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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



**MUHAMMAD
ADAM**

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SORBET UP! BY AIS TINGKAP PRODUCT

Design Advisor : DR. NEESA AMEERA MOHAMED SALIM , MOHD SYAZRUL HAFIZI HUSIN

Sorbet Up! By Ais Tingkap is a local sorbet refresher that comes with various types of flavors such as original, lychee and lemon. The 'Sorbet' in Sorbet Up! By Ais Tingkap is used to represent the product from the company which is a local beverage sold in Penang. As for 'Up!', it is used to describe the beverage as we all know, has a very refreshing aftertaste especially on a very hot day. To make it more commercialize, we combined the name all together to make it appear and sound catchier and more memorable. The original name of the company, Ais Tingkap is kept as it is very commonly known among the locals in Penang. Sorbet Up! Ais Tingkap is a new range of product produced by a local company, Famous Ais Tingkap Penang. This company has been around since 1919 selling their beverage which is sorbet to the locals. This reflects to the tagline of the product, 'Timeless Refreshness' as it has been serving their original 100 years old recipe which also the unique selling point, for the consumers for over 200 years and still. 'Ais Tingkap' or sorbet is one of the most famous beverages in Penang. Strategically located at Chowrasta Market, it is a must-try beverage for both locals and tourists alike. The thirst-quenching beverage is made with rose syrup, basil seeds, getah anggur, coconut flesh, and coconut rose, topped with shaved ice. It is the best beverage to combat heat on a sunny day. Founded in 1919, the company specializes in natural fresh beverage. It promotes the very essence and importance of local products while opening new possible roads ahead for the overall market. Noticing a gap in the local beverage market today where it has always been predominantly dominated by international chains, Sorbet Up! By Ais Tingkap sets out to produce healthy drinks for the customers to consume. It can be enjoyed by everyone, regardless of age especially teenagers and adults. There are many local and international beverage products in today's market. Some of the local popular mini shot products are Hausboom, F&N, Sunquick. All the products available in the market today has its own strength and weaknesses. For example, some brands probably have a more attractive concept design for their packaging, or some might taste better than others. The concept design for the brand Sorbet Up! By Ais Tingkap is set out as bold and fresh. It can be seen by the usage of colors as we mostly use colors such as red, blue and white to highlight the main ingredients used in the product as well as to make the whole concept bolder and interesting. The design is focused on the product itself, by portraying a good quality image of the flavors, emphasizing the concept of the product which is promoting the freshness of the beverage. The typeface implemented in the design also reflects the boldness which refreshes the different types of flavors contained in each bottle and emotional appeal of the product. Overall, the brand design of Sorbet Up! By Ais Tingkap is designed from the corporate image, advertising series, multimedia and digital series and illustration products. As a designer for this product, I am truly honored and satisfied with the overall look and feel. I believed the brand Sorbet Up! By Ais Tingkap would be a good competitive product in the market based on the brand concept and design. I always believed that a good product, with a good brand and design strategy will always help distinguish the product from product competitors and makes the brand more recognizable to potential customers.

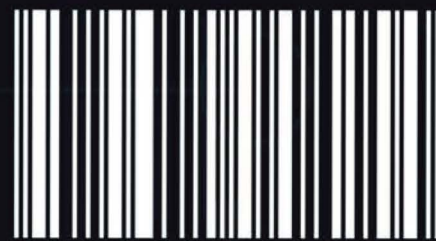
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