

# pick up, stick

Packaging & Rebranding  
Design

Designed by

Félicia Roger-Hogan

[fjrhdesign.com](http://fjrhdesign.com)

Purdue University  
AD 432 | hyungjoo a. kim  
Spring 2013





**Packaging & Rebranding Design**

Félicia Roger-Hogan  
AD 432  
Visual Communications Design IV  
hyungjoo a. kim



**Packaging & Rebranding Design**

Félicia Roger-Hogan  
AD 432  
Visual Communications Design IV  
hyungjoo a. kim

# ORIGINAL

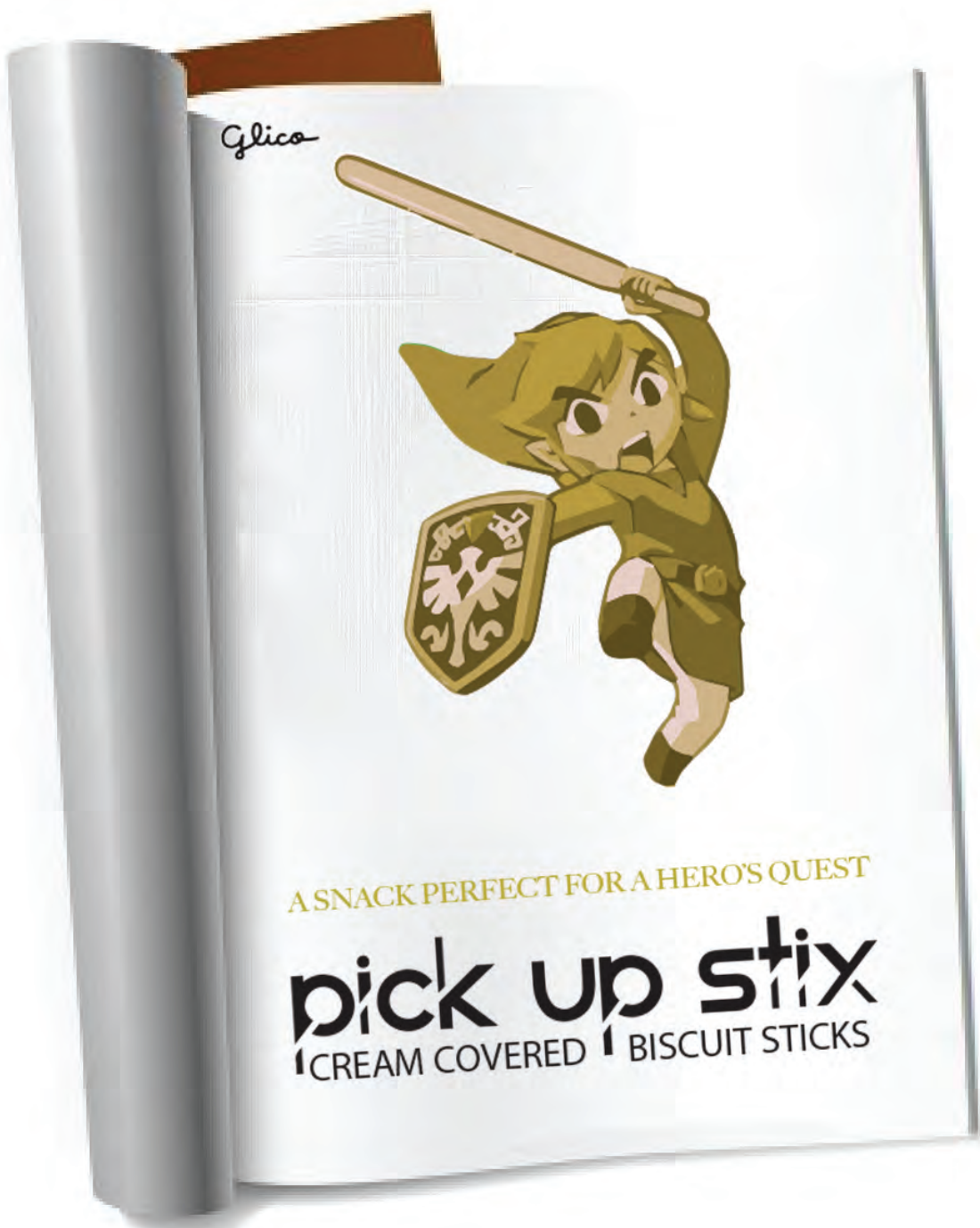
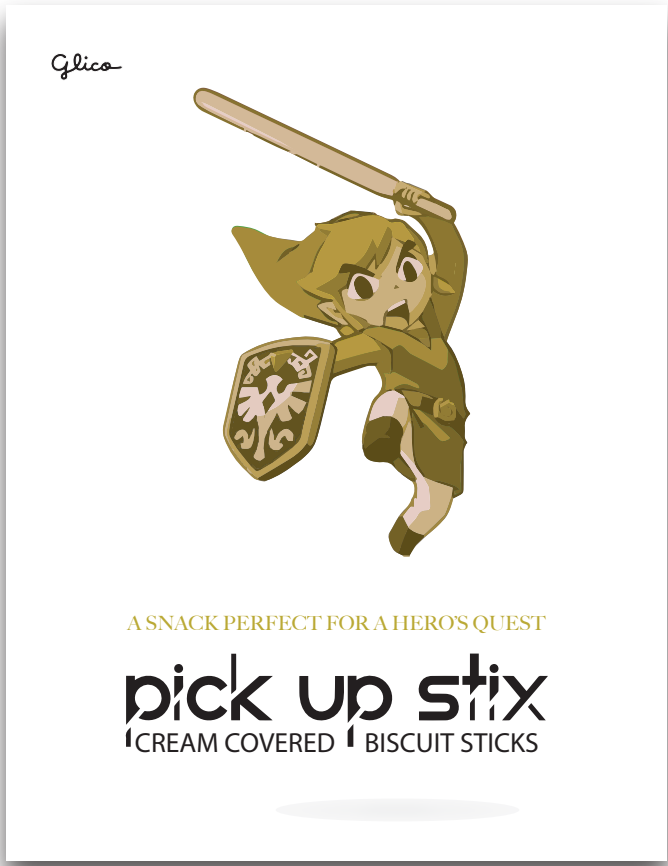
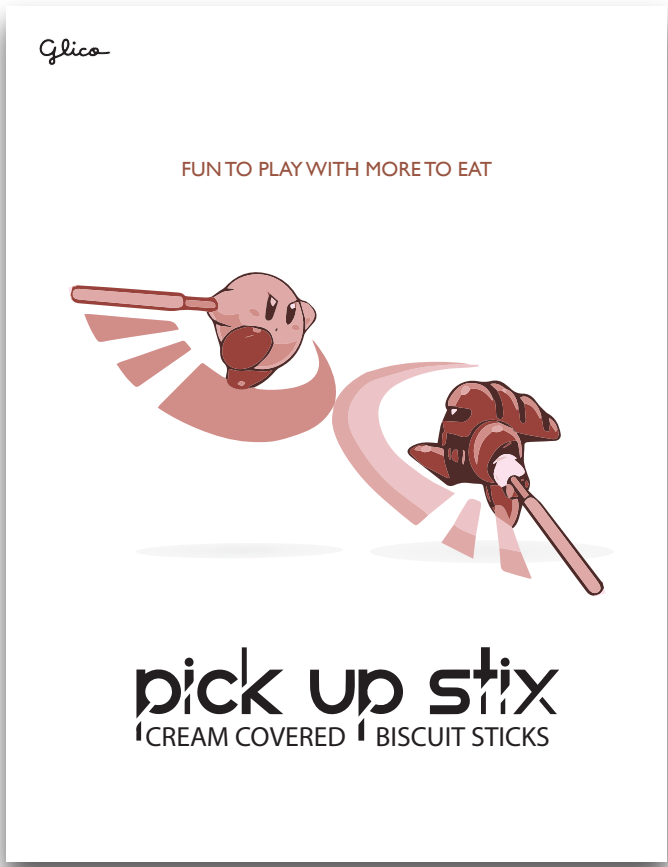


# REBRAND



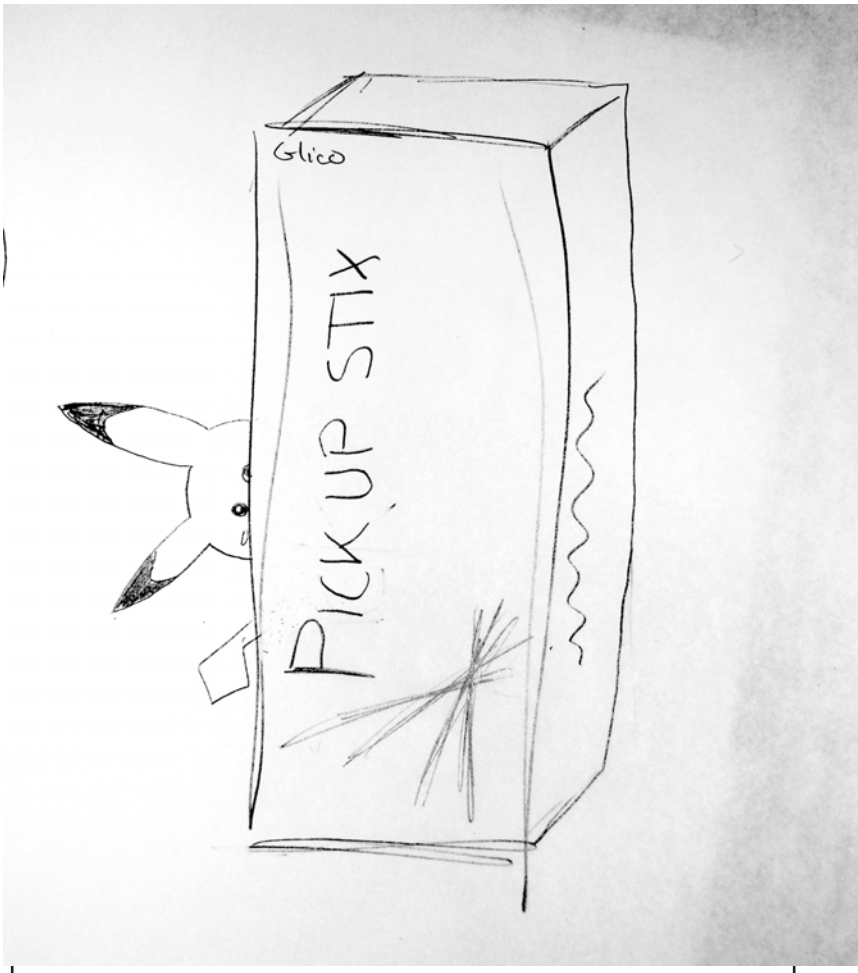
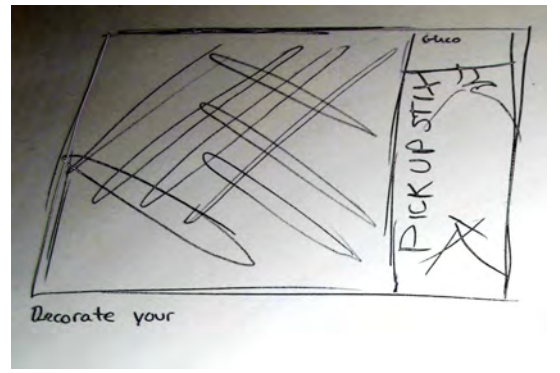
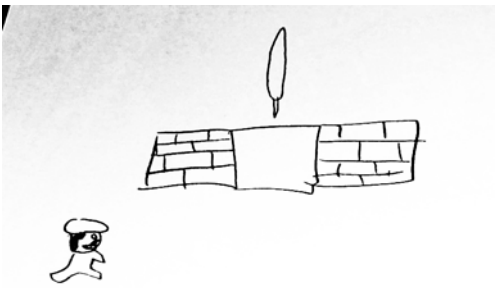
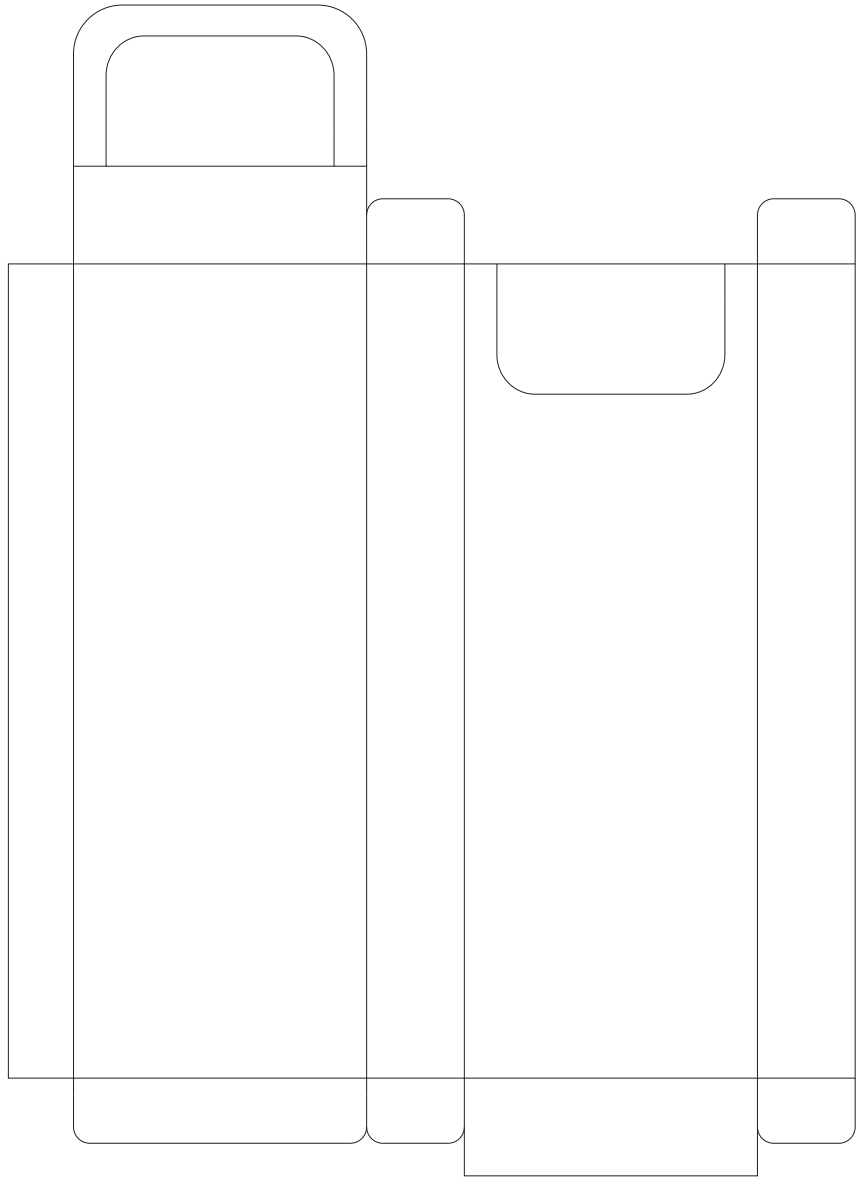
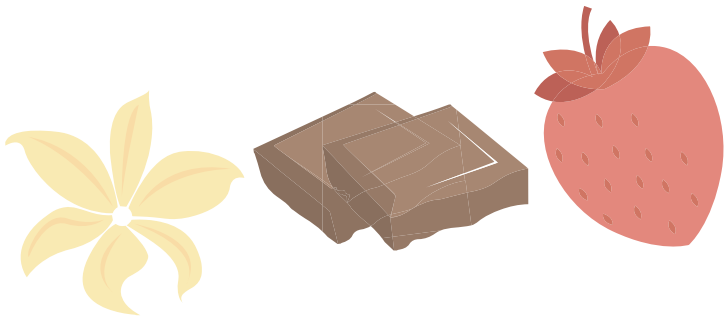
Packaging & Rebranding Design

Félicia Roger-Hogan  
AD 432  
Visual Communications Design IV  
hyungjoo a. kim



Advertising Design

Félicia Roger-Hogan  
AD 432  
Visual Communications Design IV  
hyungjoo a. kim



## Product Packaging

### Product

Pocky

### Markets

Global Market, primarily Japan. However, Europe and the U.S would also be good potential markets.

### Targeted Consumer Groups

Individuals of the ages 5+ and video gamers.

### Marketing Strategies

The marketing strategy I chose was to design a series of magazine advertisements for publications involving games and entertainment.

## Reflections

### Objective

- ◇To develop communication and aesthetic skills.
- ◇To expand the ability in problem solving.
- ◇To integrate type, graphics, and information into 3D forms.
- ◇To explore marketing strategies.

### Solution

For the repackaging itself, I wanted to create a uniform design for each of the flavors of Pocky. The original packaging had all sorts of sizes and inconsistent type treatment. I chose to rename the product because of what I found through my research findings. Glico changed the product name for European markets to Mikado. This is the name refers to the Pick-Up-Stick game.

### Learning Outcome

Throughout the process I learned that in designing a packaging product with materials that are not traditionally meant for print there is a need for outsourcing. Time management was another key for the completion of this project while designing the packaging itself in addition to the branding. I learned to narrow down designs based on my target audience as well as the market that the product will be sold in.

### Credits and References

The characters I drew for the advertisements are from actual characters owned by Nintendo.

