Component 1 Graphic Communication
Standard Mark - 45

	AO1	AO2	AO3	AO4	TOTAL
Mark	11	11	10	13	45
Level	4	4	4	5	
	Mostly competent and consistent ability	Mostly competent and consistent ability	Just competent and consistent ability	Just confident and assured ability	

Keyword descriptors from the taxonomy:

Purposeful

Engaged

Thoughtful

Cohesive

Examiner comments:

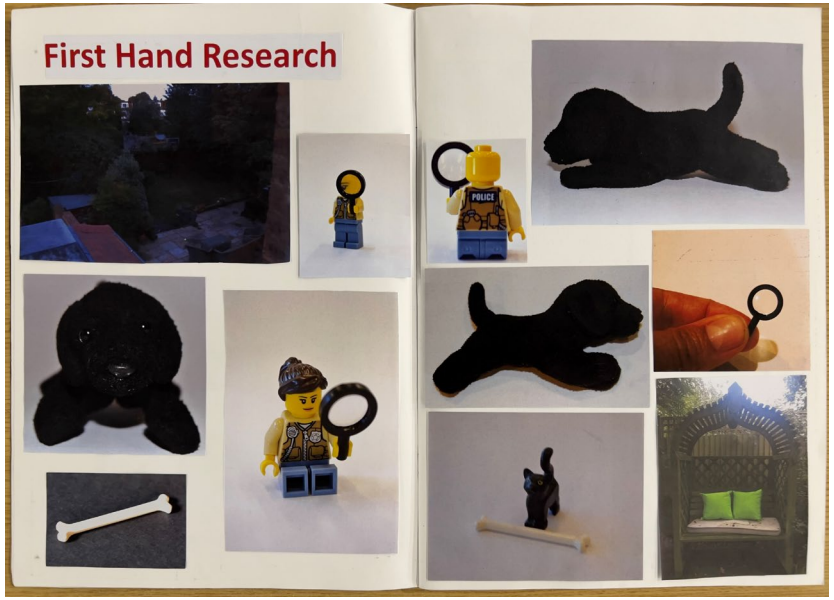
- Knowledge, understanding and skills are cohesive throughout.
- This is competent and consistent work with a thoughtful development of ideas and references to the work of others.
- There is evidence of an engaged approach to the experimentation and exploration of a range of graphic techniques and processes relevant to the development of ideas.
- Annotation is competent and consistent throughout.
- There is a competent and consistent ability to record observations and insights through a range of graphic, photographic and primary source material.
- The candidate has realised their intentions through the purposeful investigations they have pursued.

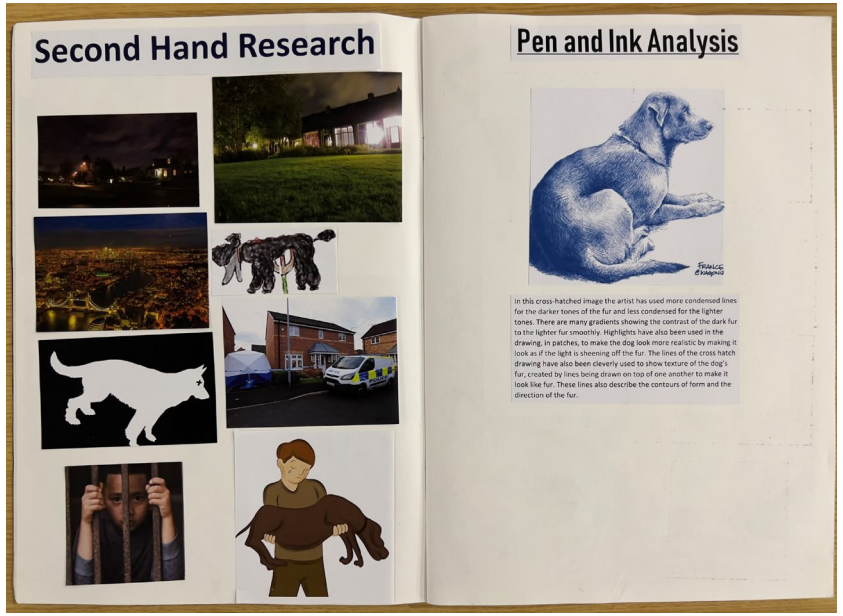
Final outcome

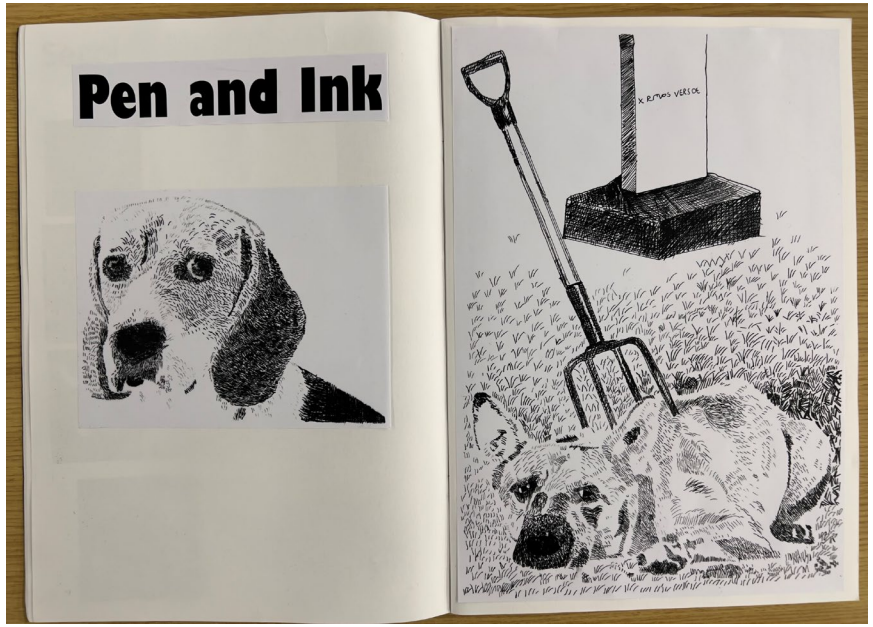
Standard Mark - 45

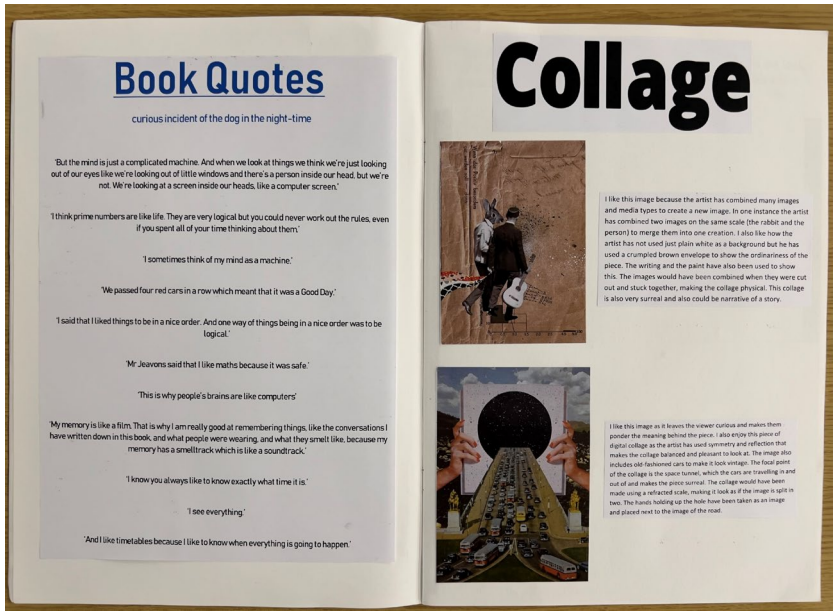
Pearson

MARK HADDON
The Curious Incident of the DOG in the NIGHT-TIME
VINTAGE
CLASSICS
national bestseller
the curious incident
of the dog
in the night-time
a novel by
mark haddon
I like this book cover because the illustration is narrative and it also sets the unsettling tone for the book. This is achieved by the cover artist showing a glimpse of the story through the book cover illustration. The large sans serif letters spread across the garden have a shadow making it look like they are 3D sculptures in the garden whereas is it actually an illustration where the text is added by a computer later. The more important words such as 'Dog' or 'Night-Time' are larger than the less important words like 'in'. This is done to create more emphasis on these words and make them stand out to the reader. The font used on the title is different to that of the author's name. This has been done intentionally to make it easier for the reader to differentiate between the two. Both the font used for the title and the style of the illustration are stylised meaning the target audience is more child based. The text is more prominent and takes up the majority of the cover, however the authors' name is neatly fitted into the roof of a house. This has been done to help break up the cover otherwise it may have been too chaotic. The dark colour used (with sets the tone for the book (relating to the book title) and also gives the reader an eerie feel. My favourite element of this design is that the cover captures a key scene in the book. I like this because it describes the book intriguingly in one image without giving away much of the plot.
This book cover is much more simplistic and there is not as much information spread across the cover. Unlike most book covers the font used for the title and the author's name are the same. This may have been done because the only reason you need to use different font is the break up the cover. However with this cover there is no need to do that as it is already simple. The font is all sans serif and all the text apart from the review is lower case, adding to the modern uncomplicated theme. The designer has chosen to use the silhouette of an upside down, an illustration created on the computer as it is realistic. The designer may have chosen this image as in a shop it would stand out to you- being different from the rest. The image also tells us that the target audience would be older as the cover is harder to interpret. The text is arranged almost perfectly in the middle and symmetry is used. This may have been done to make it easier to read. The background colour may have been used to catch peoples eye, the white text also makes it very easy to read with a red background, with no texture nor pattern. I like this design as also it is simple it also makes the target audience wonder what the book is about and why it has an upside down dog on it.


First Hand Research
POLICE


Second Hand Research
Pen and Ink Analysis
In this cross-hatched image the artist has used more condensed lines for the darker tones of the fur and less condensed for the lighter tones. There are many gradients showing the contrast of the dark fur to the lighter fur smoothly. Highlights have also been used in the drawing. In patches, to make the dog look more realistic by making it look as if the light is sheening off the fur. The lines of the cross hatch drawing have also been cleverly used to show texture of the dog's fur, created by lines being drawn on top of one another to make it look like fur. These lines also describe the contours of form and the direction of the fur.


Pen and Ink



Book Quotes

curious incident of the dog in the night-time

'But the mind is just a complicated machine. And when we look at things we think we're just looking out of our eyes like we're looking out of little windows and there's a person inside our head, but we're not. We're looking at a screen inside our heads, like a computer screen.'

'I think prime numbers are like life. They are very logical but you could never work out the rules, even if you spent all of your time thinking about them.'

'I sometimes think of my mind as a machine.'

'We passed four red cars in a row which meant that it was a Good Day.'

'I said that I liked things to be in a nice order. And one way of things being in a nice order was to be logical.'

'Mr Jeavons said that I like maths because it was safe.'

'This is why people's brains are like computers'

'My memory is like a film. That is why I am really good at remembering things, like the conversations I have written down in this book, and what people were wearing, and what they smelt like, because my memory has a smelltrack which is like a soundtrack.'

'I know you always like to know exactly what time it is.'

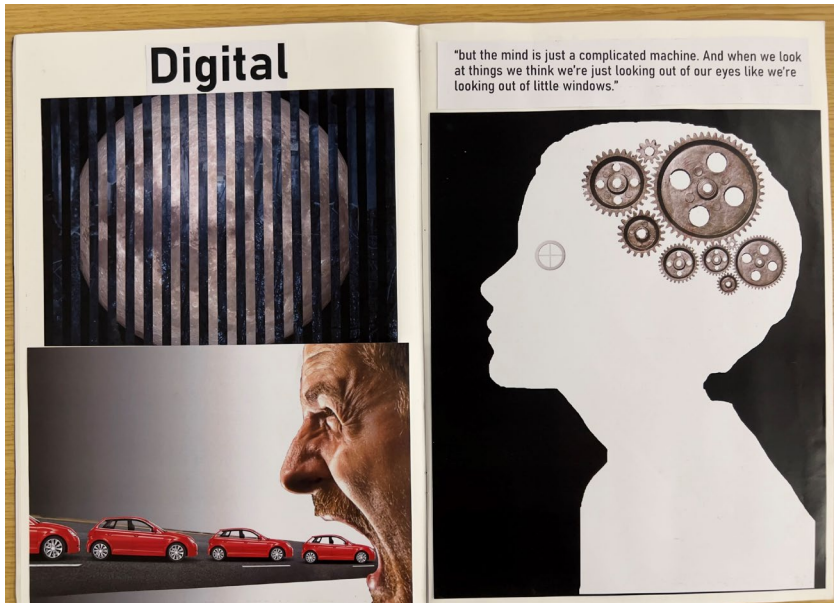
'I see everything.'

'And I like timetables because I like to know when everything is going to happen.'

Collage

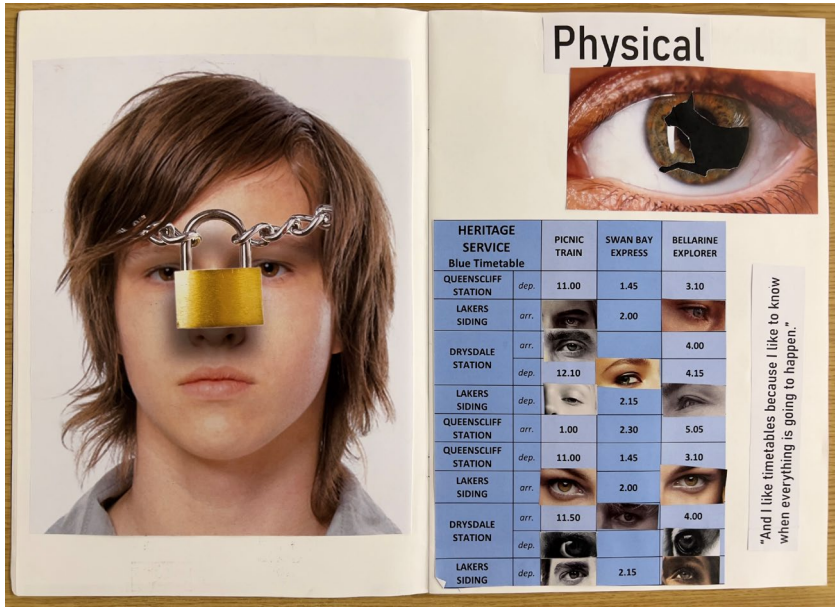
I like this image because the artist has combined many images and media types to create a new image. In one instance the artist has combined two images on the same scale (the rabbit and the person) to merge them into one creation. I also like how the artist has not used just plain white as a background but he has used a crumpled brown envelope to show the ordinariness of the piece. The writing and the paint have also been used to show this. The images would have been combined when they were cut out and stuck together, making the collage physical. This collage is also very surreal and also could be narrative of a story.

I like this image as it leaves the viewer curious and makes them ponder the meaning behind the piece. I also enjoy this piece of digital collage as the artist has used symmetry and reflection that makes the collage balanced and pleasant to look at. The image also includes old-fashioned cars to make it look vintage. The focal point of the collage is the space tunnel, which the cars are travelling in and out of and makes the piece surreal. The collage would have been made using a refracted scale, making it look as if the image is split in two. The hands holding up the hole have been taken as an image and placed next to the image of the road.



Digital

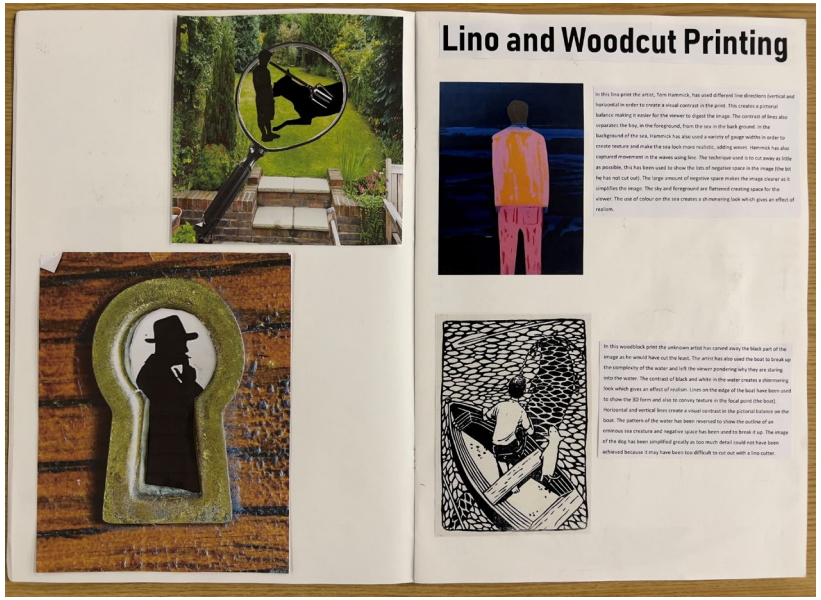
"but the mind is just a complicated machine. And when we look at things we think we're just looking out of our eyes like we're looking out of little windows."



Physical

HERITAGE SERVICE Blue Timetable		PICNIC TRAIN	SWAN BAY EXPRESS	BELLARINE EXPLORER
QUEENSCLIFF STATION	dep.	11.00	1.45	3.10
LAKERS SIDING	arr.		2.00	
DRYSDALE STATION	arr.			4.00
	dep.	12.10		4.15
LAKERS SIDING	dep.		2.15	
QUEENSCLIFF STATION	arr.	1.00	2.30	5.05
QUEENSCLIFF STATION	dep.	11.00	1.45	3.10
LAKERS SIDING	arr.		2.00	
DRYSDALE STATION	arr.	11.50		4.00
	dep.			
LAKERS SIDING	dep.		2.15	

"And I like timetables because I like to know when everything is going to happen."



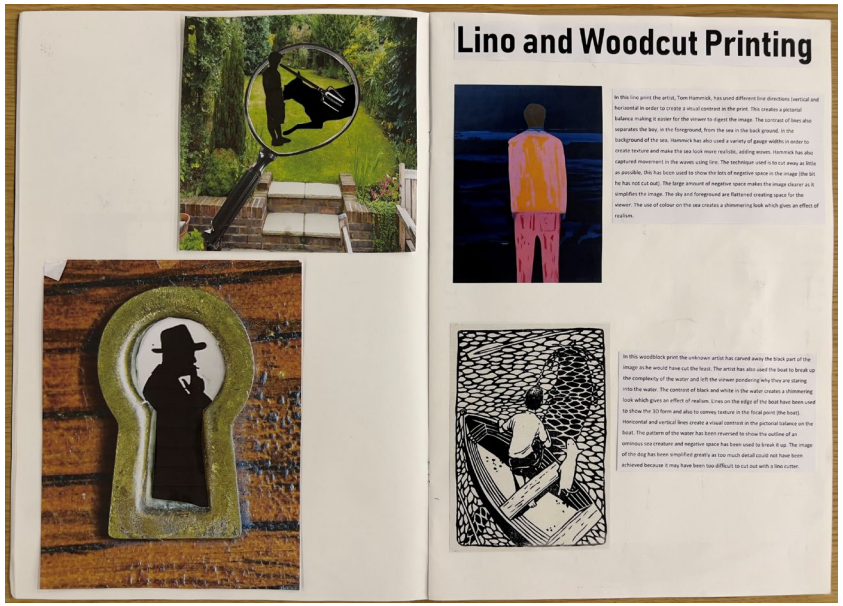
Lino and Woodcut Printing

In this lino print the artist, Tim Hammick, has used different line directions (vertical and horizontal in order to create a visual contrast in the print. This creates a pictorial balance making it easier for the viewer to digest the image. The contrast of lines also separates the boy, in the foreground, from the sea in the back ground. In the background of the sea, Hammick has also used a variety of gauge widths in order to create texture and make the sea look more realistic, adding waves. Hammick has also captured movement in the waves using lino. The technique used is to cut away as little as possible, this has been used to show the lots of negative space in the image (the bit he has not cut out). The large amount of negative space makes the image clearer as it simplifies the image. The sky and foreground are flattened creating space for the viewer. The use of colour on the sea creates a shimmering look which gives an effect of realism.

In this woodblock print the unknown artist has carved away the black part of the image as he would have cut the least. The artist has also used the boat to break up the complexity of the water and left the viewer pondering why they are staring into the water. The contrast of black and white in the water creates a shimmering look which gives an effect of realism. Lines on the edge of the boat have been used to show the 3D form and also to convey texture in the focal point (the boat). Horizontal and vertical lines create a visual contrast in the pictorial balance on the boat. The pattern of the water has been reversed to show the outline of an ominous sea creature and negative space has been used to break it up. The image of the dog has been simplified greatly as too much detail could not have been achieved because it may have been too difficult to cut out with a lino cutter.

Pearson

Standard Mark - 45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In this lino print the artist, Tom Hammick, has used different line directions (vertical and horizontal) in order to create a visual contrast in the print. This creates a pictorial balance making it easier for the viewer to digest the image. The contrast of lines also separates the bay, in the foreground, from the sea in the back ground. In the background of the sea, Hammick has also used a variety of gauge widths in order to create texture and make the sea look more realistic, adding waves. Hammick has also captured movement in the waves using line. The technique used is to cut away as little as possible, (ile has been used to show the lots of negative space in the image (the bit he has not cut out). The large amount of negative space makes the image clearer as it simplifies the image. The sky and foreground are flattened creating space for the viewer. The use of colour on the sea creates a shimmering look which gives an effect of realism.
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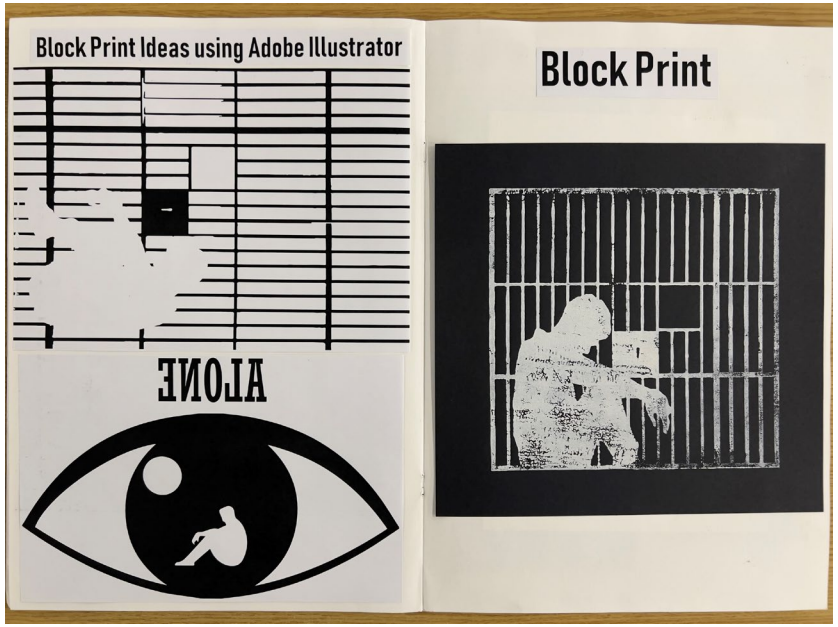
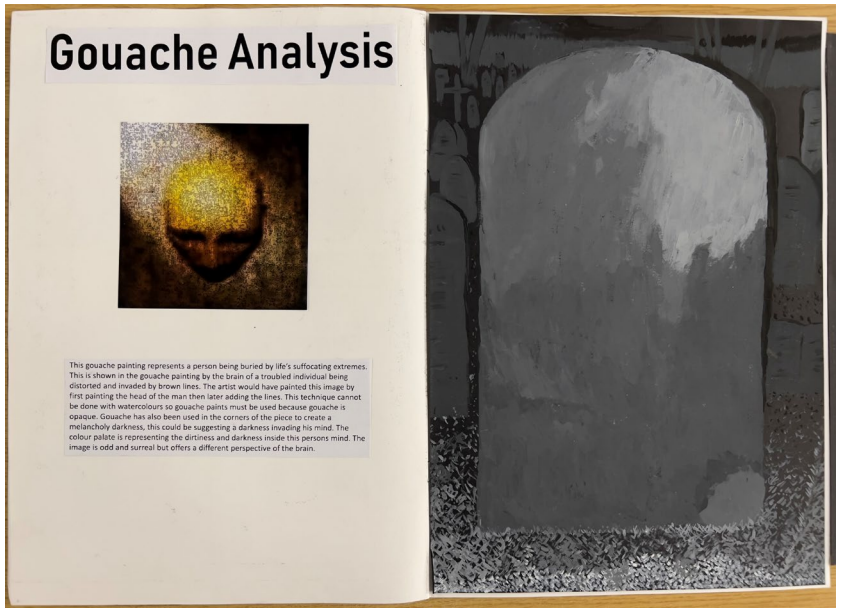
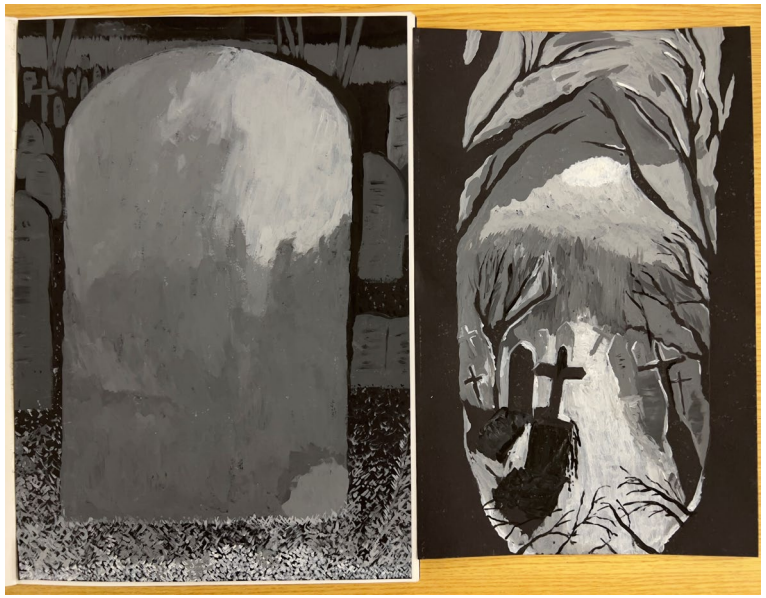
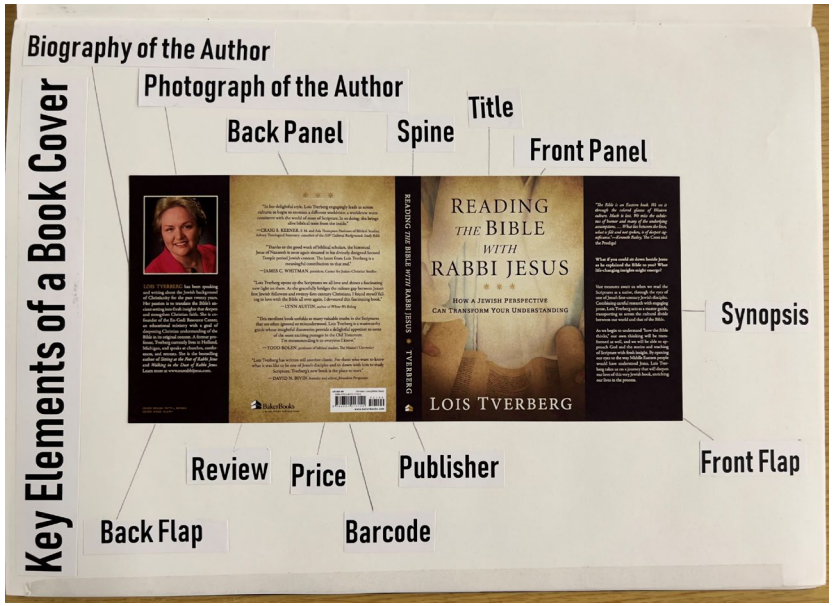
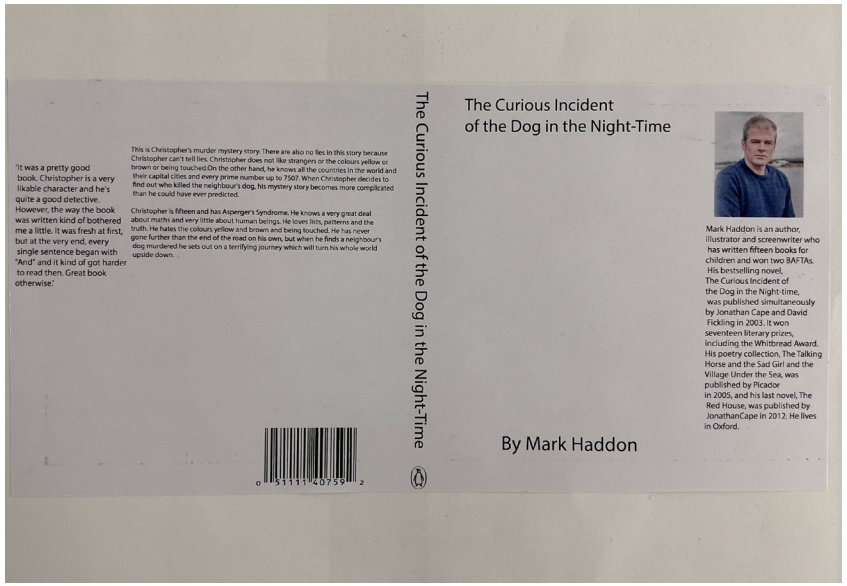
ALONE

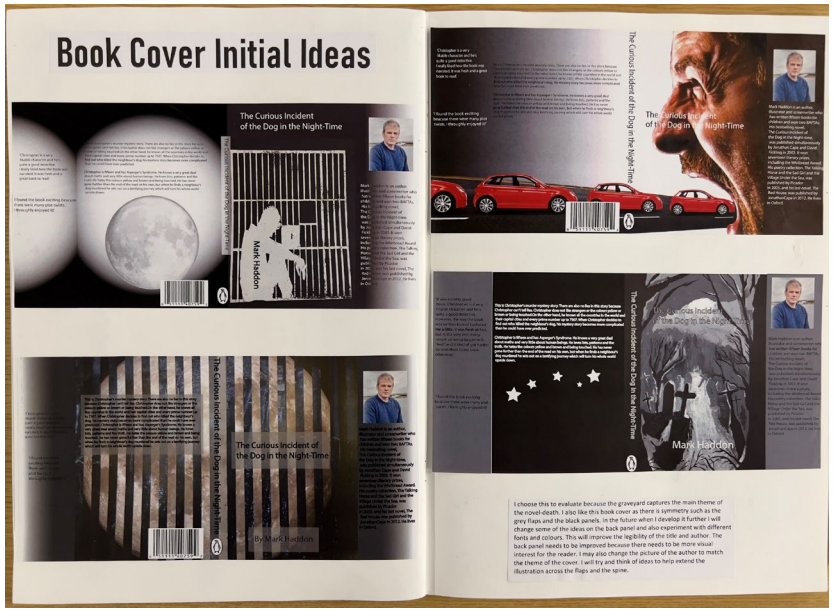

Block Print Ideas using Adobe Illustrator
ALONE
Block Print

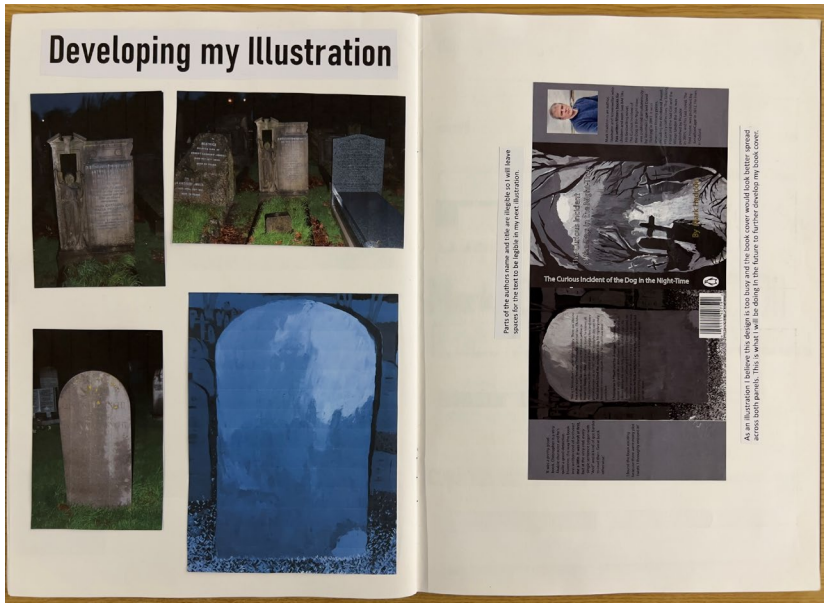

Gouache Analysis
This gouache painting represents a person being buried by life's suffocating extremes. This is shown in the gouache painting by the brain of a troubled individual being distorted and invaded by brown lines. The artist would have painted this image by first painting the head of the man then later adding the lines. This technique cannot be done with watercolours so gouache paints must be used because gouache is opaque. Gouache has also been used in the corners of the piece to create a melancholy darkness, this could be suggesting a darkness invading his mind. The colour palate is representing the dirtiness and darkness inside this persons mind. The image is odd and surreal but offers a different perspective of the brain.

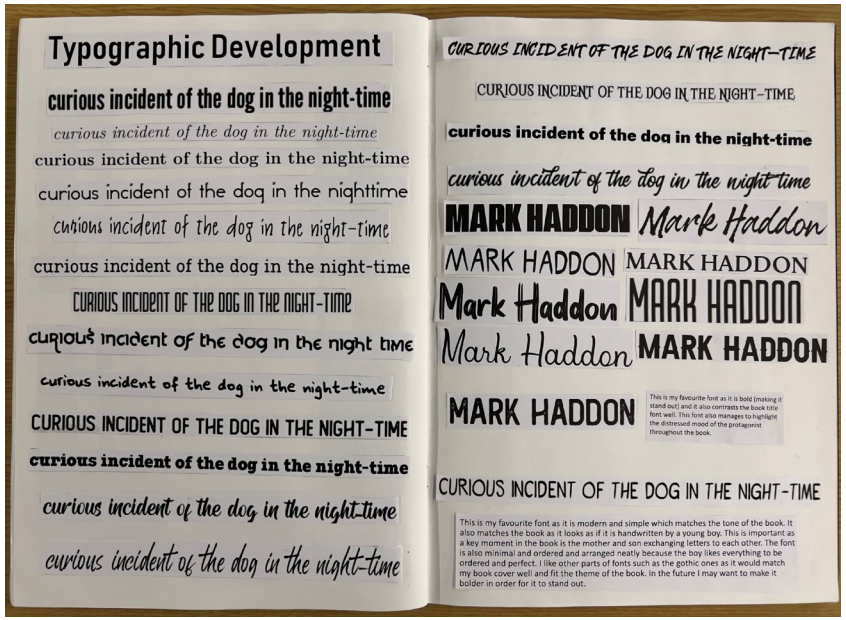



Key Elements of a Book Cover
Biography of the Author
Photograph of the Author
Back Panel
Spine
Title
Front Panel
Synopsis
Front Flap
Publisher
Price
Review
Barcode
Back Flap
READING THE BIBLE WITH RABBI JESUS
LOIS TVERBERG


The Curious Incident of the Dog in the Night-Time
By Mark Haddon


Book Cover Initial Ideas
The Curious Incident of the Dog in the Night-Time
Mark Haddon


Developing my Illustration
Parts of the authors name and title are illegible so I will leave spaces for the text to be legible in my next illustration.
The Curious Incident of the Dog in the Night-Time
As an illustrator I believe the design is too busy and the book cover would look better spread across both panels. This, overall, will develop in the future to a more cohesive, professional cover.


Typographic Development
curious incident of the dog in the night-time
curious incident of the dog in the night-time
curious incident of the dog in the nighttime
curious incident of the dog in the night-time
curious incident of the dog in the night-time
CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME
curious incident of the dog in the night time
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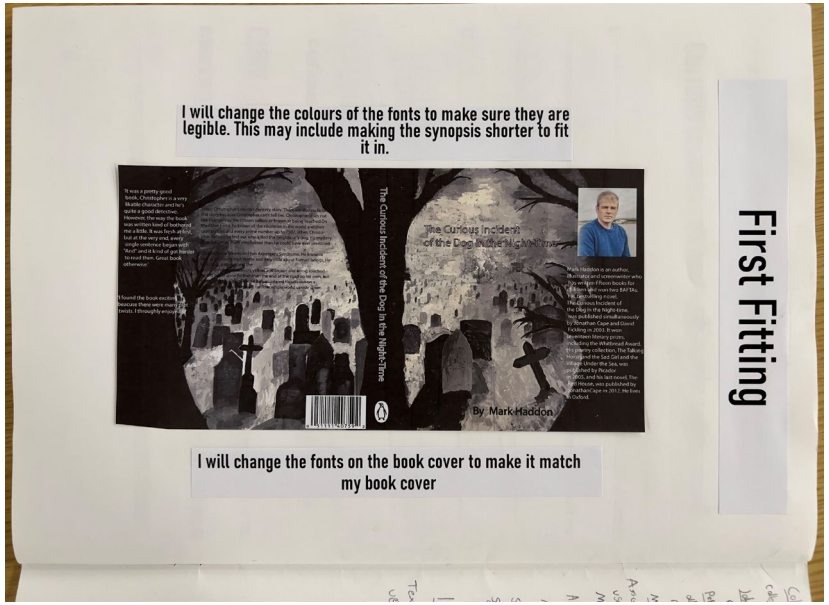
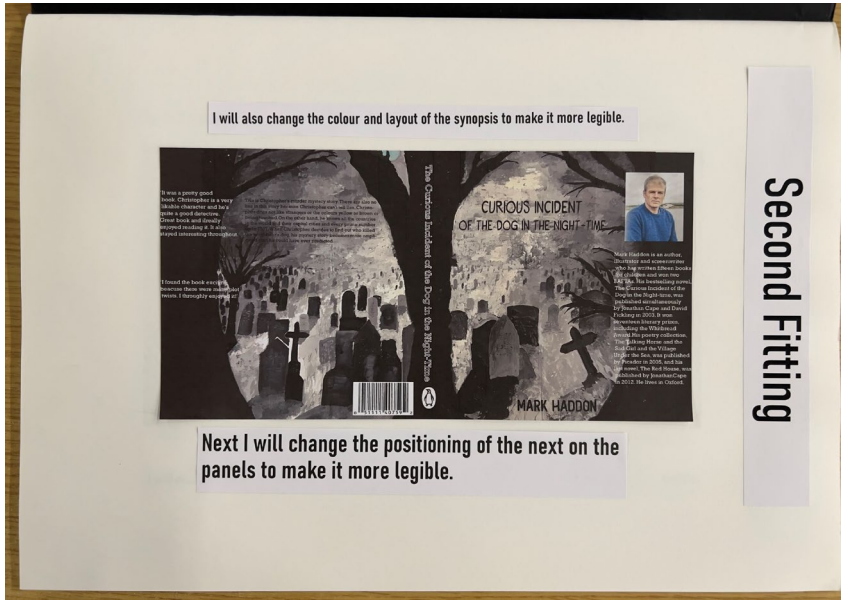
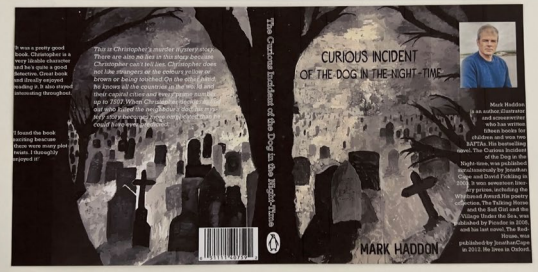
curious incident of the dog in the night-time
curious incident of the dog in the night-time
MARK HADDON
Mark Haddon
MARK HADDON
MARK HADDON
Mark Haddon
MARK HADDON
Mark Haddon
MARK HADDON
MARK HADDON
This is my favourite font as it is bold (making it stand out) and it also contrasts the book title font well. This font also manages to highlight the distressed mood of the protagonist throughout the book.
CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME
This is my favourite font as it is modern and simple which matches the tone of the book. It also matches the book as it looks as if it is handwritten by a young boy. This is important as a key moment in the book is the mother and son exchanging letters to each other. The font is also minimal and ordered and arranged neatly because the boy likes everything to be ordered and perfect. I like other parts of fonts such as the gothic ones as it would match my book cover well and fit the theme of the book. In the future I may want to make it bolder in order for it to stand out.


I will change the colours of the fonts to make sure they are legible. This may include making the synopsis shorter to fit it in.
The Curious Incident of the Dog in the Night-Time
By Mark Haddon
I will change the fonts on the book cover to make it match my book cover
First Fitting


I will also change the colour and layout of the synopsis to make it more legible.
CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME
MARK HADDON
Next I will change the positioning of the next on the panels to make it more legible.
Second Fitting

Third Fitting

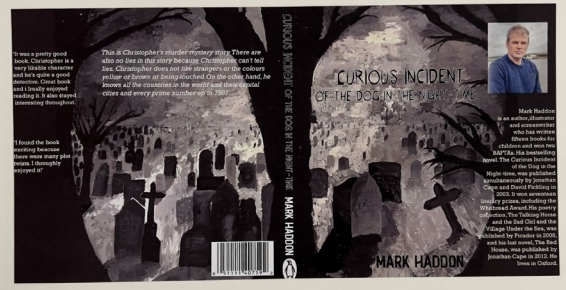
To develop, I will change the spine of the book to add the authors name



I will also add a stroke to the book title to make it more legible.

Forth Fitting

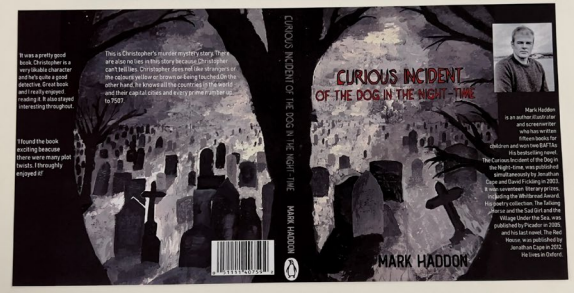
I will change the authors image to black and white to suit the style of my book cover.



I will also incorporate red colouring into the title and synopsis in order to make them even more legible.

Fifth Fitting

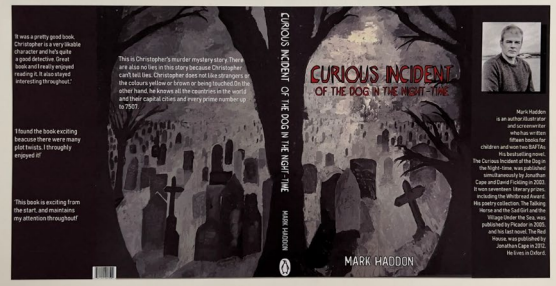
I will add a gradient to my image to darken parts in order to make my synopsis and title legible.



I also added another review of the book to fill it up.

Sixth Fitting

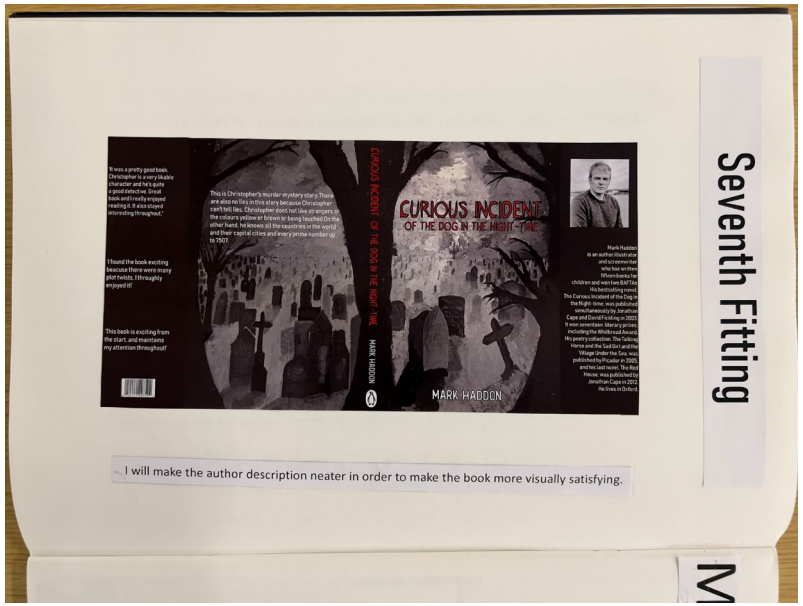
I will move the barcode to the flap with the reviews because it was visually distracting on the back page.

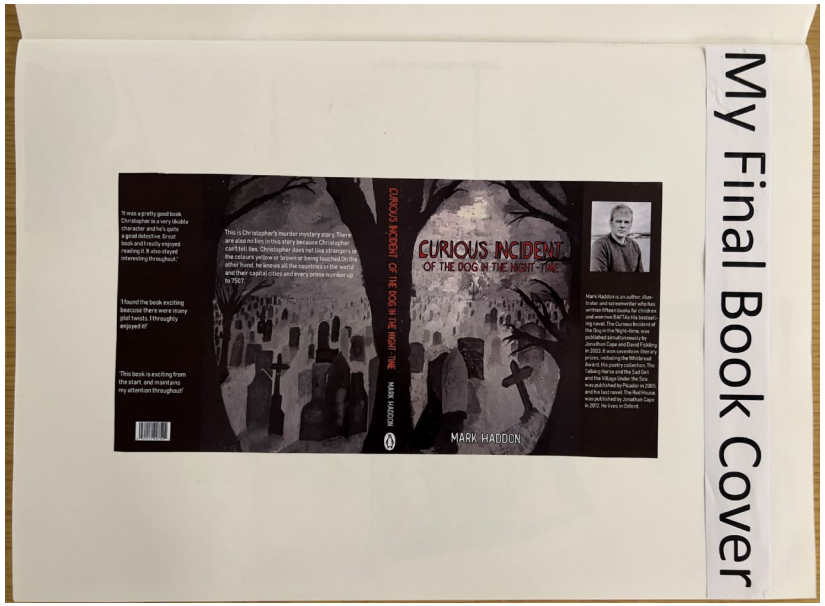


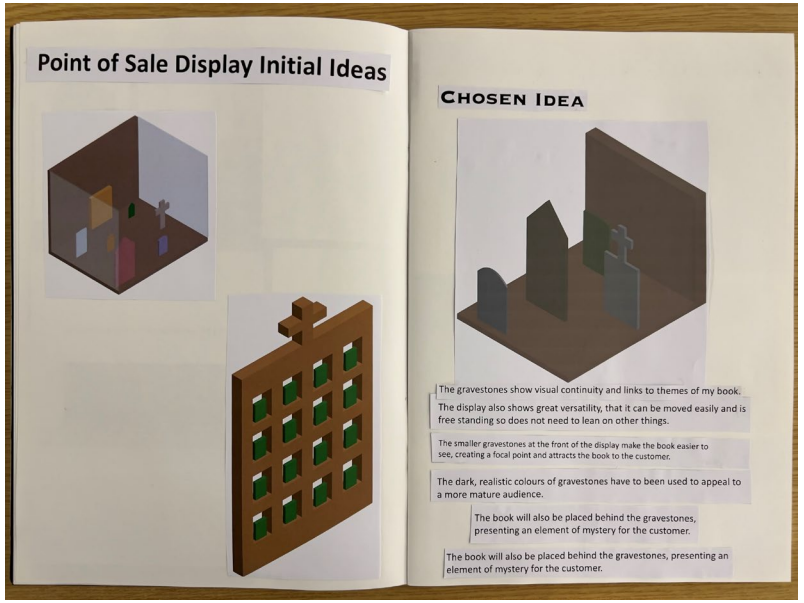
I will also change the book title on the spine to red in order to match the front cover book title.

Standard Mark - 45

Pearson

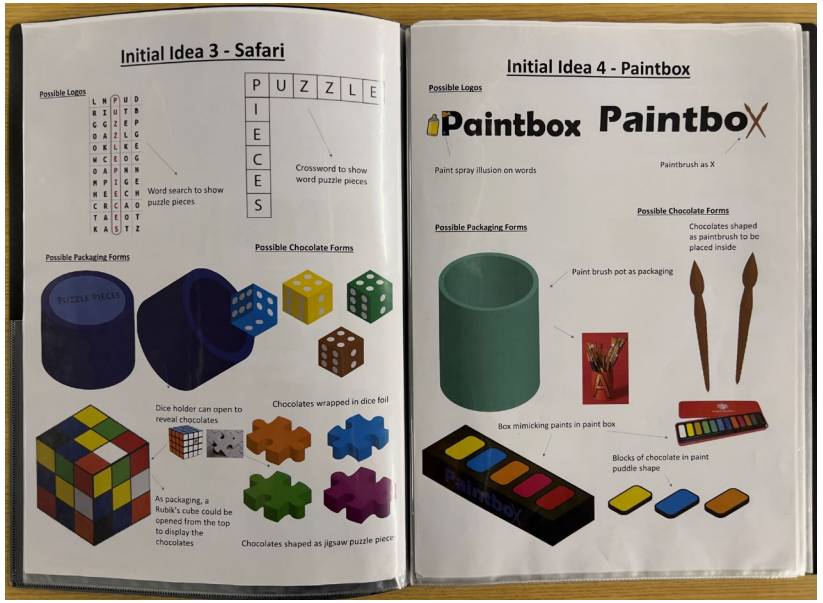


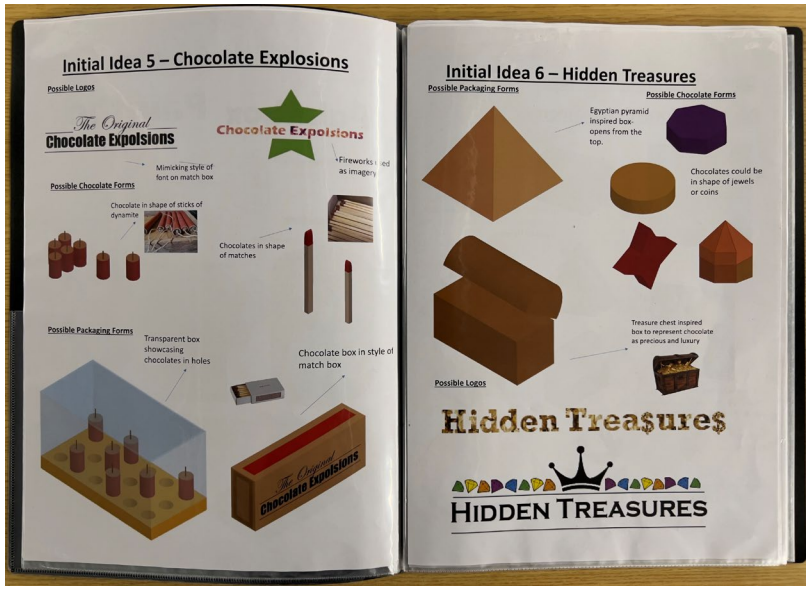




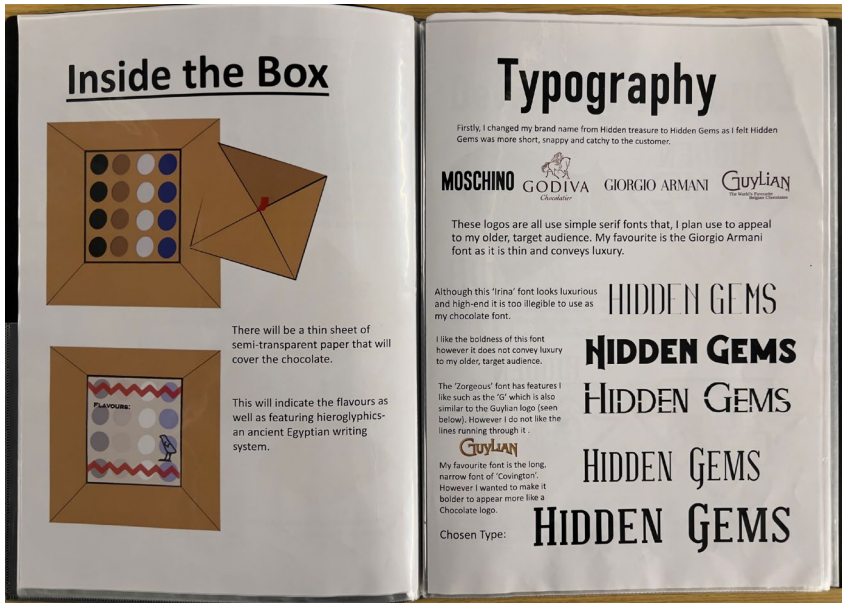
Standard Mark - 45

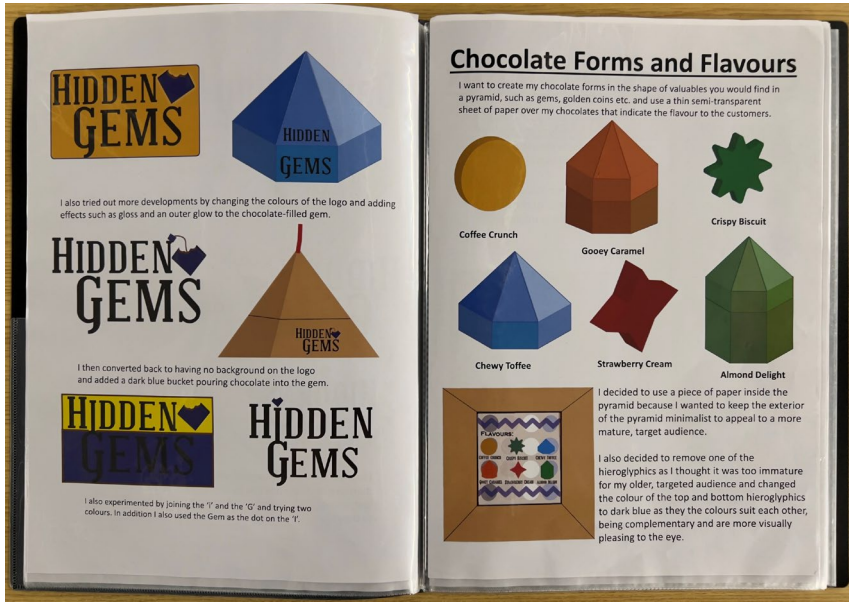
Standard Mark - 45



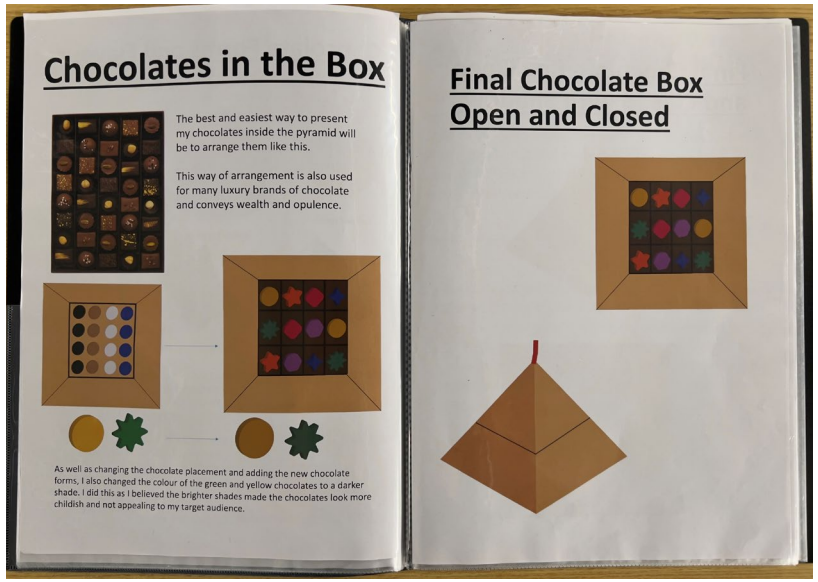


Standard Mark - 45





Standard Mark - 45



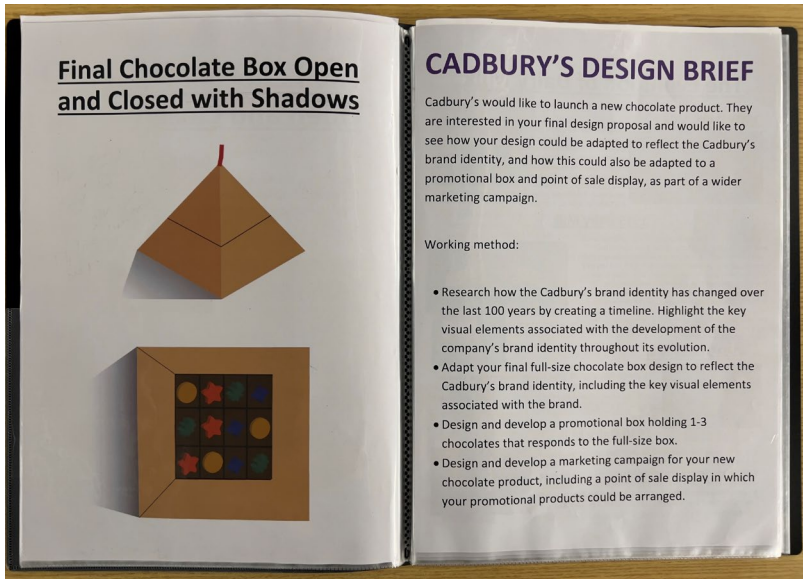
Chocolates in the Box

The best and easiest way to present my chocolates inside the pyramid will be to arrange them like this.

This way of arrangement is also used for many luxury brands of chocolate and conveys wealth and opulence.

As well as changing the chocolate placement and adding the new chocolate forms, I also changed the colour of the green and yellow chocolates to a darker shade. I did this as I believed the brighter shades made the chocolates look more childish and not appealing to my target audience.

Final Chocolate Box Open and Closed



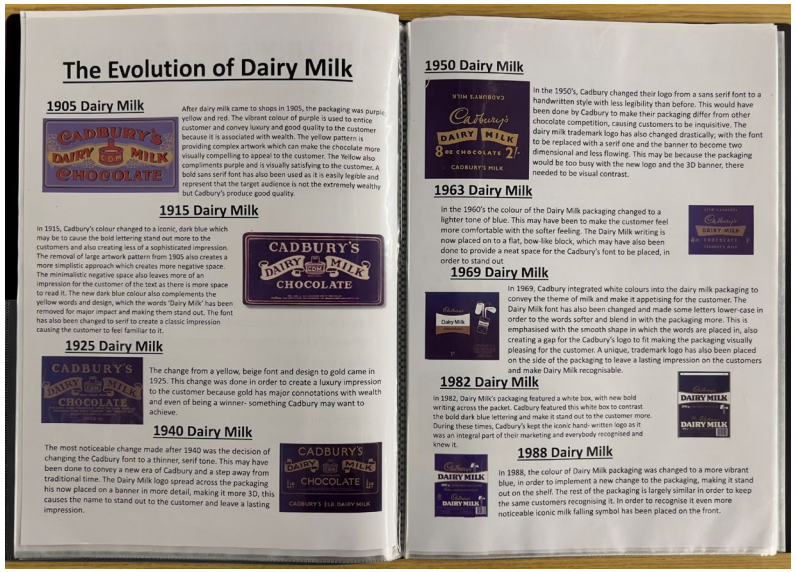
Final Chocolate Box Open and Closed with Shadows

CADBURY'S DESIGN BRIEF

Cadbury's would like to launch a new chocolate product. They are interested in your final design proposal and would like to see how your design could be adapted to reflect the Cadbury's brand identity, and how this could also be adapted to a promotional box and point of sale display, as part of a wider marketing campaign.

Working method:

- Research how the Cadbury's brand identity has changed over the last 100 years by creating a timeline. Highlight the key visual elements associated with the development of the company's brand identity throughout its evolution.
- Adapt your final full-size chocolate box design to reflect the Cadbury's brand identity, including the key visual elements associated with the brand.
- Design and develop a promotional box holding 1-3 chocolates that responds to the full-size box.
- Design and develop a marketing campaign for your new chocolate product, including a point of sale display in which your promotional products could be arranged.



The Evolution of Dairy Milk

1905 Dairy Milk

After dairy milk came to shops in 1905, the packaging was purple, yellow and red. The vibrant colour of purple is used to entice customer and convey luxury and good quality to the customer because it is associated with wealth. The yellow pattern is providing complex artwork which can make the chocolate more visually compelling to appeal to the customer. The Yellow also compliments purple and is visually satisfying to the customer. A bold sans serif font has also been used as it is easily legible and represent that the target audience is not the extremely wealthy but Cadbury's produce good quality.

1915 Dairy Milk

In 1915, Cadbury's colour changed to a iconic, dark blue which may be to cause the bold lettering stand out more to the customers and also creating less of a sophisticated impression. The removal of large artwork pattern from 1905 also creates a more simplistic approach which creates more negative space. The minimalistic negative space also leaves more of an impression for the customer of the text as there is more space to read it. The new dark blue colour also complements the yellow words and design, which the words 'Dairy Milk' has been removed for major impact and making them stand out. The font has also been changed to serif to create a classic impression causing the customer to feel familiar to it.

1925 Dairy Milk

The change from a yellow, beige font and design to gold came in 1925. This change was done in order to create a luxury impression to the customer because gold has major connotations with wealth and even of being a winner- something Cadbury may want to achieve.

1940 Dairy Milk

The most noticeable change made after 1940 was the decision of changing the Cadbury font to a thinner, serif tone. This may have been done to convey a new era of Cadbury and a step away from traditional time. The Dairy Milk logo spread across the packaging his now placed on a banner in more detail, making it more 3D, this causes the name to stand out to the customer and leave a lasting impression.

1950 Dairy Milk

In the 1950's, Cadbury changed their logo from a sans serif font to a handwritten style with less legibility than before. This would have been done by Cadbury to make their packaging differ from other chocolate competition, causing customers to be inquisitive. The dairy milk trademark logo has also changed drastically, with the font to be replaced with a serif one and the banner to become two dimensional and less flowing. This may be because the packaging would be too busy with the new logo and the 3D banner, there needed to be visual contrast.

1963 Dairy Milk

In the 1960's the colour of the Dairy Milk packaging changed to a lighter tone of blue. This may have been to make the customer feel more comfortable with the softer feeling. The Dairy Milk writing is now placed on to a flat, bow-like block, which may have also been done to provide a neat space for the Cadbury's font to be placed, in order to stand out

1969 Dairy Milk

In 1969, Cadbury integrated white colours into the dairy milk packaging to convey the theme of milk and make it appetising for the customer. The Dairy Milk font has also been changed and made some letters lower-case in order to the words softer and blend in with the packaging more. This is emphasised with the smooth shape in which the words are placed in, also creating a gap for the Cadbury's logo to fit making the packaging visually pleasing for the customer. A unique, trademark logo has also been placed on the side of the packaging to leave a lasting impression on the customers and make Dairy Milk recognisable.

1982 Dairy Milk

In 1982, Dairy Milk's packaging featured a white box, with new bold writing across the packet. Cadbury featured this white box to contrast the bold dark blue lettering and make it stand out to the customer more. During these times, Cadbury's kept the iconic hand- written logo as it was an integral part of their marketing and everybody recognised and knew it.

1988 Dairy Milk

In 1988, the colour of Dairy Milk packaging was changed to a more vibrant blue, in order to implement a new change to the packaging, making it stand out on the shelf. The rest of the packaging is largely similar in order to keep the same customers recognising it. In order to recognise it even more noticeable iconic milk falling symbol has been placed on the front.

1998 Dairy Milk

In 1998, a photo of the chocolate was placed on the packing to cause the customer to feel desire to buy it after seeing it. The trademark milk glass image also remained to make the customer feel familiarity to the chocolate packaging. The font was also changed to a serif font in order to add a traditionalistic approach, which could cause the customer to feel emotionally attached to the chocolate, remembering the old packaging.

2012 Dairy Milk

In 2012, a new picture remained on the packaging to show the luxury chocolate inside, which creates a focal point for the customer, wanting to eat the chocolate. The trademark milk glass image also remained to make the customer notice the packaging is Cadbury's, this time the milk is being poured into the milky white coloured serif logo that is bending. The logo is also giving off the effect of splashing milk to capture the eye of the customer. Familiar logo's such as Fairtrade and the Olympics have been placed on the packaging to show support and draw the customer in with well known images. Swirls in the background colour ,visually emphasise how good their chocolate is and that is melt easily. The swirls also add differences from other chocolate brands, making it stand out.

2020 Dairy Milk

The most recent Cadbury's packaging's most noticeable change is the new sans serif font. Due to the familiarity of this font it may cause curiosity and make it stand out to many customers. The iconic milk image has remained to add familiarity in a stylised drawn form. The Cadbury logo has also been given a glossy golden colour to make it seem top of the range and glisten to the customer. The background colour also shows a glossy theme with writing showing ingredients. This causes the packaging to shimmer with words in shops and make customers, pick it up and inspect it.

Colours

Cadbury's colours are used, so the view can be reminded and feel nostalgia towards the Cadbury brand, making them feel more obliged to purchase the box

Logo

The logo is very important to use as it is the main thing in which viewers notice as they read your brand

Pattern

Pattern can be used to add visual continuity throughout your marketing

Key Visual Elements of the Cadbury's Brand

Gradient

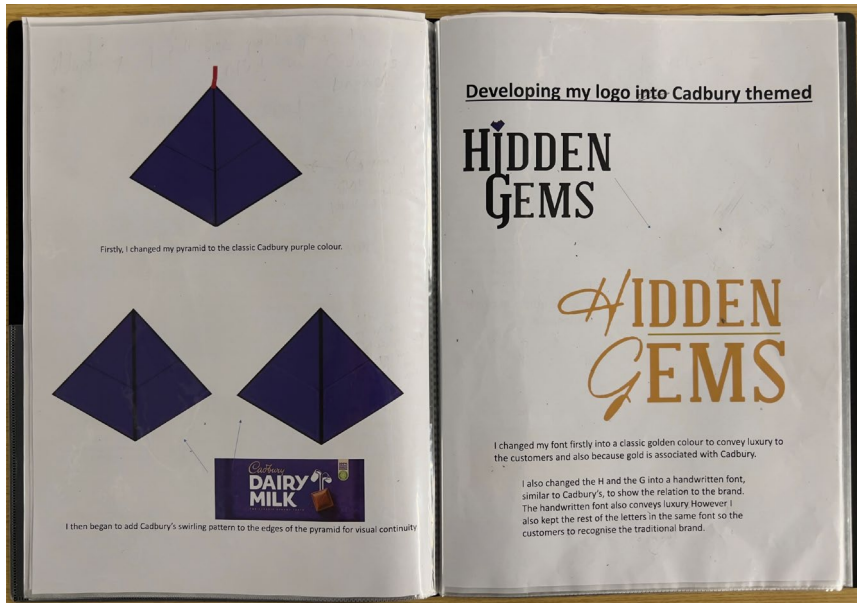
Gradient can be used to be visually unique and gain attention from viewer.

Gold Text

Gold text can used to make it look royal to the viewer

Fonts

Fonts can also be added to create visual continuity for the viewer to notice similarities in your brand marketing



Firstly, I changed my pyramid to the classic Cadbury purple colour.

I then began to add Cadbury's swirling pattern to the edges of the pyramid for visual continuity

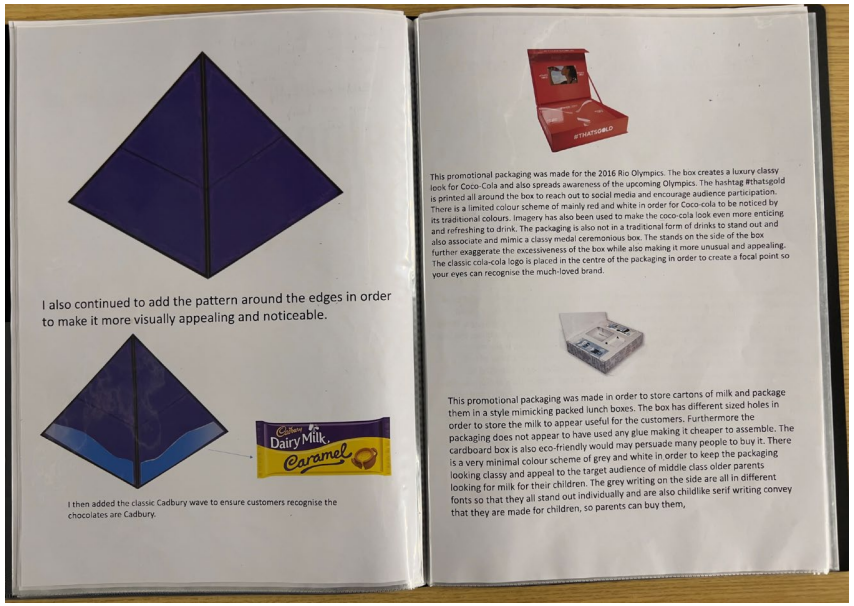
Developing my logo into Cadbury themed

HIDDEN GEMS

HIDDEN GEMS

I changed my font firstly into a classic golden colour to convey luxury to the customers and also because gold is associated with Cadbury.

I also changed the H and the G into a handwritten font, similar to Cadbury's, to show the relation to the brand. The handwritten font also conveys luxury However I also kept the rest of the letters in the same font so the customers to recognise the traditional brand.



I also continued to add the pattern around the edges in order to make it more visually appealing and noticeable.

I then added the classic Cadbury wave to ensure customers recognise the chocolates are Cadbury.

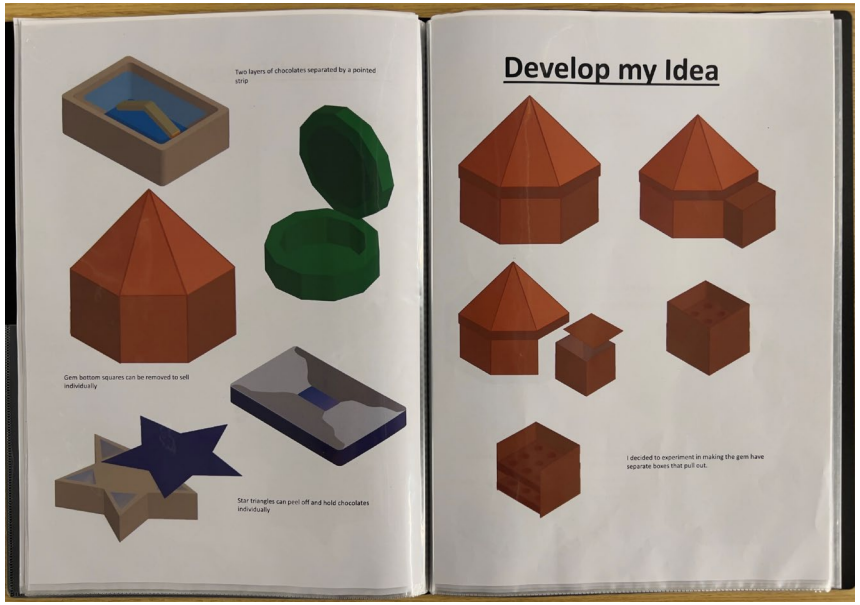
This promotional packaging was made for the 2016 Rio Olympics. The box creates a luxury classy look for Coco-Cola and also spreads awareness of the upcoming Olympics. The hashtag #thatsgold is printed all around the box to reach out to social media and encourage audience participation. There is a limited colour scheme of mainly red and white in order for Coco-cola to be noticed by its traditional colours. Imagery has also been used to make the coco-cola look even more enticing and refreshing to drink. The packaging is also not in a traditional form of drinks to stand out and also associate and mimic a classy medal ceremonious box. The stands on the side of the box further exaggerate the excessiveness of the box while also making it more unusual and appealing. The classic cola-cola logo is placed in the centre of the packaging in order to create a focal point so your eyes can recognise the much-loved brand.

This promotional packaging was made in order to store cartons of milk and package them in a style mimicking packed lunch boxes. The box has different sized holes in order to store the milk to appear useful for the customers. Furthermore the packaging does not appear to have used any glue making it cheaper to assemble. The cardboard box is also eco-friendly would may persuade many people to buy it. There is a very minimal colour scheme of grey and white in order to keep the packaging looking classy and appeal to the target audience of middle class older parents looking for milk for their children. The grey writing on the side are all in different fonts so that they all stand out individually and are also childlike serif writing convey that they are made for children, so parents can buy them,

This Bailey's promotional packaging is designed to help customers carry the high-end drink product. This packaging would be sold at duty-free in Airports and the mimicking travel luggage appearance causes the customers to buy it because it blends in with luggage. While it way somewhat blend in, there are also many flamboyant features which symbolises the brand The white strip and double 'B' logo conveys retro and vintage qualities to make more appealing. The golden colour used further suggests luxury and the main colour of red glamorises and makes it stand out. The extravagant and excessive bag is also used to emphasise the luxurious brand of Bailey's to their target older, middle class and upper class audience. Although this packing may be expensive as the product is high quality and ostentatious, the target audience is wealthy so would still purchase. Furthermore the packaging is eye-catching (due to the red, bright colour and large size) because in airport's people are in a rush while shopping and panic-buy because although it is pricy, it is tax-free The box also has handles so it is easily transferrable to the plane and creates the feeling you are also paying for a useful piece of luggage.

Promotional Packaging Initial Ideas

Gold Bar can reveal layer of chocolates



Two layers of chocolates separated by a pointed strip

Gem bottom squares can be removed to sell individually

Star triangles can peel off and hold chocolates individually.

Develop my Idea

I decided to experiment in making the gem have separate boxes that pull out.

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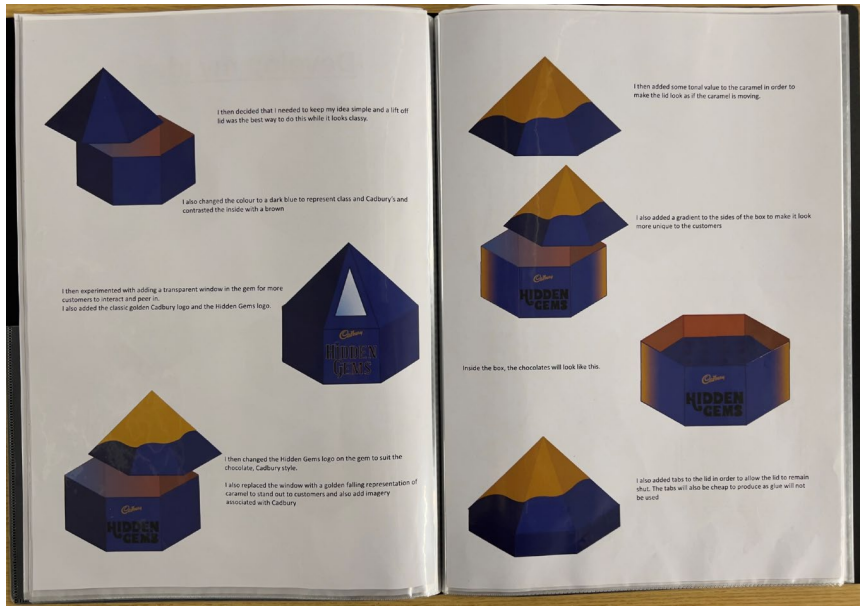

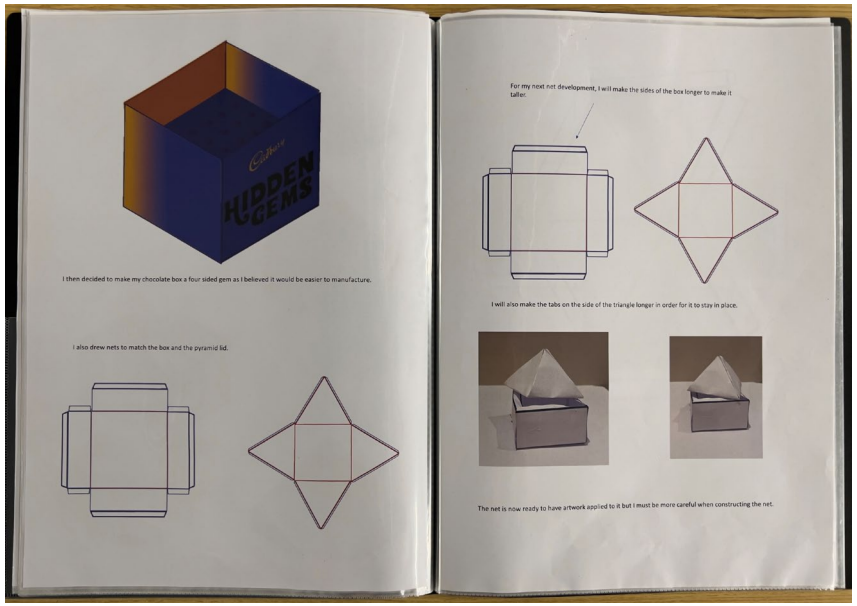

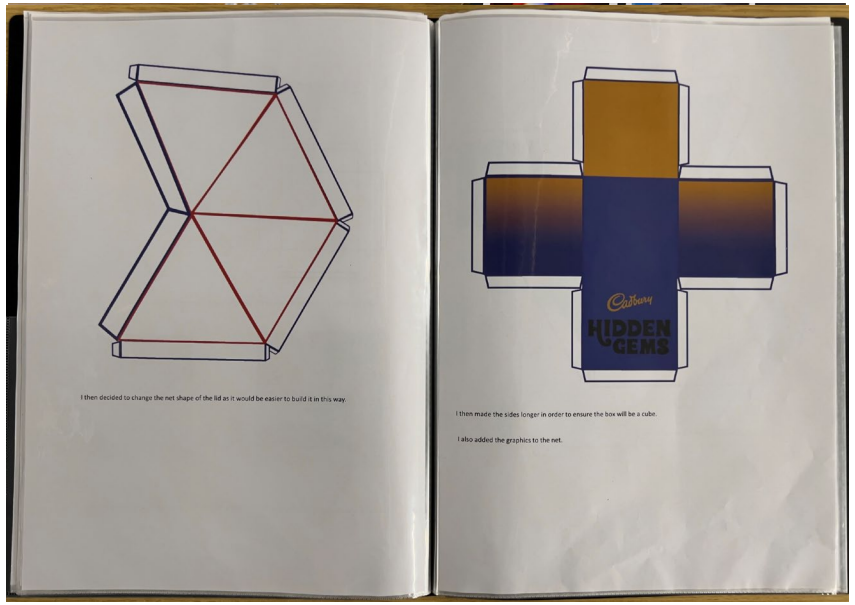

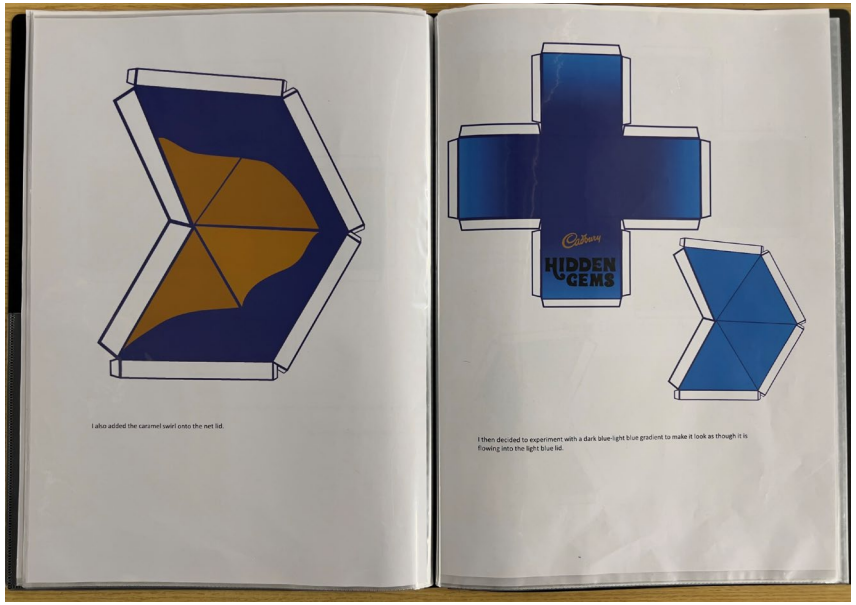

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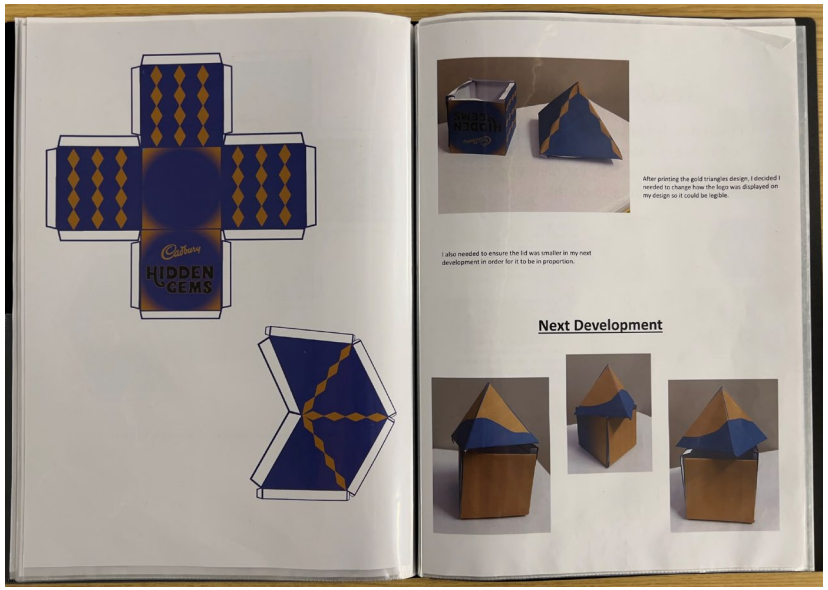
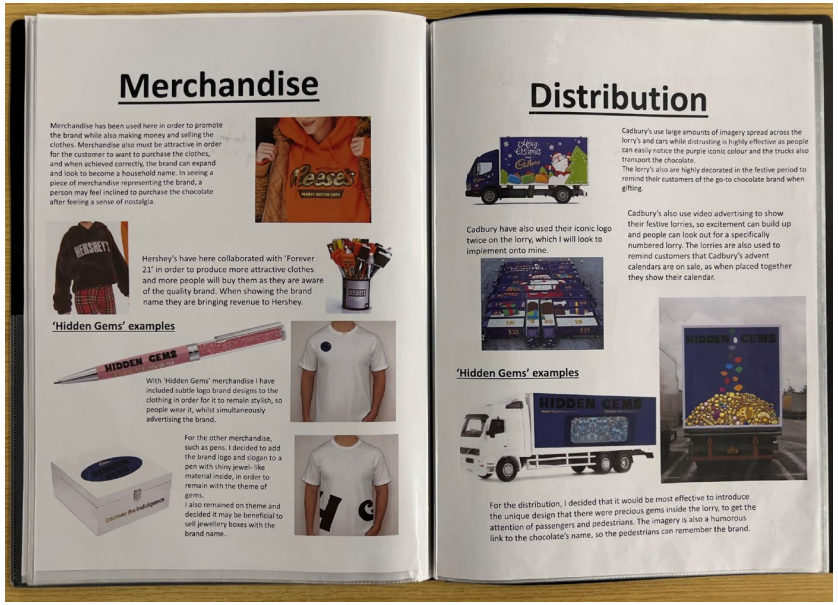

Cadbury
HIDDEN GEMS
After printing the gold triangles design, I decided I needed to change how the logo was displayed on my design so it could be legible.
I also needed to ensure the lid was smaller in my next development in order for it to be in proportion.
Next Development

Next Development
I then decided I needed to make changes to the net in order to ensure the box would not have any excess pieces of paper at the side. In order to do this I:
- Shortened the tabs at the sides of the triangles
- Removed the tabs at the side of the tabs below the triangles
- I also made changes to the caramel swirl to ensure the end would join with the start
- I also alerted my design in order to merge together my two developments of the box.
- I also needed to twist the logos to ensure they would be legible.
- I also added a gradient to the triangular pattern on the box to make it stand out from the backward angle.
Ideas for my Marketing Campaign
Posters
Social Media
Hidden Treasures
Distribution
Display
Billboards
Merchandise

Marketing Design
Social Media
Twix also asks for feedback from their loyal supporters and uses their banner to promote a new upcoming chocolate.
Cadbury's use their social media to promote upcoming products and let their eager audience aware of deals or giveaways.
Cadbury's profile picture is important as it uses the most important logo that is associated with them and is recognised in order to gain likes.
It is also important that Cadbury's uses the iconic purple colour in their posts, so they can gain attraction. Furthermore, eye catching text (such as seen in the most recent post) will grab the audiences attention.
It is also important to include links in the bio of the brand's profile, in order for the audience to want to find out more and it will gain traction to the company.
'Hidden Gems' examples
For the 'Hidden Gems' social media, I used the use of slogans in order leave an impressionable memory on the audience visiting the page.
I also used a witty location to leave an impression.
The Cadbury's logo has also been used in order for he brand to be identified as connected to the well-established brand.
I have also included the brand website to gain traction to the company.
Billboards
Cadbury's use clever and unique imagery of the chocolate bar being ripped open in order to gain the attention of the drivers. It is especially important that Billboards are eye-catching as the drivers do not have long to look up while driving so must quickly grab their attention, as shown with the chocolate being revealed.
It is also important that the billboards are unique so that they can leave an impression on the pedestrian ahead of other billboards.
'Hidden Gems' examples
For my billboard, like Dairy Milk, I have created a 3D chocolate bar/box to engage to the drivers and pedestrians eyes. The pyramid lid will also reveal the chocolates and make them more appealing as they are being opened. I have also included the slogan to ensure people can recognise the brand as well as the logo.

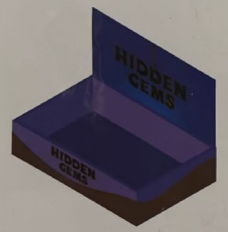

Merchandise
Merchandise has been used here in order to promote the brand while also making money and selling the clothes. Merchandise also must be attractive in order for the customer to want to purchase the clothes, and when achieved correctly, the brand can expand and look to become a household name. In seeing a piece of merchandise representing the brand, a person may feel inclined to purchase the chocolate after feeling a sense of nostalgia.
Hershey's have here collaborated with 'Forever 21' in order to produce more attractive clothes and more people will buy them as they are aware of the quality brand. When showing the brand name they are bringing revenue to Hershey.
'Hidden Gems' examples
With 'Hidden Gems' merchandise I have included subtle logo brand designs to the clothing in order for it to remain stylish, so people wear it, whilst simultaneously advertising the brand.
For the other merchandise, such as pens. I decided to add the brand logo and slogan to a pen with shiny jewel-like material inside, in order to remain with the theme of gems.
I also remained on theme and decided it may be beneficial to sell jewellery boxes with the brand name.
Distribution
Cadbury's use large amounts of imagery spread across the lorry's and cars while distrusting is highly effective as people can easily notice the purple iconic colour and the trucks also transport the chocolate.
The lorry's also are highly decorated in the festive period to remind their customers of the go-to chocolate brand when gifting.
Cadbury have also used their iconic logo twice on the lorry, which I will look to implement onto mine.
Cadbury's also use video advertising to show their festive lorries, so excitement can build up and people can look out for a specifically numbered lorry. The lorries are also used to remind customers that Cadbury's advent calendars are on sale, as when placed together they show their calendar.
'Hidden Gems' examples
For the distribution, I decided that it would be most effective to introduce the unique design that there were precious gems inside the lorry, to get the attention of passengers and pedestrians. The imagery is also a humorous link to the chocolate's name, so the pedestrians can remember the brand.

Display

This display has been manufactured in order to present the chocolate in a classy way, to lure the customer in to purchase it. The traditional Cadbury's colour scheme indicates to the customer that it is Cadbury's brand chocolate. The word 'new' has also been used as it makes the product appeal to the audience as they feel as though they are early and exclusive to try the chocolate. I will also look to use the vibrant colours to grab the customers attention and the slit in the box, which stands the bars up, presents the bars to be easily grabbed. The flap of the box also makes the customer want to open it and find out what was inside.

From this example, I will look to introduce the imagery of the chocolate as it shows the good-looking chocolate.

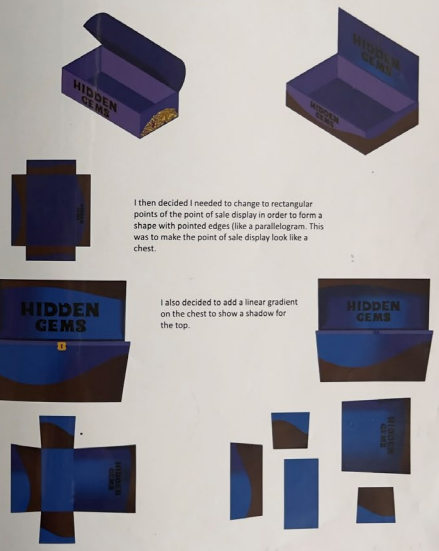
'Hidden Gems' examples



For my 'Hidden Gems' example I used moving chocolate imagery in order to draw in the viewers attention along with classic Cadbury colours.

Point of Sale Display Development

I decided to make my point of chest sale display 2D as it would be easier to stand and manage. However I would reproduce the shadow effect by using gradients.



I then decided I needed to change to rectangular points of the point of sale display in order to form a shape with pointed edges (like a parallelogram. This was to make the point of sale display look like a chest.

I also decided to add a linear gradient on the chest to show a shadow for the top.

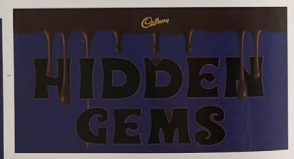
Posters

Posters have been used by Cadbury to increase engagement with their customers. The posters are also used to promote the chocolates, as one of them will be made in the future. This increases excitement for the customers and also makes them actively vote to increase excitement because the public like to be involved in decisions such as these. The engagement will also make the chocolate vote be talked about throughout the public; increasing excitement for when they are sold.

The style of the poster is eye-catching as it is mimicking American style presidential voting posters.

This poster is eye-catching due to its aesthetically pleasing chocolate falling picture. This makes the audience want to purchase the Cadbury Chocolate due to it's satisfying looks. Children imagery has also been used to cause the audience to feel reminiscent of eating Dairy Milk as a child. The nostalgic feeling creates the feeling that they want to buy the chocolate for 'old times sake'.

'Hidden Gems' examples



For the portrait poster, I have used the repeated imagery of gems falling onto a shiny pile of jewels in order to get the pedestrians attention. I have also ensured that there is not too many images in order to ensure it is not too crowded. I have also included my slogan so pedestrians can recognise my brand.

In the landscape poster, I have taken inspiration from the 'Dairy Milk' poster, and used chocolate falling imagery to gain attention from the pedestrians. I have also based this poster solely on the logo of my brand to ensure that it can be easily seen by the pedestrians.

Final marketing presentation