Graphic Design Showcase

2026

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RABI'ATUL'ADAWIYAH BINTI IBRAHIM

Packaging Redesign of Keropok Lekor Seri Tembesu to Enhance Brand Identity and Consumer Appeal

This project focuses on how strategic packaging redesign can elevate the brand identity of Keropok Lekor Seri Tembesu, a traditional delicacy from Terengganu. Despite its authentic taste and local heritage, the product's existing vacuum-sealed packaging lacks the visual storytelling and cultural resonance needed in today's market.

To bridge the gap between local legacy and modern consumer expectations, this rebranding project transforms the product's narrative into a premium "Heritage Storyteller". The redesign introduces user-centered structural innovations and cohesive visual systems that emphasize authentic quality, enhance product integrity, and promote responsible production. Ultimately, this research-driven redesign elevates the product's overall market competitiveness across both physical and digital platforms.

SERI TEMBESU

