

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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POCOPOP PRODUCT

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Pocopop is a food product that is caramel popcorn. The client of Pocopop is Pop & Co. Pop & Co products originally made by Pop & Co Handcrafted Popcorn Global Company since the beginning of 2020 from Sungai Petani, Kedah. This company works hard to make their products look different and special from other products and end up these products finally began with contained cashew nuts and delicious caramel sauce. In fact, the idea of this product began to be planned at the end of 2019. So, after several months of planning, the company finally agreed to make a product with special differences as many flavors and uniqueness that contain cashew nuts. In fact, this product is available with three flavors which is original caramel, chocolate caramel, and salted caramel and the main uniqueness of this product is the popcorn is come up with cashew nut. In addition the price also are average with the other product out there. So this can make the advantages of this popcorn also can make the buyers easily satisfied and healthy as this product is added with cashew nuts which makes it healthier. As we know, cashew nuts contain low sugar and are rich in fiber, heart-healthy fats, and plant proteins. Furthermore for the design process, the concept of this product is more to happy and joyful. The Pocopop logotype is a modern logo like the textured and 3D concept logos are made to look more attractive and expensive. The bubbly font in the logo represents a cheerful concept and also would like to show that this product is useful and suitable for the whole family and everyone because the target audience for this product is for all ages. Moreover, this product can make them to enjoy when spend their time together. For the logo color, it is almost used by the gold and golden brown colors as it is synchronized with the golden caramel popcorn color. Next, the concept of illustrations like doodles such as the mascot of monster was designed to make it symbolic of the product and to look more relaxing and fun. For the packaging, there are three types of colors for each flavor to make it the buyer easy to choose and decide before buying this product. So this can prevent customers from confusing or misunderstanding. The conclusion is Pocopop will be more successful in terms of sales and more advanced than other products and be able to compete to successfully expand the market to a high level.





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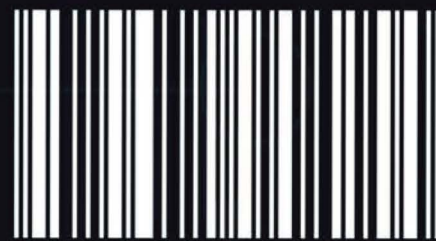
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