

DESIGN EXHIBITION 2022

MAKIN BANGUN
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KRANCHY STIX SNACK

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The "Kranchy Stix " is a biscuit stick coated with chocolate and nuts products. It's suitable to eat as a snack with family. The origins of the word "Kranchy" are based on the word crunchy. The tagline selected for this product is "Delicious Taste in Every Bite" to show customer the biscuit is tastier and crunchy. The product was produced by a company called The Sister's Bakery. This company was established in January 2020 and is in Wangsa Maju, Kuala Lumpur. This company provided various types of cake and pastry. The founder of this company was Jumirah Binti Khan Bahadur. She and her sister built this company in small capital and then expanded their business due to the customer's request. The company produce the "Kranchy Stix" from high-quality ingredients. The company used high-quality ingredients in ensuring that "Kranchy Stix" selling a good quality product to the customer. There are three flavours of The "Kranchy Stix" which is the original flavour is chocolate. The mouth-watering and creamy chocolate gives a delicious taste to enjoy with. Next is the combination of chocolate and peanut. The premium peanut was used to give better crunchiness to the product. This flavour will give a good taste for those who like to munch. The third flavour was the combination of chocolate and almond. The good chemistry of the chocolate and almond will make the customer fall in love with every bite. All the flavour was produced to give the best taste to the customer. The perfect balance of high-quality ingredients and combination of flavour will make "Kranchy Stix" will become the customer's first choice. The design concept for the product is to make it simple and fun. In ideation to bring smiles when eating it. Since the target audience was children and adults, the design concept was suitable. The "Kranchy stix" is the perfect snacks for creating bonding with the loved ones or enjoying it yourselves. There are a few famous brands that has similar products with the biscuit stick but the good quality of The "Kranchy Stix" will be in a better taste. In conclusion, the art direction and concept will be increasing the sale of the product as it was well designed. The medium that has been used in promoting the product is Instagram, Facebook, Twitter, and more. Furthermore, the "Kranchy Stix" promoting the product through a website to make it easier for customers to find any information about the product.

DELICIOUS TASTE IN EVERY BITE

New

KRANCHY Stix
Biscuit Stick Coated With Chocolate

Delicious Taste In Every Bite

ORIGINAL

Original

30.

The new Kranchy Stix baked with happiness and packed with fun. Using high quality chocolate to give a crunchy delicious taste. Available in three flavours - Original, Peanut, and Almond.

www.kranchystix.com

DELICIOUS TASTE IN EVERY BITE

New

KRANCHY Stix
Biscuit Stick Coated With Chocolate

Delicious Taste In Every Bite

PEANUT

Peanut

30.

The new Kranchy Stix baked with happiness and packed with fun. Using high quality chocolate to give a crunchy delicious taste. Available in three flavours - Original, Peanut, and Almond.

www.kranchystix.com

DELICIOUS TASTE IN EVERY BITE

New

KRANCHY Stix
Biscuit Stick Coated With Chocolate

Delicious Taste In Every Bite

ALMOND

Almond

30.

The new Kranchy Stix baked with happiness and packed with fun. Using high quality chocolate to give a crunchy delicious taste. Available in three flavours - Original, Peanut, and Almond.

www.kranchystix.com



Original



Peanut



Almond



GRAPHIC DESIGN & MEDIA DIGITAL

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HYBRID**

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TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA

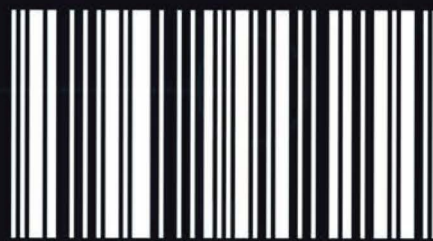


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