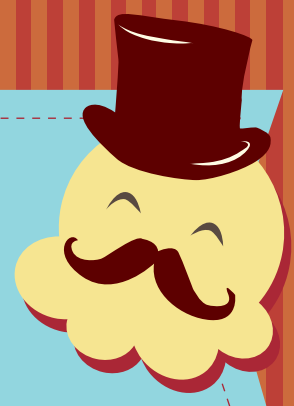
JOLLY TIME



By Michelle Curtin
AD 432, Spring 2013
Visual Communications Design IV
Hyungjoo A. Kim

Jolly Time Popcorn Re-branding Campaign

CREATED BY MICHELLE CURTIN
AD 432, SPRING 2013
VISUAL COMMUNICATIONS DESIGN IV
HYUNGJOO A. KIM

PRODUCT
Jolly Time Popcorn

MARKETS
Microwave and loose kernel popcorn

TARGETED CONSUMER GROUPS
Families and Netflix/Redbox customers

MARKETING STRATEGIES
I want this re-branding campaign to be directed at families and Netflix/Redbox customers, so the print advertisement that I created will be featured in family-oriented magazines, the sides of Redbox machines, and on Netflix banner ads.

RE-PACKAGING AND RE-BRANDING OBECTIVES
The purpose of this re-packaging and re-branding was to create a more attractive aesthetic for Jolly Time Popcorn and to help to better communicate the company's values and history.

SOLUTION
Jolly Time Popcorn is going to be one hundred years old in 2014, so I wanted to address this in the new packaging design and ad campaign. I went with a vintage-inspired look for the new packaging, creating a character to boost the family-friendly appeal, and packaged the popcorn in collectible tins and jars. I put the new character to use in the ad campaign, which focuses on the fact that Jolly Time has been around for one hundred years of film history.

LEARNING OUTCOME
In the process of re-packaging and re-branding Jolly Time I realized that in order to re-brand something one must have a valid reason for doing so. Jolly Time's packaging was in desperate need of a makeover, and their one hundred year anniversary seemed like a good time to change things up.

CREDITS AND REFERENCES
All artwork and illustrations are done by Michelle Curtin.
All images taken by Michelle Curtin.

www.michellecurtin.com

Old Logo:

New Logo:

Original Blast O Butter Package:

Original 100% Organic Package:

New Blast O Butter and 100% Organic Packages:

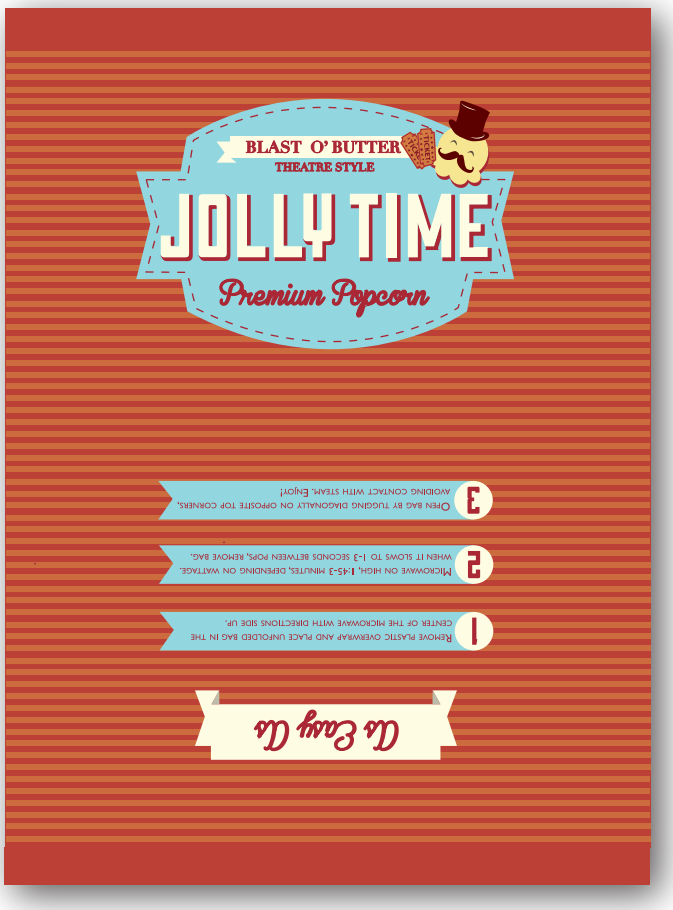
New Blast O Butter Package:

New 100% Organic Package:

Flat Labels with Measurements:

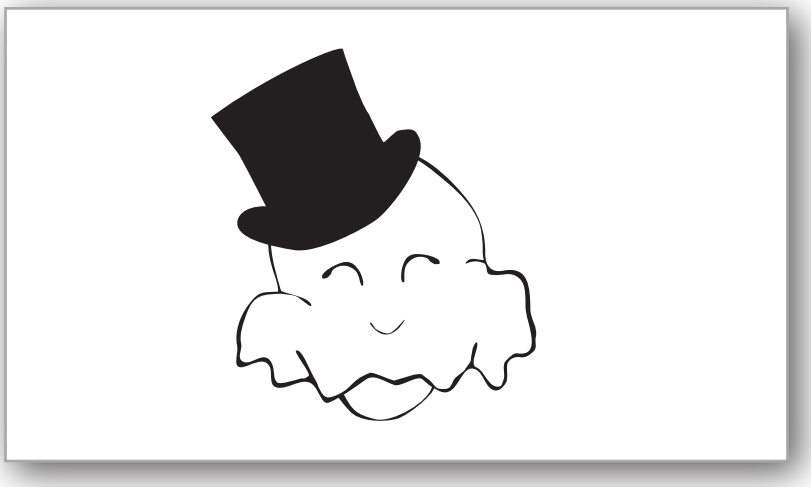
18.5 IN X 5.75 IN

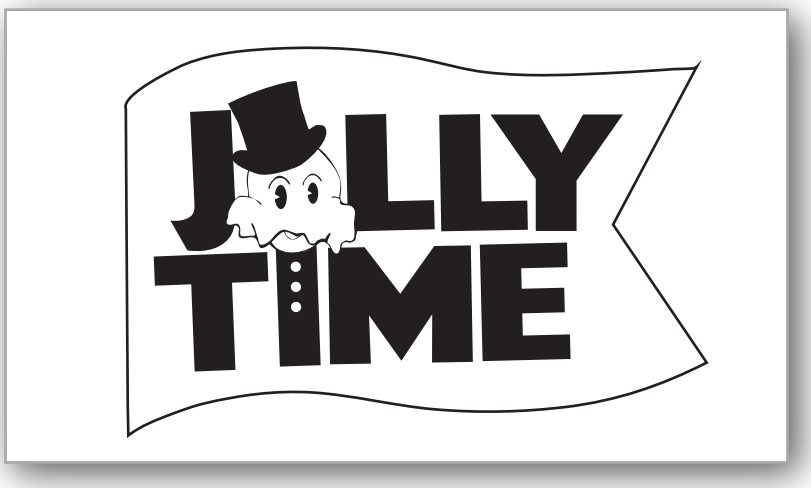
7 IN X 9.5 IN

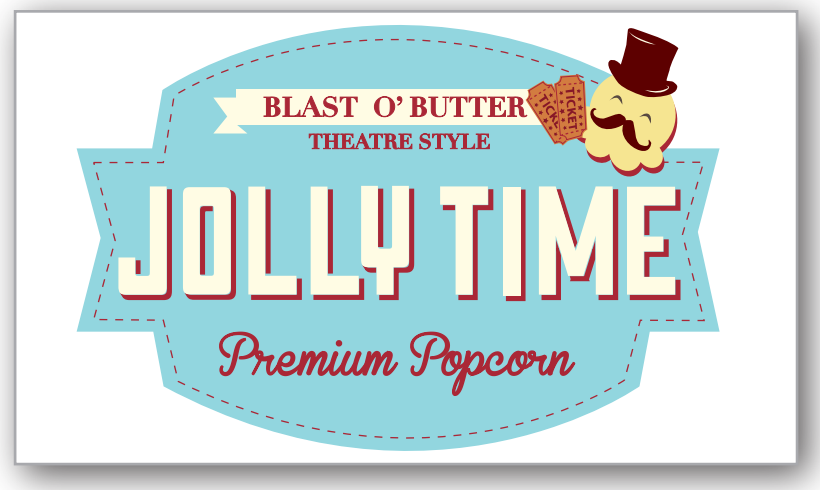


15.5 IN X 3 IN

Ideation Process:







Advertisement: