

YOZURI REBRANDING, PACKAGE DESIGN

Goal

Develop an new logo for YO-ZURI fishing

Design a package for two of their products, Lure and fishing line for a higher end audience.

Challenges

Incorporate imagery into the logo.

Design and build packages that are more than single use.

Use rigid materials that embody fishing and are sustainable.

Retain the brand identity that currently exists.

DEFINING AN AUDIENCE

User/Customer

The goal is to reach anyone who loves fishing with this package design. However, we are targeting customers that shop at higher end and fishing specific stores. Aiming towards experienced fishermen who have dealt with a plethora of challenges and inconveniences that the sport has thrown their way. The goals of this packaging design is to emilinate the battle between the fisherman and his lure in between fishing spots with innovative technology while preserving a vintage feel. YO-ZURI's customers value quality and appreciate an old-school vibe that is associated with fishing.

Bruce



42 y/o

Married with kids

Landscaper

Middle class income

Bruce works hard all week and looks forward to the weekends when he can wind down on the water. He has spent most of his life fishing and values quality gear that doesn't get in the way of catching fish. Despite not making a lot of money, Bruce won't hesitate to invest in a product that offers superior funtionality and quality.

Jan



27 y/o

Single

Farmer

Middle class income

Jan finds herself with free time at odd hours of the day since she works for herself on the farm. She typically spend this time fishing on the river near her house. While she has free time it is typically only about an hour so when Jan goes out to fish she relies on the fishing equipment that is going to make her time fishing smooth and efficient. She also appreciates design and generally shops for products that have thought behind them.

COMPETITION RESEARCH

Marketing Notes

The competition in the fishing lure market seem to use similar packaging and color ways. their packaging is all made of cardboard and plastic and tend lures that are floating and unsecure in their packages. Yellow red and black are consistently used throughout most brands which is intended to portay the action and flashy nature of fishing lures

Customer Notes

Potential buyers disliked how the lures were loose in their packaging. They suggested securing the lure in the display and allowing for the hooks to dangle so they can see the hook size. They were drawn to more vintage and retro color ways and stated that they liked flashy typeography however were concerned with it being directly behind the lure.

Rebel



Rapala



Strike King



Berkley



Daiwa



REDESIGNING THE LOGO

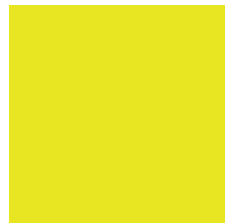


YOZURI



THE BUILD





C – 12
M – 0
Y – 96
K – 0



C – 19
M – 100
Y – 100
K – 10

