

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

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CRAZY BROS PRODUCT

Design Advisor : DR. SHAFILLA SUBRI
NURUL ATIKAH ADNAN
MOHD SYAZRUL HAFIZI HUSIN

The name of the product is Crazy Bros. Word "Crazy" shows the temptation of the big burgers, meanwhile the word "Bros" represents the buddy. Crazy Bros is a grilled burger produced by W&N Enterprise. W&N Enterprise was start in 2006 in Telok Gong, Pelabuhan Klang, Selangor. It is a burger shop. However, they started to develop and have many menus like fried rice, soup, char kuey teow, and many more. They also do the takeaway and cash on delivery. The burger have three types of choice, which is Beef Burger Grilled, Chicken Burger Grilled, and Chicken + Beef Burger Grilled. The main uniqueness of this burger is the giant homemade grilled beef. Therefore, this burger is suitable for family or friends and enjoy the good taste. Along with the tagline, "Bring out the Buddies" claims that definitely you will enjoy eating this burger with your friends and family. This is one of the best menu offered by W&N Enterprise. The concept design for the product is set out to be crazy and big. An expression of the fire represent the hot grilled burger. The size of the burger exaggerates the temptation of the target audiences. Supporting with doodle art, it looks more interesting and showing people how big the burger is. It uses bold colours such as red, yellow, and orange to highlight the taste of the product. The typeface implemented in the design also reflects the craziness and persuade the customers to buy the product. There are many competitors like McDonalds', Burger King, and Ramly Burger. They have a good design and promotion to be established. Crazy Bros have their own uniqueness that other competitors not offered is the size of the burger. The burger have a big size and of course, if people want to come and eat they have to bring their family, friend or someone else. Therefore, it is going to be sharing with others. Crazy Bros have the best homemade recipe of grilled chicken and beef burger. In conclusion, Crazy Bros can become more successful in the future, this product will be one of the most wanted burger in Selangor.





GRAPHIC DESIGN & MEDIA DIGITAL

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HYBRID**

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