

**TEESSIDE UNIVERSITY SCHOOL OF COMPUTING**

**Interface and Digital Content Design**

**Design Document for “Panda Cola”**

Submission Date: 23<sup>rd</sup> January 2014

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## 1. INTRODUCTION

### PANDA COLA

Are re-launching an old product to a broader market; the task is to re-design the brand identity for the product as well as to promote the product on to a wider audience media including the internet, radio and television as well as magazines and full size posters that we will redesign. The new design will mean a brand new look and feel to the company logo as well as any and all new posters that will be designed as well as packaging and labelling of the product.

We at Panda Cola believe the new launch for this product can be achieved in about 18 months from start to finish, with the interface on the internet up and running sooner as that will be an integral part of our marketing campaign.

Below is a summarization on the evolution of the soft drink as we know it today.

The first soft drink or carbonated beverage was marketed in the 17th century? It was made with water and lemon juice sweetened with honey until English chemist Joseph Priestly developed carbonated water in the 18th century. From then on, the production of soft drinks became a big industry.

Beverage Digest, a publication dedicated to report about the global non-alcoholic beverage industry, reported the top 10 soft drinks company in the world. In the report, The Coca Cola Company is the number one soft drinks company followed by PepsiCo, Nestle, Suntory, Dr Pepper/Snapple, DANONE, Kirin, Red Bull, Master Kong and Asahi.

Since the late 1800's, soft drink giants The Coca Cola Company and PepsiCo have always been head to head for the top spot. It was only in 2005 when Pepsi surpassed The Coca Cola Company in market value. In the 1990's, PepsiCo delivered other products such as snack foods and non-carbonated beverages aside from the Pepsi Brand.

## 2. COMPETITOR RESEARCH AND IDEAS GENERATION

### COCA COLA

Coke is it - it being the #1 nonalcoholic beverage company, as well as one of the world's most recognizable brands. The Coca-Cola Company is home to 16 billion dollar brands, including four of the top five soft drinks: Coca-Cola, Diet Coke, Fanta, and Sprite. Other top brands include Minute Maid, PowerAde, and vitamin water. All told, the company owns or licenses and markets more than 500 beverage brands, mainly sparkling drinks but also waters, juice drinks, energy and sports drinks, and ready-to-drink teas and coffees. With the world's largest beverage distribution system, The Coca-Cola Company reaches thirsty consumers in more than 200 countries. Atlanta pharmacist John Pemberton invented Coke in 1886.



### NESTLE S.A



With instant coffee, baby food, and bottled water in the mix, Nestlé crunches more than just chocolate. The world's #1 food and drinks company in terms of sales, Nestlé is also the world leader in coffee (Nescafé). It also makes coffee for the home-brewing system, Nespresso. Nestlé is one of the world's top bottled water makers (Nestlé Waters), one of the biggest frozen pizza makers (DiGiorno), and a big player in the pet food business (Friskies, Purina). Its most well-known global food brands include Buitoni, Dreyer's, Maggi, Milkmaid,

Carnation, and Kit Kat. The company owns Gerber Products and Jenny Craig. North America is Nestlé's most important market.

### NESTLE S.A

Bottling company is the biggest water bottling company in the world. Their products can be found in more than 40 countries around the world. As such, they direct many of their resources to research. Amongst their researchers are some of the foremost experts in water in the world.

These scientists have made studies in more than 140 categories of waters through the world, subdividing them into 6 major groups or categories. Nestle has bottled water brands around the world but in the United States, however, the star of the company is the brand Nestle Pure Life. From their numerous brands Nestle Pure life stands apart for its light taste and affordability.

This brand is available to the consumers as flat, flavored or carbonated water. In addition to the Pure Life brand Nestle has several natural spring water brands like; Poland Spring, Calistoga, Deer Park, Ice Mountain, Ozarka and Zephyrhills. . They also sell mountain spring water with their brand Arrow Head. In the process to

purify and prepare the water for consumers Nestle Bottlers follows rigorous guidelines as established in each of the countries they sell their products and in most of the cases exceeding them. Nestle Bottlers not only strive for ways to improve the quality and taste of their product, but also to develop more efficient and environmentally safe packaging for their bottled water.

Since 1998, when the brand Pure Life entered the market and in accordance with the Nestle policy on Environmental sustainability, this company has reduced the plastic in their bottles making them an average of 30% lighter than the packaging of their competitors. Their bottles are 100% recyclable. Nestle Bottlers have established also several recycling programs to ensure sustainability of their business in earths ecosystem.

## SNAPPLE GROUP INC.

### Preemptive Marketing

Is a strategy where you take unique features in the development, manufacturing, processing, installation, research, or some other process in your business that is not well-known and you EXPLOIT it in your marketing? When you use this strategy, even though your competition may produce their product in the same way, since you're the one that used it first, they'll seem like a copycat if they try to use it later. This is one of the key strategies that you can use when you create your **Unique Selling Point (USP)**, which is the absolute foundation of all your marketing.

**Claude Hopkins** first did this with Schlitz Beer, where he exploited the way that the bottles were washed and sanitized in the bottling process. At the time, all other beer was made the same way, but Schlitz was the first one to capitalize on it. This worked so well, Schlitz became the number one beer maker (for a while).

### So what does any of this have to do with Dr. Pepper?

Well, awhile back Dr. Pepper was also trying to regain some market share and they chose a preemptive strategy in order to bring their brand back out of the grave.

They use 23 different flavorings in their "top secret" soda pop making process, in order to get that weird cherry/prune/eggplant (who knows what to call it) flavor in their beverage.

...pretty much every other soda pop manufacturer uses a whole batch of crazy chemicals as well, in order to get their secret recipes, but Dr. P was the first one to stick it on the can.

Their tactic gave them a marketing stronghold, where if any of their competitors tried using the same thing, they would look like a bunch of rip-off artists.

For many consumers, it's a snap decision about which doctor to choose. Dr Pepper Snapple Group (DPS) is the bottler and distributor of Dr Pepper soda and Snapple drinks. Serving Canada, Mexico, and the US, the company offers a vast portfolio of non-alcoholic beverages including flavored, carbonated soft drinks and non-carbonated soft drinks, along with ready-to-drink non-carbonated teas, juices, juice drinks, and mixers. Among its brands are Dr Pepper and Snapple of course, along with A&W Root Beer, Hawaiian Punch, Mott's, and Schweppes. It has some cult favorites as well, including Vernors, Squirt, and Royal Crown Cola. DPS is the #3 soda business in North America after #1 Coke and #2 Pepsi.



## CADBURY SHWEPPEES



Cadbury Schweppes is a major international company that manufactures markets and sells confectionery and non-alcoholic beverages. With origins stretching back over 200 years, Cadbury Schweppes' brands are enjoyed today in almost every nation in the world. They include regional and local favorites such as Cadbury Dairy Milk, Trident, Halls, Dentyne, Bubblicious, Bassett's and Trebor in confectionery and Dr Pepper, Schweppes, Snapple and 7Up in beverages. The company employs around 50,000 people.

In 2006 and 2007, Cadbury Schweppes purchased the [Dr Pepper/Seven Up Bottling Group](#), along with several other regional bottlers. This allowed DPS to bottle many of its own beverages and combat the recent decision by many Pepsi and Coke bottlers to drop their products. Some of the Dr Pepper/Seven Up brands are still licensed to Pepsi, Coke and independent bottlers in various regions of the United States and Canada.

In November 2007, Cadbury Schweppes announced it would take the beverages unit public. In May 2008, Cadbury Schweppes [demerged](#) its beverage holdings forming the Dr Pepper Snapple Group.

Dr Pepper Snapple Group holds naming rights to [Dr Pepper Ballpark](#) and the [Dallas Stars'](#) practice facility, the Dr Pepper Star Center, both of which are located in [Frisco, Texas](#). It also retains non-alcoholic beverage rights to each facility's concessions as a result of the deals as well as sponsorships with the NHL franchise.

In 2008, Dr Pepper Snapple Group purchased minority interest in Big Red, Inc, makers of [Big Red](#), [NuGrape](#), [Nesbitt's](#) and other flavored drinks which makes them a major player in the soft drinks industry.

### 3. DESIGN AND DEVELOPMENT PROCESS

#### Panda Cola design and Development

**Before starting** the project I started to design and create visions in my head as to what the design concept would or should resemble and so I assembled various small PNGs and other images that I had gathered over the years and created folders for different types of images to be used as layers in my posters and possibly logo and container design.

**The Mood board** I then decided that I needed a mood board to decide what colors I was going to use on my poster and logo as well as the interface or website, it was necessary to keep the theme consistent as to the color scheme. It took a while before I finally reached a conclusion and settled on the color palette.

**The colors** I decided to use were blue, white, red, green and many subtle variations which gave my design the desired effects.

The chosen colors I thought were very family oriented and totally up to date on a lot of advertising seen on many media types right now.

**The slogan** I chose to represent Panda Cola project is a play on words based on an old saying "THINK OUTSIDE THE BOX" meaning let's try to think differently and outside of what others may be thinking, and I chose "THINK OUTSIDE THE DRINK"

**The Images** I have also taken into consideration the media files to be used for the web interface specifically the image slider used on the home page, these images were made in adobe Photoshop 6 by myself and were created using a number of layers to get the final effect and saved as transparent PNGs which also makes them quite large files (150kb) although totally acceptable in this instance, the rest being made up of JPG format even the background slider images and the average size are 80kb again very acceptable for any computer nowadays.

**Lossy and Lossless** Even though JPGs are what we call "lossy" compression method they are totally acceptable as long as the end result is not pixilated to the end user and also the PNG is what is called a "lossless" compression method and therefor can be shrunk to a less size for optimal results.



## 4. FEEDBACK AND EVALUATION

A summary of the feedback received at the Feedback 1 and Feedback 2 points

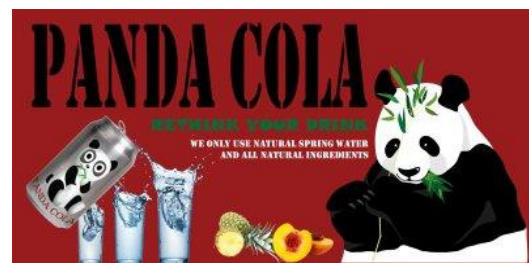
### Initial logo Ideas

My initial Ideas for the Panda Cola company media and logo branding was not very creative at all and I could not get a sense of where I wanted to go with the design although I had already chosen a specific Target Audience, which was to be pre-teen age and up to final teenage years, probably 7yrs to 20yr olds as I would assume that would be the age group that would be very impressionable. My feedback collected from tutors and peers allowed me to continue to evolve to the final Logo as the first attempt was seen to be unacceptable due the font used and the mono color. I was advised by my tutor that the logo should be more to the design of the Interface as the second attempt was more like a grunge font and perhaps aimed at the wrong audience.



### Initial Poster Ideas

The initial poster ideas were a red background and large black font with accompanying layers of objects such as a container of drink with a panda brand or some fruit and perhaps glasses being filled. After peer evaluation and critical reviews from my tutors I was advised to perhaps change the red background color.



## Final Media

The final **logo** decided upon was discussed with both Steve and Alex and concluded to be the most appropriate for the audience and age groups that I was aiming at and the logo has a blue and red font design with a panda in the center and the motto in plain font at the bottom. The design seems to blend well with the web interface as I have chosen similar color scheme.



The final **poster** design has a dramatic difference to my original design thoughts as I wanted to get away from a solid color background and have lots of white space. The poster needed to resemble the natural habitat of the panda and as such have added some bamboo and small wildlife, whilst also trying to convey the natural effervescence of the drink.



The final **containers** that I have created and chosen for the project are very minimal in design and possibly could have spent more time on developing a more complex look and feel although the aim was to get my point across to my target audience on my posters and the logo design and I think that the message was actually pretty clear.



## Client Assessment Feedback and Evaluation

After my initial assessment feedback from my tutor, I was pleasantly surprised to find that my work load was on schedule and that the work that I had undertaken was not far off course, although I did need to start considering my main target audience and also focus on a legitimate logo design and poster for the branding of panda Cola. It was from this point on that the decision was made to totally redesign both logo and poster.

### SCHOOL OF COMPUTING ASSESSMENT FEEDBACK



Module/Assessment Details			
Assignment Title:	ICA Design Document developed to a client's brief <del>w/c 3/11/13</del> ICA Milestone - 2-3min presentation during tutorial on research done and ideas generated		
Module Name:	Interface and Digital Content Design	Module Code:	MUL1064-N
Marker:		Date:	w/c 3/11/13

Student Details		
Student Name:	STEPHEN WALKER N32475	
Resubmission:	Not Applicable	Assessed as a summary in final Design Document

**Summary:**

Interesting mix of competitors - good to consider different and varied drinks.  
 Normally logo would lead to poster rather than doing poster and trying to fit logo into it.  
 Need to firm up target audience. Also bring your research into designs more.  
 Lots of different versions - good - keep all these for design doc but also use them to get feedback.  
 Experiment.

## Final Media (Feedback)

The final **media feedback** was very encouraging and am trying to get the poster and final logo design to sync with the interface, have created a new look for the logo and hope that this attempt is more in keeping with the design. I have totally discarded the "grunge" font as it was pointed out to me that the target audience of my choice was not grunge but of a more family type audience aiming towards 7yr olds to late teens. Maybe should have spent more time upgrading the drinks logo and perhaps the poster, I am sure that with more time and peer and tutor input could have achieved something special.

✓*	Excellent	Good	Fair	Adequate	Poor
Company logo		✓			
Drink Logo		✓			
Poster with drink USP and slogan		✓			
Interface home page	✓				
Interface content page					

### Comments:

Explained process and design journey well.  
Shows clear development work. Lots of ideas  
Good use of inspiration.  
Interface very different to the poster - more professional looking. Using containers works well but grunge font doesn't go.  
Lots of different logo designs. Seem to have 2 different audiences between poster + logo (grunge) and interface

## Panda Survey (Feedback)

The **Panda Survey feedback** was very encouraging and I took great care in all responses and felt that changes

1. Are the Logo colours right or not?
  2. Is the Logo too bland?
  3. Give me your thoughts on my poster attempt.
- 
- 1) The color scheme for the logo is great obviously you have chosen black and white as am sure most people have for the color of their panda, your panda defiantly looks like a panda and is easy on the eye as well, I don't look at it and think it looks unfriendly or scary, so defiantly child friendly. You could maybe play around with color of the words see if there is any other animal's styles you would prefer but overall really professional.
  - 2) Defiantly not, the panda is not to childish helping it reach greater target audience, sometimes simple design are the best most successful ones.
  - 3) The posters look really bright and catch your eye, I like the ice cubes as they make the drink look more appealing. Maybe faded the bubbles out more around the words and it could be more difficult to read from a distances.
  - 4) I also visited your survey and loved everything you designed, all looks really professional, with good color scheme and layout for the different interfaces but also you have made the drink look appealing as well. You have kept your target audience open with your design which I think is the best thing to do for the 'client' (panda cola) as they can expand their sales further with these designs hitting a bigger target audience.

## 5. BIBLIOGRAPHY AND REFERENCES

Online at: [http://www.hoovers.com/company-information/cs/company-profile/Dr\\_Pepper\\_Snapple\\_Group\\_Inc.178f4f692fb83d23.html](http://www.hoovers.com/company-information/cs/company-profile/Dr_Pepper_Snapple_Group_Inc.178f4f692fb83d23.html)

Online at: [http://www.hoovers.com/company-information/cs/competition.The\\_Coca-Cola\\_Company.3f8a006eaf87d773.html](http://www.hoovers.com/company-information/cs/competition.The_Coca-Cola_Company.3f8a006eaf87d773.html)

Online at: [http://www.hoovers.com/company-information/cs/competition.The\\_Coca-Cola\\_Company.3f8a006eaf87d773.html](http://www.hoovers.com/company-information/cs/competition.The_Coca-Cola_Company.3f8a006eaf87d773.html)

Online at: <http://businesscasestudies.co.uk/cadbury-schweppes/financial-statements-and-reporting/introduction.html#ixzz2jtEACb6G>

## APPENDIX A LOGO DESIGN

### LOGO DESIGN

After spending some time designing the media logos and it is gradually morphing into shape, although it still has a way to go yet. As of yet the logo has not been designed well enough and none have been chosen yet.



### FINAL LOGO DESIGNS

The logos below are much more the kind of design Panda Cola are to run with based on research and feedback received. The final result is a nice family design with good colors also including the motto.



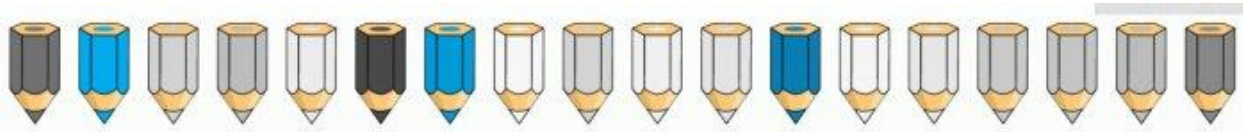
### FINAL CONTAINER DESIGNS

The containers were used very sparingly throughout the development process and are very basic and simplistic as seen below.



## APPENDIX B COLOR PALETTES

Screenshots of the color palette used for the web interface I have intentionally gone for the neutral look and feel as I believe that these types of colors are very much in vogue at this time.





## APPENDIX C SCREENSHOTS OF POSTERS

The first attempt at creating a poster to go along with the product media was to use a red background and to build on top, but decided against the red after some very crucial and informative feedback.



The second attempt at creating a viable poster was to have lots of color and yet leave lots of white space trying to create the panda in its natural habitat while creating the sense of a bubbly natural flavored drink.



## APPENDIX D SCREENSHOT OF INTERFACE

Screenshots of home page interface with text and content. The logo design also has the product motto which is “Think outside the Drink” and the motto is stated again on the web interface.



## APPENDIX E MOODBOARD AND SKETCHES

Screenshots of mood boards, sketches and ideas notes



The original rough sketch for the interface of Panda Cola (below)





The screen shot below is a great example of a website that I am actually referencing for one of my chosen example products for the module, it is uncanny how similar the site looks to my own interface (had no idea that this site existed when I developed my interface) It also uses a slider for the homepage.



The screen shot below is a typical color scheme that I liked and will be used; it displays all of the neutral colors that will be used for Panda Cola and I think the look and feel are very contemporary or modern.



This screen shot of a travel site is another inspiration that I have taken into account.



### Answers to Checklist

#### Competitor Research and Ideas Generated

The competitor research includes all three main competitors.

Other brands have been considered and include a failed brand.

The ideas, colour choices and brands I have researched has enabled me to create a strong brand identity.

Screenshots are shown to illustrate effective points of strategy.

#### Media Designs

All elements of the client brief have been included.

A concise and professional presentation will be presented to the client.

I have shown a clear brand identity for all media types.

All media has been presented to a high standard.

Attention to detail has been undertaken.

On presentation, I am able to clearly explain and describe all media materials.

#### Design and Development Process

The entire design and development process has been documented.

The complete design journey from initial steps to final media has been documented.

I have utilised screen shots in an effective manner.

Consideration has been given to file formats and compression.

All feedback has been acted upon and documented accordingly.

A clear criterion for feedback and evaluation has been given.

All feedback and Evaluation has been documented.