



unity
INFUSIONS
MARKET DISTRICT

BRIANNA BRANCO | DESIGN 5103 | AUTUMN 2017

Discover PHASE 1

MARKET DISTRICT WHO ARE THEY?

Market District is a subsidiary of Giant Eagle and was opened in aim of being an upscale version of the original grocery store chain.

CURRENT BRANDING

GIANT EAGLE
MARKET DISTRICT

MARKET DISTRICT

MARKET DISTRICT



BRAND ESSENCE

“To create a truly memorable, dynamic food shopping experience”

“Be the ultimate in food fun, exploration, innovation and LOVE, a place where you could find exciting, new products, learn about cooking and dine with delight – the kind of place food lovers longed to shop”

BRAND MESSAGE

“Feeding your passion for food with distinctive flavors and the highest quality ingredients!”

“All-things **epicurean**”

Epicurean: a person devoted to sensual enjoyment, especially that derived from fine food and drink.

TARGET CUSTOMERS

Health conscious and curious individual who enjoys the finer things in life. Someone who cares about an experience as well as the product they are buying. Willing to try new things. Market District was created to appeal to the top 10%. Their customer may also be a patron of Whole Foods.



Pictured: Front parking spot at Market District

CURRENT PACKAGING



BRAND POSITIONING

Market district's Brand focuses itself on providing high quality foods for “foodies”. Their brand is supposed to reflect a premium quality since they are focusing their target audience to the top 10%. While the food is considered more expensive at the same time they try to have an artisan feel and handmade look and taste. While these are their expectations, their brand could be elevated to where they would like to be seen by having their marketing with a more hand crafted feel.



Discover PHASE 1



MARKET DISTRICT BRAND PERSONALITY

While Market District's company is focused towards people with money, their brand tries to reflect a market like, hand crafted feel. When you walk through the store you will find crates, barrels and decorations that reflect a more authentic market. The labels then all have their own feel to look individually designed from one another.



SOCIAL ISSUE BRAND PURPOSE

Creating a brand that will support areas that are considered to be "food deserts" by giving proceeds back from products that are priced at a higher value, or trying to inspire their customers to take actions of service.

Food Desert: an urban area in which it is difficult to buy affordable or good-quality fresh food.

VALUE PROPOSITION

Currently Market District is targeting the top 10% of consumers in order to sell their more expensive artisan products. However, Market District's location, specifically their Columbus location, places them near low-income areas and food deserts. With the high number of consumers that each Market District store has, the company should be able to utilize these high profit margins to donate money to these nearby food deserts, or inspire awareness that these communities in need are right next door.

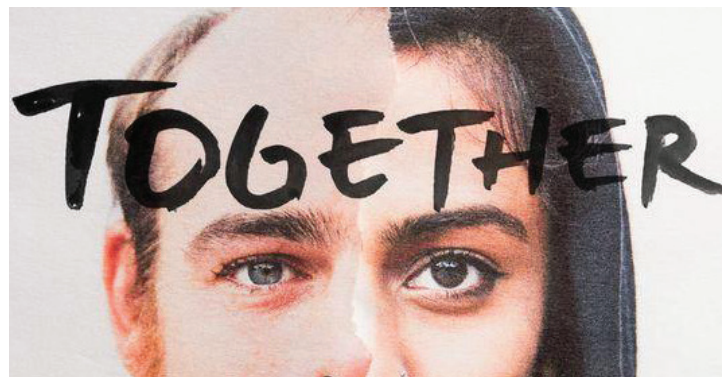
Define PHASE 2

PACKAGING CONCEPTS UNITY OF OPPOSITES

The existence or identity of a situation depends on the co-existence of at least two conditions which are opposite to each other, and are at the same time in unity and struggle, and it is this that impels things to move and change

STRATEGY OBJECTIVE

Display 2 sides of the story with a Yin and yang feel. Exemplify the idea of working together to show how the 2 halves can make a better whole.



TARGET AUDIENCE

The target audience includes shoppers who are family minded, empathetic and feel empowered through service. Families are a target because parents are empathetic towards children and other families. While people who are empathetic and do service feel empowered because they feel they are making a difference by purchasing the product.

The Family Shopper

The Activist

The Volunteer

PRODUCT FOCUS

To inspire customers to take action in food dessert communities the strategy is to utilize a tea company to do so. This Company would be under Market District being one of its sub brands called "Unity Infusions".

Within this section there will be 3 tea types that combine two different tastes to make a unique flavor. On each tea bag will be an inspirational quote to hopefully take the user online to learn more about food deserts and ultimately take action.

POSSIBLE PRODUCTS

- Lemon Lavender Tea
- Chocolate Mint Tea
- Strawberry Cream Tea
- Cinnamon Green Tea
- Orange Honey Tea
- Mint Ginger Tea



COMPETITORS CELESTIAL SEASONINGS



TETLEY



LIPTON



Define PHASE 2

BRAND ATTRIBUTES

BOLD | HIGH CONTRAST | SERIOUS | LUXURY | IMPORTANT

BRAND FOCUS

Utilizing stark contrast and repeated patterns on both sides to create continuity. By adding overlay of color adds interest and identifies the flavors of each tea. Individual tea flavors have different patterns but always overlay on top of the black and white background.

GRAPHIC ELEMENTS

Each flavor has its own set of images that reflect the flavor type. They are in a botanic drawing style that has a hand drawn quality. They are always outlined in black or white, with some having a colored fill behind them.

GRAPHIC SAMPLE:

CINNAMON SPICE GREEN TEA

BASIC PATTERNS

Inverse effect



COLOR PALETTES



SOLUTION 1 BRAND IDENTITY

The brand mark reflects the idea of 2 things coming together by the contrasting circles. Both circles are equal in size with the only difference being the color that is it filled with. Overlaid on top is a script font that is sophisticated while also including a light serif font that is not too heavy when combined in one mark.



Define PHASE 2

BRAND ATTRIBUTES

PLAYFUL | BRIGHT | INCLUSIVE | CARING | ENERGETIC

BRAND FOCUS

This concept uses characters to give life to the products. Each tea flavor is identified by 2 characters coming together on 2 sides of the can. The brand focuses on being bright and energetic. Characters are utilized to show that different people can come together to make a better whole.

GRAPHIC ELEMENTS

Each flavor has its own set of images that reflect the flavor type. They are in a botanic drawing style that has a hand drawn quality. They are always outlined in black or white, with some having a colored fill behind them.

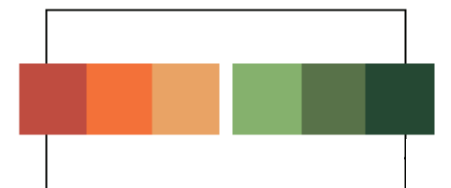
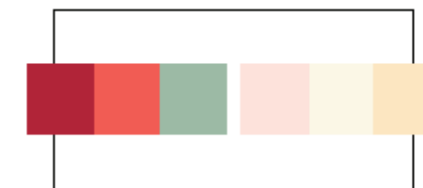
GRAPHIC SAMPLE: CINNAMON SPICE GREEN TEA

BASIC PATTERNS

Inspiration: Quentin Monge

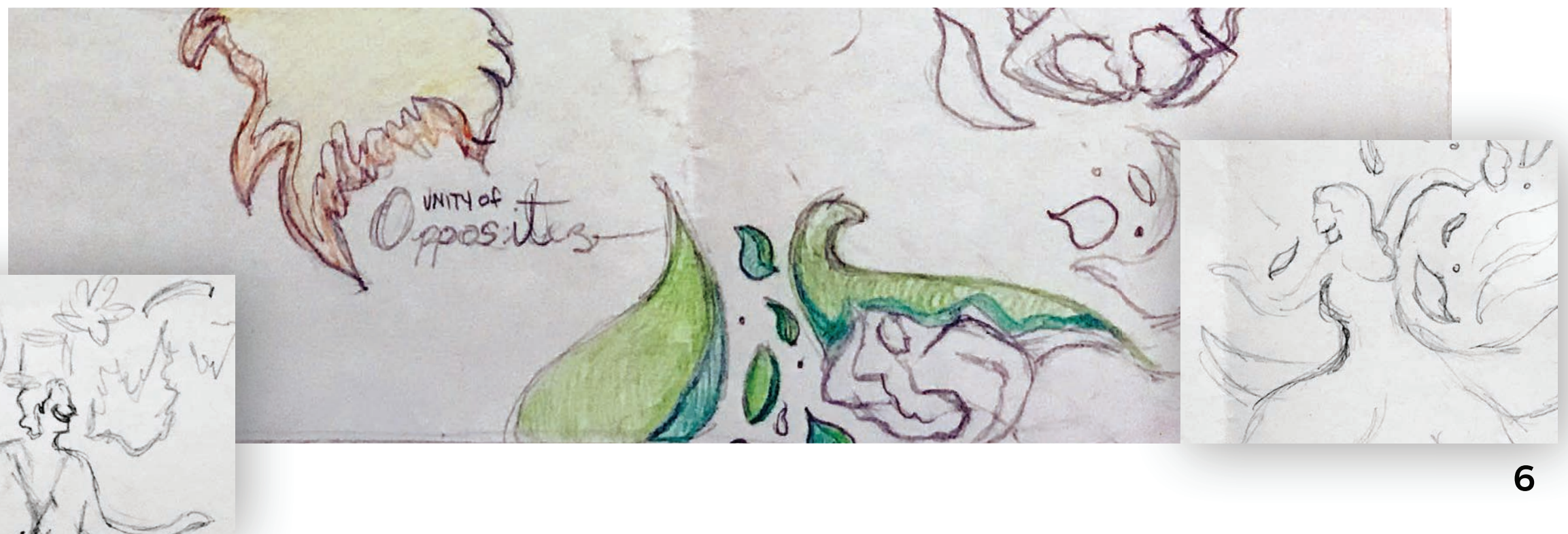


COLOR PALETTES



SOLUTION 2 BRAND IDENTITY

The brand mark utilizes two sets of colors and fonts to have two opposites come together. Each tea flavor will then use different colors within the logo to portray the elements in the tea. Splashes are added to create a flavorful feel.



Express PHASE 4

UNITY INFUSIONS INDIVIDUAL FLAVORS

unity
INFUSIONS
Cinnamon Spice
Green Tea

unity
INFUSIONS
Roasted Strawberry
Cream Tea

unity
INFUSIONS
Zesty Lemon
Lavender Tea

FAMILY SET

The family set as a whole works together because they all utilize the same basic structure. Each tin includes two different characters with contrasting color palettes. Throughout all of the packages some of the same colors are utilized to create a continuity.

PROTECTIVE SEAL

FRONT AND BACK

LID



Express PHASE 4

UNITY INFUSIONS BRAND STORY

We are Unity Infusions and we make tea. But we don't just stick to the ordinary flavors, we seek out the exotic. With each cup you will find yourself swirling between an unexpected combination of opposite tastes uniting.

A cup of tea is not only a healthy choice but represents the love and warmth that we can extend to one another. Unity Infusions believes that caring for yourself and your neighbor is the key to a thriving community.

BRAND ATTRIBUTES

Unity Infusions utilizes bright bold colors to **energize** their customers with each cup of tea.

Each tea product brings together two individual flavors to create a **harmonies** taste that is an unexpected combination.

The characters included on each tea have their own set of branding elements that create a **playful** feel throughout all products.

CINNAMON GREEN TEA



LEMON LAVENDER TEA



STRAWBERRY CREAM TEA



Express PHASE 4

TEA QUOTE ELEMENT



BRAND ATTRIBUTES

With each tea, a unique quote is written on each tea bag to **inspire** the customer to donate and/or help the cause towards bettering food deserts.

The brands purpose is not only to bring awareness to food deserts, but to also encourage **neighborly** actions throughout the community.

UNITY INFUSIONS VARIETY PACK

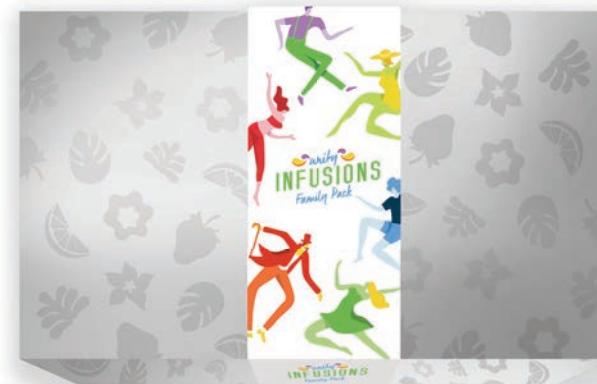


The variety pack includes one of each of the three tea flavors. The final box utilizes elements from each one of the characters included on the other teas and a silver foil strip to enclose it. The silver foil is also utilized on the seals of each tin and then on the inside of each box.

For an special shine affect "Unity Infusions" is printed with s spot gloss to make the pack feel like a gift. The inside is then kept very simple with the same message that is put on the back of each tin.



OTHER VERSIONS



Express PHASE 4

UNITY INFUSIONS STORE TOUCH-POINTS

While the brand focuses on its tea line, other touch-points are included to create a more holistic look and feel. Within the store there could be 2 different points of purchase and specialty items to buy like mugs and bags.

With the green color being the most consistently used color in the brand and the woman dancing on the green tea package acts as the main character within the whole brand. You can find her on a mug and the key figure on the point of purchase.



POINT OF PURCHASE

The point of purchase has two versions. One is larger scale that is able to hold more products while the other is more of a display for an end cap. The wood background is used in each POP to have a more market life feel that is seen in the Market District store.



TEA CUPS

In addition to the actual tea drinks Unity Infusions also has a line of mugs that can be sold within the Market District store. Each cup utilizes an individual character to bring "fandom" to a specific personality. Instead of halving two characters the mug only has one leaving one side open and more simple compared to the complex designs on the tea tins.



Express PHASE 4

UNITY INFUSIONS TOTE BAGS

The last touch-point is a tote bag. There are three different versions with the characters that were not included on the mugs. These bags are a great product in relation to the Market District since they can be used to shop in the store. The idea of “collecting them all” is used to get people to come back buying multiple bags with different designs.

FULL PRODUCT SET

