Graphic Design Showcase

2026

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Munchy's LEXUS Biscuit : New Malaysian Cultural Festival Packaging Design

This project aims to a new cultural festival packging of Munchys' LEXUS biscuits. It is created to address the issue of flavor confusion from the packaging, which currently suffers from insufficient visual differentiation across its seven flavor variants.

To address the issue, the project proposes a new packaging innovation design for the malaysian festival like hari raya, where different colors will be set for each flavor and serves as a creative canvas for Malaysian cultural motif. This strategic redesign are to strengthens brand reliability and mitigates legal risks associated with packaging confusion and standardize festive elements that reduce production waste.

