Graphic Design Showcase

2026

CONTINUUM by bold



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Redesign on Children's Vitamin Packaging: Enhancing Visual Appeal and Consumer Engagement (Case Study: Vitasen Vitamin)

This project aims to redesign Vitasen children's vitamin packaging to enhance visual appeal and consumer engagement among young consumers. Many existing children's vitamin products feature generic packaging that lacks the ability to attract children's attention and create a strong emotional connection with the brand. In addition, parents often rely on packaging information to evaluate the nutritional benefits and suitability of vitamin products before making a purchase.

To address these issues, the project proposes a packaging redesign that incorporates vibrant colours, playful illustrations, friendly mascot characters, and engaging visual elements. The design also emphasizes clear presentation of product information to improve readability and parental confidence. By considering the needs of both children and parents, the redesigned packaging aims to encourage positive vitamin consumption habits while strengthening brand recognition and consumer engagement for Vitasen Vitamin.

