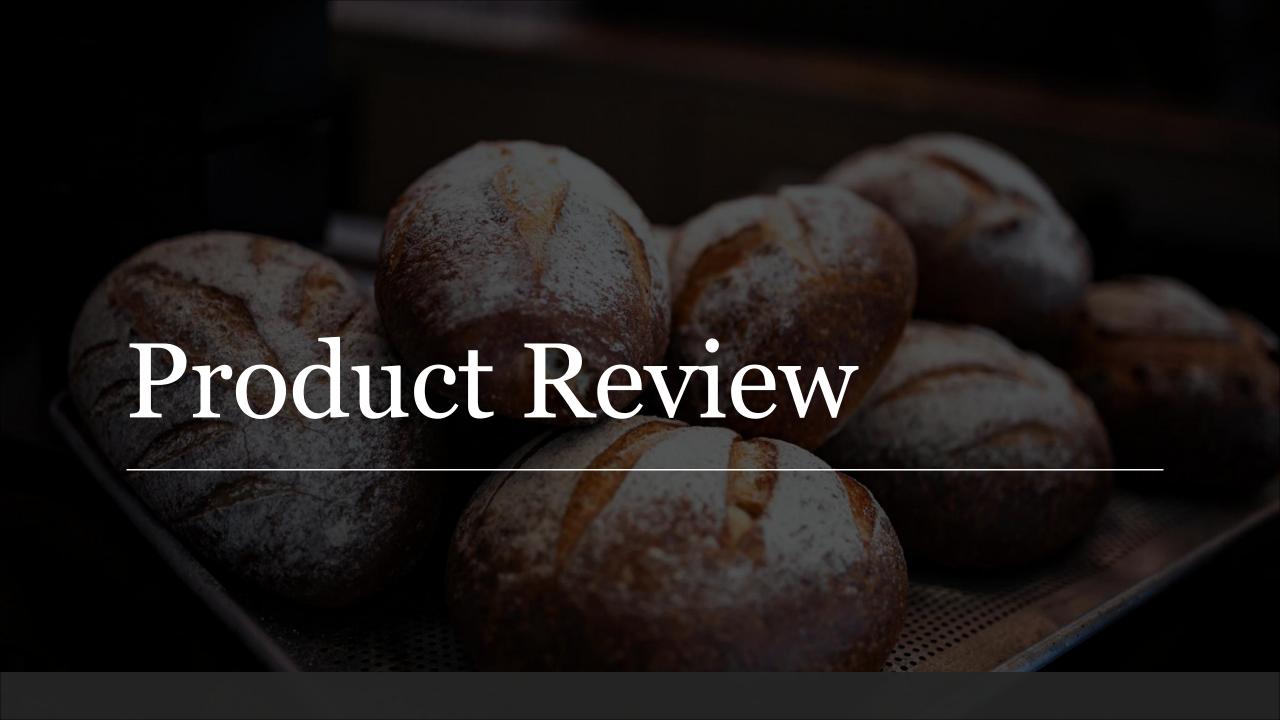


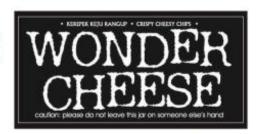
# GDT 312 Final Storyboard

: ROBINSON ANAK ATIN

: WONDERCHEESE



## Services WONDERCHEESE



Old Logo

## STUDIO PROJECT 1 GDT256







DEPARTMENT OF GRAPHIC DESIGN & DIGITAL MEDIA
AD111

Name : Robinson Anak Atin Student ID : 2018229242

Group : AD111 4F

Semester : 20204 - Session 1 2019/2020 Lecturer : Ashraf Abdul Rahman

Year : July, 2020









Logo white on black



Logo black on white



### **USP** Ideation

Final Usp

Unique twist of cheezy, sweet and spicy make it delightful experience in every crispy bite for youthful

#### 1<sup>st</sup> draft

- Step 1. Target Audience: Teenager/ Young Generation
- Step 2. Problem you solved: A good companion snack while doing job/working/study
- Step 3. Biggest Distinctive Benefit; Cheesy, Crispy, Sweet and Spicy

#### Step 4. Define Your Promise:

- a) Delightful experience
- b) Generous amount of cheese
- c) A Perfect Companion

#### Step 5. Combine and Work:

- a) Generous amount of cheese + crispy
- b) Cheesy, Sweet and Spicy + Delightful experience
- c) Perfect Companion + Cheesy

#### Step 6. Cut it down:

- a) Crispy snack with generous amount of cheese flavors in every bite.
- Unique twist of cheesy, sweet and spicy make it delightful experience for young generation.
- c) A perfect companion snack with cheesy taste for young generation.

#### 2<sup>nd</sup> draft

- Step 1. Target Audience: Teenager/ Young Generation
- Step 2. Problem you solved: A good companion snack while doing job/working/study
- Step 3. Biggest Distinctive Benefit; Cheesy, Crispy, Sweet and Spicy

#### Step 4. Define Your Promise:

- a) Delightful experience
- b) Generous amount of cheese
- c) A Perfect Companion

#### Step 5. Combine and Work:

- a) Generous amount of cheese + crispy
- b) Cheesy, Sweet and Spicy + Delightful experience
- c) Perfect Companion + Cheesy

#### Step 6. Cut it down:

- unique twist of cheesy, sweet and spicy make it delightful experience in every crispy bite for millennial
- Unique twist of cheesy, sweet and spicy make it delightful experience in every crispy bite for youthful