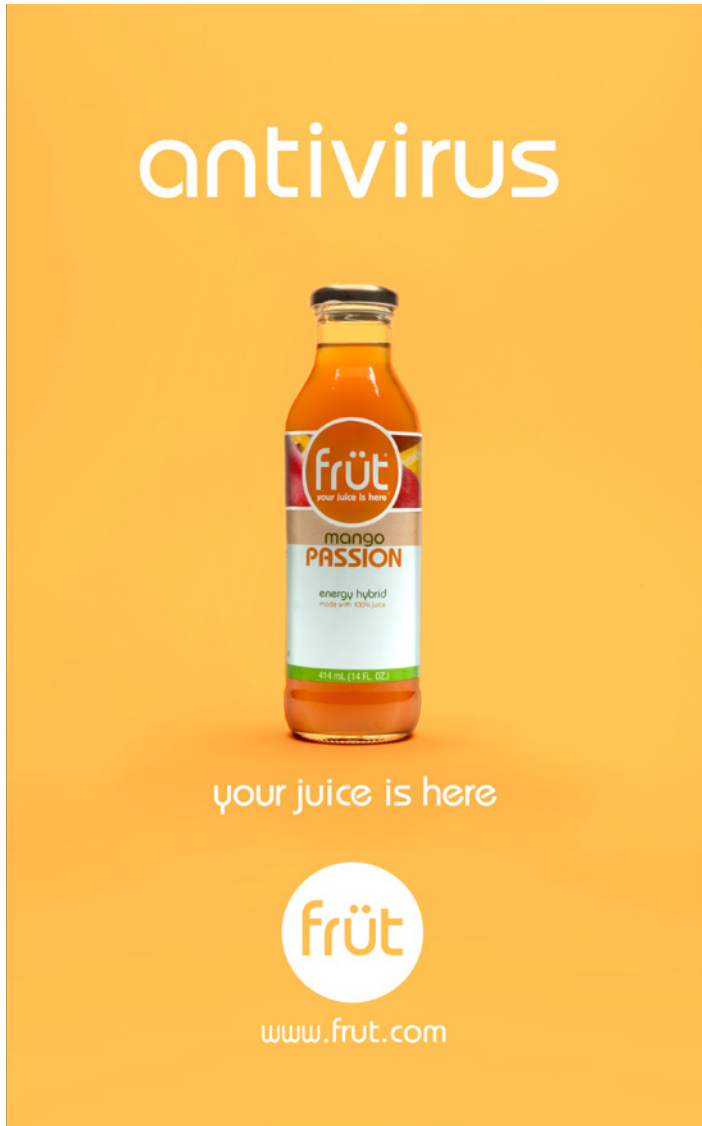
so why depend on a dozen different products for quality taste, nutrition and energy?

your juice is here.
www.frut.com





posters







mobile ad (bus)







web banner plans

athletic beverage		automatic update
	●	antivirus
fruit smoothie	●	extended battery
	● ●	memory upgrade
energy drink	●	firewall
	● ●	operating system
your juice is here:	früt	früt

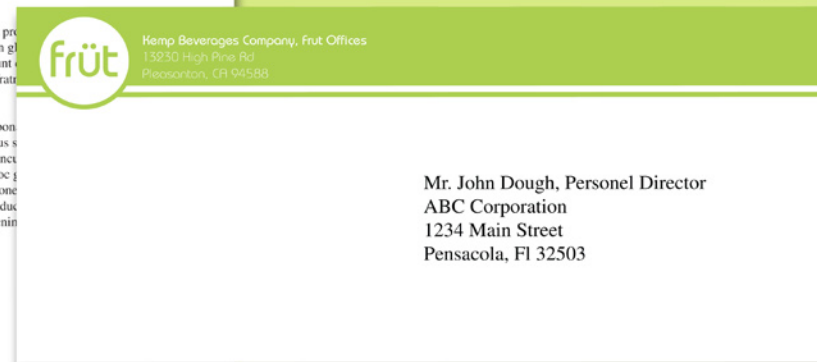
company identity



business card



envelope



letterhead



firewall.

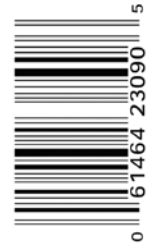


Like firewall software, a daily serving of Früt will help protect your body from outside invaders. Why risk life without it? Your juice is here.

free t-shirt

with purchase of 5 bottles of Früt.®

Stand out from the crowd with this stylish tee based on our popular drink, with the Frut logo emblazoned on the front. Choose from: lime, aqua, strawberry, citrus, and blueberry. Send this coupon with 5 bottle caps to:



Frut Stuff, 13230 High Pine Rd., Pleasanton, CA 94588.

Note: Offer expires 12/06/07. Some restrictions may apply. Coupon may not be used in place of cash or legal tender. Offer not valid in Canada and Puerto Rico. For information concerning additional prizes, winners, or game statistics, write to: Kemp Beverages Consumer Services, 13230 High Pine Rd., Pleasanton, CA 94588.



Thank Yü!

I hope you enjoyed this design portfolio.

Please send your questions or comments to: email@stuartletizia.com.

