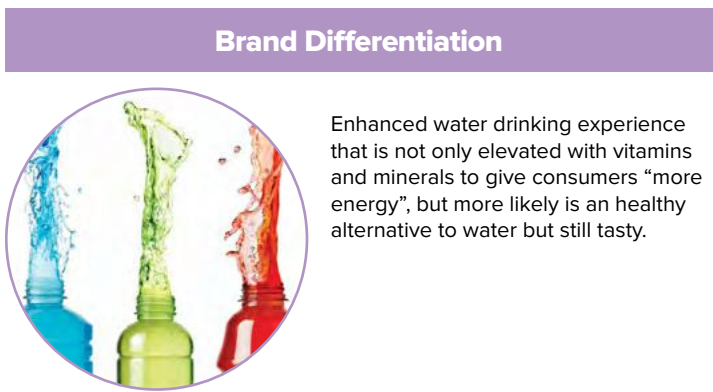
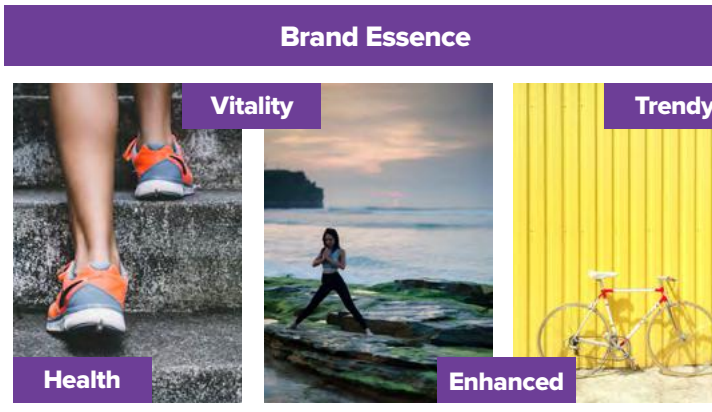
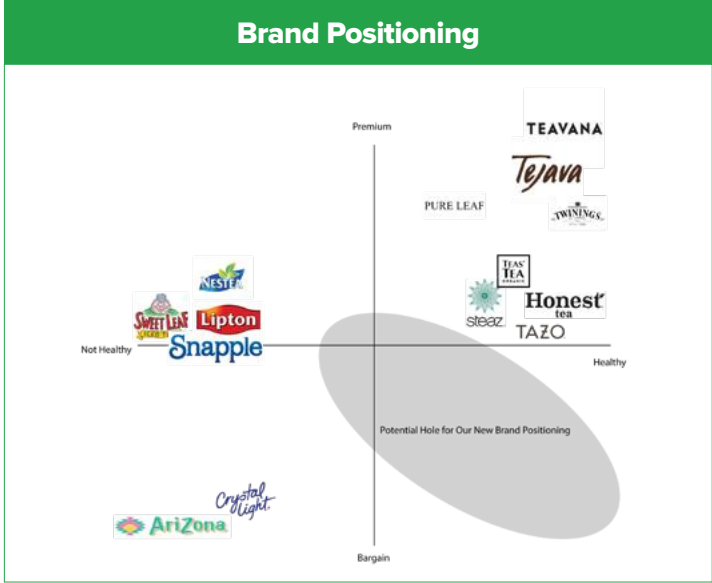
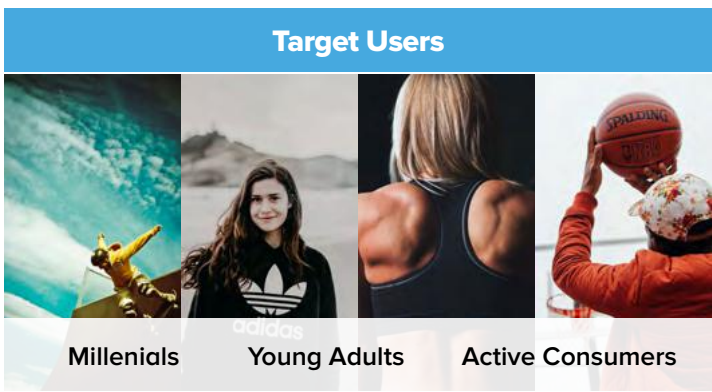




# thermophilicTea

Autumn 2017  
Yihao Zhang  
Design 5103  
Instructor: Peter Chan  
Department of Design  
The Ohio State University

# Phase One ( VitaminWater Mindfulness Campaign )



**Brand Message**

**Think & Feel**  
 "The brand is consistently challenging what is to create what could be. It took boring water and made it brilliant by adding flavor, color, and an irreverent attitude that is unmistakably vitaminwater." –MMA Case study

**Tagline**  
 Drink outside the lines

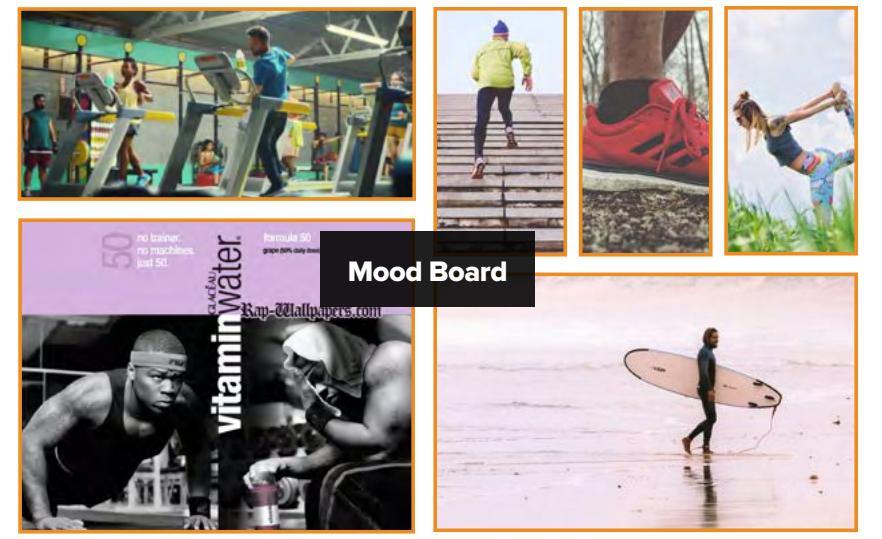
**Value Proposition**  
 Serving enhanced water for "off the court" hydration needs

**Perception**  
 "Healthiness that is actually "enhanced" energy that results from the ingestion of stimulants" –The Business of Food: Encyclopedia of the Food and Drink Industries



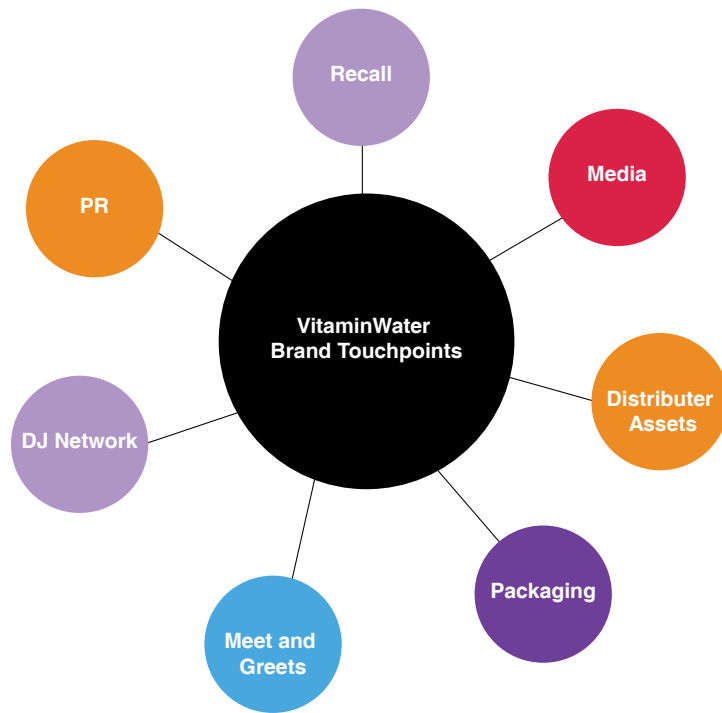
**Personality Traits**

LOGICAL How we THINK about the brand?	EMOTIONAL How we FEEL about the brand?
 <b>Wise</b> Health Supplement	 <b>Alive</b> Energetic Tasty
 <b>Accessible</b> Uniform Recognizable	 <b>Approachable</b> Famous Recommended
 <b>Trusted</b> Nutritive Reputation	 <b>Human</b> Natural Targeted



## Brand Design

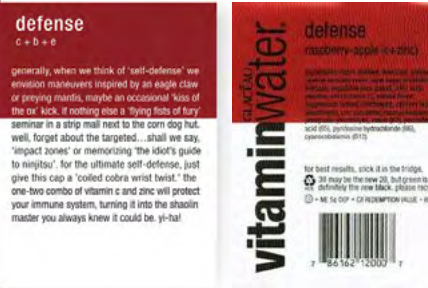
### Packaging



## Brand Packaging

### Label

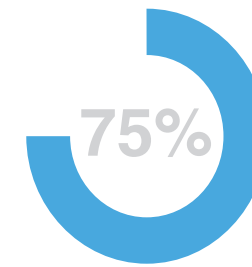
**Nutritional Information:**  
Focus on the Vitamin Content Text Hierarchy is meant to look like an Rx Label.



**Brand Message:**  
A short description of why they vitamins in this bottle help you, the consumer.

**Ingredients:**  
Required by law, still looks like an Rx Label.

## Social Good Mindfulness



**75%**  
of adults who report having high levels of stress –American Psychological Association



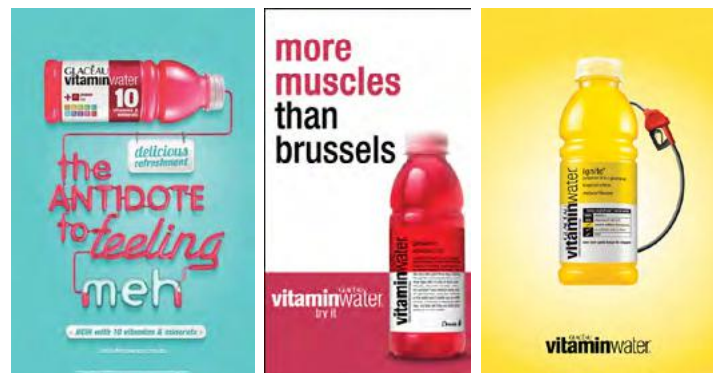
**3 in 10**  
adults are obese or overweight around the world –CDC, National Center for Health Statistics



**1 in 3**  
adults aren't getting enough sleep at night –Centers for Disease Control and Prevention

## Brand Design

### Advertising



### Brand Family



**1 2 3 4 Brand Promise**

### Social Good Mindfulness

Offers a convenient way to get more of the nutrients they need to get through the day and cope with everyday life

Hydration that works every time

No added preservatives, no artificial sweeteners, no artificial colourings and no added sodium

Diverse range of active lifestyle drinks, packed with nutrients to help people feel and perform better

Increased awareness

Increased clarity and peace of mind

Mind makes healthy positive choices.

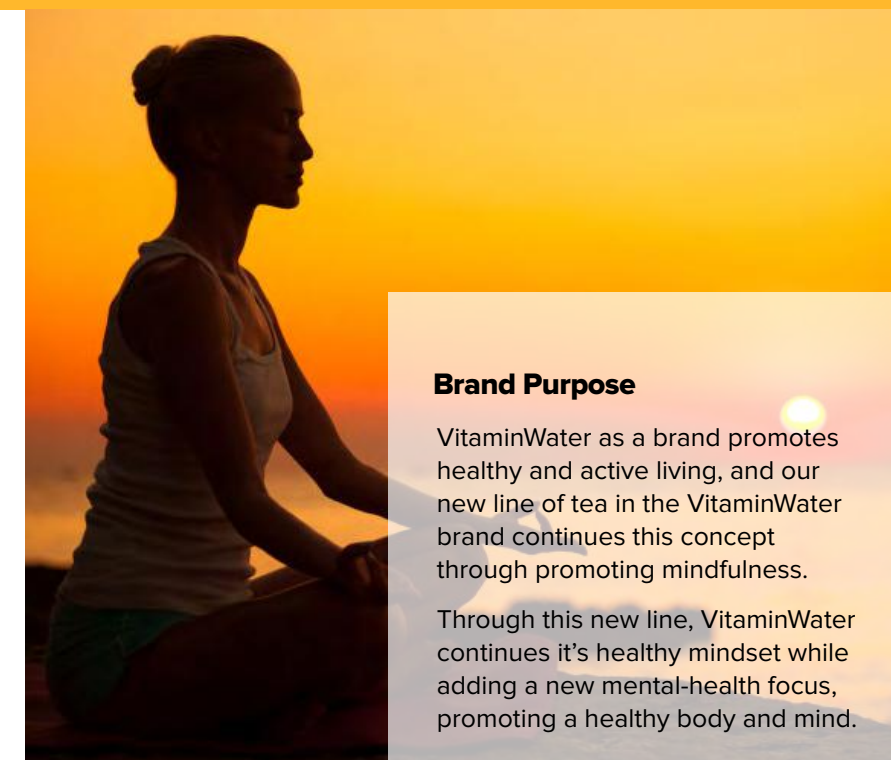
### What is the benefit?

It is scientifically proven that people can train their brains to think differently, but many people aren't aware of this proactive solution and how it works. The significance is that increased awareness, leads to increased clarity and peace of mind, which results in a mind that will make healthy positive choices.

### Brand Purpose

VitaminWater as a brand promotes healthy and active living, and our new line of tea in the VitaminWater brand continues this concept through promoting mindfulness.

Through this new line, VitaminWater continues it's healthy mindset while adding a new mental-health focus, promoting a healthy body and mind.



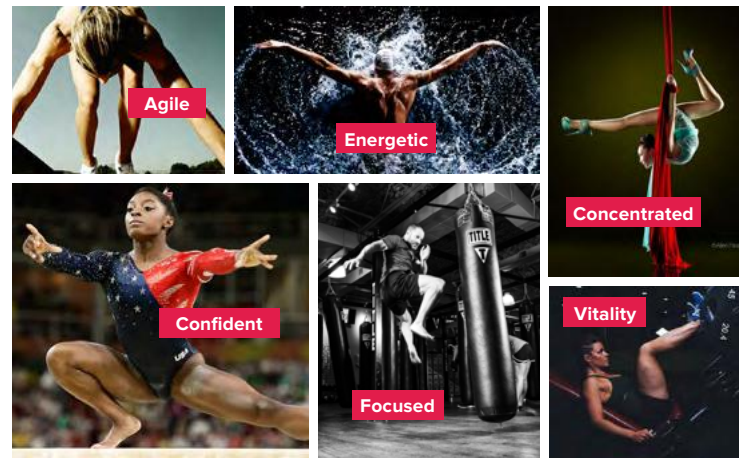
# Phase Two ( Mindfulness in Performance & Socially Mindful )

## INSPIRATION CULTURE



Gatorade Sambazon Honest Tea Iron Man Kind Nike Crossfit

## MINDFULNESS IN PERFORMANCE



1. Mindfulness as an asset to physical performance
2. Marketing tea as a sports drink
3. Geared towards an athlete

### MOOD BOARD WORDS

Focus, Concentration, Attention, No Excuse, Emphasize, Pressure, Confidence, Encouragement, Positive Energy, Promotion, Foster, Working in Depth, Acceptance, Don't giving up, Belief, Sportsmanship, Spirit, Influence, Commitment, Goal, Target, Potential.

### AbiliTEA

VitaminWater's brand extension with tea is meant to promote mindfulness in performance. This mean helping athletes achieve their goals by allowing them to focus and get their head in the game.

### Mindfulness Directions: Brainstorming

1. Wholesome tea experience, meditative.
2. Tea flavor w/ sports drink - focused on mindfulness as an asset to performance.
3. Partnering with foundation or celebrity.
  - a. Mental Health Foundation.
  - b. Demi Lovato, J.K. Rowling, Angelina Jolie, John Green, Sarah Silverman, Kristen Stewart, Adele.
  - c. Athletes: Michael Phelps, Serena Williams, Brandon Marshall, Rick Ankiel, Royce White, Allison Schmitt.
4. Taking a break, pausing life for a moment; leisure and social aspect; purposeful break; centering yourself on the Earth.
5. Youth mental health issues - targeted towards high school/college. Mood enhancer.

### Strategy Solution Needs

Defined Attributes  
Mood Board with Verbiage  
Target Customers  
Benchmark Images  
Themes/ Strategies

### Attributes

Healthy  
Focused  
Energetic  
Agile-- Agility  
Thirsty  
Eager  
Vital--Vitality

### Inspiration Culture

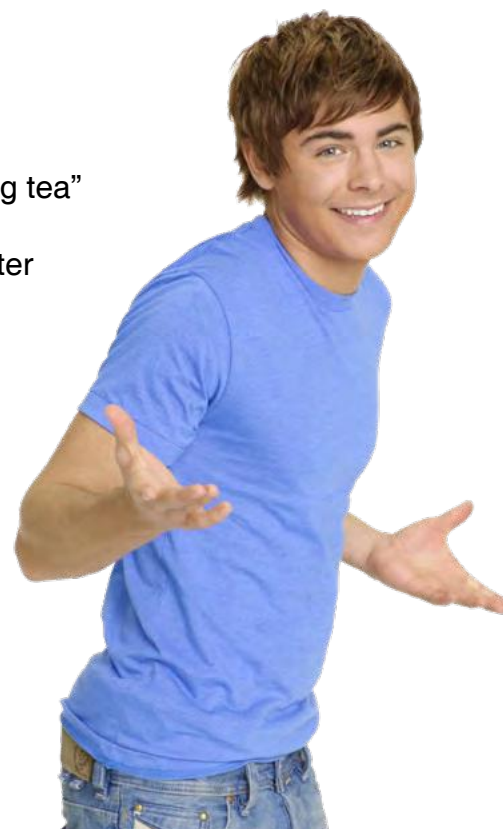
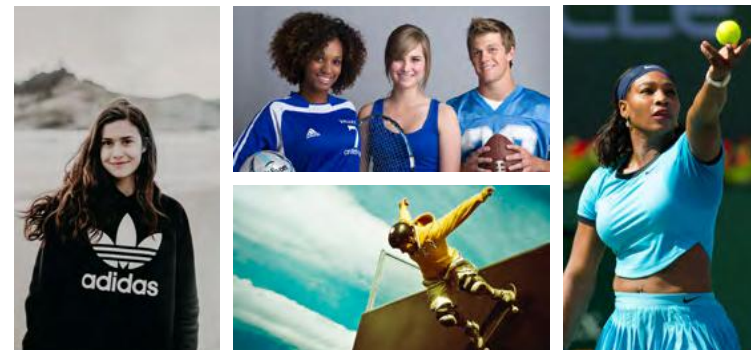
Zest tea "energizing tea"  
5 Hour Energy  
Mizone Sports Water  
Gatorade  
Clif Bars  
Rx bar

## QUOTE

It's the last quarter of the game. Your team is up by 4, but can your team keep it that way? The crowd is cheering and your heart is racing, the adrenaline is flowing through you. This is the moment you trained for. This is the moment your agility seeking drills will come to fruition. This is the moment everything you have worked for will be put to the test. The hard earned talent is there, your physical body is ready, do you have what you need to keep your head in the game? **This is the time to center your training. This is your moment to be the playmaker. Get your head in the game.**

## TARGET USERS

Teenager | Young Adult | Aspiring Athlete | Professional Athlete



## Meet Troy

a 17 year old high school student at East High School in Albuquerque, NM. He plays varsity basketball on his school's team.

Troy is an aspiring college basketball player who loves to run, be outdoors, and spend time with his friends. Before each game against the West High Knights, he takes a minute to focus his energy and tune out the crowd. For basketball, he needs to stay in shape and get his head in game.

Troy likes VitaminWater because it hydrates him not only during time outs and exercise breaks, but also off court. He likes to mentally prepare for his games by drinking VitaminWater.

## BENCHMARK

Zest tea "energizing tea" | 5 Hour Energy | Mizone Sports Water  
Gatorade | Clif Bars | Rx Bars



## PROPOSED STRUCTURE/OFFERINGS

1. Sub-brand under vitamin water
2. Encourages focus and getting into your own headspace
3. Use a colorful approach to symbolize energy
4. Sleek
5. Possible avenues for packaging: Liquid drink, tablets, drink drops, chews, multipack, vending machine, drink fountain.

## THEMES/STRATEGIES

### Sensorial:

Sleek, smooth, bold

### Behavioral:

Perform, focus, breathe, energy

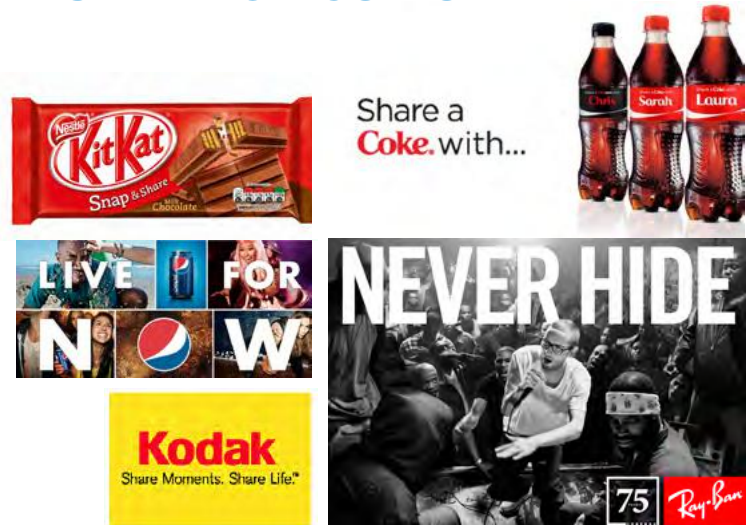
### Physical:

Glass or smooth plastic, easy to hold



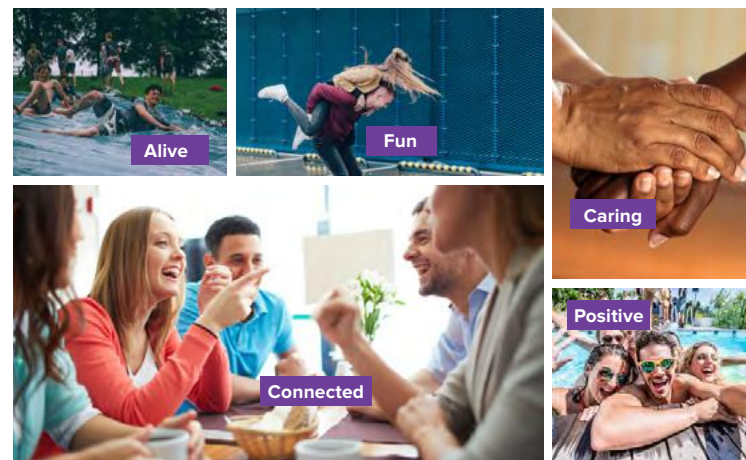
# Phase Two ( SOCIALLY MINDFUL )

## INSPIRATION CULTURE



Coca-Cola (Share a Coke) | Pepsi (Live for Now) | Kit Kat (Snap & Share) | Ray-Ban (Never Hide) | Kodak

## MINDFULNESS IN PERFORMANCE



1. Mindfulness as an asset to physical performance
2. Marketing tea as a sports drink
3. Geared towards an athlete

### MOOD BOARD WORDS

Alive Fun Caring Positive Connected  
Hard Working

We measure life with time. There is a past to reflect on, a future to plan for, and a present to be. In the present your physical body is here, but where is your mind? Mindfulness is to be present, be at the moment.

### Tea to Be

Having a bottle of tea together means putting down your phone and taking part in a tea to be social.

### Mindfulness Directions: Brainstorming

1. A form to be social for people after work.
2. An appropriate excuse to gather people together.
3. A particular or unique culture to be observed, people find out a slower paced rhythm from the speed when they drink tea.
4. There is a broad category in being social.

### Strategy Solution Needs

Defined Attributes  
Mood Board with Verbiage  
Target Customers  
Benchmark Images  
Themes/ Strategies

### Attributes

Social  
Present  
Engaged

### Inspiration Culture

Coca-Cola (Share a Coke)  
Pepsi (Live for Now)  
Kit Kat (Snap and Share)  
Mastercard (Priceless)  
Gatorade (Fuel Like a God / Gatorade always wins)

## QUOTE

We measure life with time. There is a past to reflect on, a future to plan for, and a present to be. In the present your physical body is here, but where is your mind? Mindfulness is be present in the moment. A culture that fosters and cultivates friendship and fellowship. A culture that can bring multiple perspectives to one place to. People will tell their own stories that might motivate and teach others.

## TARGET USERS

Young adults, working professionals, middle class, boss, coworkers,



## Meet Alice

a 29 year old account manager at a creative agency in Chicago, IL. She also juggles volunteering for habitat for humanity, and she is a Big Sister volunteer. She is fast-paced, multitasking manager who loves to lead her team, be friendly, and help achieve a common goal bigger than herself. After a long morning of meetings, she takes a minute to be present and share a cup of tea with her friend from another department. There is no need to multitask, to share tea with a friend.

Alice likes VitaminWater because it centers her not only during meetings and fast-paced conference calls, but also while spending time with others when it is important to be present. She likes to stay present while socializing by drinking and sharing VitaminWater.

## BENCHMARK

Starbucks | Balm Chicky Balm Balm | Coke | Hydrive | Hell Energy



## PROPOSED STRUCTURE/ OFFERINGS

1. Encourages being present and engaged in a social situation.
2. Use an empty canvas, or mad lib style template, or a question featured to promote conversation between users while drinking beverage
3. Possible avenues for packaging: Family-pack structure would be packaged as a duo, to encourage sharing. Bulk packaging friendly for 4+ users groups
4. Liquid drink, vending machines (dispenses more than one?)

## THEMES/STRATEGIES



### Sensorial:

Warm, light, approachable

### Behavioral:

Engaged, fun, social, sharing

### Physical:

Enticing, sharable, colorful, easy to hold

# vitaminwater<sup>GLACÉAU</sup>

## LOGOS FOR CONCEPT ONE & CONCEPT TWO (CASE #2)



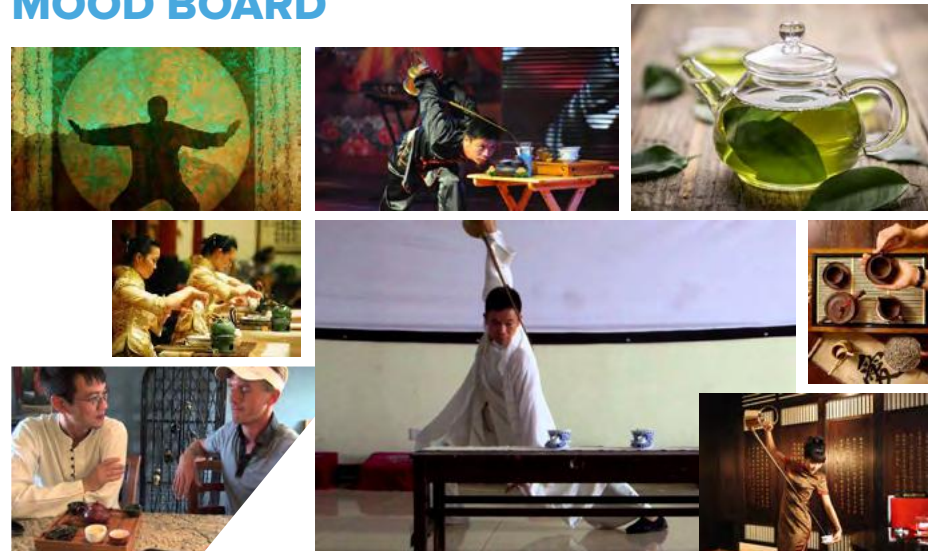
## LOGOS FOR CONCEPT TWO (CASE #1)



## PRODUCT OFFER

**thermophilicTea** is an endorsed brands of vitaminwater consolidates various kinds of tea with Chinese Tai Chi gongfu, which acts the essential segment of the entire creation culture. TaiChi isn't just observed as a conventional type of social correspondence through 5,000 years of Chinese history but at the same time is viable as a void move. Their structures can be effortless and even excellent to watch, however totally purge of the vitality streams in charge of the many advantages of TaiChi. This idea can be impeccably changed onto physical tea compartments, for example, stainless steel top caddies, paper sacks, or aluminum overlaid packs.

## MOOD BOARD



## PRODUCT VALUE

The tea itself as a customary Chinese prescription can cure of malady and keep us fit. Versus, Tai Chi as a game which is undeniable in two capacities comprising of cure and physical wellness. Individuals take the two capacities as a sort of dietotherapy and kinesitherapy.

Drinking some tea with rehearsing Tai Chi can influence individuals to feel reviving themselves. The larger amount diminishes, the more odds of the two capacities can be coordinated.

## PRODUCT PURPOSE

The motivation behind why I join tea and Tai Chi is that having an unadulterated heart and few wants is fundamental of rehearsing Tai Chi, yet additionally, takes the importance of mindset which individuals drinking tea has a solid longingly mindset to seek after. Both Tai Chi and tea have a place with a similar Chinese national quintessence through the long chronicled waterway.

## Tea and Tai Chi: a method for being on the planet

Practicing Tai Chi frame uncovers for us numerous parts of Daoist profound culture and drinking tea offers us yet another approach to incorporate this sentiment being on the planet into our every day lives and method for taking a gander at our general surroundings.

## BRAND MESSAGE & TEA VALUE

### Whitetea



White tea experiences minimal handling of all teas. Generally developed in China, white tea was selected a couple of days from the year, when a white down, known as bai hao, showed up on the delicate shoots. The tea shoots are permitted to shrink at that point dry to counteract oxidation. This procedure is a fragile one, requiring strict consideration from the tea producers.

#### Prevents Cancer

Much the same as green tea, white tea might be valuable in forestalling disease, for example, lung malignancy. Research recommends that this tea is a potential anticancer, chemopreventive operator and its concentrate may incite apoptosis or cell passing and may help in averting new cell development in lung malignancy. It has antimutagenic properties too. Additionally look into is expected to distinguish and affirm anticancer properties of white tea for different sorts of growth.

### Greentea



Since they are unoxidized, green teas keep their key shading. To forestall oxidation, the leaves are warm handled to dispense with the compound in charge of oxidation. In China, this is by and large done by simmering or dish terminating the leaves, while the Japanese for the most part achieve this by steaming the leaves at a high temperature.

#### Protect Your Brain in Old Age

Not only can green tea improve brain function in the short term, it may also protect your brain in old age. Alzheimer's disease is the most common neurodegenerative disease in humans and a leading cause of dementia. Parkinson's disease is the second most common neurodegenerative disease and involves the death of dopamine producing neurons in the brain.

### Oolongtea



Oolong likewise spelled Wu Long, teas are semi-oxidized. The term in Chinese really signifies "Dark Dragon". Oolong teas have for some time been developed in both territories China and Taiwan. All in all, bigger, developing leaves are picked, shriveled, moved, oxidized, and afterward let go. The leaves can be permitted to oxidize between 10% to 80%.

#### Manages Weight

The polyphenolic compound found in oolong tea is extremely viable in controlling the digestion of the fat in the body and diminishing stoutness. It initiates certain proteins, along these lines improving the elements of fat cells in the body and an every day utilization of this tea can diminish heftiness. In one examination, mice that were given polyphenols notwithstanding a high-fat and high-sugar eating regimen still demonstrated a decrease in general body weight and fat record.

### Blacktea



Black tea is the most surely understood assortment of tea in the West. Known as "red tea" in China, dark tea leaves are completely oxidized. On account of most dark teas, more youthful leaves are picked some time recently being wilted, rolled, completely oxidized, and let go.

#### Increased Energy

Not at all like different beverages that have a generally higher caffeine content, the low sums found in tea can enable upgrade to blood stream to the cerebrum without over-invigorating the heart. It likewise empowers the digestion and respiratory framework, and in addition the heart and the kidneys.

### Pu-erhtea



Regardless of the regular misnomer, there is an assortment of tea that is really aged. Named for a town in China's Yunnan territory, Pu'er teas comprise of bigger leaves that can be matured for quite a while. Regularly, the most exceptionally prized Pu'er teas will really have a light tidying of shape. Pu'Er leaves are typically packed into different shapes previously being matured.

#### Prevention of Illness

Like most teas, Pu-Erh has been appeared to contain cell reinforcements and calming properties. Cell reinforcements are normal phytochemicals that assistance the body fend off free radical atoms and avoid illnesses. The cancer prevention agents that are found in pu-erh are regularly in a higher focus than in most different teas because of the maturation procedure that the tea experiences before soaking.

### Jasminetea



The medical advantages of jasmine tea incorporate a lessened danger of heart assault, a more grounded resistant framework, and the avoidance of diabetes. It counteracts disease, enhances stomach related procedures, and brings down cholesterol.

#### Relieves Stress

The olfactory framework is regularly something we neglect, however it can be a capable sense, and studies have demonstrated that the scent of jasmine can be extremely valuable to certain guinea pigs. Those guinea pigs who have a characteristic preference for the possess an aroma similar to jasmine have a parasympathetic reaction to the smell, and their body discharges chemicals that enable them to normally unwind or enhance their disposition.

### Redtea



Brilliant Tips Red Tea additionally is known as Dien Hong or Yunnan Gold. This tea is developed and delivered in Yunnan Province. It is deliberately handpicked from the tips of the tea plants. This tea has delightful golden shading alcohol. The brilliant hide tips give it an exceptionally smooth taste.

#### Lowers Blood Pressure

Rooibos tea is known to soothe push, apprehensive strain, and hypertensive conditions. Hypertension is all the more normally known as hypertension and rooibos tea goes about as a bronchodilator. It alleviates respiratory conditions as well as decreases circulatory strain, which can prompt perilous cardiovascular infections like heart assaults and atherosclerosis.

### Tisanestea

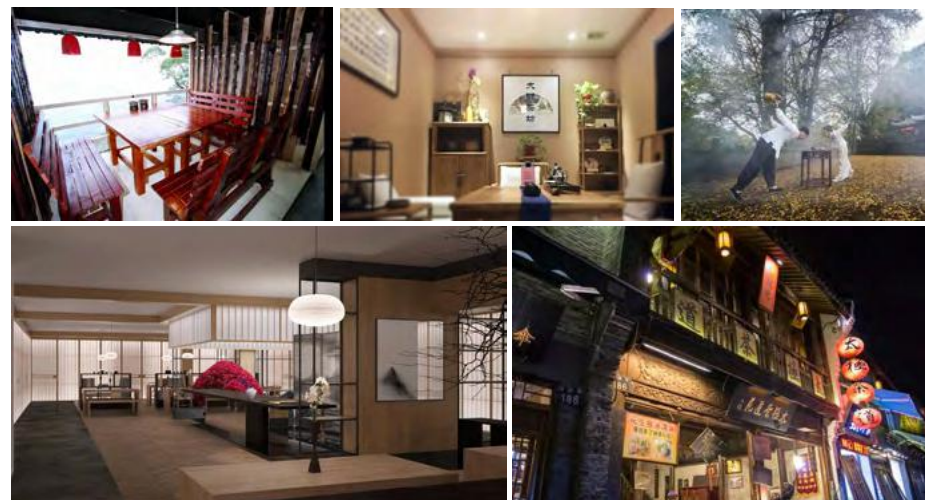


In fact, a tea comes just from the Camellia sinensis plant. Nonetheless, the term tea ordinarily alludes to an entire scope of plant and botanical mixtures that offer a luring taste and smells.

#### Controls Diabetes

In the battle against diabetes, jasmine tea has shown itself to be a profitable device. The capacity to utilize glucose is the major instrument that causes diabetic conditions. Drinking Tisanes Tea can switch the negative impacts that diabetes has on certain serum proteins, functioning as a controller for those with diabetes, and as a precaution measure for those not analyzed but rather as yet devouring it as a normal piece of their every day or week after week wellbeing regimen.

## RETAIL ENVIRONMENT



The tea retail environment provides an educational experience for customers right at the table. Customers have chance to practice Gong fu to show their "skill" while drinking tea to demonstrate how the two Chinese traditional cultures to be integrated into one.

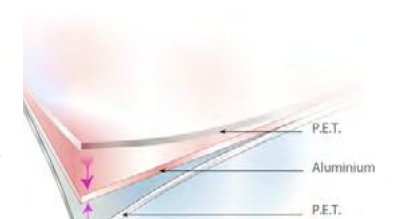
## CONCEPT TWO - PACKAGING FORM, STRUCTURAL, MATERIAL



Gift Pags



Aluminium Laminated Bags



A decent evaluation aluminum overlay contains no less than three layers of materials, two layers of polyesters (PET) sandwiching an aluminum layer. Be careful with modest impersonations that are costing the nature of your tea.

LKY TEA



Lam Kei Yuen Tea Co. Ltd. begun business over 50 years. To patch up and influencing diverse to conventional to mark, present day style are utilized to catching the basic idea in the tea service and brand character, mirror the center estimation of the customary tea mark.

WISSOTZKY TEA



The Wissotzky Signature Collection bundling highlights charm shots of the tea sack and container outlined on dark to drive hunger request. Brilliantly shaded tops recognize each flavor and drive rack emerge. The overhead tea-glass shot catches the individual involvement in appreciating some newly prepared Wissotzky tea, a relieving and extraordinary snapshot of "personal time."

WUYI RUIFANG TEA



Beijing, China based innovative studio ONE and ONE DESIGN spends significant time in bundling and brand plan. The studio had the pleasure to outline a bundling range for Wuyi Ruifang Tea. The organization was established in 1899 by Mr. Jiang Taiyuan in Wuyishan. ONE and ONE DESIGN made a bundling range that mirrors the legacy of the organization.

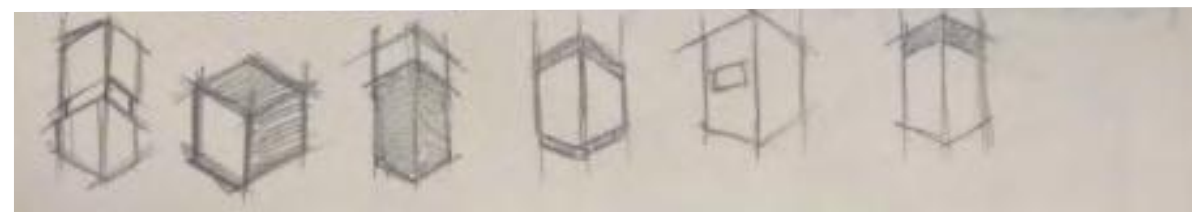
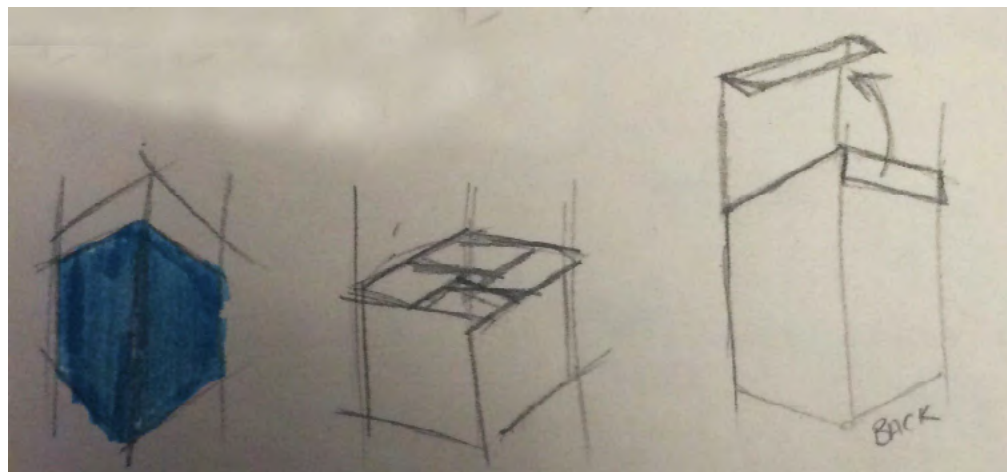


CONCEPT ONE



The primary graphic on each pack is composed of unique TaiChi identify and real matching tea. The left and right side of TaiChi identify was separated by positive and negative space in order to draw people attention to Taichi culture at the same time giving space took to the people the infinite spatial feeling about how tea and Gongfu integrate with each other as they drink tea for social conversation.

EXTRA SKETCHES



GRAPHIC ELEMENTS



CONCEPT TWO - PACKAGING FORM, STRUCTURAL, MATERIAL



Cub Pack

CONCEPT TWO (CASE #1) - FAMILY PACK (FRONT & BACK SIDE)



Grasp the sparrow's tail    Brush knee twist step    Advance, deflect, parry and punch    Advance, deflect, parry and punch    White crane spreads wings    Grasp the sparrow's tail    Learn    Hand strums the pipa

TAICHI POSTURES



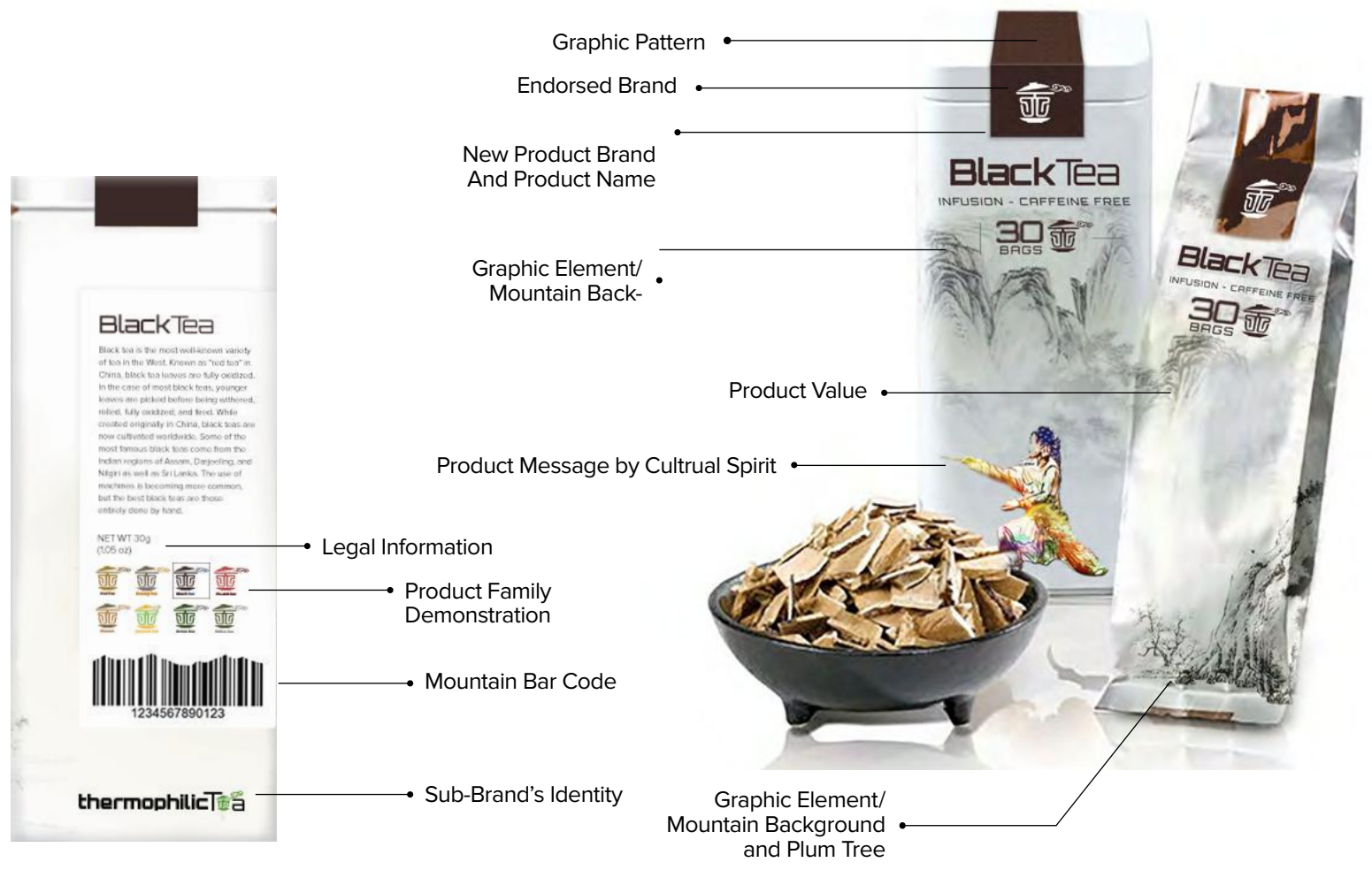
CONCEPT TWO (CASE #2) - FAMILY PACK (FRONT & BACK SIDE)



In order to integrate TaiChi with Tea culture, I placed individual character who performs a specific TaiChi posture on the pack with supporting visual elements to exaggerate atmosphere in both variation one and two.

As people are ready to boil the tea, the graphics on the package will give them an awareness of gaining the benefits of spiritual development, health, and self-defense all from a single form of exercise.

# CONTINUE TO DEVELOP THE CASE #1 IN CONCEPT ONE SINGLE PACK AND MULTI PAKCS (FRONT & BACK & LEFT & RIGHT SIDE)



## CONCEPT ONE - GIFT PACK

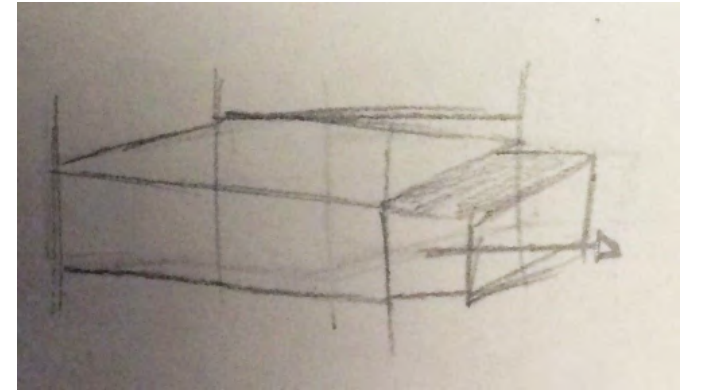


Product Values

According to the description of benefits and values for each flavor on the back People will know that tea isn't only a consoling and lovely refreshment, it additionally has noteworthy mending properties—to such an extent that it's considered a kind of "ponder drink" that might be considerably more advantageous than drinking water. Here are all the ways drinking tea can prompt a more advantageous, longer life—and how to expand both the pleasure in the drink and its medical advantages.

### EXTRA SKETCHES

This sketch illustrates how people take out the inner box from the out gift pack.



CONCEPT ONE - POINT-OF-PURCHASE



# CONCEPT ONE - RETAIL ENVIRONMENT



thermophilicTea

The motivation behind why I've chosen Tai Chi is that having an overall healthy heart and few words is the main goal of the importance of what we do. Individuals should be able to do it. I've always wanted to see what the Tai Chi and tea have in common with each other. Chinese is a great way to show the long cherished way.

This retail place is actually built on the mountainside. As you notice, you can see the jungle outside of the transparent window wall. Customers will have a chance to look at how the tea blender makes the tea. People also can get knowledge about the history of tea in China and how it spreads across the world. Therefore, a solid background of the story and mental atmosphere will raise the mood for people to purchase the product.

