

PRESENTATION

stu•di•ous

design with purpose

LUNCHBOX APP REBRANDING PROPOSAL

CONTEXT

Name

Lunchbox App

Founded/Launched

2015, by Ayo Oshinaike, Launch Jan 2018

Primary Features

- *Grocery List*

add items from your favorite grocery store, and populate custom lists

- *Recipes*

discover new recipes and meals using a smart recipe generator or choose from a menu tailored to your tastes

Savings + Coupons

- see your local grocery stores' savings for the week, and create lists based on different costs and budgets

Connect

- share recipes, pictures, and interact with friends. Find local food rescue and composting spots for your surplus or spoiled food

CLIENTS GOALS

3. How do you want people to perceive/experience the LunchBox product and brand?

Because our mission is to connect the total food experience, across planning, shopping, and cooking we have a lot to bring to the table. Therefore our goal is to package a unique, minimalistic, and seamless experience. Our goal is to have people perceive our product as the top destination for taking charge of their food experience; whether they are in store and need recipe inspiration they can tap into our recipe database and then have access to in-store coupons. Or if they are still in their planning phase at home and are looking to manage their current inventory on hand, we would like for them to look to us to manage all of these facets in the most integrated way possible! Bottom line, know your food, build your plan, eat well.

4. What do you think the best way to reach your target audience is?

Since we are primarily targeting millennials as well as millennial moms, we see Social as the best way to reach them. We have worked to establish a defined aesthetic on Instagram, and are currently working to develop unique and relevant content on Facebook.

Our focus will definitely be on earned media and we are looking to leverage influencers across establish food communities, as well as integrating our own message within those spaces to form genuine connections.

What I would like to work with you & team in doing is to brainstorm how we could better develop this out as a campaign on social:

- What it would look like
- Potential hashtags (if you guys would be interested in this part, if not no worries)
- How to get it trending (i.e. how can we get the word out there that we are developing out this campaign and get people involved)

RESEARCH

Current Logo



Others in use

LUNCH B  X



Typefaces in use

Lato light - LUNCHBOX

Lato regular - LUNCHBOX

Slogans in use

We help create your food experience from plan to pan

Fun, easy to navigate and totally customized for you!

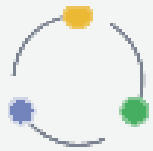
Waste not, want not.

Colors In Use

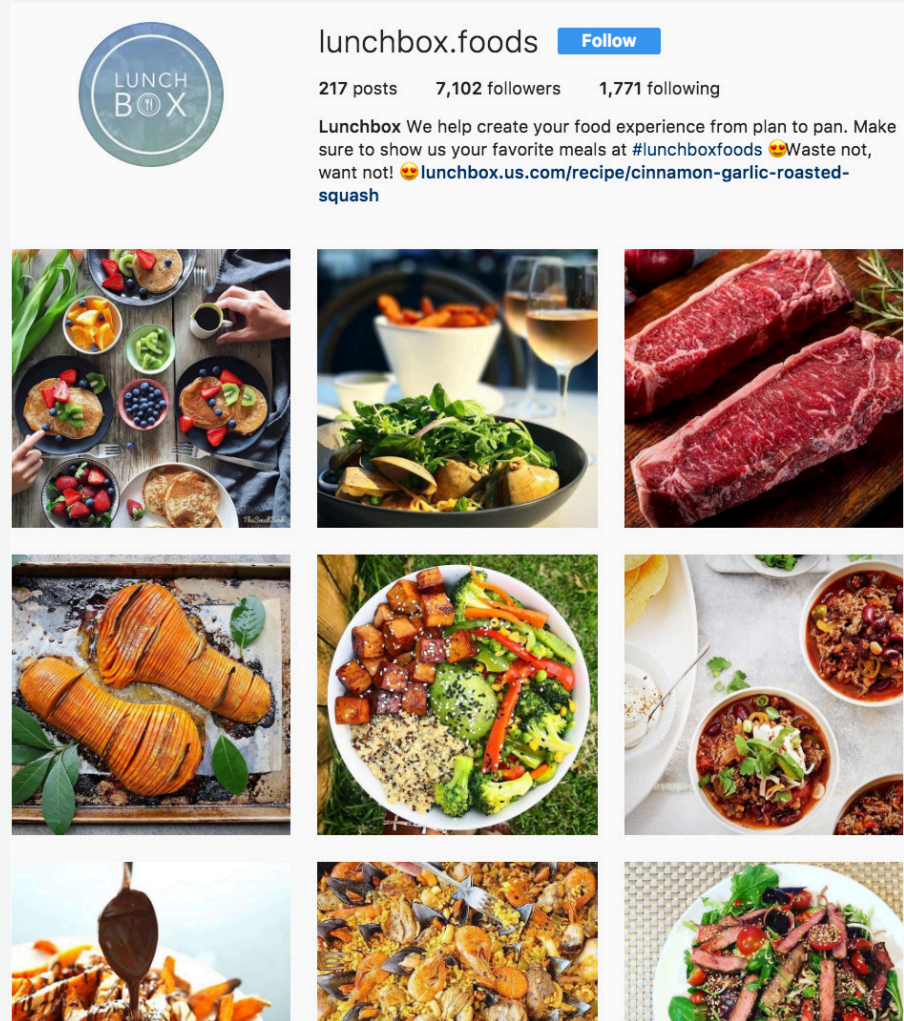


VISUAL LANGUAGE

Icons + Patterns in use



Instagram Format



MISSION(S)

“ Lunchbox is about creating your
food experience from plan to pan ”

MISSION(S)

“ Lunchbox is about creating your food experience from plan to pan ”

“ Lunchbox is a consumer facing food & grocery app whose mission is to give people the ability to eat well and to make the world of food more transparent and connected ”

MISSION(S)

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“ One app to manage all aspects of your food experience ”

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MISSION(S)

“ Lunchbox is about creating your food experience from plan to pan ”

“ Lunchbox uses the fusion of food and technology by creating a guide to the total food experience that also connects people through an interactive platform ”

“ One app to manage all aspects of your food experience ”

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“ Lunchbox is about creating your food experience from plan to pan ”

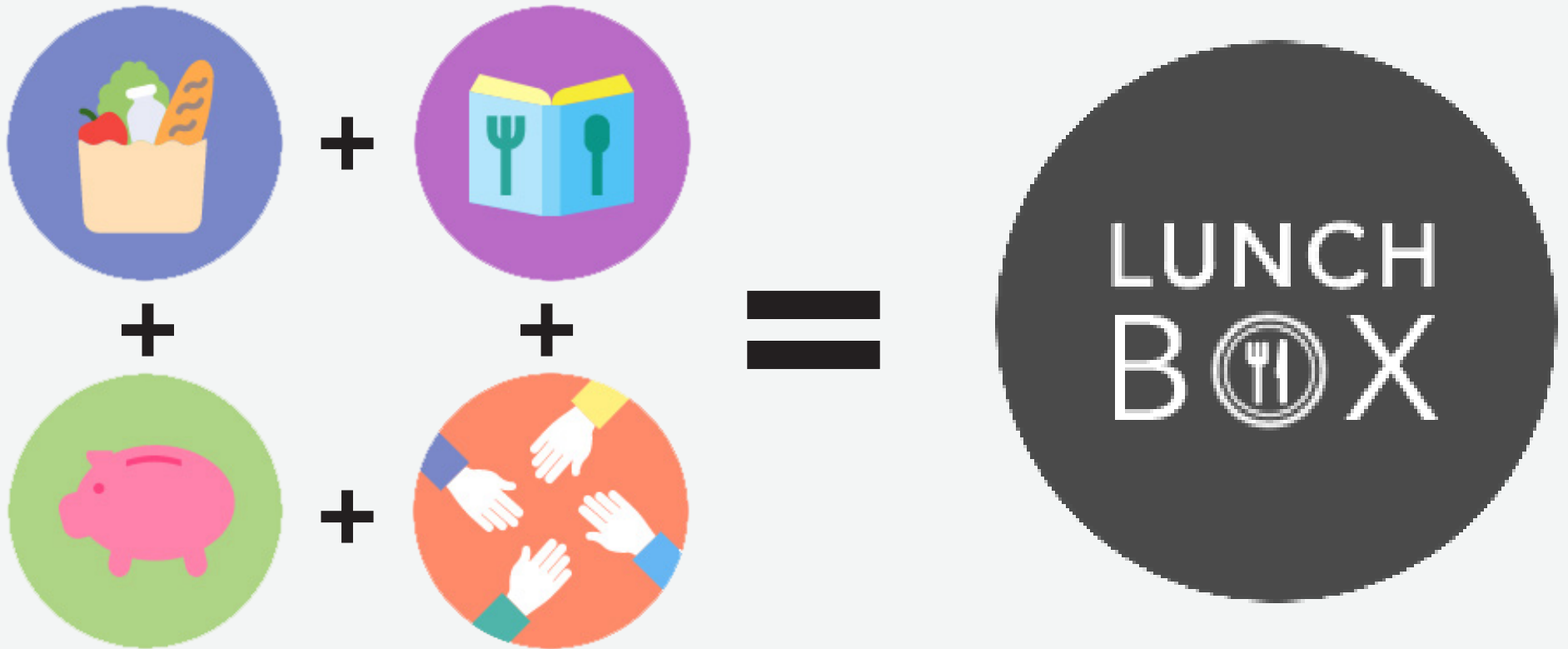
“ Lunchbox uses the fusion of food and technology by creating a guide to the total food experience that also connects people through an interactive platform ”

“ Lunchbox, creating a lifestyle of food is the mission and capturing all aspects of food is the future. Lunchbox offers endless possibilities for making sure that your relationship with food is the best it can be while offering a fun way to connect with friends! ”

“ One app to manage all aspects of your food experience ”

“ Lunchbox is a consumer facing food & grocery app whose mission is to give people the ability to eat well and to make the world of food more transparent and connected ”

VISUALIZATION



MISSION

One app to create a seamless and personalized way for you to manage and reclaim your food experience from phone to plate

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One app to create a seamless and personalized way for you to manage and reclaim your food experience from phone to plate

Plan, Save, and most importantly, Eat well with Lunchbox

COMPETITORS

Name - Yummly

Founded

Launched 2010



Typefaces in use

ARS Maquette Pro
Raleway

Mission

to be the smartest and most helpful food
platform in existence

Others in use



Slogans

Cook. Eat. Share.

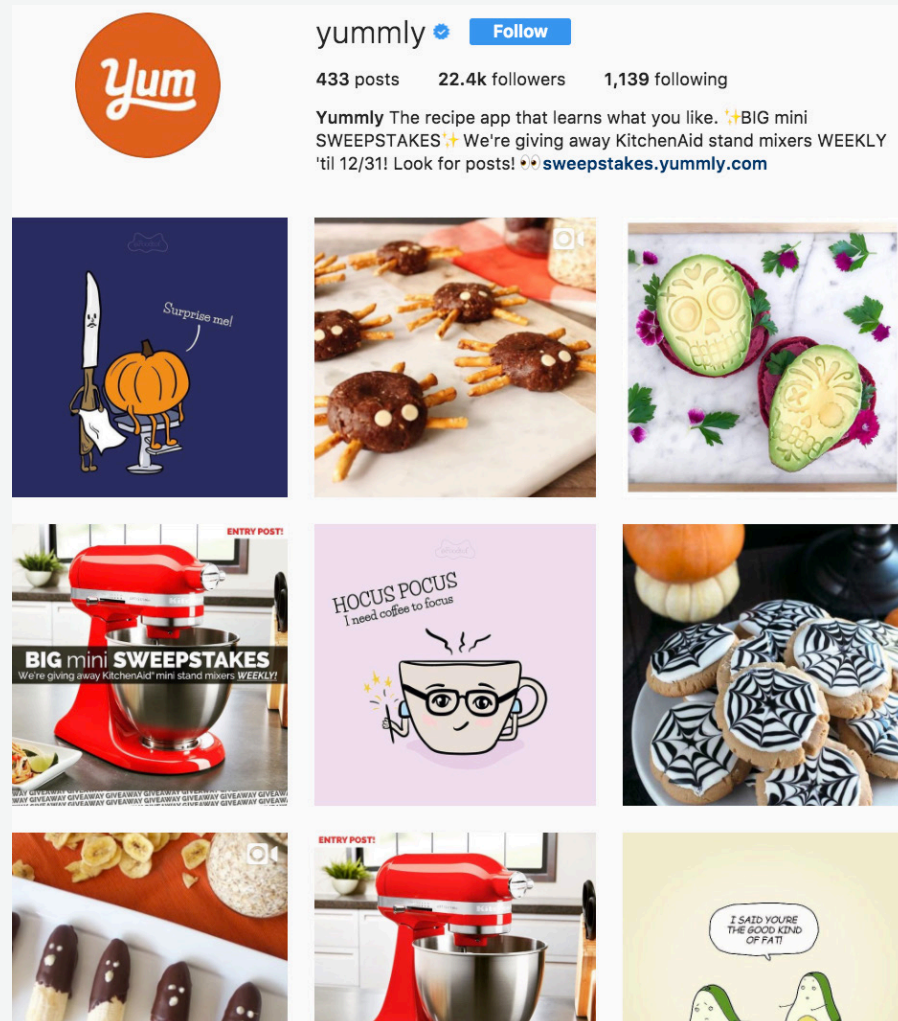
the recipe app that learns what you like.

VISUAL LANGUAGE

Colors in use (web + app)



Instagram Format



COMPETITORS

Name - BigOven



Founded

Founded + Launched 2003

Typefaces in use

Lato light

Lato regular

Mission

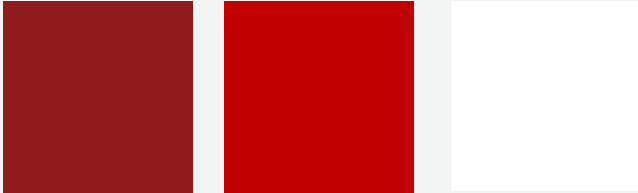
to help home cooks get inspired and organized, in the kitchen and on the go

Slogans

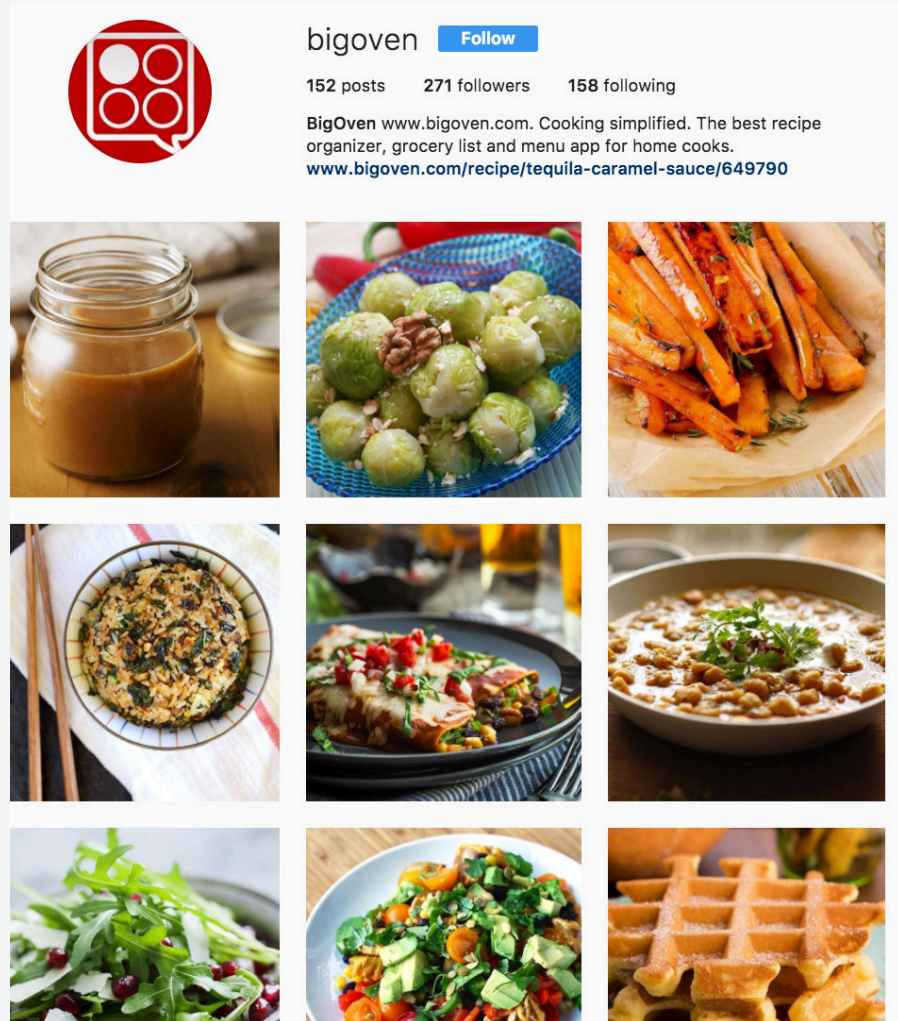
Cooking Simplified.

VISUAL LANGUAGE

Colors in use (web + app)



Instagram Format



ANALYSIS

Similarities with Competitors

- *Color Palette*
All Have a color palette consisting of black greys white and 1 bright color
- *Social Identity*
photobased “foodie” photos with little to no user interaction, high class/boujee non approachable
- *Typefaces*
shares one direct type choice (BigOven)
all use sans serif modern letterforms

Differences

- *Unity*
lack of consistency and accurate expression in marks, icons/patterns and type choices
- *Logo*
cookware or food icons aren't utilized by either competitors leaving it open as possibility for new mark

APPROACH

client goal

to have brand viewed as the place to go for reclaiming their food experience

solution

produce a new mark, patterns, and type-face choices to make the app seem more approachable, powerful and important relative to its competitors

client goal

use social media to give potential users a feel for the app, its benefits and features

solution

develop a meaningful and educational content system that engages with users amongst the midst of common “foodie” photographs

client goal

concept and potential hashtags to get the name and brand trending on social media or television media platforms

solution

a poster / video campaign pitch to get attention of those in the food community and target age group through common connections

NEW LOOK

Proposed Logo



LUNCHBOX

Type selection

LIBERAL HAND

Myriad Pro

Slogans

Plan, Save, Eat Well.

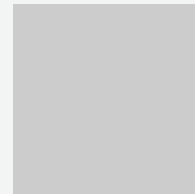
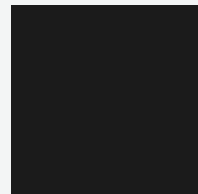
Reclaim your food

Alternates



LUNCHBOX
reclaim your food

Color Pallete



Primary

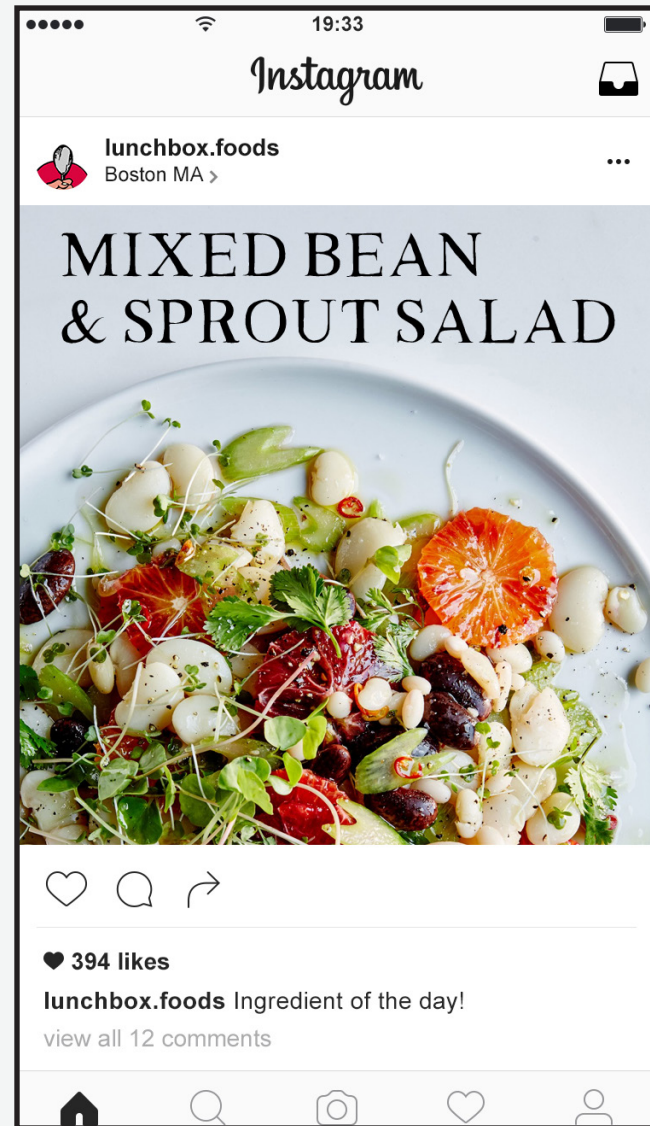
Secondary/hue guide

SOCIAL APPROACH

1

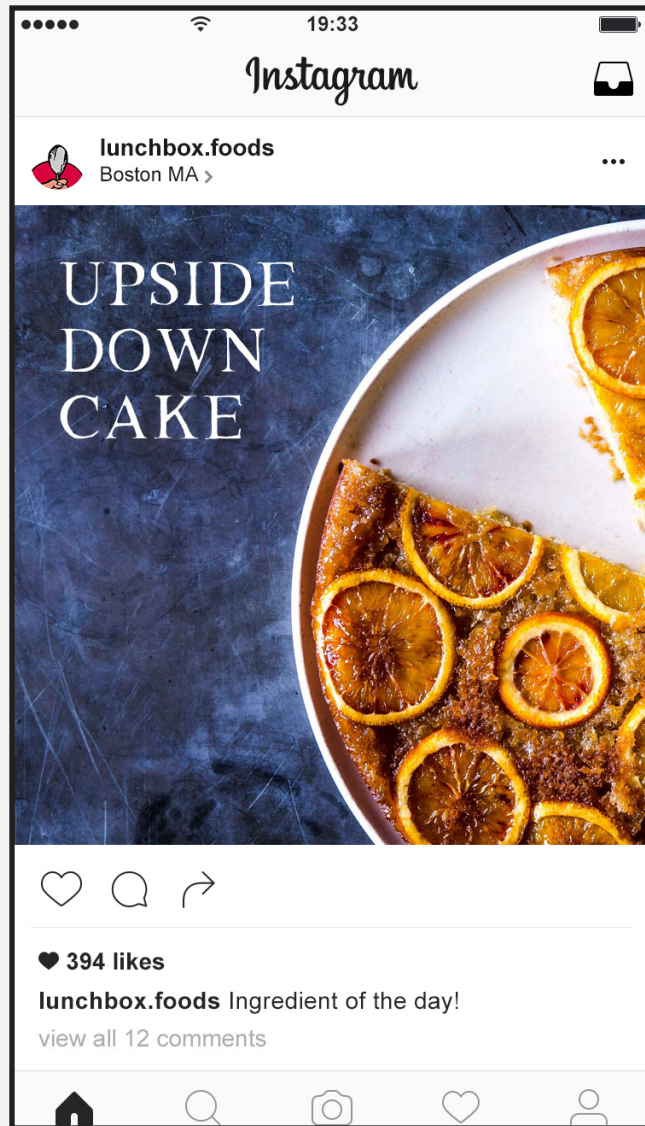


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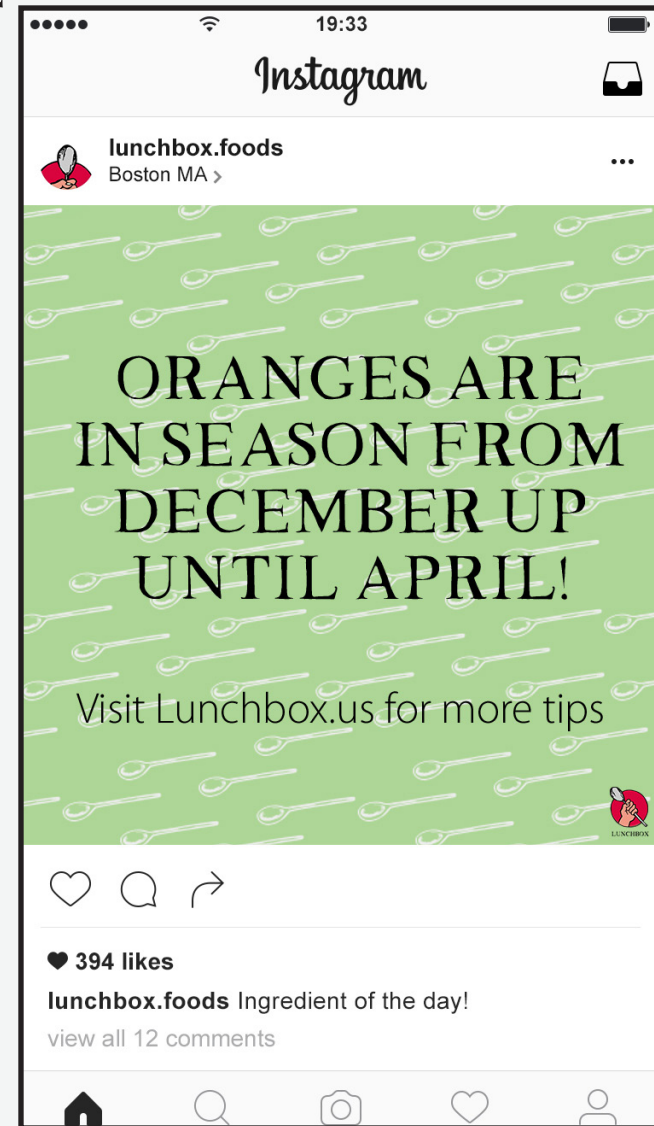


SOCIAL APPROACH

3

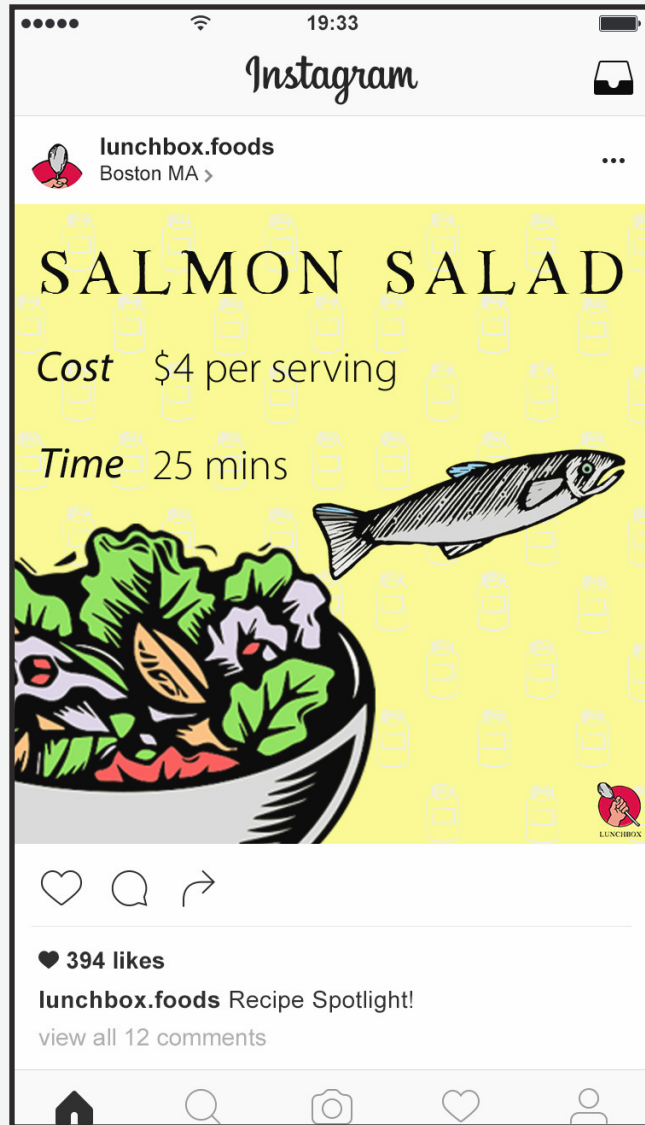


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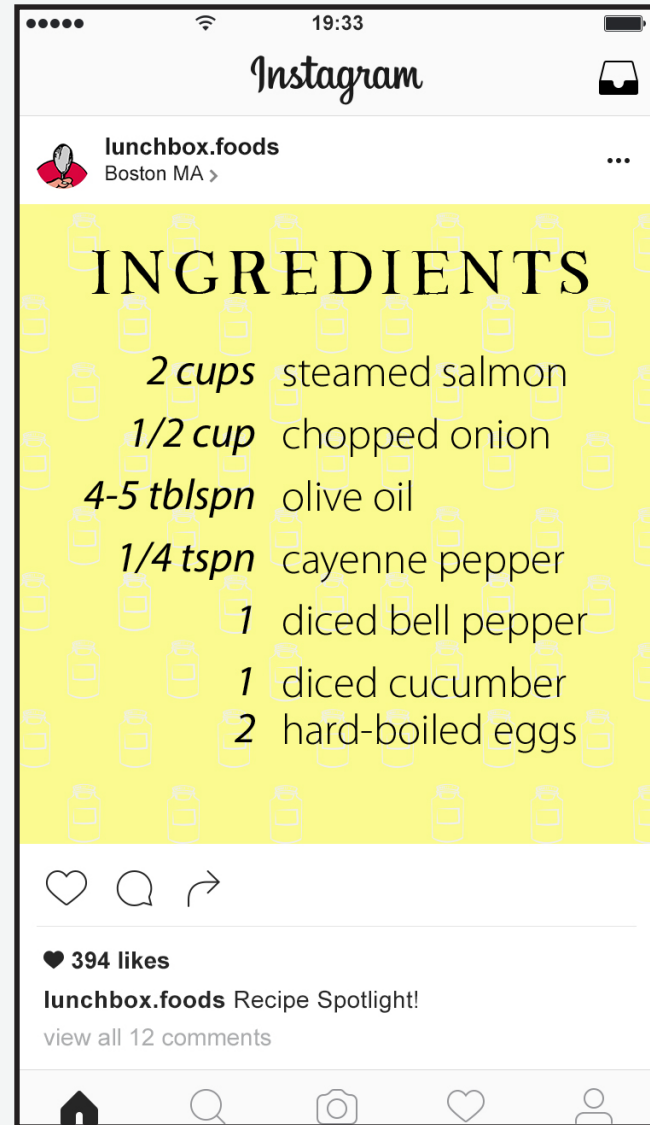


SOCIAL APPROACH

1

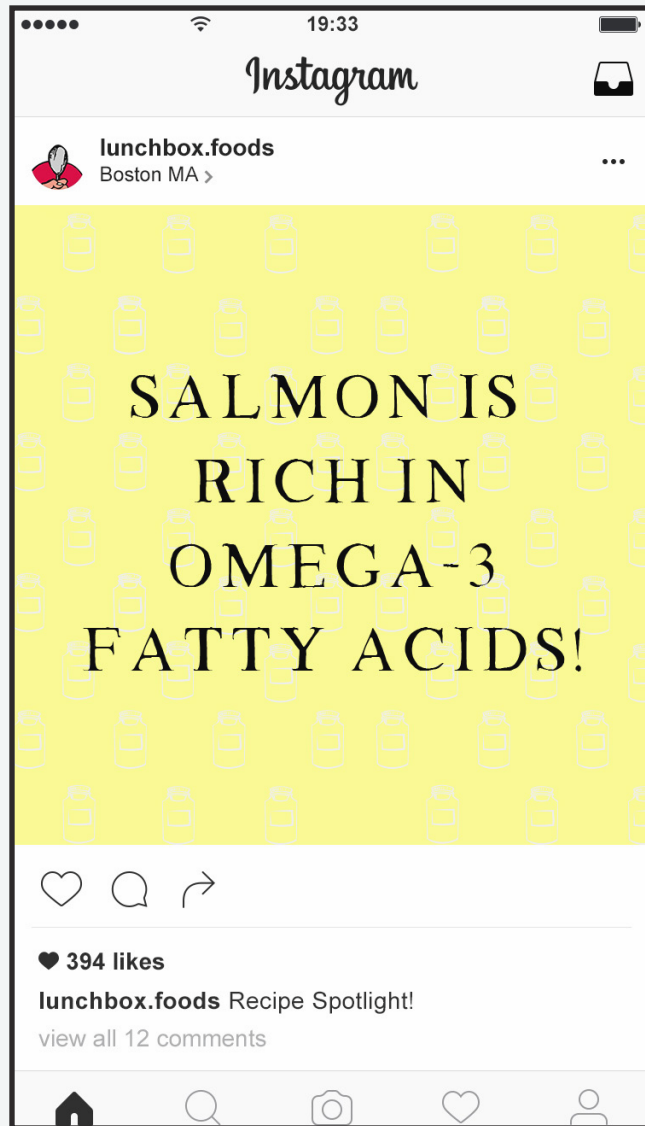


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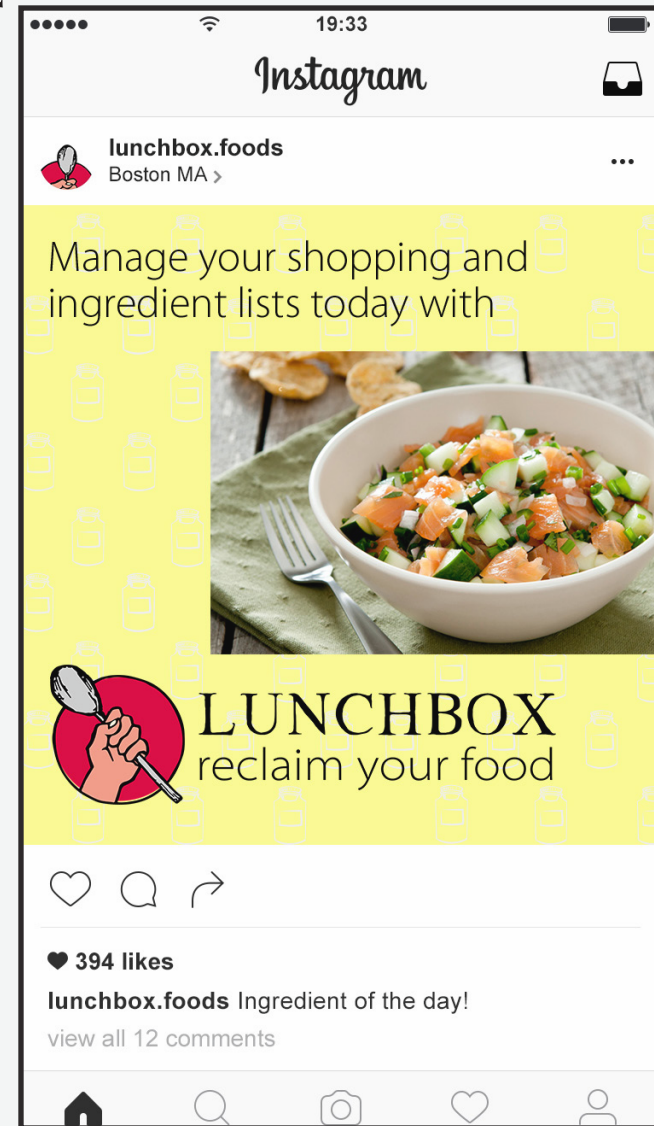


SOCIAL APPROACH

3



4



ADVERTISEMENT



ALL THE TOOLS
YOU NEED



TO PLAN, SAVE,
&
EAT WELL.

 **LUNCHBOX**
reclaim your food

download today - lunchbox.us.com

