

DESIGN EXHIBITION 2022

MAKINAR
HUB

College of Creative Arts, UiTM Kedah Branch

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MINDAREKA
HYBRID

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BIN NOOR AZAM
2019279828

JALOOOLA! PRODUCT

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MR. MOHD SYAZRUL HAFIZI HUSIN

"Jaloolaa!" is a Malaysian food known as Roti Jala. It comes with different type of taste such as chicken, chocolate, and kaya pandan. The name, "Jaloolaa!" is the stylized word from Roti Jala. The pronunciation brings the feeling of joy and fun when people read the word Jaloolaa and yes, our brand strategy is focusing on the feel of joy. In line with the tagline, "Bringing You Joy with Jaloolaa!" its show our focus in bringing Joy for our customer through the taste of Roti Jala flavors. Produced by Rh Top Resources since April 2020. Selling at a stall and it is located at Damansara.

Roti Jala is one of the Malaysian favorite food serve for breakfast and hi tea. "Jaloolaa!" is targeting on local markets will go for international market. To be on part with other competitors such as "Ariani's Roti Jala", "Subway" and "Hot & Roll". "Jaloolaa!" forecast the market value of the price is RM5.00 each box which contains 10 pieces of roti jala. Posters and social media posting for the commercial is one of the target medium to promote. "Jaloolaa!" is focusing on giving joy to the customers every time they come to "Jaloolaa!". The design that we use also focusing on our mission, which is to bring happiness to customers. This is why the design looks cheerful and happy where the use of bright colors is suitable to showing the feel of happy. Supporting with design elements that brings the feel of happy especially on the packaging. The design concept for "Jaloolaa!" is unique where the brand identity of the "Jaloolaa!" is does not look familiar with other food industries product. It looks delicious yet joyful. Other food product are afraid to use this kind of design maybe because they think it is not suitable for the food product but it is not actually, we just need to be more creative on making the design work well with the food. "Jaloolaa!" will bring the uniqueness to the market so they can easily grab people attention.



GRAPHIC DESIGN & MEDIA DIGITAL

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HYPERIO**

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TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA

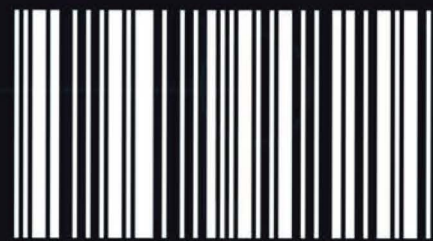


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