

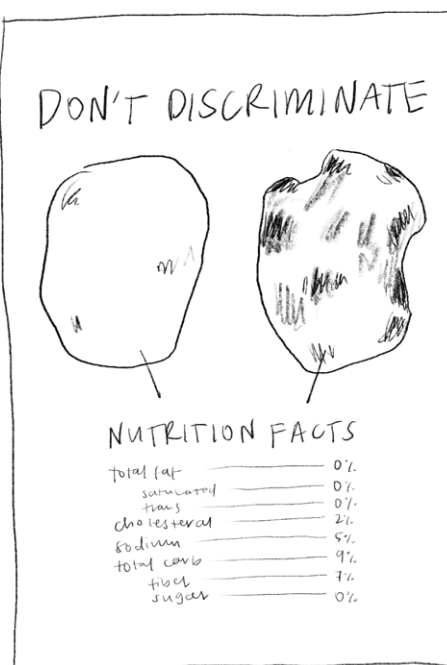
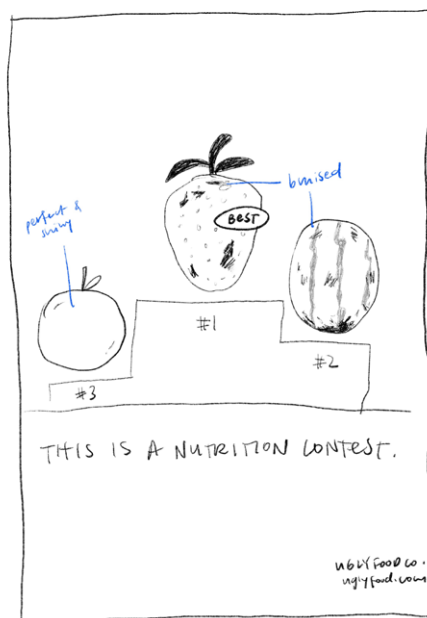
Art Direction Assignment 3

Phoebe Liew

s4145894

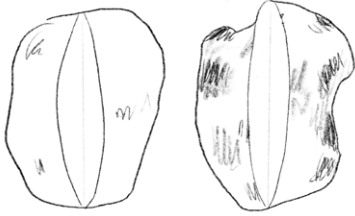
Rory Ellis / VF01

THUMBNAILS



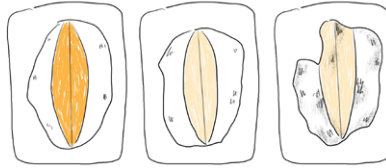
THUMBNAILS

DON'T JUDGE
A FRUIT



BY ITS PEEL

MATCH IT UP



30% OF PRODUCE



IS WASTED BC
IT'S UGLY

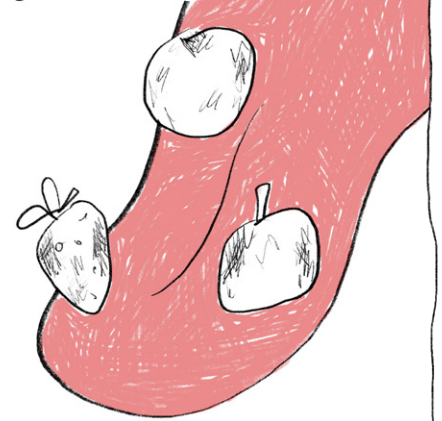
DON'T SWIPE LEFT
ON UGLY VEGGIES



PERFECTLY
IMPERFECT!

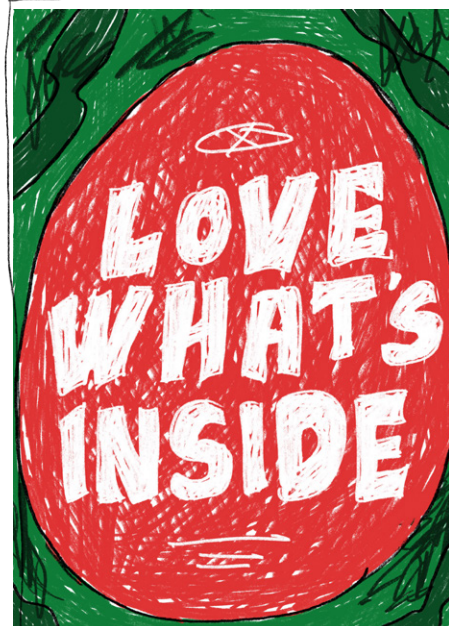


YOUR TONGUE
CAN'T SEE

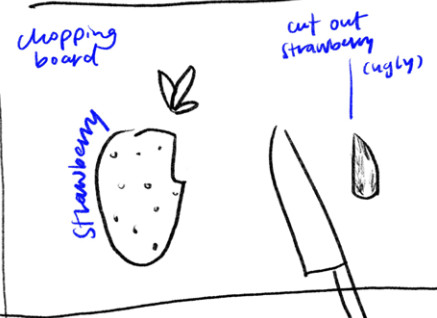


SPOT THE
DIFFERENCE

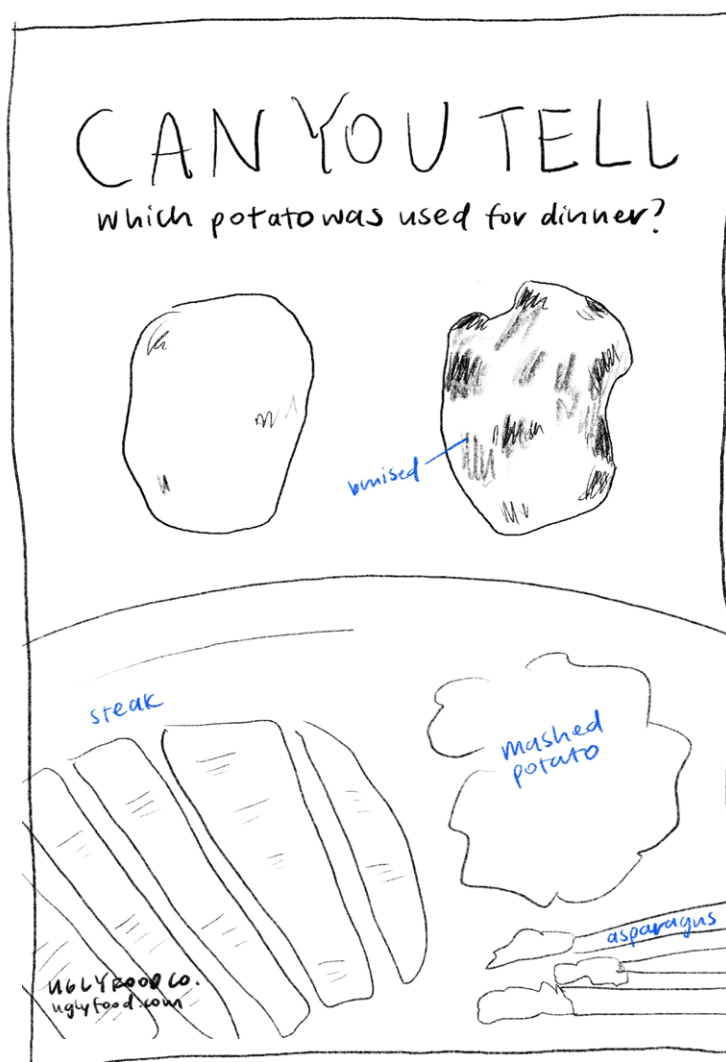
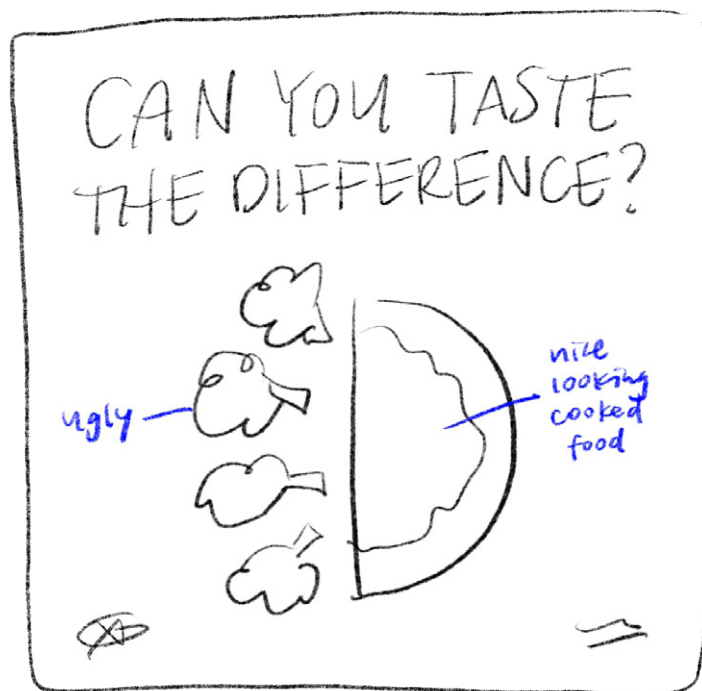
ONE IS MADE WITH UGLY INGREDIENTS



LOOKS FADE,
TASTE REMAINS



CHOSEN THUMBNAILS



CAMPAIGN IDEA

FLAVOURS UNBOUNDED BY SIGHT

Our big idea is to encourage people to focus on the taste of fruit and vegetables, rather than their appearance, conveying the message that an 'ugly' fruit or vegetable can taste just as good as a 'perfectly' shaped one.

This aligns with our tagline: *Savour with the tongue,
not the eyes.* 

TARGET AUDIENCE + INSIGHTS

Selected Target Audience

Household grocery buyers aged 18+ who shop at high end supermarkets (e.g. Fairprice Finest or Cold Storage) and are afraid to step out of their comfort zone.

Insights on Target Audience

Our society places a strong emphasis on mass consumerism, with high-end supermarkets often only displaying the most visually appealing produce. As a result, consumers have become accustomed to expecting aesthetically pleasing products.

First impressions are everything

- The appearance of food heavily influences whether or not something is safe to eat

Visual cues extended to how the food smells and tastes

- Psychological factor that prevents shoppers to buy the 'ugly' food
- Damaged and poorly presented foods immediately means that the food is inedible, regardless of how it looks like on the inside

Supermarkets are competing to provide quality products

- The option to choose gets taken away even before shoppers step into the market

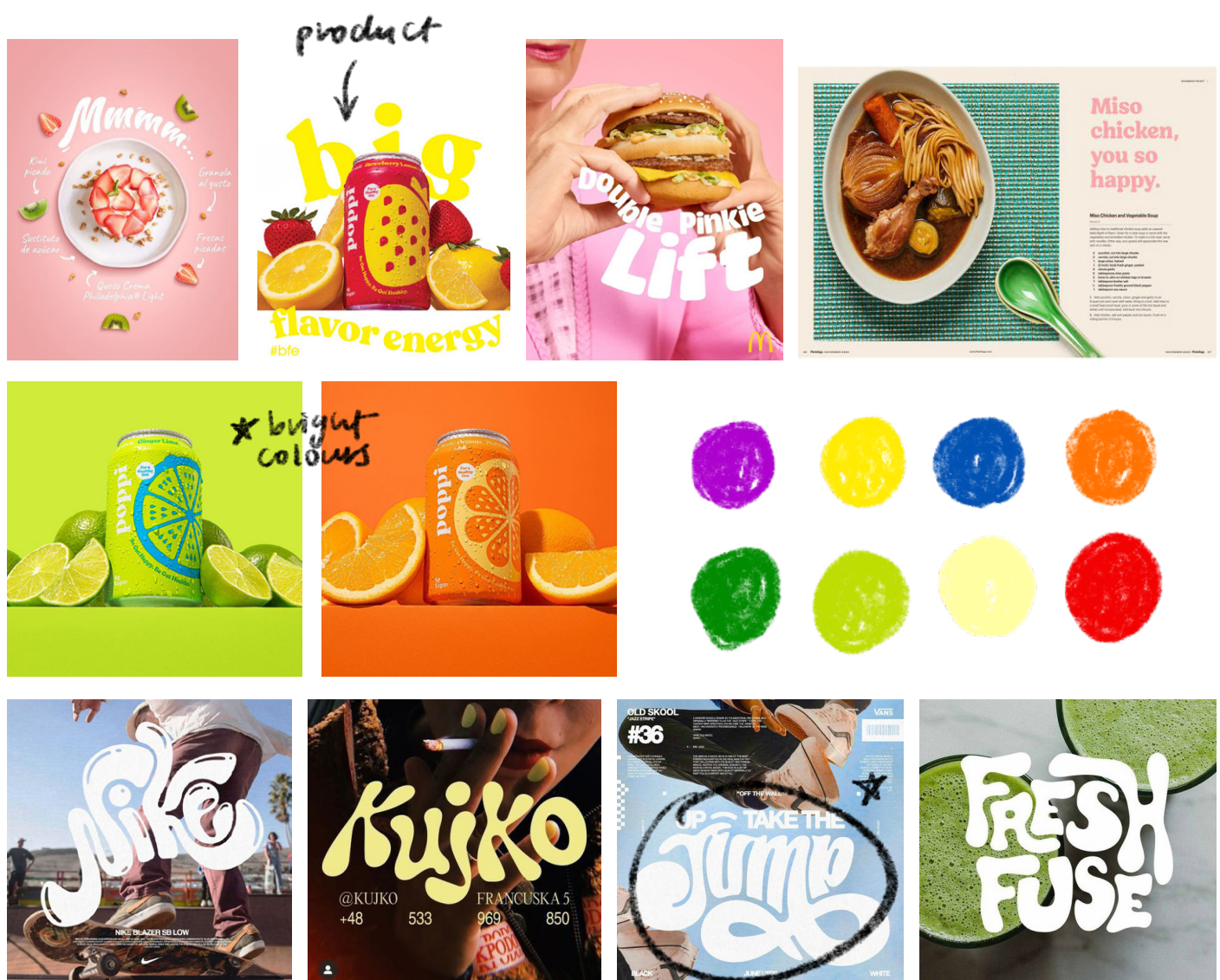
These points tell us that consumers rely on their eyes instead of their mouths when it comes to picking produce. However, ultimately **the driver of consumer choice is the taste of their foods**. All these visual impressions serve one purpose: **the delicious experience of eating**.

MOODBOARD

The moodboard I've created reflects the brand's current image and identity, showcasing visuals that are fun, vibrant, and visually striking.

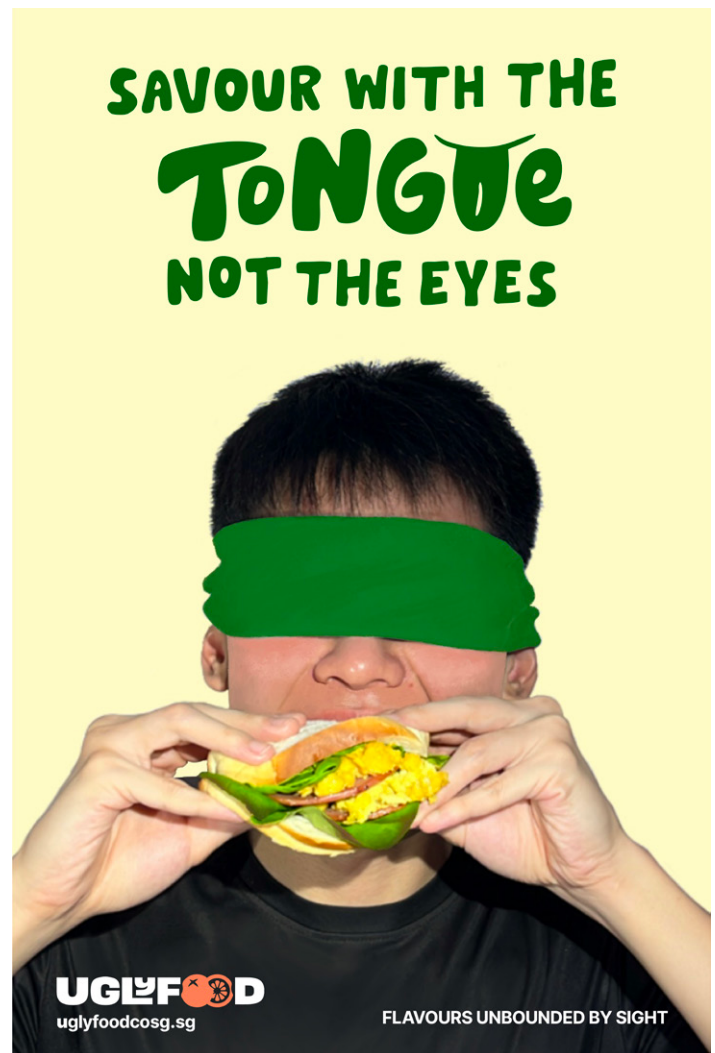
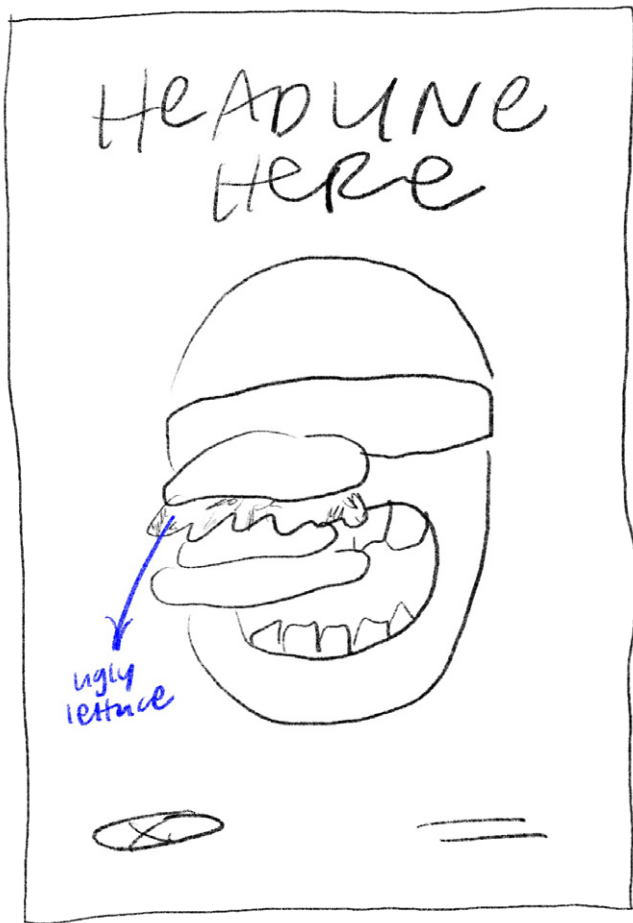
The colour palette prominently features orange, green, yellow, red, and blue — hues that evoke the colours of fruits and vegetables, while the bright tones convey the freshness of the food. For the typography, I took inspiration from a hand drawn font style to evoke a sense of playfulness and fun while maintaining clarity and readability, similar to the current brand image. This design choice draws attention and reinforces the campaign's consistency across executions.

The visual inspiration focuses on product-centric imagery set against clean, uncluttered backgrounds. This approach ensures that the primary message of the campaign remains clear and impactful for the viewer.



↓ SAVOUR WITH THE TONGUE NOT THE EYES

METROLITE SCAMP

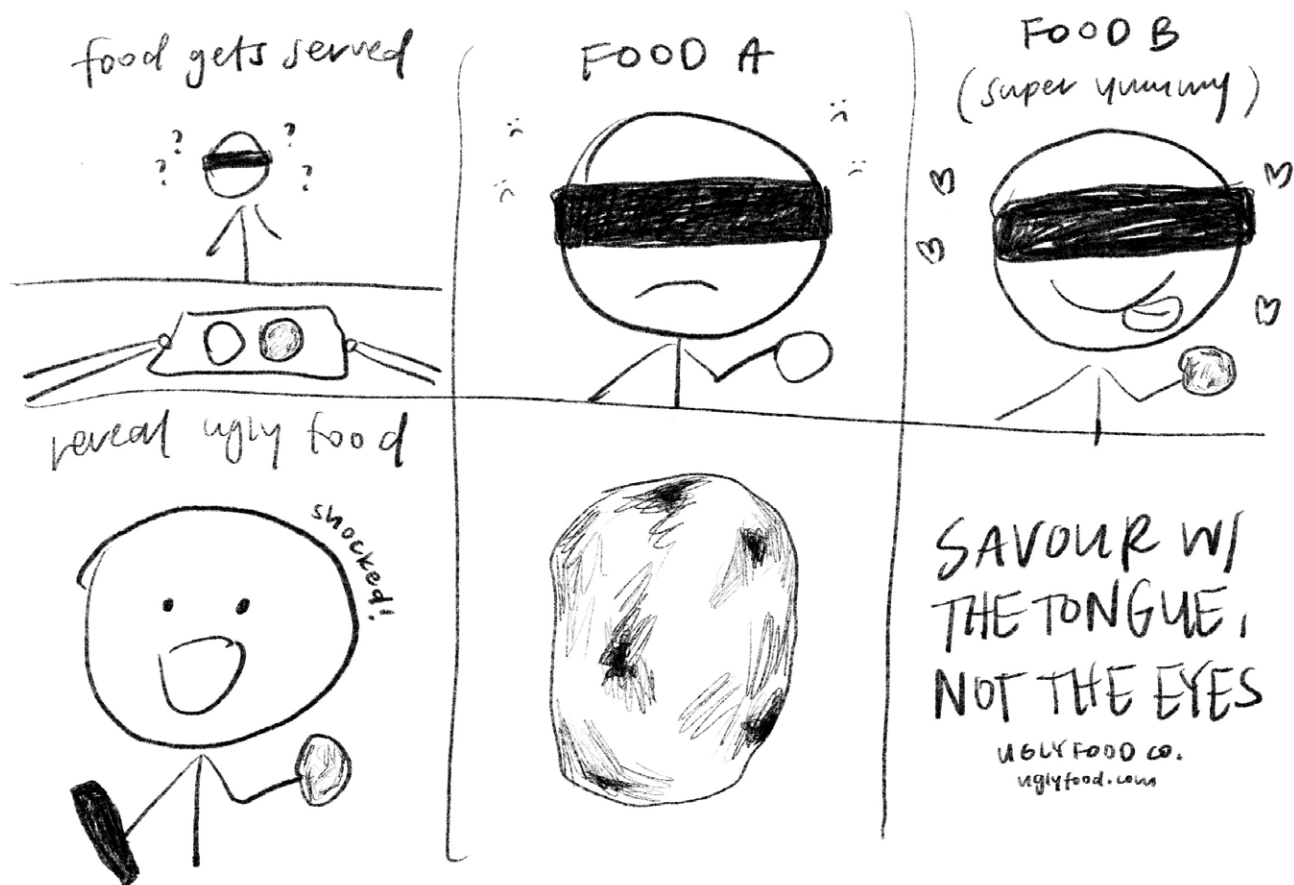


The bus/tram stop metrolite draws inspiration from the moodboard, featuring imagery that captures the campaign's core message: taste is more important than appearance. Designed for quick engagement, the ad uses concise visuals to effectively communicate key information to passersby who may only glance at it briefly. The tagline is prominently displayed at the top of the image, tying the campaign together and reinforcing its primary purpose. The blindfolded talent biting into a sandwich made with imperfect produce demonstrates that visually flawed food can still create a delicious meal. Their visible enjoyment and emotional reaction highlight just how satisfying the dish truly is.

METROLITE MOCKUP



15 SECOND VIDEO STORYBOARD + SHOTLIST

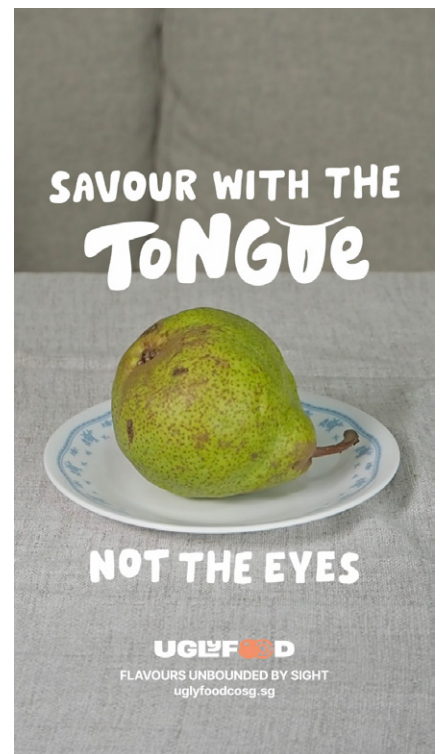
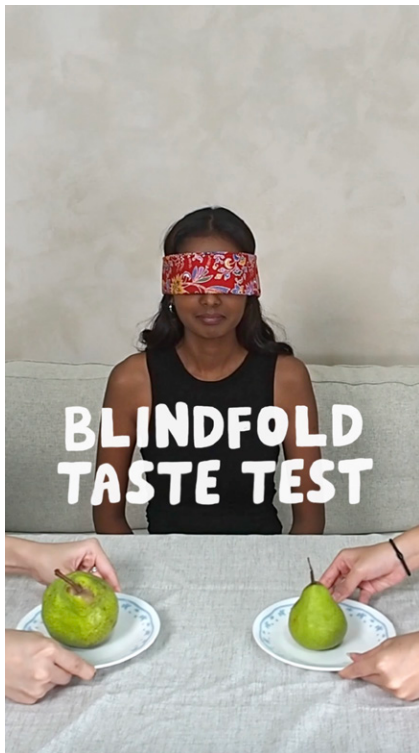


The video effectively emphasises the importance of taste over appearance by incorporating a blindfolded taste test. The idea that the talent is not able to see which is the “prettier” option and makes the decision of her favourite option solely based purely on flavor, not on its visual appeal.

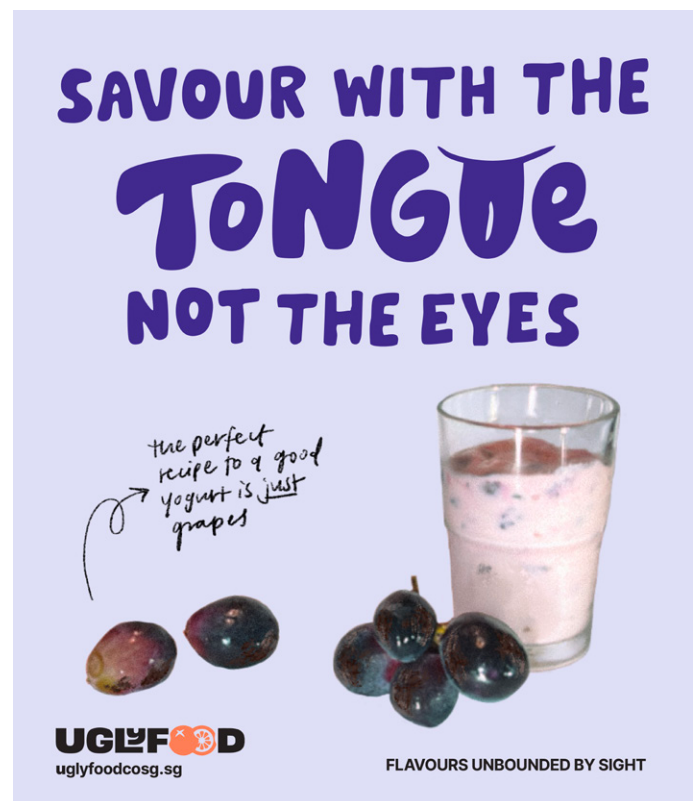
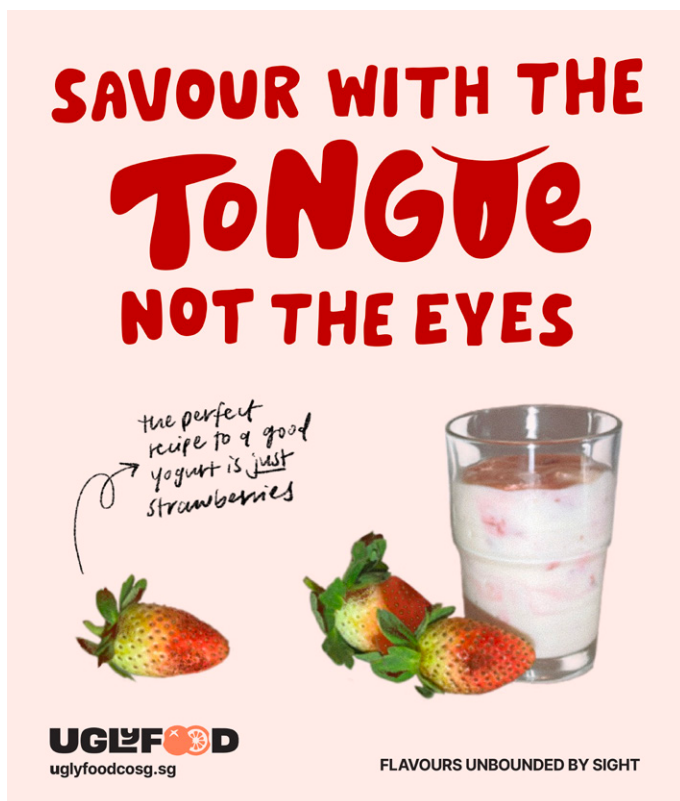
Image	Description	Shot	Expressions
	Food will be served on the table Talent in blindfold	Medium shot	Intrigued
	Ugly pear	Close up	
	Talent tasting the pretty pear	Medium shot/MCU	Not satisfied
	Talent tasting the ugly pear “So juicy”	Medium shot/MCU	Satisfied/licking lips

15 SECOND VIDEO MOCKUP

Link to video: <https://youtube.com/shorts/o8KNN52A2LU>



SOCIAL MEDIA SCAMP



Aimed at an audience that frequents high-end supermarkets, the social media posts highlight that even the most imperfect produce can be used to create the best recipes. If the flavour inside is great, why not choose it? These posts align with the overall campaign, maintaining relevance and consistency. The handwritten note adds a sense of authenticity while complementing the visual aesthetic of the ad, utilizing the design principle of balance. The caption of the posts follows the brand's current social media tone and voice.

SOCIAL MEDIA MOCKUP



Caption:

It's what on the inside that counts, let your tongue do all the judging 🍓✨

Weird looking strawberries doesn't make it inedible, it just means they're weird looking! There are three reasons why deformity occurs in strawberries: poor pollination, frost damage, and nutrient deficiency 🍓🍓🍓

Follow us for more fun fruit guides!



Caption:

Don't let what's on the outside affect your choice! Let your tongue do all the judging 🍓✨

Chomp on those grapes because those tiny dots don't mean you can't enjoy your healthy snack! The dots on grapes are called lenticels, they're little breathing holes on the grape's skin so it can stay healthy while it's growing 🍇🍇🍇

Follow us for more fun fruit guides!

FREE CHOICE MEDIUM SCAMP (PHOTOBOOTH)

(I understand that the 'Free Choice Medium' execution is not needed in the individual assignment, however this was what I worked on previously in the group and would still like to present it)

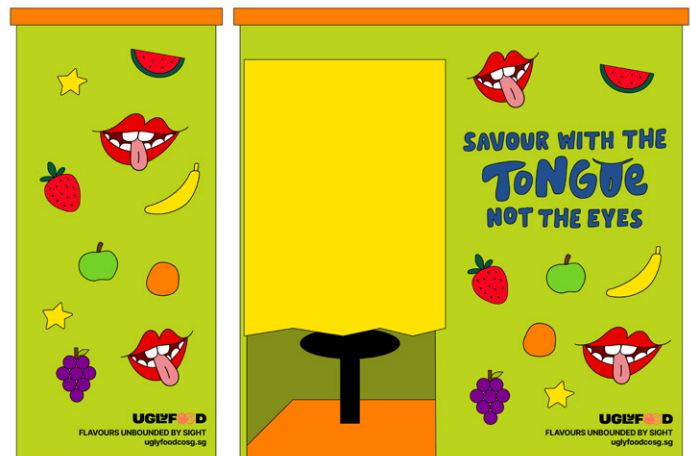


^ selected frame design

FREE CHOICE MEDIUM MOCKUP (PHOTOBOOTH)



PHOTO STRIP DESIGN



PHOTOBOOTH DESIGN



PHOTOBOOTH MOCKUP



The photobooth concept embraces a playful and interactive approach by incorporating filters that can manipulate the user's mouths. The look of the photobooth shows "ugly" fruits and tongues to emphasize the campaign's core message. By using these creative filters and showcasing visually imperfect produce, the concept helps break the stigma surrounding such food, making it more appealing and relatable. Positioned in high traffic areas of high-end supermarkets, the booth can capture the attention of our target audience and encourage them to participate and experience it firsthand.

CREATIVE RATIONALE

The campaign addresses the problem and fulfills the brief by encouraging viewers to judge fruits and vegetables based on taste, rather than appearance. It challenges the “camera eats first” mindset, which often prioritises visual appeal over flavour, by showcasing how visually “ugly” ingredients can still create delicious meals.

The campaign maintains a consistent identity through a strong and catchy tagline, cohesive colour schemes, and imagery that emphasises turning imperfect produce into appetising dishes. This approach solves the issue of short attention spans by using striking visuals and decisive messaging.

Targeting an audience aged 18 and above who frequent high-end supermarkets and use social media daily, the campaign utilises placements at bus stops and social media ads to maximise visibility. The colour palette ties the executions together using a harmonious and consistent look, while the typography reinforces the campaign’s core idea. For the typography, I used a hand-drawn sans-serif font with a unique twist. The word “tongue” is emphasised as it serves as the central message of the campaign, and the letter “u” is stylised to resemble a tongue. The design is always placed throughout the executions to maintain consistency.

To ensure longevity, the campaign incorporates a dynamic content strategy, introducing new recipes and meals made from imperfect produce. Seasonal recipes and fresh content align with evolving trends, ensuring the campaign remains impactful across platforms and maintains a strong connection with its audience. This keeps the campaign relevant, engaging, and adaptable over time. Highlighting diverse cuisines and creative ingredient uses allows the campaign to appeal to a broader audience.

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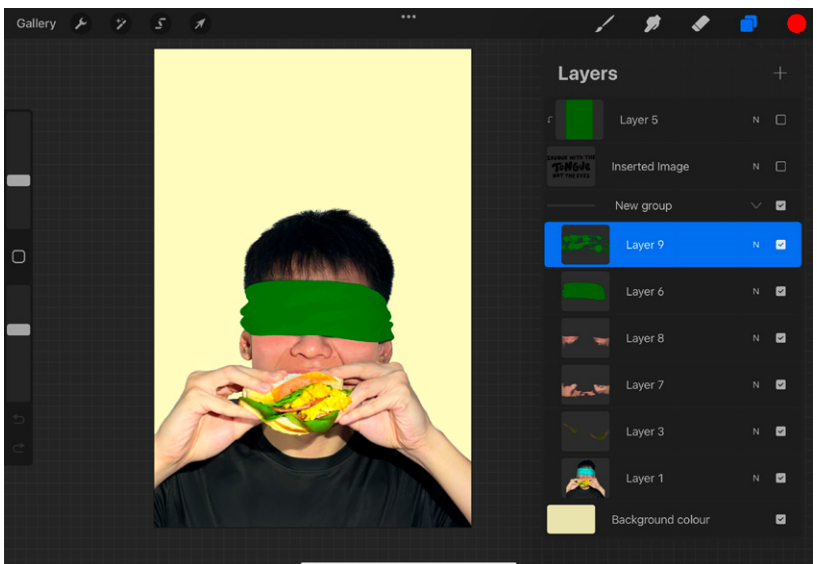
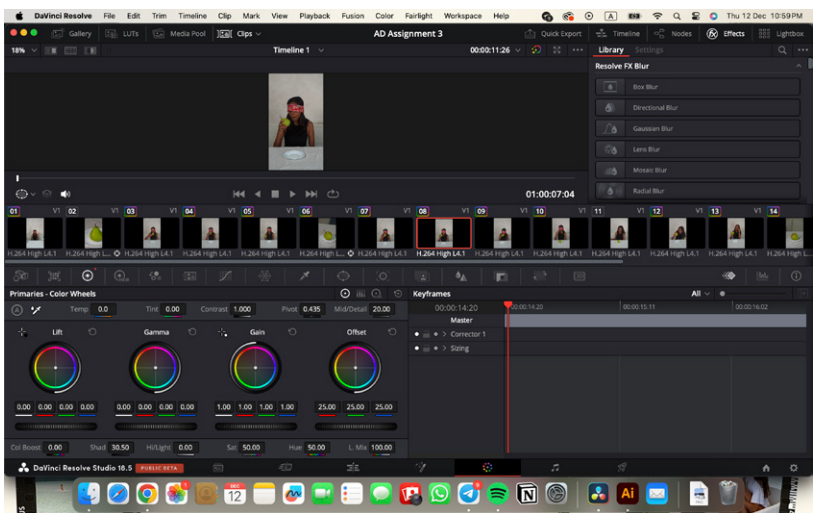
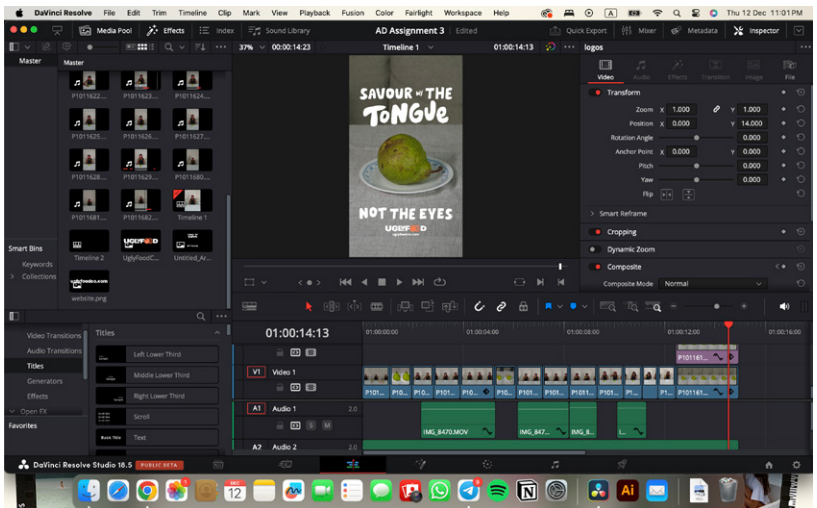
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BEHIND THE SCENES + IMAGE DEVELOPMENT



BEHIND THE SCENES + IMAGE DEVELOPMENT

