

Russia Kids  
Competition |  
Design Entries  
| Winners  
CMA, Tomf,  
Alberto



# Final winners of selection process

## criteria:

- Appetite appeal – cost of entry
- Use of real fruits – cost of entry
- Emotionally compelling ideas that connect to both Mom and Kids (note: we might see an idea that meets this requirement really well, but will not scale i.e. fails on the Technical Reqs. – let's leave the 'Technical Reqs. for the second 'Winner Circle' pass) – these are entries that could get a special award/exception based on creative merit and deserve further optimization
- Is the core VIS idea Ownable and Unique – concept cannot be explicitly derivative or copied from elsewhere
- Natural, Genuine, Friendly attributes – in line with the Juice Masterbrand



## Carving

Create tastefully! Juices and nectars "I could do it better" are enriched with original ideas! There is a little workshop coming with each juice package showing you how to make magic compositions of fruit and vegetables. Carving in cooking means shape-cutting on fruit and vegetables, and it can be a great supplement to daily and festive table. Carving method is very simple and comprehensible for everybody. It develops creative abilities in kids and is really capturing. For a young cook there is an opportunity to become skilled in existing dish decoration methods with the help of "I could do it better!" juices. Your family will be amazed at such a wonder created by hand. A more detailed description of the project can be found at: <http://www.slideshare.net/organica-design>

### CMA-1 gold star

- Creative and imaginative
- Unique fruit Mnemonic
- Interactive
- Fruit is the hero, fruit as art
- Connotes that the magic is within the fruit
- Scalable, fits with the Overarching masterbrand
- Appeal to kids and moms

### Alberto – 1 star

- 'Fruit as Art' is what truly defines this concept which makes it highly eye catching and enhancing the benefits of the fruit through natural fruit 'animals'
- Very original and credible concept which ignites kid's imagination of what they can create with 'fruits'.
- Very friendly and approachable for kids yet maintaining a great nutritious balance by using the complete fruit in different shapes.
- Very ownable and differentiated vs the competition
- Can be scalable across markets.
- Fits the brand VIS core elements.

### Tomf – 2 stars

- The concept uses real fruits and presents a challenging new interpretation of how we view different varieties and the creative opportunities they offer – unexpected in the Juice category and with a strong potential to appeal to Kids while Moms will be satisfied that this is a 'full of fruit' 100% natural product.
- The 'origami' Fruit characters are highly contrived but yet appear authentic and not computer manipulated
- This concept will require very skilled fruit modeling





Useful enjoyment The concept is based on the intention to demonstrate the benefits of fruit and create a game attribute. Therefore, it was intended to show juice (with a splash convey this idea on the package) and create an image that is fun for their parents. A splash and fruit coming as one whole, create the image that a snail, etc., i.e. the image that h

## CMA – 1 star

- A creative and appetizing concepts
- Fruit as Art
- The use of the juice helps to convey the concept while also adding appetite appeal
- Concept is scalable, unique & ownable
- Concept is like a good Pixar movie, many levels to enjoy for all ages

## Alberto – 1 star

- Excellent concept which enhances the brand's natural cues through the combination of real fruit and natural intrinsics (juice splash) to enhance appetite appeal.
- The core strength of the concept lies in its simplicity and elegance which at the same time highlights the kids curiosity to identify a day-to-day animal.
- The concept unites the 'curiosity' of kids and at the same time maintains a high quality image to build Mom's trust.
- The concept has a strong potential to be scalable across markets and good integration with the brand's core VIS elements.
- The key strength of the concept is that can be truly 'Ownable' and differentiated vs the competition

## Tomf – 1 star

- There is a very strong core visual idea present in this Kids VIS concept – if done well, it can be highly differentiating and appeal to both key consumer audiences: Kids and Moms
- It integrates well with the overall Juice portfolio shelf line-up and adds a new dimension to the brand
- It is a tricky visual idea to execute well and not have the appetite appeal suffer – the concept deserves further development/exploration



**BRONZE**

The juiciest juice!

Eating juicy fruit is tasty and useful. And drinking juicy fruit is still tastier and more useful! The concept shows to us that juiciness is found inside fruit from which juices and nectars are made. Juicy fruit segments are eaten by other juicy fruit from which useful organic juice is made. This is what is meant by juiciness in juiciness:) To make it still more exciting, fruit with leaves acquire some special image. This is a game for kids' imagination;) It was either a bird, or fish who ate those fruit...

### Alberto – 1 star

- Interesting concept using 'real fruit' as a core element to communicate appetite appeal.
- Friendly & Approachable for kids incentivizing their imagination and link with nature (animals)
- Keeps a nutritious tone & manner which is key for 'Moms' to buy juice for their Kids.
- Scalable across markets. Can easily replicate using variants of fruit and different animals.
- Can be integrated with the Brand Visual ID.

### Tomf – 1 star

- The concept uses real fruits in a fresh and engaging interpretation of the Pac man iconic shape – it is a clever visual device that offers the opportunity to create additional engaging fruit characters to create new visual narratives
- Fits well with the overall Juice portfolio and introduces differentiating humor for the Kids line



MERIT

## Package

The fruit look as if it has just dropped off a tree. The captions point out product benefits and its influence on health - it can make kids smarter, stronger, etc. Thus, this concept meets both kids' and parents' requirements.

### CMA -- 1 star

- Interactive & imaginative
- Fruit is the hero of the pack
- Scalable
- Fits with the overall masterbrand
- Appeals to moms & kids alike
- Playful without being overbearing

### Alberto -- 1 star

- One of the most creative concepts engaging kids to be part of the brand and ignites their imagination to start conversations with a broader audience.
- The concept indeed shows a friendly and "playful" attitude to engage kids but at the same time reinforces some of the nutritious elements of the brand to keep Moms engaged.
- The designs are simply yet catchy to bring curiosity to the eyes (at the POS)
- Scalable across markets and fits the brand VIS core elements
- It is also an 'ownable' and differentiated concept.



**MERIT**



## Here are the winning aspects of the current Fruit Animals visual identity design concept, i.e. why it is a more successful solution from the point of view of our business success:

- The Fruit Animals design supports the core global Kids Juice brand position of a 'Playground of Discovery' – the intricately constructed Fruit Animals encourages deeper investigation of the pack by the child. It is not immediately obvious what fruits make up the animal so they have an immersive challenge to find out which fruit segment is used for his nose, or ears, or... 'Oh look, his eyes are tiny grapes!'"
- We avoid at all costs the use of cartoon imagery or 'fake' computer effects to create the animals – they are natural and friendly and almost replicate the type of fun trick that dad or granddad would create for them if they went to visit the family farm. We want to connect them back to nature and the goodness and exciting possibilities of real fruit
- The personalities of each fruit animal are highly flexible and a limitless amount of emotional poses can be created thereby giving the design the ability to evolve and grow. -- Hippo can look mischievous; Lion can look shy; Koala can look sleepy; The Monkey can look like she is having her passport photograph taken and making a goofy face! These are all attributes that kids display at many points in their development and they can relate to their new Fruit Animal friends experiencing the exact same emotions and moods as they do in real life.
- New Fruit Animals –even those with numerous complicated fruit flavor combinations— can be created very quickly as they come from an existing fruit image library which we own outright. A single illustrator develops the Fruit Animals within an existing template -- and because no photo-shoot is required, the production costs are very low. The timing to develop a new character is fast which means that our 200 global markets can be serviced efficiently and be very branding consistent. It also means that a local market can develop local animal favorites for their specific consumer audiences, so Fruit Animals are a highly customizable design solution
- The Fruit Animals concept has been tested across 5 very different global markets and the results were universally conclusive: Moms loved the real fruits and 100% juice proposition plus the absence of visual artificiality and cartoons. But most of all they loved that their kids (3 to 10+year olds) went wild for the fruit animal characters and want to befriend ALL of them. A success therefore with both key consumer audiences
- But the biggest win from the Fruit Animals design is that in the end, they make Moms & Kids 'smile' at the same time – the bond that creates is timeless!