

good things



project 1

brenna kempen  
DES 360 - 002  
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# original branding

## background

- Launched in 2016 by Nabisco and Mondelez International
- Expanded from "Rice Thins" to "GOOD THiNS" with a larger product line
- Attempts to respond to consumer demand for a savory, light snack

# GOOD THiNS



# creative strategy

## strategy

The central theme behind rebranding the GOOD THINS logo and packaging, as well as adjusting the name to "Good Thins," is to convey a sophisticated product that is serious about what makes it good, yet also conveys an enjoyable, no-fuss snacking experience.

By reconstructing its name and packaging, the "stripped down to the bare ingredients" idea that Good Thins is trying to project will become more apparent. The product packaging should be visually-interesting, playful, and dynamic, yet still demonstrate the "seriousness about goodness" attitude that is characteristic of the brand's image and portrayal.

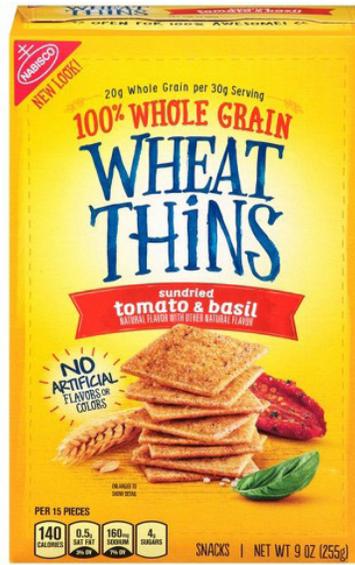
## unique selling proposition

- Health-conscious, tasty products
- Varieties of flavors and ingredients that meet diverse consumer desires
- No cholesterol, partially hydrogenated oils, or high fructose corn syrup, and made with no artificial colors or flavors

## key selling idea

The major selling idea for Good Thins is that their products are delicious, while being made with "the goods," or no artificial colors or flavors, no cholesterol, partially hydrogenated oils, or high fructose corn syrup.

# comparable brands



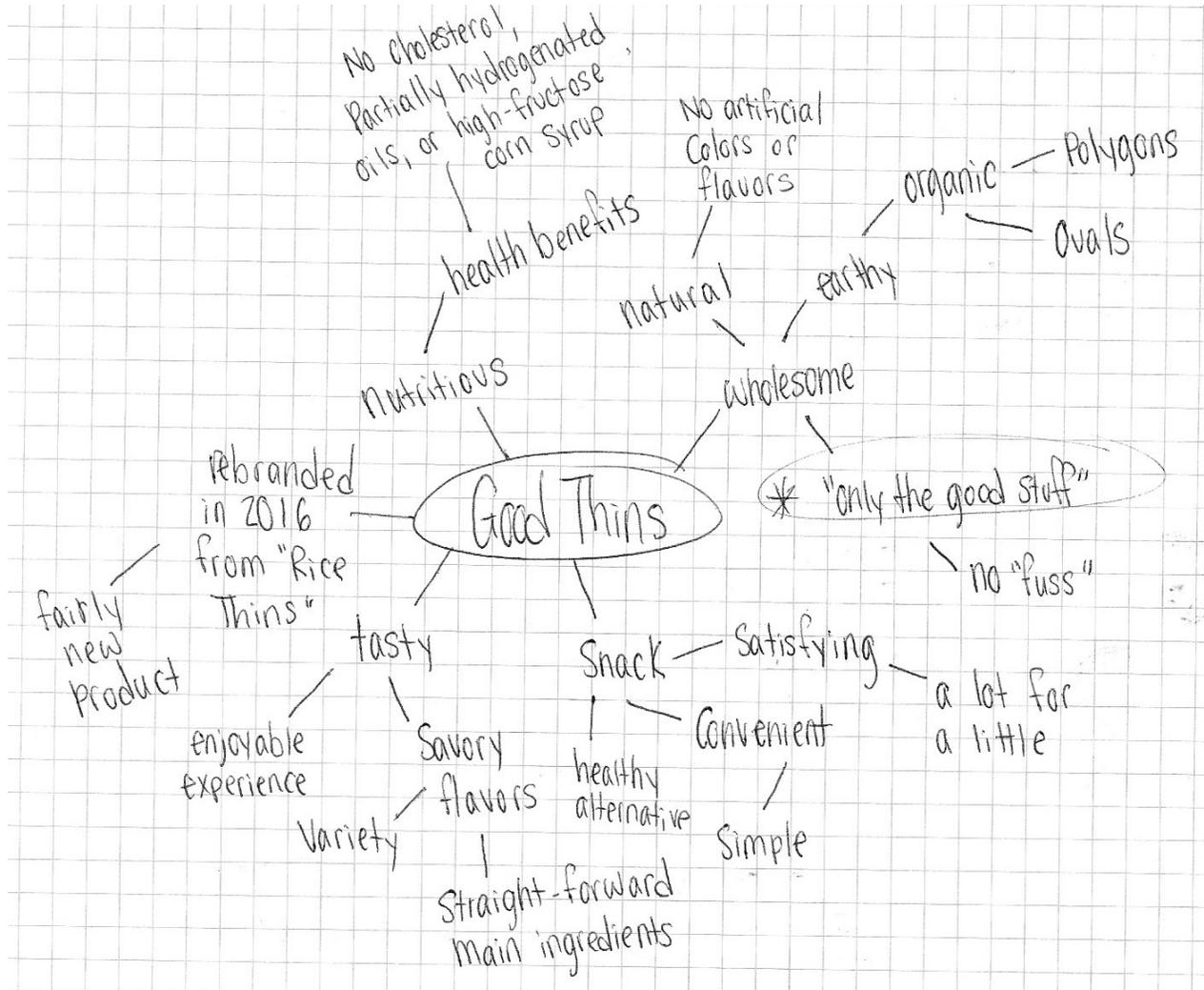
# inspiration board



reflect



mindmap







Good  
THINS

GOOD  
THINS

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# final logos

## concept

The final logos for Good Thins represent a series of three different flavor varieties offered, potato, corn, and rice, respectively. The shape of the cracker itself is evident in the shape surrounding "thins," and each color is thematic of the packaging for each product.



variations & color studies

