

Thorakao Group

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Course: Visual Language – GRAP2411

Group 3

Lecturer: Melanie Casul

RMIT electronic submission of work for assessment

I declare that in submitting all work for this assessment I have read, understood and agree to the content and expectations of the Assessment declaration.

Project title: Rebranding Thorakao's shampoos: Huong Buoi & Bo Ket

Creative team:

- Khuu Nguyen Bao Ngoc - art director
- Nguyen Thi Minh An – copywriter
- Dong Thi Bao Ngan - designer

A. Executive Summary:

1) Product:

Thorakao is a beauty care brand, which was established 1957. Thorakao has more than 70 products made from natural ingredients. The two most well-known products of Thorakao are shampoos: Bo Ket and Hoa Buoi. Bo Ket and Hoa Buoi are two main traditional ingredients which Vietnamese women have used to make shampoo for a very long time.

2) Target Audience:

Vietnamese women aged 25 to 40 from low income, who prefer organic products, care about hair. They are Believers and Experiencers. They purchase the products once every two months. Moreover, they look forward to having better hair with not only cheap but also good quality products.

3) Message/ Proposition:

With this new proposition: "Thorakao will help you to explore the goddess's beauty secret: underlying strength of Vietnamese traditional and natural herbs", we want to enhance the core of Thorakao: using the finest traditional and natural ingredients for beauty care. For the best result, the new message will be included in every promotional material to show a brand new but still harmonious and traditional Thorakao.

4) Where and how you will show promotional material? Why?

According to a research conducted by Vinaresearch (2012), Vietnamese mainly buy shampoo at supermarkets and grocery stores. Therefore, we will show our bottles, point of purchase at those two places. We aim to make the new logo into an iconic symbol of Thorakao, therefore, the icon will appear on every promotional material as well as on every products.

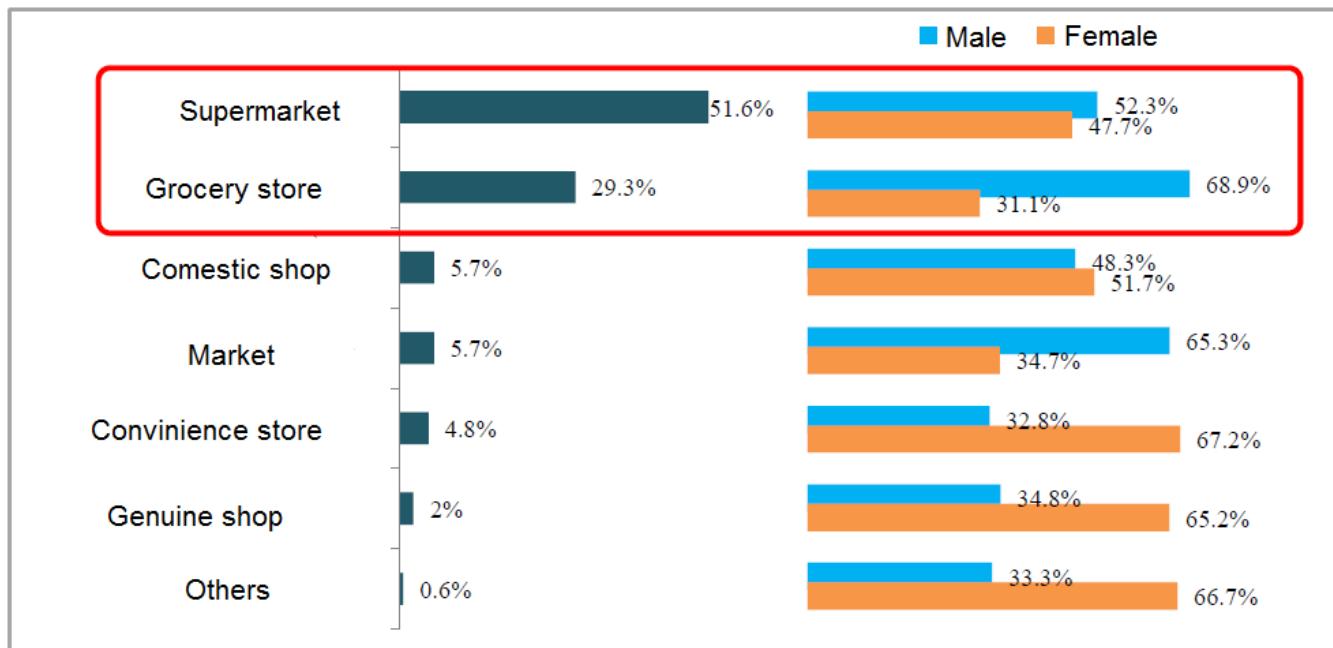


Figure 1. Adapted from Vinaresearch (2012)

5) Explain your visual concept according using any of the theories/ concepts learned in the course. What is their significance? Why were they used? How did the visual branding communicate the desired message?

There were four mains visual concepts used in this re-branding project: color schemes, asymmetrical balance, texture and Gestalt theory.

Analogous color scheme of green, yellow, orange was applied throughout the material since these colors are usually appeared in natural which will create a vivid and natural sense for Thorakao (Marks & Sutton, 2009). Additionally, monochromatic colors were used in each particular shampoo bottle to imply the main natural ingredients used. Furthermore, all of the promotional material will be balanced asymmetrically in order to create a credible but not too rigid feeling for the products. According to Arnheim (1980), the bright one is 'heavier' than dark one. Therefore, shelves in the PoP and the model in posters are highlighted. The hair, the main feature of the goddess logo, is created with simulated texture so that the customers will get the feeling of a smooth, silky hair that our brand can help you to have. In posters and PoP, the law of continuity is used. The goddess' eye (the focal point) directs to the brand, which shows an idea: Thorakao is a goddess's beauty secret. It is very accordant to the intended message.

Overall, Thorakao wants to engage with its customers through combining all those visual elements.

B. Image Execution & Rationale:

1) Logo:



Figure 2. Created by Dong Thi Bao Ngan (2013)

Beside the design principles of asymmetrical balance and simulated texture, the font style of our brand also aims to attract our target audience: woman from 25 to 40. Since the font style is curly and feminine, it can reflect the customers' wish for having a mature and elegant beauty.

2) Color wheel:

ANALOGOUS

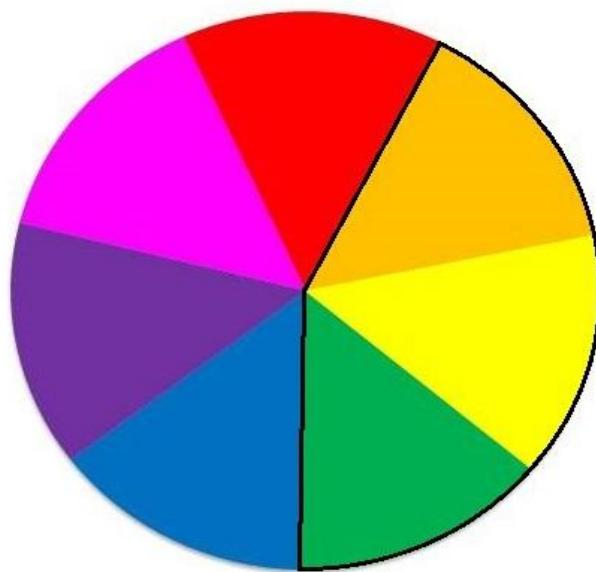
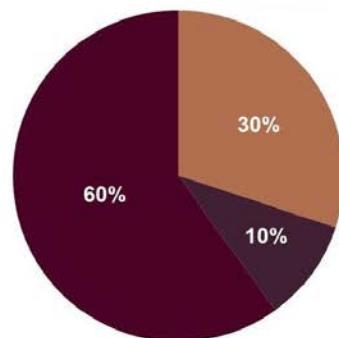
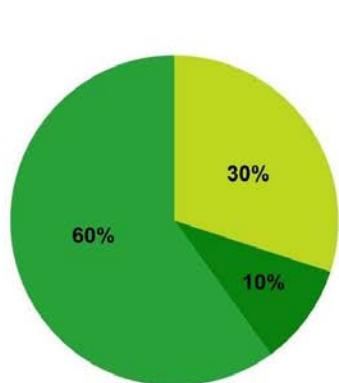


Figure 3. Created by Khuu Nguyen Bao Ngoc (2013)

Analogous (green-yellow-orange) is the theme color scheme of the brand Thorakao. It creates the perception of traditional and organic ingredients. Thorakao wants the buyers to think of Thorakao's shampoos as friendly products like no others.

MONOCHROMATIC



HOA BUOI

BO KET

Figure 4. Created by Khuu Nguyen Bao Ngoc (2013)

Monochromatic colors are used based on the analogous theme of the brand. This use of monochromatic colors is to emphasize the main ingredient of each product as well as create a harmonious atmosphere for the brand (Schlindwein 2008).

3) Bottles:



Figure 5. Created by Nguyen Thi Minh An (2013)

Round shape and curved lines created the feeling of soft and comfort. See through but opaque bottle so the liquid reflect the ingredients inside as well as to bring the brand closer to the T.A: Thorakao uses the finest ingredients. Analogous and Monochromatic colors remind the organic ingredients. Front-side sticky label designed based on asymmetrical balanced by texture.

4) Back label:



Figure 6. Created by Nguyen Thi Minh An & Khuu Nguyen Bao Ngoc (2013)

Back labels of the two bottles are designed in the color scheme of monochromatic. There are texts that show the benefits of using Thorakao. Underneath are some images indicated the main ingredients of the shampoos.

5) Point of purchase (PoP)



Figure 7. Created by Dong Thi Bao Ngan (2013)

PoP is designed based on the image of beautiful goddess with long silky hair. It creates a feeling of strong hair, which is also the shampoo's benefit. Moreover, the 'hairs-shelves' create a perception that shampoos are parts of your hairs. The color scheme of white, which creates the feeling of bright, thus, it emphasizes the bottles. Lastly, PoP applies Arnheim's asymmetrical balanced by color and Gestalt's law of continuity.

6) Poster:

Ở ĐÂY CÓ CÁI HÌNH CỦA TUI, NHƯNG KHÔNG CHO BÀ COI ĐÂU >:) QUÊ LÂMM :> :))

Figure 8. Photographed by Dong Thi Bao Ngan (2013)

Designed by Nguyen Thi Minh An (2013)
Model: Khuu Nguyen Bao Ngoc (2013)

The background is green, which creates a perception of nature. Moreover, the fresh background also emphasizes a model in white dress (Arnheim's color influence). Eyes of the model directs to the brand and the slogan, which attracts viewers' attention (Gestalt's law of continuity). This poster is asymmetrical balanced by shape because two smaller bottles balance a larger model.

REFERENCES

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2. Marks, T & Sutton, T 2009, *Color Harmony Compendium*, Rockport Publisher, MA, USA
3. Schlindwein, D 2008, 'Color scheme: how to choose the right one', *Washington Jewish Week*, 18 Sep, viewed 28 Dec 2013, Proquest database.
4. Vietnamresearch 2012, 'Hair product in Vietnam survey', No. 11420120521203