Final M.A. Thesis Project

A Taste of Malaysia: A Critical Look at Oriental Food Packaging

Master of Arts in Graphic Design

At

The Savannah College of Art and Design

by

Siti Shukhaila Shaharuddin

Savannah, Georgia

Fall 2004
Final M.A. Thesis Project

A Taste of Malaysia: A Critical Look at Oriental Food Packaging

Master of Arts in Graphic Design

At

The Savannah College of Art and Design

by

Siti Shukhaila Shaharuddin

Savannah, Georgia

Fall 2004

Professor Joseph A. DiScola

Date
Project Title: A Taste of Malaysia: A Critical Look at Oriental Food Packaging

→ Problem Statement:

Malaysia is one of the potential countries, which producing and exporting the oriental food products around the world. The foods include a variety of pastes, ketchup, sauces, rice, noodles, curry powder, coconut milk, snacks and etc. There are many brands of food products in Malaysia such as Alif, Babas, Liaggam, Aminah Hassan, Adabi, Ayam Brand, Agronas, Baguz, Brahim’s, Eye, Life and others. The taste of the food is so delicious however the design of the packaging and label needs improvement. Packaging style, label, logo, color and typography are the main elements to produce attractive in brand. These products have to compete in the local and international market.

→ Research Methodology:

- Research on Malaysian packaging from many different vendors to understand the scope of the problem
- Mood boards
- Potential competitors
- Illustration/Photography styles
- Colors
- Typography
- Packaging style/shapes and materials

→ Mission Statement:

This final project will be a critical exploration of Malaysia packaging that will look at the appropriateness of brand, color, typography, style, label and shape.
<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
<th>Process/Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>This product should be able to compete with both local and international market</td>
<td>Find out who are the competitors both in local and international market</td>
<td>Going to the stores and look at existing packages on the shelf</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Take photos and find imageries from magazines, books, newspapers and etc. for the mood board</td>
</tr>
<tr>
<td>Research</td>
<td>Develop solid idea, concept and creativity on a brand new food product line</td>
<td>Image compilation</td>
</tr>
<tr>
<td>Establish a brand new outstanding product design</td>
<td>Brainstorm for new brand name To create new logo type</td>
<td>Design imagery style Design logo</td>
</tr>
<tr>
<td></td>
<td>Find imagery for the mood board as part of the ideas development • Typeface • Color • Shape • Material • Texture • Style of illustration/photography</td>
<td>Design company stationery Consideration to design: Product's information booklet Paper bag</td>
</tr>
<tr>
<td></td>
<td>To create preliminary sketches to work from and this will expand different point of view</td>
<td>Create pencil rough</td>
</tr>
<tr>
<td>Solutions</td>
<td>Learn the process of packaging mass production Find out the forms, shapes, materials and functions of the packaging</td>
<td>Design label and tag Design food packaging shape and style</td>
</tr>
</tbody>
</table>

→ Timeline:

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
</tr>
</tbody>
</table>

- 15th: Full quarter begins
- Project research and proposal outline
- Find competitors, images and prepare mood board

September 2004
<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>October 2004</td>
</tr>
</tbody>
</table>

Outline doc
Brainstorm ideas, concept and logo (sketches)

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
</table>

Logo development and progress

<table>
<thead>
<tr>
<th>10</th>
<th>11</th>
<th>12</th>
<th>13</th>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
<th>18</th>
</tr>
</thead>
</table>

Finalize logo and refinement
Sketches for stationeries (letterhead, Business card and Envelop

<table>
<thead>
<tr>
<th>17</th>
<th>18</th>
<th>19</th>
<th>20</th>
<th>21</th>
<th>22</th>
<th>23</th>
</tr>
</thead>
</table>

Computer rough (stationeries), finalize and refinement
Start sketching packaging and label (specify shapes and materials)

<table>
<thead>
<tr>
<th>24</th>
<th>25</th>
<th>26</th>
<th>27</th>
<th>28</th>
<th>29</th>
<th>30</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Rough design and refinement (packaging)

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
</table>

Packaging design progress and mock-up

<table>
<thead>
<tr>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>13</th>
</tr>
</thead>
</table>

Printing
Project disc

<table>
<thead>
<tr>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
<th>18</th>
<th>19</th>
<th>20</th>
</tr>
</thead>
</table>

21 22 23 last day of classes before winter break

<table>
<thead>
<tr>
<th>24</th>
<th>25</th>
<th>26</th>
<th>27</th>
<th>28</th>
<th>29</th>
<th>30</th>
</tr>
</thead>
</table>

November 2004

Shaharuddin 3
Creative Positioning Strategy

→ Brand Opportunity:

Malaysia is one of the potential countries of producing and exporting oriental food around the world. The foods include a variety of pastes, ketchup, sauces, rice, noodles, curry powder, coconut milk, snacks, and etc. There are many brands of food products in Malaysia such as Alhi, Babas, Linggan, Aminah Hassan, Adabi, Ayam Brand, Agromas, Bagruz, Brahims, Ewe, Life, and others. The taste of the food is so delicious however the design of the packaging and label needs improvement. Packaging style, label, logo, color and typography are the main elements to produce attractive in brand. These products have to compete in the local and international market. In this particular project, a new brand product will be produced. "Malaya" is an appropriate name to carry on Malaysia's identity. Before Malaysia, it was known as "Tanah Melayu Malaya" before and while under British Colonial. Malaya's name is starting to be forgotten by modern generation and this name is chosen so that it would not lose its originality.

→ Differentiation:

"Malaya" offers oriental food products based in Malaysia. This high-quality product is made for easier and faster cooking, not like the old days cooking, which usually have to spend 15 - 36 minutes per dishes. This product is easy to prepare and it tastes exactly like the traditional taste. The different of this product compared to its competitors is the taste and culture. The consumer might be attracted first to the packaging style and then its taste. This brand is also visualizing an idea of traditional, elegant and stylish.

→ Positioning:

This product is targeting the local as well as international market. It should be able to compete with other oriental food from countries such as Thailand, Indonesia, Italy, Mexico, India, and others. Each country has its own traditional culture. "Malaya" has a very unique identity by introducing the elements of Malaysia's culture such as the motif from the textile (batik, songket, and sarong), architecture and also wood carving. The strongest visual of Malaysia is its traditional handcraft.

→ Competitors:

Local

Aminah Hassan – Aminah Hassan is a brand name for condiments. Aminah Hassan offers an assortment of exotic sauces, namely tomato, chilli, peanut, soya, hot ketchup, chilli garlic and chilli ginger, curry powder and rice vermicelli. It has been in the condiments business for more than 30 years. It prides itself in consistently providing consumers with high-quality products consistently upgraded through market research and development. This product is available in various parts of Asia, Australia, America, Europe and the Middle East.

Brahim's – Brahim's food products range from ready-to-eat-meals to packaged cooking sauces and condiments. Dewina Berhad, the owner of the BRAHIM'S brand name, is involved in the manufacturing and trading of food products, industrial food services, catering supplies and franchised food outlets. It also supplies rations for military establishments.
Eye - Eye is a local brand of Indian curry powder. Its range encompasses curry powder for fish and other seafood, chicken and meat as well as korma. It also offers pure chilli, cumin seed, fennel seed as well as black and white pepper powder. Only the best selected spices are used, all of which are thoroughly cleaned and roasted to enhance their aroma before being ground. Eye curry powders are based on traditional formulas from South Indian villages. It is popular in the domestic market as it is "halal" and is also exported to the Middle East, South Africa and Australia.

International

Patak’s - Patak’s is a family owned Indian food company which has grown from modest beginnings into one of Britain’s most successful brands - a household name, used by professional chefs and home cooks across the UK. The brand has achieved success worldwide. It is distributed in over 40 countries and has established itself as brand leader in Australia.

Tasty Bite - Preferred Brands International (PBI) is a rapidly growing US-based food company. A frontrunner in the fastest growing food segment in the US - the $35 billion natural foods sector. It has been marketing its Tasty Bite line of ready to serve Indian and Thai foods in the US since 1994. Today it is firmly established as the largest selling brand of Indian food in North America. Preferred Brands’ charter is to market a range of high quality, authentic, all-natural foods that represent exciting cuisine from around the world. Now Tasty Bite has spread its wings to virtually every continent across the world. From North America and Asia to Europe and Australia.

Chef Boyardee - Chef Boyardee began in an Italian restaurant in Cleveland called Il Giardino d’Italia. In the homey restaurant, patrons often asked Chef Hector Boyardi for take-home portions of his wonderful spaghetti sauce so he began selling it in milk bottles. Shortly thereafter Boyardi also started selling dry pasta and packets of his special cheese with the sauce. It was an instant hit. Cleveland fell in love with Chef Boyardee pasta, and Boyardi began to make sauce in a special loft down the street.

Chun King - The Chun King brand name represents a tradition of top-quality Chinese food products, ranging from chow mein noodles to sliced water chestnuts to an expanding variety of oriental sauces. Chun King's bit-pack complete meals have been a fixture of the Chinese shelf-stable market for many years.

Dennison’s - Dennison’s is known as “The Stand Up Chili” – it’s so thick and hearty, your fork stands up in the bowl. That’s because it’s made with vine-ripened tomatoes, pinto beans, premium beef and just the right combinations of seasonings. And Dennison's gives chili lovers a great variety to choose from: Chili with or without beans, Chunky Chili, Mild Chili, Vegetarian Chili, Turkey Chili and a 99% Fat Free Chili.
→ Vision:

“Malaya” food brand should be able to compete with both local and international market. The strategy for this matter is that by introducing and promoting local products through its culture to other countries. An outstanding product design that explore on the color, label, typography, shape, and material should be considered as well as its practicality.

→ Voice:

“Malaya” is very special, cultural, delicious, eye-catching, outstanding, high quality and convenient food product. It is simple and easy to prepare without spending more time. Convenient to modern living people.

→ Execution Considerations:

- Colors – warm; dark red, maroon, purple, indigo, violet
- Type – Freebooter Script, Geesie, df temple, Chancera, Carolingia, Cotillion, Lauren Script, or consider to design special typeface.
- Imagery – Some images and icons (from motifs of textile or wood carve) will be design in Adobe Illustrator, and also the usage of the photos.
- Packaging – label on the bottle, can, paper box, sachet, packet, paper bag.
- Product information/ food recipe – flap book 3”x3” inches.
Logo type - Carolingia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary type - HamburgerHeaven

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Text type - JustOldFashion

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Label

Based on Malay traditional window

Malaya

CHILI SAUCE

With Ginger & Garlic
THE TASTE OF MALAYSIA

Logo

Product's name
(white, opacity: 35%)

Border (yellow: 50%, opacity: 50%)

Taste level
- Mild
- Medium
- Hot
Malaya

COCONUT MILK

Extract from fresh coconut

THE TASTE OF MALAYSIA

C=90 M=100 Y=80 K=0

Malaya

CURRY POWDER

Fine Ground Curry Powder

THE TASTE OF MALAYSIA

C=60 M=0 Y=100 K=90