Graphic Design Showcase

2026

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AIMAN AIZAN BIN NOOR IZAN

Reimagining ROS Kerepek: Modernising a Traditional Snack Brand for Youth Market





Ros Kerepek is proof that tradition doesn't need to look traditional. This project reimagines a local Malaysian snack brand for a new generation, transforming Ros Kerepek into a bold, culturally relevant identity that speaks the visual language of today's youth.

From a fearless visual system and contemporary packaging to a seamless digital shopping experience, every touchpoint is designed to make local snacks feel fresh, desirable, and relevant again. Rather than reinventing tradition, the project reframes it and turning heritage into something today's consumers can proudly discover, share, and come back to.