



UNIVERSITI
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MARA

Cawangan Perak
Kampus Seri Iskandar



ART & DESIGN
COLLABORATIVE
PROGRAMME



BEYOND

REDEFINE™

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eISSN 2821-3629



9 772821 362001

A VIRTUAL
**GRAPHIC
DESIGN**
EXHIBITION
2022

IDEAS No 1, Vol 1

Publisher

UiTM Perak Press
Universiti Teknologi MARA
Kampus Seri Iskandar
32610 Seri Iskandar
Perak, Malaysia

UiTM Perak Website
<https://perak.uitm.edu.my>

College of Creative Arts (Perak)
<https://www.adperak.com>

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First Published March 2022

e-ISSN: 2821-3629

SOCIAL MEDIA AD

Social media ad as the marketing tools to promote the campaign to the public through Wonda Coffee Malaysia official Facebook Page and Instagram account. This social media ad will create engagement and interact with the audiences towards this campaign. Thus, the message will be widely delivered to audiences.



BILLBOARD AD

One of the media considerations that have been decided for this campaign was Billboard Ad with different types such as Unipole, Overhead Bridge and Street Lamp. The billboard's aimed to grab the attention of pedestrians and cars in the surrounding. The visuals for the campaign have been separated to 3 which were in driving a car, driving a lorry and riding a motorcycle which were had high possibility in experienced microsleep while driving.



LIMITED EDITION CAN DESIGN

Wonda Booster has been chosen to promote this campaign because it contained 2x of coffee shot. Wonda Booster also had two types of flavour which were black coffee and milk coffee. In addition, Wonda Booster also targeted to people who wanted to stay awake to do their things including driving situation.

POP DESIGN

Point of Purchase is one of the most effective marketing strategy. It is simply the placement of advertisement or any marketing material close to the retail store of the particular merchandise you are promoting. Point of purchase will be placed at all petrol stations across the Malaysia.

LOGO

Logo Rationale

The letter 'O' has been changed to the steering icon in the word 'FOCUS' to symbolize the campaign which was the microsleep while driving. The yellow colour in the logo symbolizes the warning sign when on the road. The blue colour was chosen to symbolize freshness.



FLAG DESIGN

Some collateral items have been made as the marketing tools to promote this campaign to the public. For example, flag design, bunting design, banner design, lightbox design, pillar wrap design, limited edition Wonda Booster can and point of purchase (POP) design. All these items will be placed at Rest and Rehabilitation Areas (RNR) and at petrol stations across Malaysia.



**MUHAMMAD AMIRUL SYAFIQ
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STAY FRESH, STAY FOCUS

Stay Fresh, Stay Focus is a campaign by Wonda coffee to encouraging people's awareness towards microsleep issue while driving in Malaysia. The campaign is carried out in collaboration with Road Safety Department Malaysia (JKJR). This campaign will be launch in bilingual which are English and Bahasa Melayu.



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