

FINAL YEAR PROJECT REPORT

Ice Cream Branding for Gen Z

BY

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Multimedia and Creative Technology

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DAFFODIL INTERNATIONAL UNIVERSITY

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APPROVAL

This Project titled “Ice Cream Branding for Gen Z”, submitted by Rakib Ahmed, ID: 173-40-452 to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on 27th February 2023.

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I hereby declare that this project has been done by me under the supervision of **Mr. Mizanur Rahman**, Assistant Professor, Department of Multimedia and Creative Technology, Faculty of Science and Information Technology, Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere forward of any degree or diploma.

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ACKNOWLEDGEMENT

First, I would like to express my sincere gratitude and appreciation to Almighty God, whose blessings enabled me to successfully complete my final year project.

I would like to extend my deepest appreciation to my project supervisor, **Mr. Mizanur Rahman** (Assistant Professor) and the teachers for their invaluable guidance, support, and encouragement throughout the course of this project. Their expertise and knowledge played a crucial role in the successful completion of this project. I would also like to thank department of Multimedia and Creative Technology, Daffodil International University, Ashulia, Dhaka, Bangladesh for providing me with the necessary resources and support to complete this project.

I would like to thank our batchmate, who support me this four year. They helped me every moment when I need them. Now, with their help I'm now on this stage to complete this final year degree.

Lastly, I would like to thank my family for their unwavering support and encouragement throughout this journey. With their proper support and financial aid, I'm now on this stage. Thanks a lot, to them.

ABSTRACT

The ice cream market in Bangladesh is a growing market, with an increasing demand for various flavors and varieties of ice cream. According to a report by ResearchAndMarkets.com, the ice cream market in Bangladesh is expected to grow at a CAGR of around 5% during the forecast period 2020-2025. The increasing availability of various flavors and varieties of ice cream, along with rising disposable income, are some of the key factors driving the growth of the market. The market is dominated by organized players such as The ACI Limited, Square Food & Beverage Ltd., Pran-RFL Group, Igloo Ice Cream and so on. However, the market is also facing some challenges such as high competition from unorganized players and the availability of low-quality products.

The main reason for the high competition in the ice cream market is that all ice cream brands target all segment consumers. No brand has been established in the Bangladesh market yet with a specific age target group. Keeping this in mind I want to create an ice cream brand targeting an age group in this challenging market. For this age group-based target, Generation Z (Gen Z) is my preferred consumer. One of the reasons for choosing Gen Z is that I am also a consumer of this age group. Generation Z, also known as Gen Z or iGen, is the demographic group born between 1997 and 2012. They are the youngest generation currently alive and are considered the first true digital natives, having grown up with technology and the internet as a fundamental part of their daily lives. Ice cream branding for Generation Z (Gen Z) should take into account the unique characteristics and preferences of this demographic group. Designing ice cream packaging and branding for Gen Z can be difficult because this demographic is known for being highly visually oriented and looking for products that stand out from the crowd. They have a preference for bold, colorful and playful designs, and also look for products that align with their values and beliefs, such as sustainability and social consciousness. Additionally, Gen Z is known for being highly connected through social media and may rely on peer recommendations and online reviews when choosing which ice cream brands to buy, so it is important that ice cream brands have a strong online presence and social media strategy. Furthermore, Gen Z also tends to look for unique and experimental flavors, so ice cream brands may need to innovate their product offerings to appeal to this demographic.

I want to take these challenges and create appropriate branding visuals for this target group through appropriate research. This visual creation will begin with the logo design. After that, I will create the brand elements. And also complete the project with its packaging and 3D product showcase.

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CHAPTER ON

Introduction

Multimedia and Creative Technology Department of Daffodil International University has helped me to become a competent person. From the first semester of admission, starting with various basic aspects of visual design, static design, 2D animation, motion graphics, 3D modeling, texturing, animation, environment design, architectural visualization, game development, etc. By studying all the subjects seriously, I realized that my basic knowledge of all the subjects was complete. Now I can learn advanced topics while working on any topic. That's why I chose design as a subject to work on. Because the basic content of all subjects of MCT is design. I have always tried to learn design in semester courses and how to combine it with 3D. My final project is no exception. So, I chose branding for the combination of design and 3D in the final project. Because through this, a product can be designed from scratch and 3D is also required for showcasing that product.

At MCT we have always learned to do research-based work so the final project is no exception. Since this project is about generation Z, I have tried to get some important information and insights by talking to them and conducting surveys. And after getting these insights, I thought about the brand. After thinking about the brand, first I completed the pre-production, then the production and finally the post-production work.

Overview Analysis for Our Brand: The design of an ice cream brand's logo is not typically a deciding factor for me when choosing which brand to purchase. I am more likely to base my decision on factors such as taste, quality, and ingredient sourcing. However, a well-designed logo may make a brand more memorable and recognizable, which can be beneficial for the company. And Gen Z also think in this way. Most of Generation Z feel that brand logos help them make most of their decisions when purchasing products.

How important is the design of an ice cream brand's logo to you when deciding which brand to purchase?

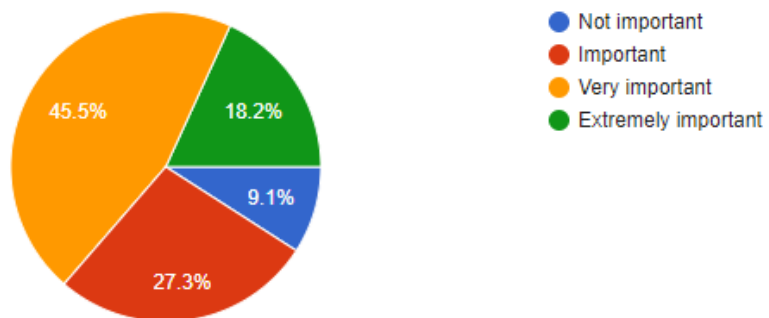


Figure 1.1: Survey analysis question no. 1

Typography is important in a logo for a new ice cream brand because it can help to convey the brand's message and personality. The typeface used in the logo can set the tone for the brand and communicate things like tradition, fun, or innovation. The typography can also be used to make the brand's name stand out, making it more memorable and easily recognizable. Additionally, a well-designed typography can help to make the logo look more professional and trustworthy. Also Color is an important aspect of a new ice cream brand's logo because it can greatly impact how the brand is perceived by consumers. It can evoke certain emotions and associations, and can also help to make the logo more memorable and recognizable. Colors can also be used to communicate the brand's values and personality. For example, warm colors like red and orange can evoke feelings of excitement and energy, while cool colors like blue and green can convey calmness and reliability. Pastel colors can also be used to communicate playful, friendly and childish feelings.

Additionally, color can also be used to make the logo stand out in a crowded marketplace. A well-designed color scheme can help the logo to stand out and be more easily recognizable, which can be beneficial for the brand in terms of building brand awareness and recall.

Which of the following design elements do you think are most important for a new ice cream brand's logo?

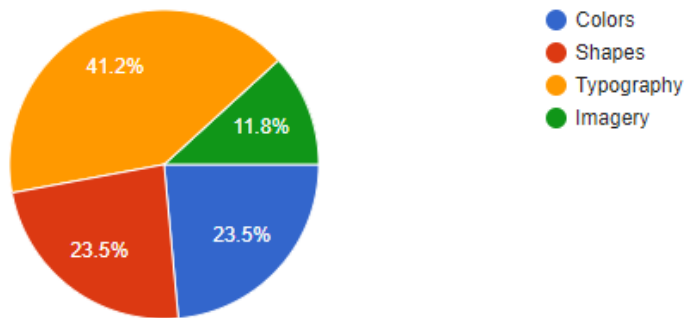


Figure 1.2: Survey analysis question no. 2

A modern logo is important for a new ice cream brand targeting Generation Z consumers because it can help the brand to connect with this demographic and appear relevant and up-to-date. Generation Z is a digital-native generation that is heavily influenced by social media and technology. They are also known for being more visually oriented and drawn to brands with a strong visual identity. A modern logo design that is visually interesting and engaging, and that utilizes elements such as minimalism, flat design, and bold typography can help to appeal to this demographic and make the brand stand out.

A modern logo can also help the brand to appear innovative and forward-thinking, which can be important for a new brand trying to establish itself in the market. Additionally, a modern logo that is easily recognizable and memorable can also help to increase brand awareness and recall among Generation Z consumers.

In addition, a modern logo can help our brand to be more versatile, easy to use across different platforms, and adaptable to different formats, which are key factors to reach a younger generation.

How would you describe the style of the ideal logo for a new ice cream brand targeting Generation Z consumers?

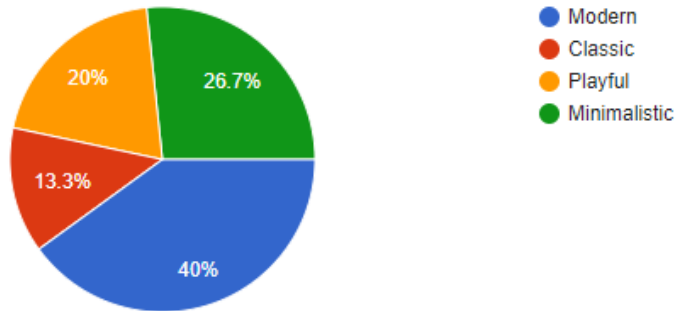


Figure 1.3: Survey analysis question no. 3

A new ice cream brand's logo targeting Generation Z consumers should evoke a sense of happiness and positivity. This demographic values authenticity, inclusivity and diversity, and are drawn to brands that align with their values and make them feel good. A logo that evokes feelings of happiness and positivity can help to create a strong emotional connection with this demographic and make the brand more appealing to them.

Colors like red, yellow can be used to evoke feelings of happiness and playfulness. We could also use playful and fun illustrations or symbols, like ice cream scoops, cones, or cartoon characters, which can help to create a sense of nostalgia and evoke feelings of childhood memories.

Additionally, the use of bold typography and clean design can also help to create a modern and visually interesting logo that appeals to Generation Z. Overall, a logo that evokes feelings of happiness and positivity, with a modern and visually interesting design, can help a new ice cream brand targeting Generation Z consumer to connect with this demographic and stand out in the market.

What emotions do you think a new ice cream brand's logo should evoke among Generation Z consumers?

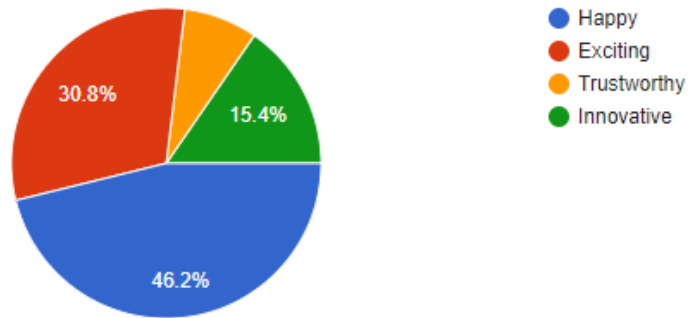


Figure 1.4: Survey analysis question no. 4

Modern design elements are important in a new ice cream brand targeting younger generations, such as Generation Z, because they can help the brand to appear relevant and up-to-date. Younger generations are heavily influenced by technology and social media, and are drawn to brands that have a strong visual identity and appear innovative and forward-thinking.

In addition, modern design elements are versatile and adaptable, which is important for a new brand trying to establish itself in the market. These elements can be easily used across different platforms and formats, such as social media, packaging, and website, and can help to create a consistent visual identity for the brand.

Furthermore, modern design elements can help to create a sense of authenticity, inclusivity and diversity, which are important values for younger generations. A modern and inclusive design can help the brand to appeal to a wide range of consumers and create a strong emotional connection with them.

Overall, modern design elements can help a new ice cream brand targeting younger generations to connect with this demographic and stand out in the market.

How do you think a new ice cream brand's logo should be different from existing ice cream brand logos to better appeal to Generation Z consumers?

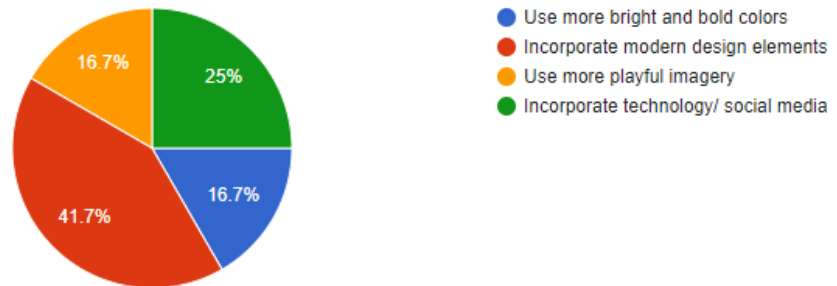


Figure 1.5: Survey analysis question no. 5

Although all ice cream brands in Bangladesh target consumers of all age groups, the real market picture is similar to my survey report. Igloo is also the most popular brand among Generation Z. As well as Bloop, Za n zee are well-known brands among the young generation.

Igloo is a well-known ice cream brand in Bangladesh because it has a long history and established a strong presence in the market. The brand has been around since the 1970s and has been able to maintain its popularity over the years.

One of the reasons for its popularity is that Igloo has a wide range of products, which includes a variety of ice cream flavors, cones, cups, and bars. They also introduce new flavors regularly which helps them to maintain a good market share.

Igloo has also been able to establish a strong brand image, which is associated with quality and affordability. This has helped the brand to appeal to a wide range of consumers, including both lower-income and higher-income groups.

Finally, Igloo has also been able to maintain a strong marketing presence in the market, through various campaigns and promotions, which has helped the brand to stay top of mind among consumers.

Overall, Igloo's wide range of products, strong distribution network, affordable pricing, strong brand image, and effective marketing strategies have helped the brand to establish a strong presence in the Bangladeshi ice cream market.

What is your favorite ice cream brand?

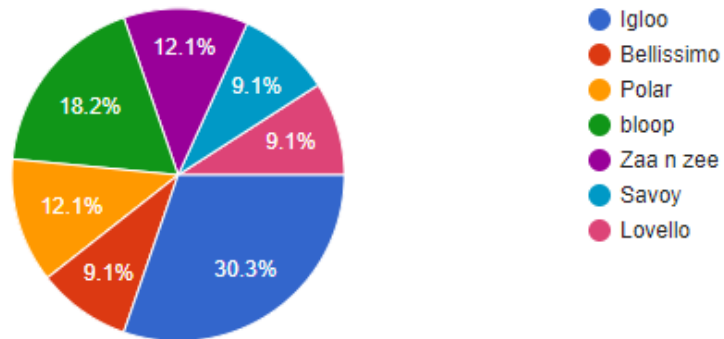


Figure 1.6: Survey analysis question no. 06

Chocolate is a popular ice cream flavor because it appeals to a wide range of people due to its rich and indulgent taste. The taste of chocolate is often associated with feelings of pleasure and comfort, which can make it a satisfying treat for many people.

Chocolate is also a versatile flavor that can be used in a variety of different ice cream products, such as chocolate chip ice cream, chocolate fudge ice cream, and chocolate swirl ice cream. This versatility allows chocolate ice cream to appeal to a wide range of people with different preferences.

Additionally, chocolate is also a timeless flavor that has been around for a long time. It's been used in desserts and confectionery for centuries, and it has become an iconic flavor that many people have grown up with and have a strong emotional connection with.

Moreover, chocolate is also a flavor that has been associated with luxury and indulgence, which can make it an attractive option for people looking for a special treat. The rich, creamy and smooth texture of chocolate ice cream can also appeal to many people.

Overall, chocolate's rich and indulgent taste, versatility, timelessness, and association with luxury and indulgence make it a popular flavor among many people.

What is your favorite ice cream flavor?

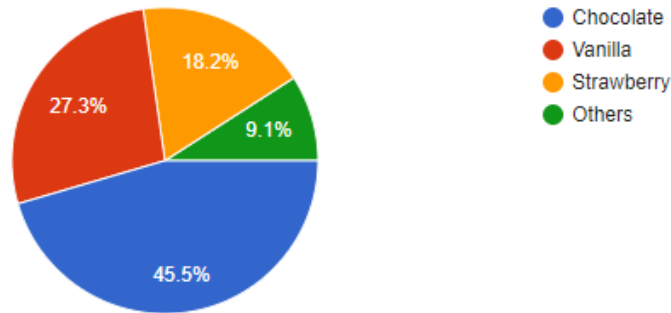


Figure 1.7: Survey analysis question no. 07

Generation Z may prefer unique and unconventional ice cream flavors because they tend to be more adventurous and open to trying new things, as compared to older generations. They have grown up in a world where information and options are readily available, and are exposed to a wide range of cultures and cuisines, which can make them more curious and willing to try new flavors.

Additionally, Generation Z is also more focused on individuality and self-expression, which can make them more drawn to unique and unconventional ice cream flavors that allow them to differentiate themselves from others. They often look for products that reflect their personal taste, values and lifestyle.

Moreover, Generation Z is also more health-conscious and interested in natural and organic products, which can make them more inclined to try unique ice cream flavors that are made with natural ingredients and less processed.

Lastly, Generation Z is also heavily influenced by social media, and they often seek out products that are visually appealing and can be shared on social media platforms. Unique and unconventional ice cream flavors can be more visually interesting and can make for more eye-catching and shareable photos, which can be appealing to this demographic.

Overall, Generation Z's adventurousness, focus on individuality and self-expression, health-consciousness, and influence from social media, may make them more inclined to try unique and unconventional ice cream flavors.

Which type of flavor do you prefer?

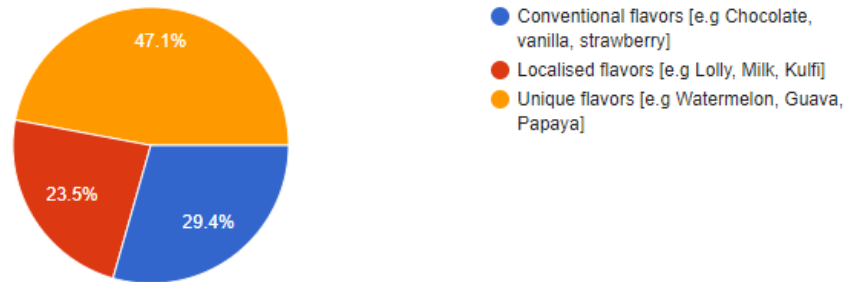


Figure 1.8: Survey analysis question no. 08

March, April, and May are months when people consume ice cream the most because they are typically the months when the weather starts to warm up. As the temperature increases, people tend to crave cold and refreshing foods, such as ice cream. The warm weather makes ice cream more appealing as a treat to cool off and beat the heat.

Additionally, these months are also when many people start to spend more time outdoors. Ice cream is a popular treat to enjoy while spending time outdoors, as it is portable and easy to eat.

Furthermore, these months also coincide with many holidays and celebrations, such as Eid and Puja, which can make people more inclined to indulge in treats such as ice cream.

Lastly, as people start to feel more optimistic as the weather gets warmer, they may be more likely to treat themselves to small luxuries, such as ice cream, which can also contribute to the increased consumption of ice cream during these months.

Overall, the warm weather, increased time spent outdoors, holidays and celebrations, and people's desire to treat themselves, can all contribute to the increased consumption of ice cream during the months of March, April, and May.

In which month do you consume ice cream most

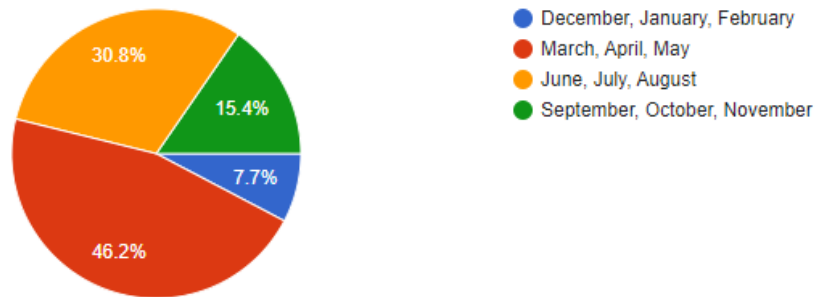


Figure 1.9: Survey analysis question no. 09

Ice cream is often associated with special occasions because it is often seen as a treat or a luxury item. People may choose to eat ice cream on special occasions as a way to celebrate or indulge in something special. For example, people may choose to eat ice cream on birthdays, anniversaries, or other celebrations as a way to mark the occasion and make it feel more special.

Additionally, ice cream is often considered a dessert item and is often served at the end of a meal, which can make it more associated with special occasions. People may be more likely to eat ice cream at formal events, such as weddings or banquets, where it is served as a dessert.

Furthermore, ice cream can also be a social food, often shared with friends and family, which can make it more associated with special occasions and celebrations.

Lastly, the high cost and limited availability of some of the ice cream varieties can make it less often consumed on regular basis, and people choose to enjoy it during special occasions.

Overall, the association of ice cream with luxury and celebration, as well as its association with formal events and social gatherings, can contribute to why people tend to eat ice cream on special occasions.

When do you buy ice cream without internal cravings?

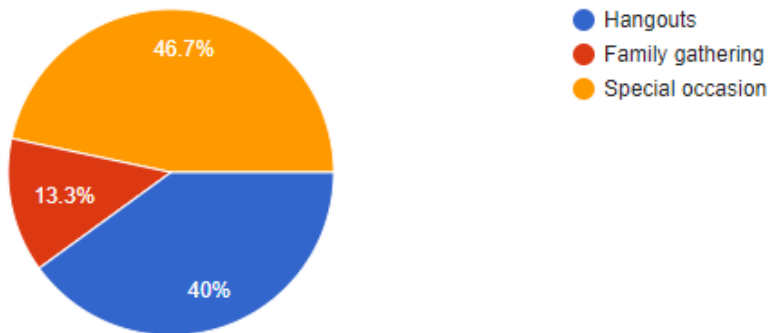


Figure 1.10: Survey analysis question no. 10

Younger people may prefer to eat ice cream in a cone as it can be more convenient, portable and interactive. Eating ice cream in a cone allows them to hold the ice cream in one hand while they walk, talk, or play, which can be more comfortable and less messy than eating ice cream in a bowl or cup.

Additionally, eating ice cream in a cone can also be more visually appealing, as it allows for a variety of flavors and toppings to be added, creating a more colorful and interesting appearance. This can be particularly appealing to younger people, who are often more visual and may be more drawn to products that are visually interesting.

Furthermore, eating ice cream in a cone can also be more interactive, as it allows people to add their own toppings and customize their ice cream experience. This can be particularly appealing to younger people, who may enjoy having control over their food and personalizing it to their own preferences.

Lastly, the nostalgia factor can also play a role, as ice cream cone is a classic treat that has been enjoyed by generations and can evoke a sense of childhood memories and fun.

Overall, the convenience, portability, visual appeal, interactivity and nostalgia associated with eating ice cream in a cone may make it more appealing to younger people.

How do you prefer to have your ice-cream in?

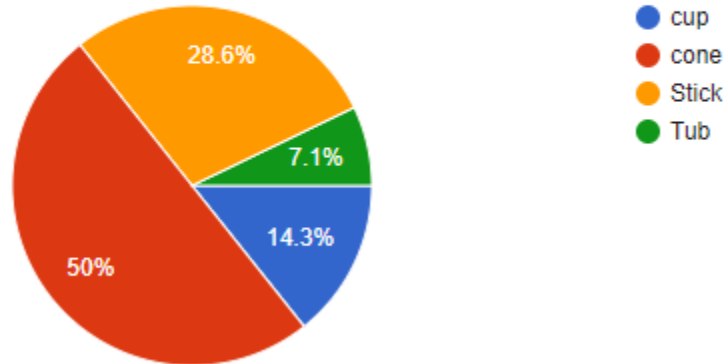


Figure 1.11: Survey analysis question no. 11

Internal ice cream cravings in hot weather may be due to the body's natural response to heat. When the body gets too hot, it releases sweat as a way to cool down. Eating something cold, such as ice cream, can help to cool down the body and provide relief from the heat. Additionally, the sugar and fat content in ice cream can also provide an energy boost, which can help to combat feelings of fatigue and sluggishness that may be caused by the heat.

Another reason for the internal ice cream craving during hot weather may be due to psychological factors. People often associate ice cream with summer and warm weather, which can create an association in the mind between the two. As a result, when people are experiencing hot weather, they may naturally crave ice cream as a way to feel more in line with their expectations of what summer should be like.

Lastly, the body's natural craving for fluids during hot weather can also lead to craving for ice cream. As ice cream is mostly made of milk and cream, which are both fluids, the body can mistake it for hydration.

Overall, internal ice cream cravings in hot weather may be due to a combination of physiological and psychological factors, including the body's natural response to heat, the association of ice cream with summer, and the body's natural craving for fluids.

How does your internal craving start for ice cream?

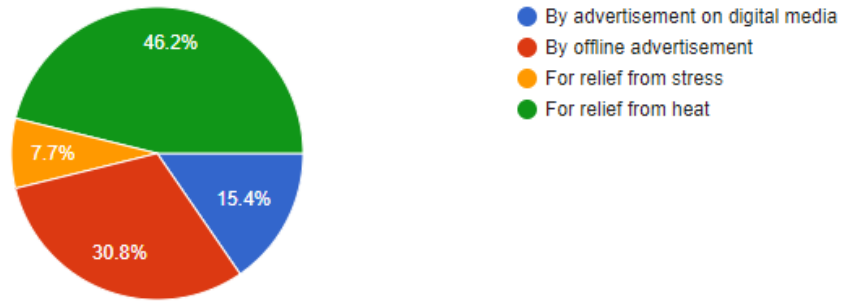


Figure 1.12: Survey analysis question no. 12

CHAPTER TWO

Research

Surveys and conversations with Generation Z yielded some important insights. These will help a lot in developing new ice cream brands. Some of the information obtained from these insights are logo design, colors, packaging type and ice cream flavors suitable for launching a new ice cream brand. Also, I got a lot of information by studying the popular brands from the survey. This information will help in creating the visual identity of the ice cream.

Surveys and conversations with Generation Z yielded some important insights. These will help a lot in developing new ice cream brands. Some of the information obtained from these insights are logo design, colors, packaging type and ice cream flavors suitable for launching a new ice cream brand. Also, I got a lot of information by studying the popular brands from the survey. This information will help in creating the visual identity of the ice cream. Before designing a new ice cream brand, it is important to study popular brands in order to understand the market and identify what elements make a successful ice cream brand. This can include research on consumer preferences, market trends, and the strategies used by established brands. By studying popular brands, you can gain a better understanding of what consumers are looking for in an ice cream brand. This can include things like flavor profiles, packaging design, and branding elements. Understanding consumer preferences can help you to create a product that will appeal to your target market and be more likely to be successful. Additionally, studying popular brands can also help you to understand market trends and identify any gaps in the market that your new brand can fill. For example, you may find that there is a demand for a certain type of flavor or packaging that is not currently being met by existing brands. Overall, researching popular brands is important for understanding the market and identifying opportunities for a new ice cream brand. It can also help you to create a product that will appeal to consumers and be more likely to be successful.

2.1 Stages of Our Project

On the base of our task, it could be isolated in three phases. They would be

1. Pre-Production
2. Creation

2.2. after Production

To finish our branding with our extraordinary idea, in those three phases we can finish our work without any problem.

CHAPTER THREE

Pre-Production

Pre-production for a logo design involves several steps that are taken before the actual design process begins. After gathering information, the I will develop a number of concepts that explore different design directions. These concepts are usually simple sketches or rough drafts that explore different visual styles, typography, and shapes. After concept is received, I will refine the selected concept, making any necessary changes to the design, typography, and shapes.

Researched insights must be taken into account while sketching concepts. In addition, a brand story should be conveyed so that the consumer can relate to the brand concept.

3.1 Story

Before sketching the brand logo, the name must be decided. As we are establishing the brand by targeting Generation Z, we must give a name that is familiar to Generation Z. The name of the product should be unique even if common in people's mouths. Because it will easily spread in people's mouths, and everyone will remember it very easily. One such word is Joss. The word "Joss" is often heard in the mouths of Generation Z. People often use this word when something is excellent or very delicious. And the tagline for this brand is "Eat joss, feel joss". Apart from the brand logo we also must do the packaging of the ice cream. So that the logo made by us can be exposed to the consumer in various ways. For packaging we can use the information found in our research. From the research we know that the Generation Z like to eat unique flavored ice cream also like to eat ice cream in summer. Generation Z prefers to eat cone ice cream. As a unique flavor we will introduce watermelon flavor as the first ice cream of "Joss". The reason for taking watermelon flavor is the data from the survey. From that information, we learned that people eat more ice cream in the summer months and people want to eat ice cream because of the heat. We have to do our preproduction work keeping these things in mind.

3.2 Brand Provides

Unique and unusual flavors: Gen Z is known for their love of experimentation and bold flavors. An ice cream brand targeting this demographic will offer a wide range of unique and unusual flavors, such as watermelon flavor.

Plant-based and vegan options: Gen Z is known for their concern for the environment and animal welfare. An ice cream brand targeting this demographic may offer a range of plant-based and vegan options, such as watermelon flavor ice cream.

Bold and colorful packaging: Gen Z is known for their love of bold and colorful designs, they may be drawn to packaging that is vibrant and eye-catching.

In addition to these, ice cream brands do various types of visual marketing to increase brand recognition in the market. Such as billboards in offline stores, fridges, ice cream carts and product showcasing online or on TV.

3.3 Logo idea

We need to create a logo that goes with its name. People use a hand gesture when someone eats food to tell us that the food is delicious. We can use that gesture on our logo.



Figure 2.1: Hand Gesture

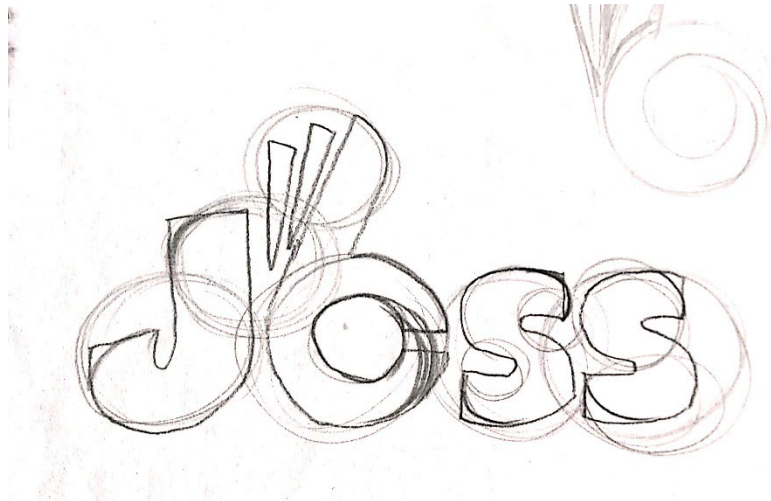


Figure 2.2: Logo Concept

3.4 Process of logo making

After working on many different ideas we finally decided on a concept to create the logo. When the concept is fixed, I try to refine the logo sketch further. Then try to take the concept in logo making software. One of the most common software in the market for creating logos is Illustrator. Our best logo will be created through these processes.

3.5 Description of Our Logo

To depict our logo first we must know the worth and causes like-

- Ice cream company logo which is specifically targeting Generation Z (Gen Z)
- Incorporate modern design elements
- Unique from other ice cream logo
- Simple, bold, and easy to recognize
- Able to be used across different mediums
- Clear message behind the logo
- Use of bright and vibrant colors

Where our logo will be utilized-

An ice cream logo will typically be utilized on packaging, such as on ice cream cartons or pint containers. It may also be used on signage for ice cream shops or stands, as well as on promotional materials such as flyers or billboards. Additionally, the logo may be used on the company's website and social media platforms, as well as on email marketing campaigns. The logo can also be used on uniforms for employees, such as t-shirts or aprons, as well as on vehicles such as food trucks or delivery vans. Finally, the logo can also be used on promotional items such as hats, keychains, or magnets.

The importance of our logo for publicizing and advancing our business

- Produces a decent corporate identity.
- Provides customers with a sense of trust

- Enhances the introduction of the brand.
- It will be easier with the publicizing plan
- The digital showcasing plan simplifies the process

3.6 Brand Font

The font used for a brand is an important aspect of its overall design, as it helps to convey the brand's message and identity. The font can set the tone for the brand, whether it's playful, professional, modern, or traditional. It can also be a way to differentiate the brand from its competitors, creating a unique visual identity.

- Montserrat
- Noto Serif
- Merriweather
- Playfair Display
- Arial

CHAPTER FOUR

PRODUCTION

In order to visualize our image personality, we have utilized numerous types of programming. Without planning we can't visual or reasonable our image or item. In this area, planning plays a significant role. For our planning part we have utilize some well-known softwares to representation our work.

We use vector and raster kinds of softwares for Logo and static designs. And also 3D and Animation softwares for product showcasing They are:

- Adobe Illustrator CC 2017
- Adobe Photoshop CC 2017
- Adobe After effects 2019
- Maxon Cinema 4d



Figure 3.1: Photoshop CC 2017



Figure 3.2: Illustrator CC 2017

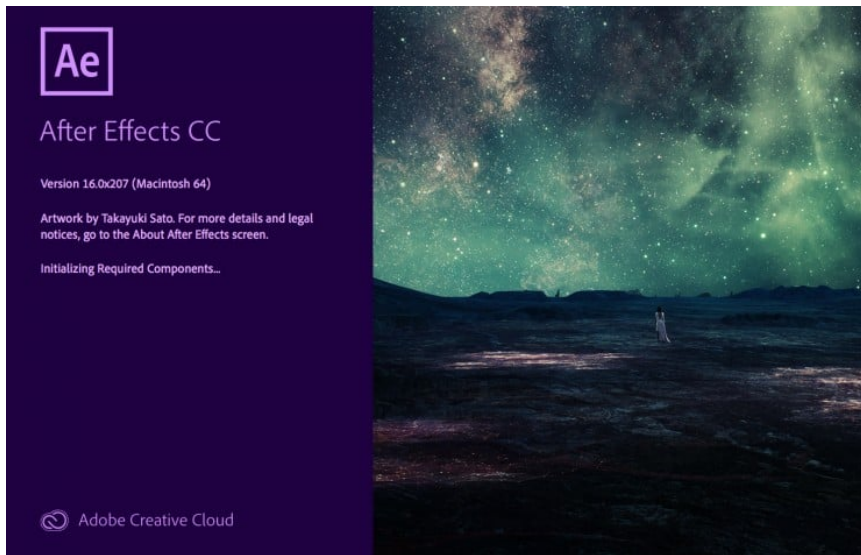


Figure 3.3: After Effects CC 2019

Cinema 4D
Studio
R19



Figure 3.4: Cinema 4D R19

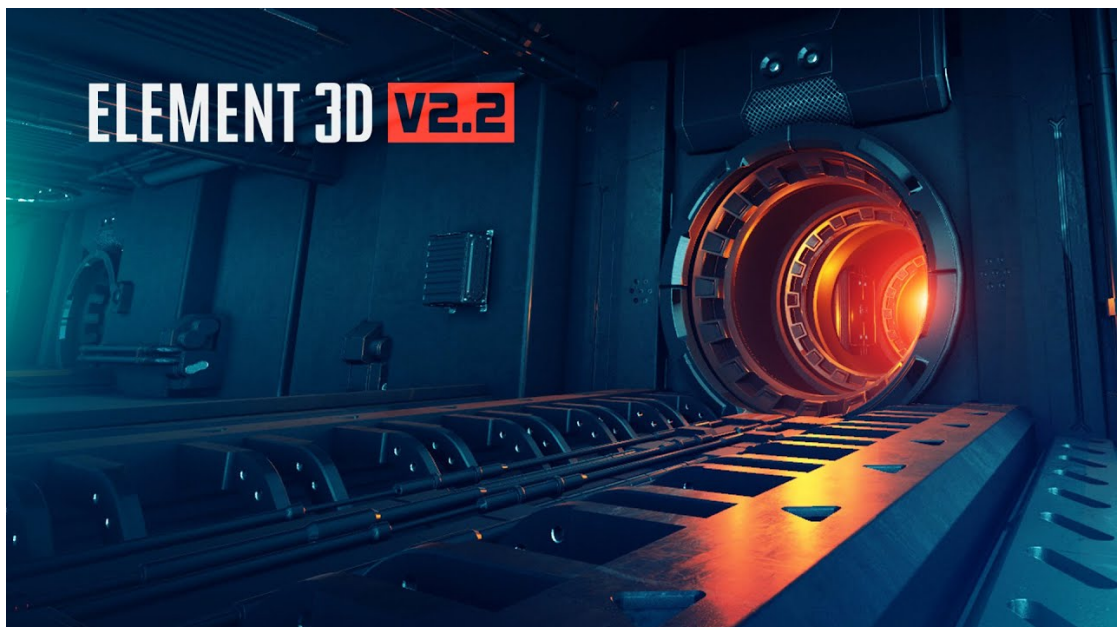


Figure 3.5: Element 3d 2.2

CHAPTER FIVE
POST PRODUCTION

5.1 Brand Color

Brand color is important for Gen Z as it helps to create an emotional connection with them. Bright and bold colors can attract their attention, while consistent use of color can help to establish brand recognition and build trust. A color scheme that aligns with the brand's message and values can also help to communicate the brand's identity to Gen Z consumers.



**Brand color :
#EE382B**

Figure 4.1: Brand color.

5.2 logo shape

The "OK" sign is a gesture made by connecting the thumb and index finger to form a circle, while holding the other fingers straight or relaxed. It is commonly used to indicate agreement, approval, or that everything is fine. The "OK" sign has also been widely adopted as a symbol for social media, digital communications, and various other contexts. Moreover, this symbol is also used to indicate that a food is delicious and tasty.

The "delicious" hand sign is a gesture that is often used to indicate that something tastes good. It is made by holding the thumb and index finger together to form the letter "O", while the other fingers are spread out to represent the word "delicious." This gesture is often used in food-related contexts, such as in photos of food, in food advertisements, or in restaurants. In logos, the "delicious" hand sign can be used to convey a sense of quality or enjoyment associated with the brand or its products. The design and stylization of the

"delicious" hand sign in a logo will vary depending on the brand and the context in which it is used. And in this case, it represents “Yummy”, “Tasty” and “Pleasantness”.

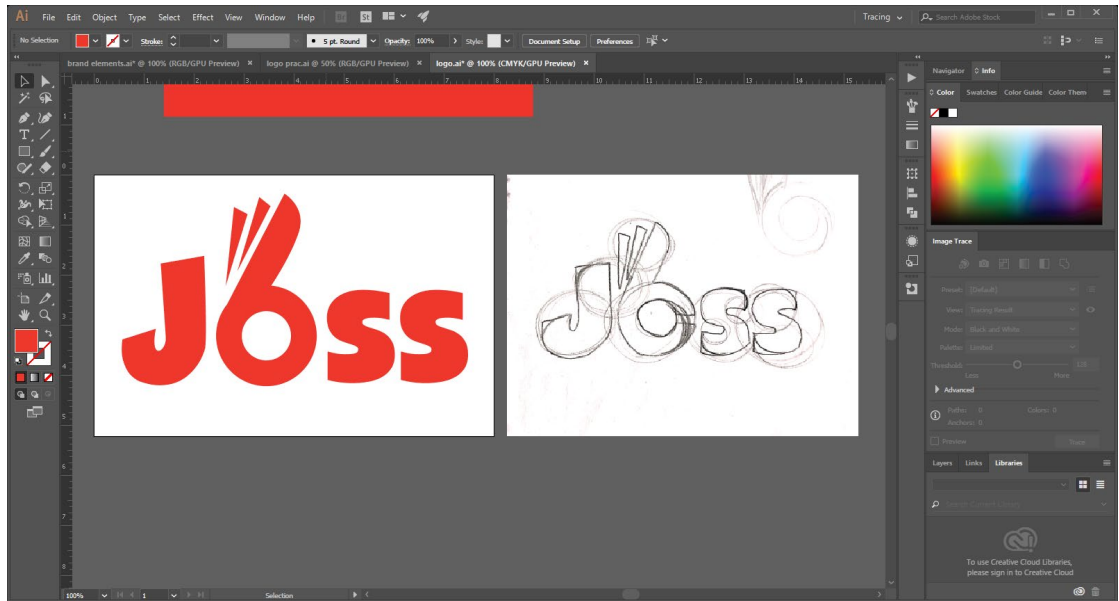


Figure 4.2: Initial Logo.

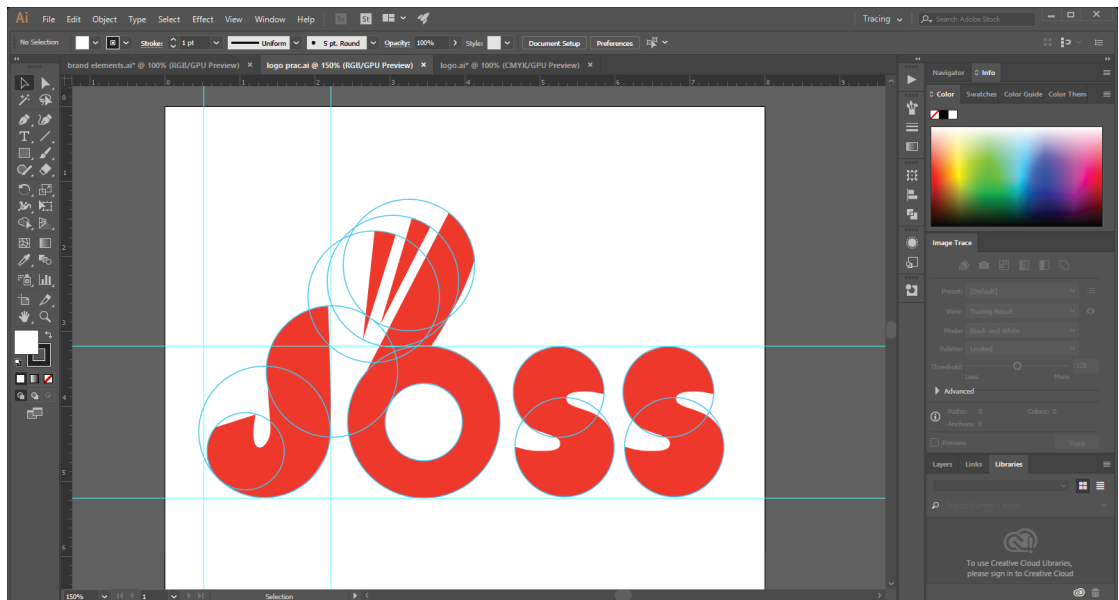


Figure 4.3: To Improve the Logo More.

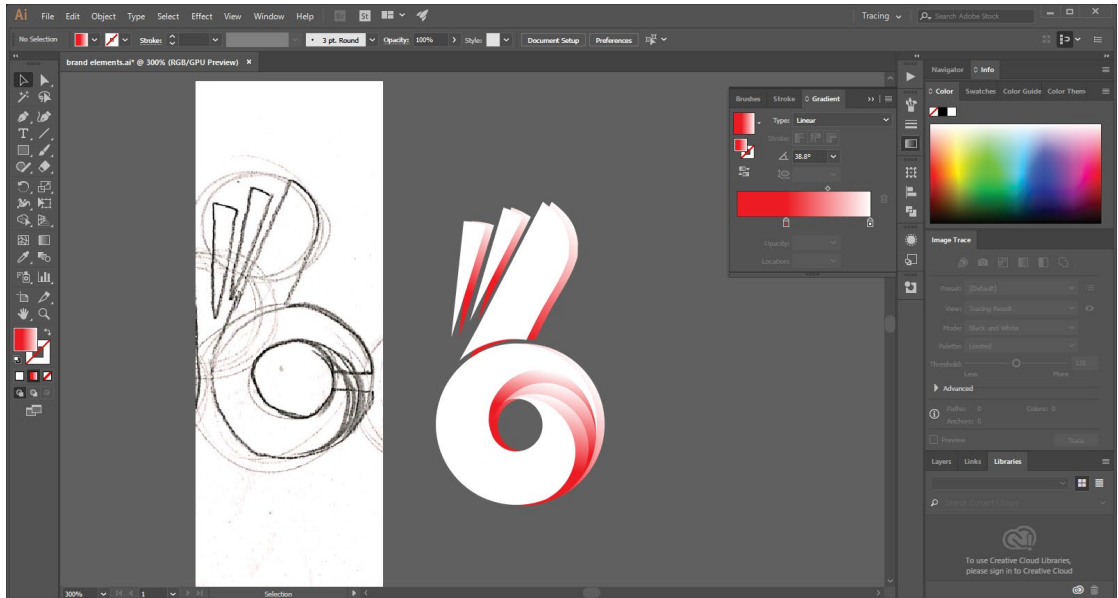


Figure 4.4: Finalizing Logo Mark.

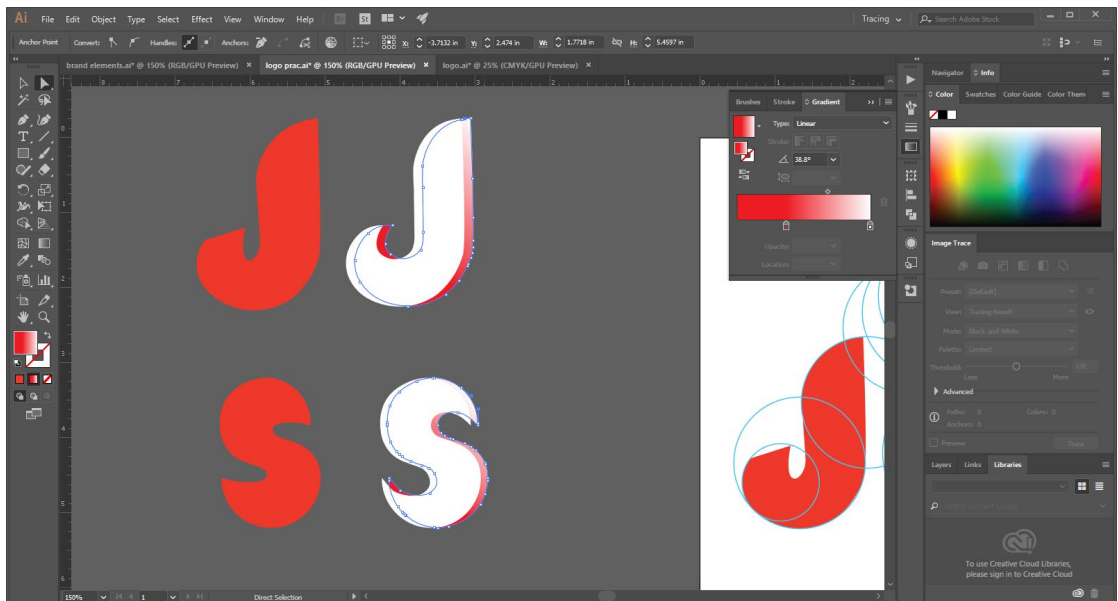


Figure 4.5: Finalizing Logo Typeface.

Here is our ice cream brand's official logo-



Figure 4.6: Ice Cream Brand's Official Brand Logo.

5.3. Logo Description

Young generations, particularly those belonging to Generation Z and millennial, often appreciate logos that incorporate symbols or graphics that are unique and reflect their values, interests, and lifestyle. These symbols could include:

Emojis: such as the heart eyes emoji, which can convey positivity and excitement.

Hand gestures: like the "OK" sign or the "delicious" hand sign, which can be used to convey pleasantness or enjoyment.

Many young generations, particularly those belonging to Generation Z and millennials, tend to appreciate logos that use gradients in a creative and visually appealing way. Gradients can create a modern and dynamic look that resonates with younger audiences, who tend to appreciate designs that are bold and visually striking.

5.4. 3D Ice Cream

It is important to have ice cream as a model to show off the beautiful packaging. So, after logo design I started modeling ice cream. From our survey we know that most people of the young generation like to eat cone ice cream. So, I will be modeling and packaging any cone ice cream.

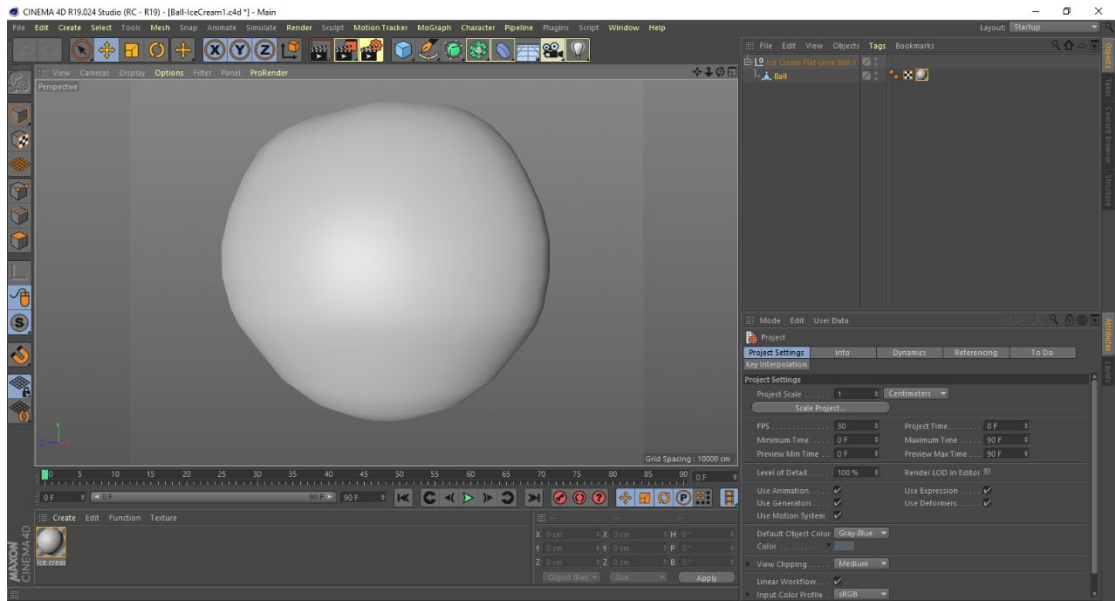


Figure 4.7: Ice cream ball modeling.

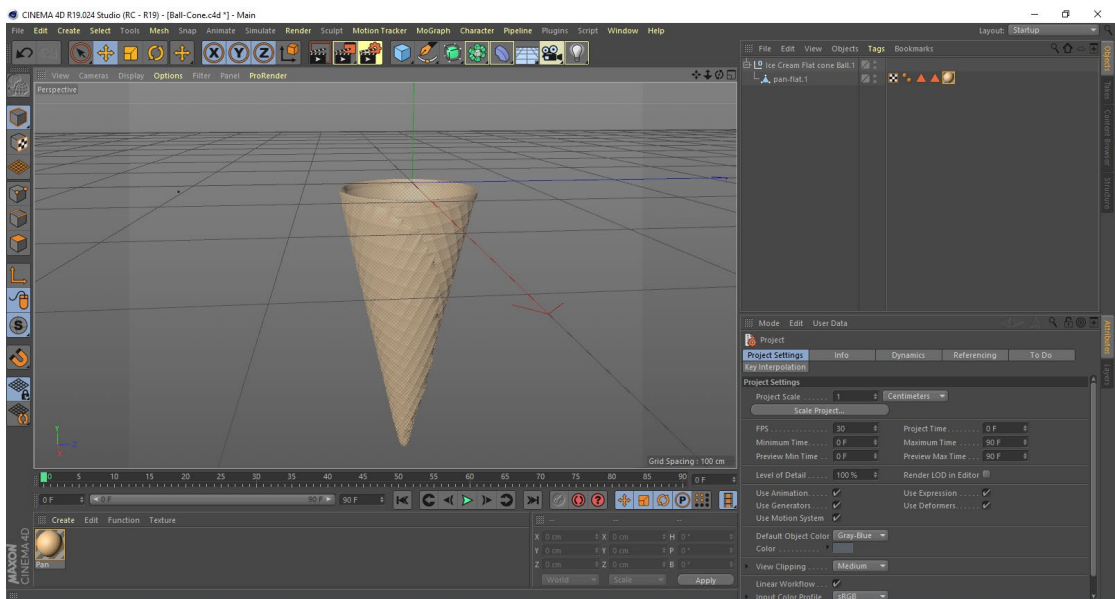


Figure 4.8: Ice cream cone modeling.

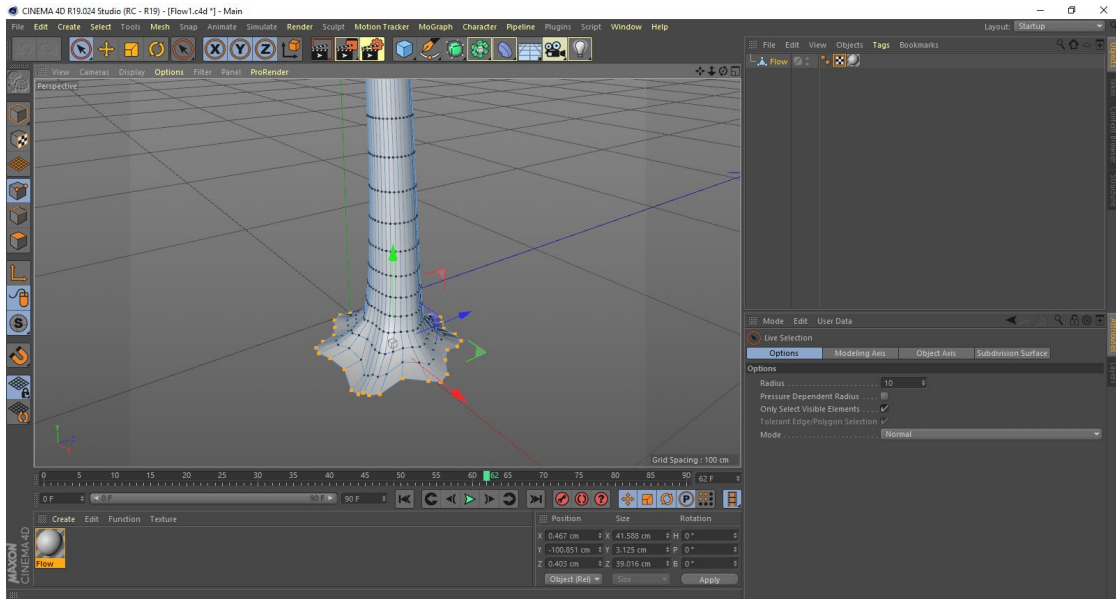


Figure 4.9: Ice cream flow.

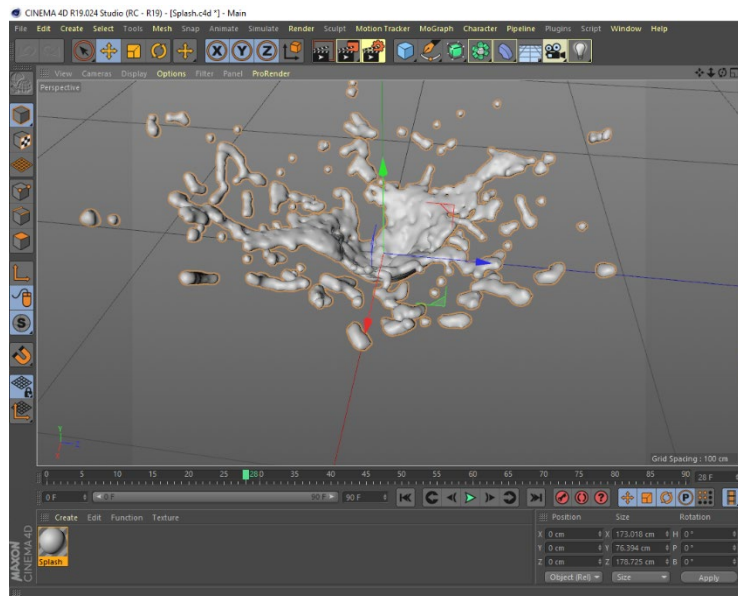


Figure 4.10: Ice cream splash.



Figure 4.11: Cone ice cream rendered.



Figure 4.12: Cone ice cream rendered with splash & flow.

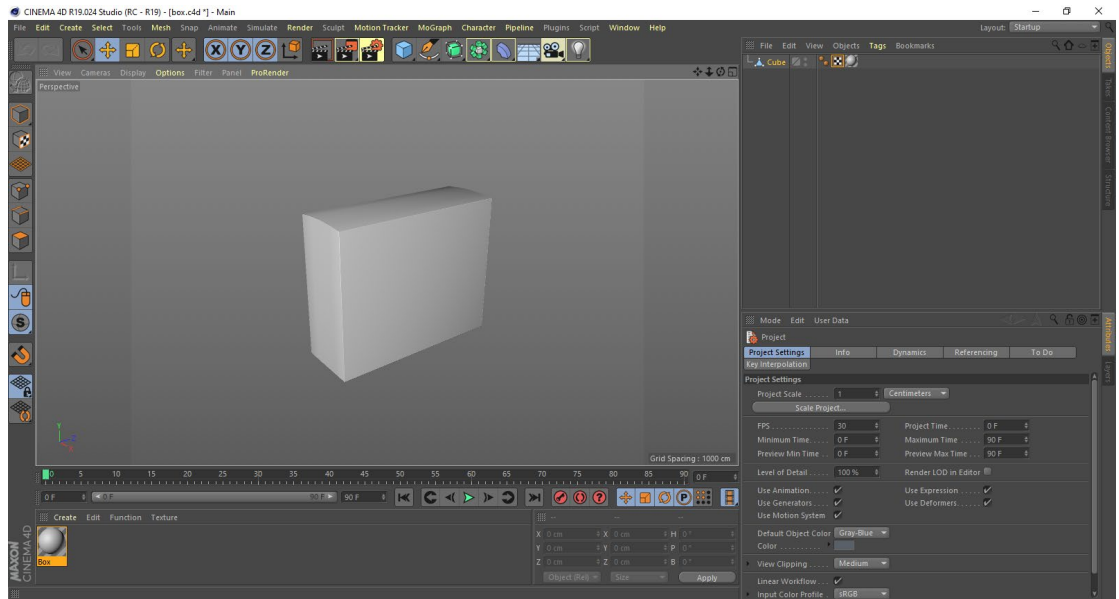


Figure 4.13: Ice cream box modeling.

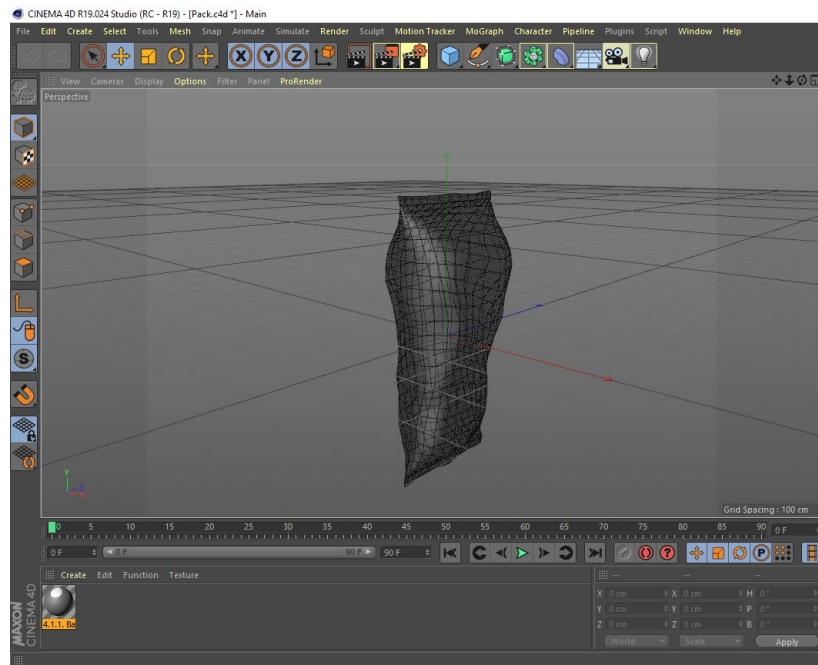


Figure 4.14: Ice cream packet modeling.

5.5. Ice cream packaging design

From the survey we came to know that people eat more ice cream during summer than other times to avoid heat. And people expect unique and organic flavored ice cream. I chose watermelon flavor as the ice cream packaging design. Because to escape from the heat, people eat more fruits of the summer season, like watermelon. So, watermelon flavored ice cream will help a lot to get relief from heat.

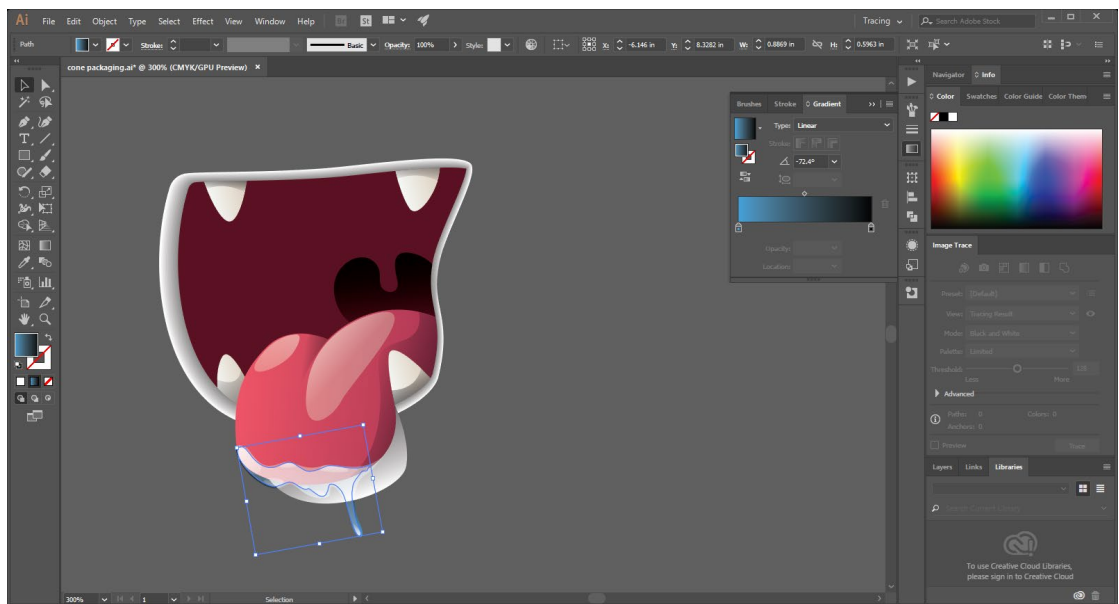


Figure 4.15: Face That Describe Water in Its Mouth.

a face with a stuck-out tongue and droplets of water on both sides of the mouth. It can indicate a variety of things, such as a craving for food, enjoyment of something delicious, or a sense of playfulness. It is often used in social media posts or messages related to food, dining, or culinary experiences.

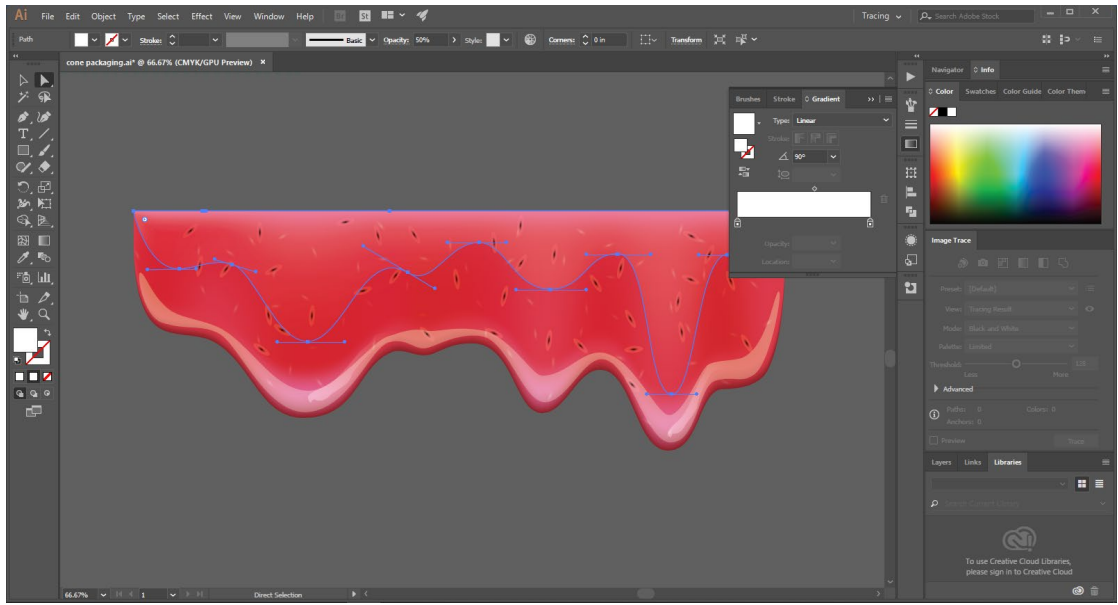


Figure 4.16: Dripping Watermelon

Dripping watermelon can be used to describe a juicy and ripe watermelon, particularly one that is so juicy that the juice is dripping or oozing out of the fruit in a colorful and playful way. Dripping watermelon evokes a sense of freshness, sweetness, and summertime fun.



Figure 4.17: Nutrition Facts

Nutrition facts on packaging play a critical role in informing Gen Z consumers about the nutritional value of the food they are buying. This generation is health-conscious and more likely to read nutrition labels and look for healthier food options. By including accurate and detailed nutrition information on packaging, companies can make it easier for Gen Z consumers to make informed purchasing decisions and feel good about their choices. This, in turn, can help build trust and loyalty with this consumer group. Gen Z also values transparency and honesty from brands, and nutrition facts can help provide that transparency and build trust. Overall, including nutrition facts on packaging is an important way to connect with Gen Z and address their interests and concerns when it comes to health and nutrition.

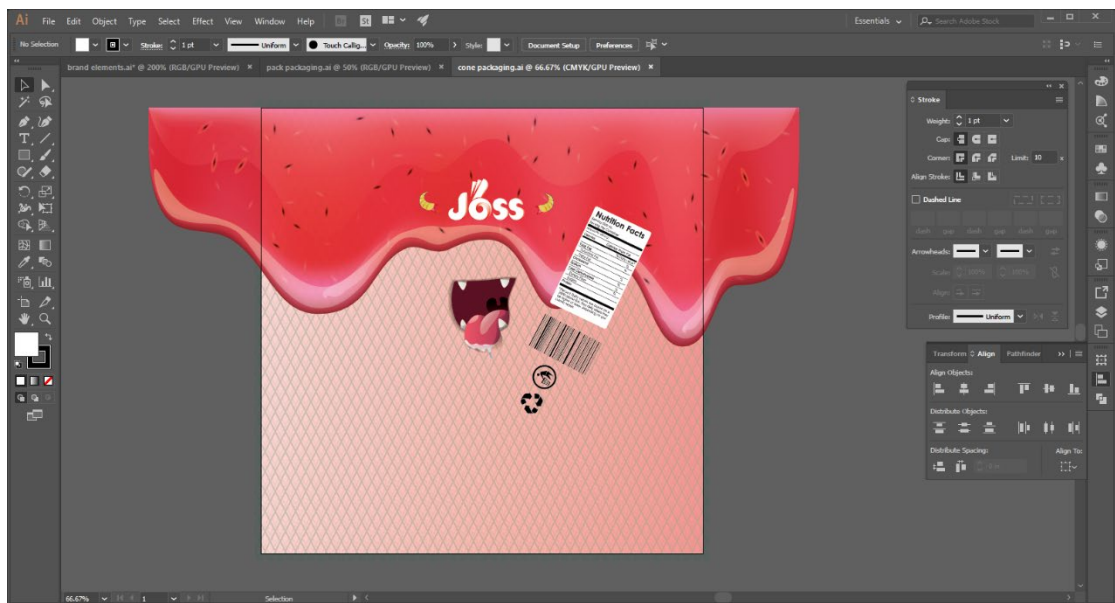


Figure 4.18: Cone Ice Cream Packaging Design.

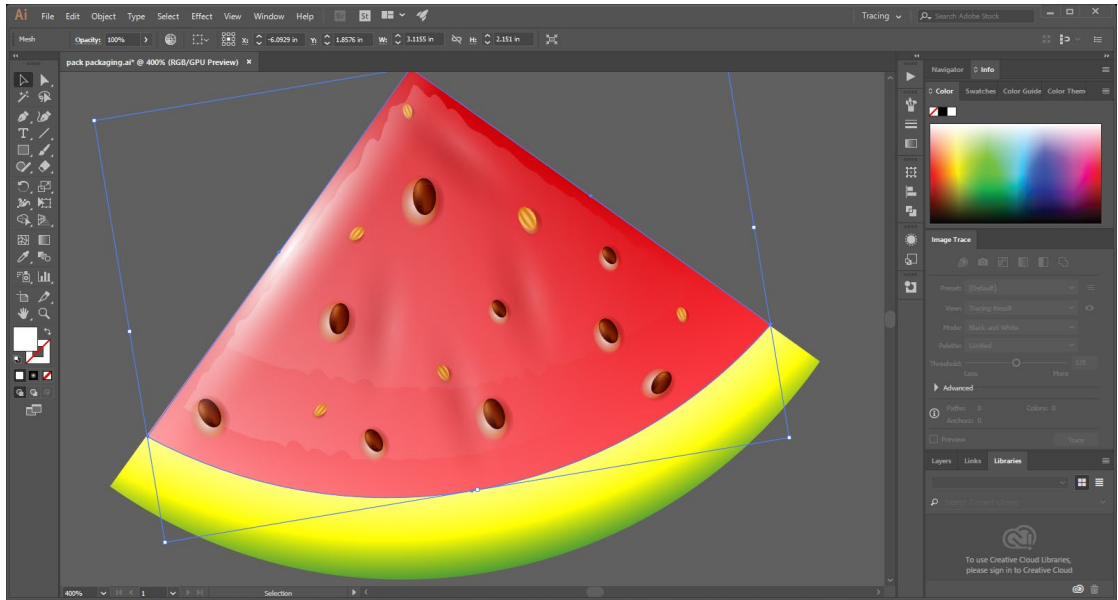


Figure 4.19: Watermelon Shape for packaging.

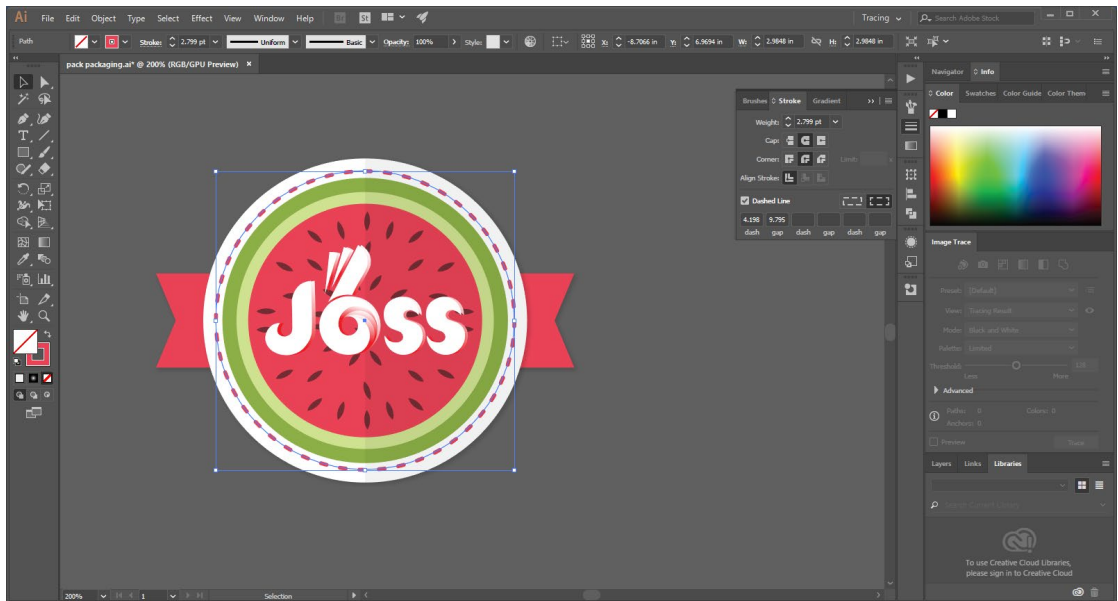


Figure 4.20: Watermelon Flavor Label Design.

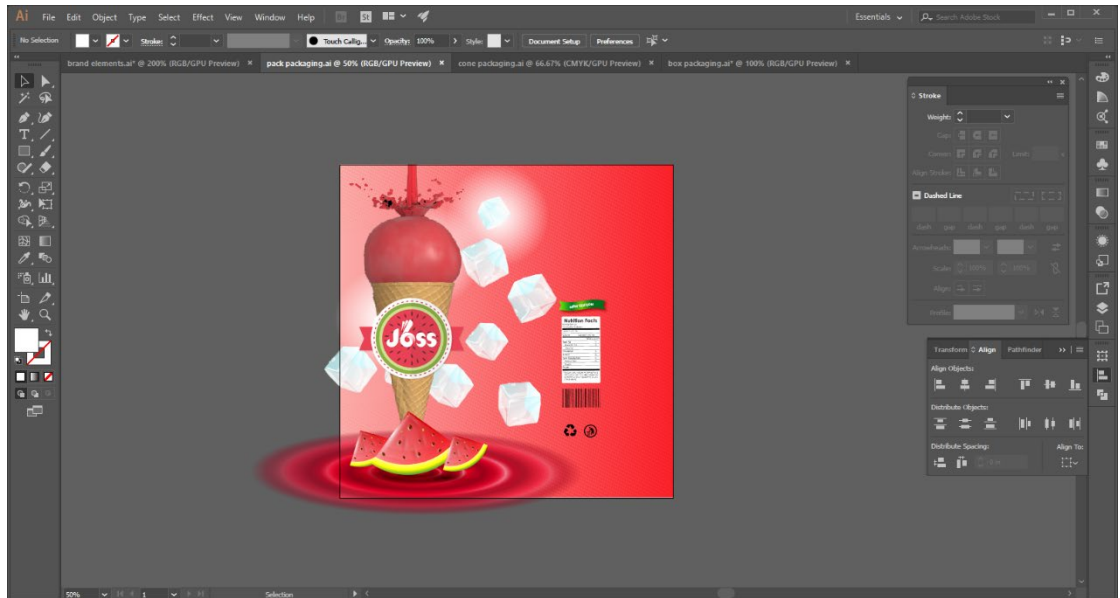


Figure 4.21: Cone ice cream packet packaging design.

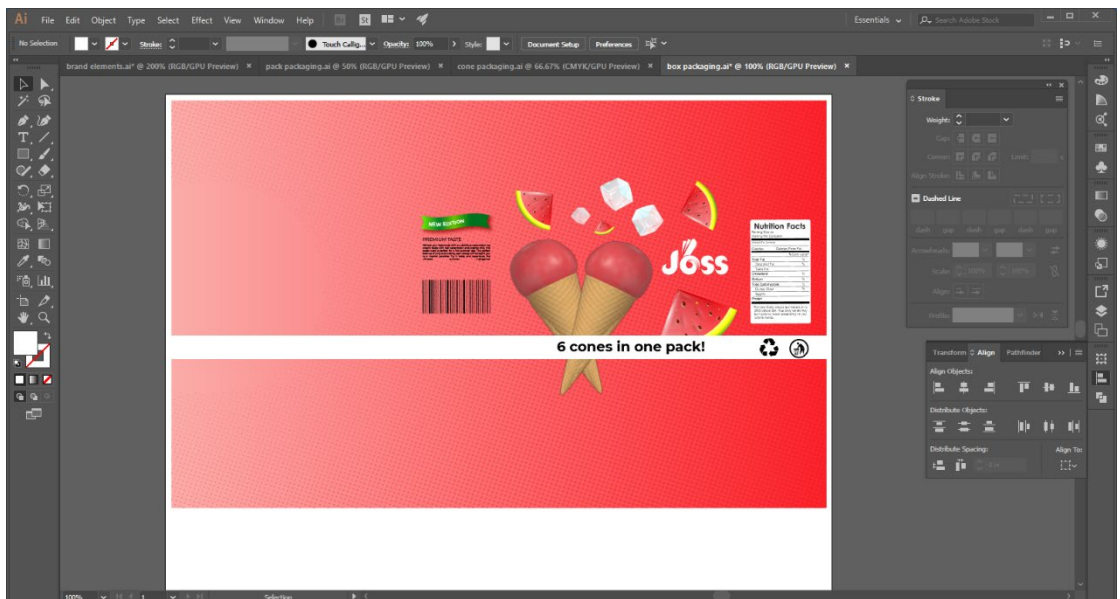


Figure 4.22: Cone Ice cream box packaging design.

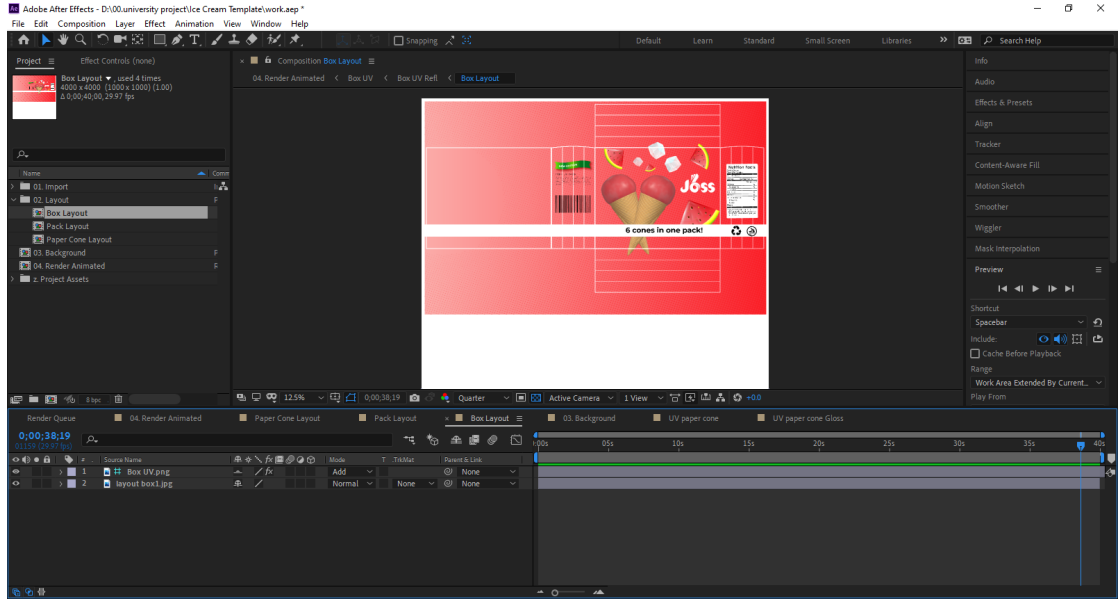


Figure 4.23: Ice Cream Commercial Making (Box Layout).

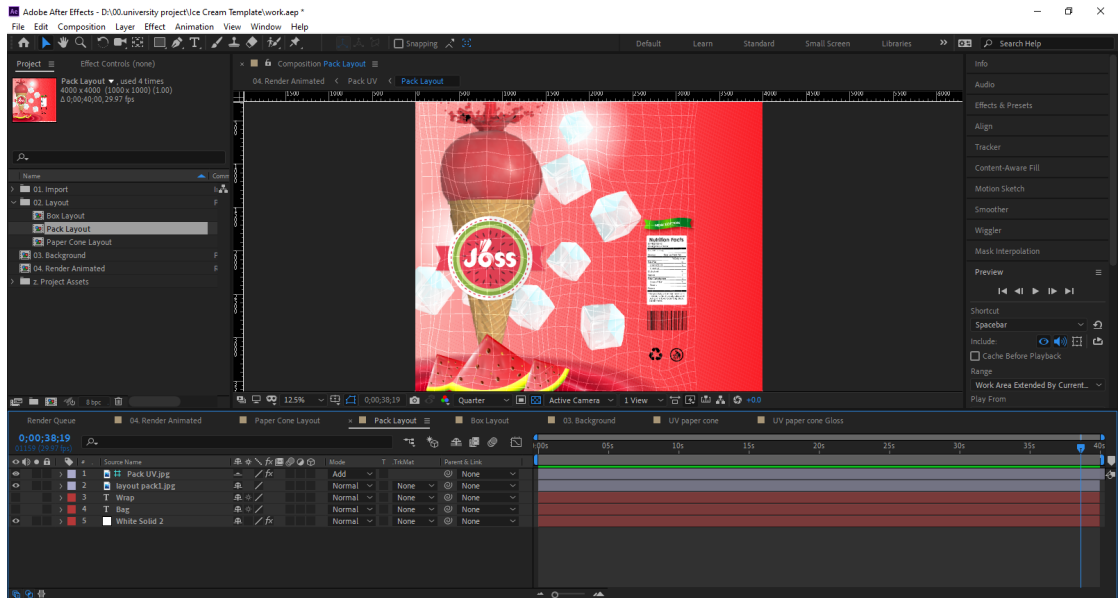


Figure 4.24: Ice Cream Commercial Making (Pack Layout).

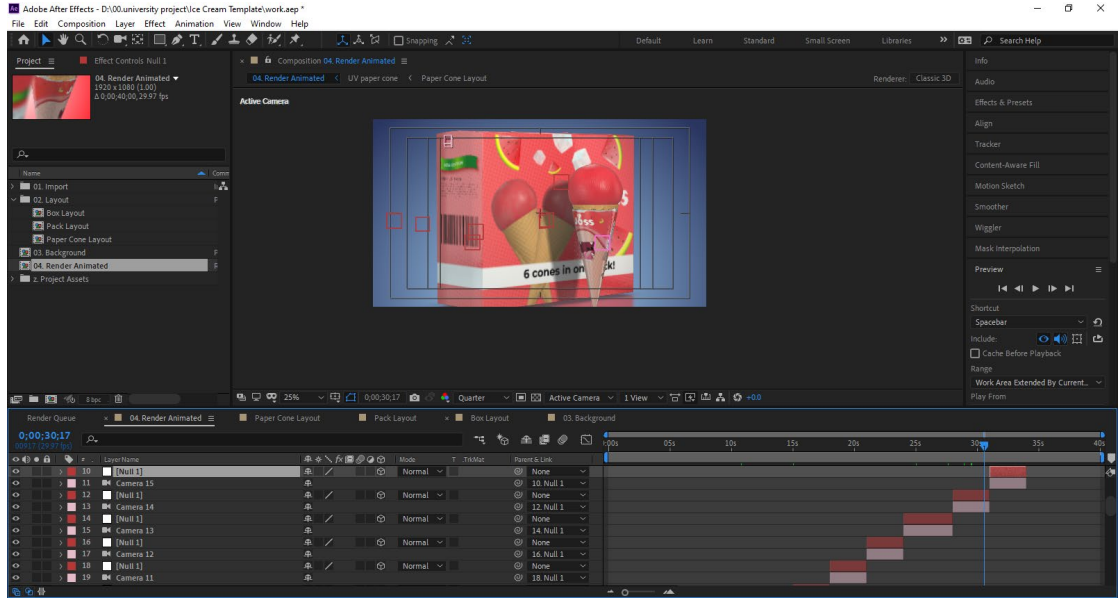


Figure 4.25: Ice Cream Commercial Making.

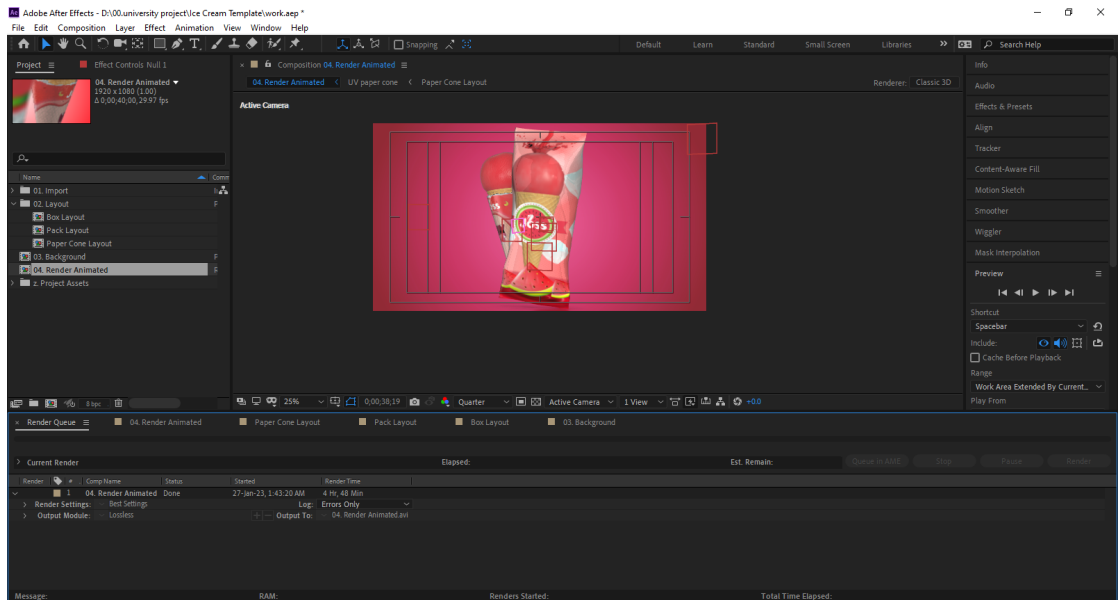


Figure 4.26: Ice Cream Commercial Rendering.



Figure 4.27: Final cone ice cream with packet design.



Figure 4.28: Final cone ice cream with box design.

5.6. Other marketing materials

A dangler is a promotional item that is attached to a package or product and is meant to hang down or dangle, catching the attention of consumers. In the context of ice cream marketing, a dangler could be used to promote a new flavor or limited edition product, to encourage trial or repeat purchases, or to add value to the product. By incorporating a dangler into ice cream marketing, companies can add an extra element of fun and excitement to the product, and create a memorable experience for customers. Danglers can also be used to increase brand awareness and loyalty, and to drive repeat sales.

An ice cream brand logo on a fridge advertising could be used to promote a particular brand of ice cream and encourage customers to purchase their products. The logo acts as a visual identifier for the brand and can help to create brand recognition and awareness among consumers. By placing the logo on a fridge, the brand is able to target customers when they are in the process of making purchasing decisions, potentially increasing the likelihood that they will choose that brand over others.

An ice cream cart logo is used to advertise an ice cream vendor, usually a mobile vendor who sells ice cream from a cart. The logo serves as a visual representation of the business and can help to build brand recognition and awareness among customers. The logo is typically displayed prominently on the cart itself.

An ice cream store signboard advertising is a sign or board used to promote an ice cream store. The signboard is usually placed near the entrance of the store or in a highly visible location, such as a busy street or shopping center, to attract customers. The signboard typically features the store's logo, name, and images or designs related to ice cream. It may also include information about the store's products, special offers, or promotions. The purpose of the signboard is to attract customers and create awareness about the store, helping to generate foot traffic and increase sales.



Figure 4.29: Ice cream brand dangler.



Figure 4.30: Ice cream brand logo on fridge.



Figure 4.31: Ice cream brand on ice cream cart.



Figure 4.32: Ice cream brand store signboard.

5.7 Tools for Edit and plan.

To finishing our whole idea, we have use software like Adobe Illustrator, Adobe Photoshop, Adobe after effects, Cinema 4d & Element 3d.

CHAPTER SIX

Conclusion

Multimedia and creative technology refer to the use of various forms of media, such as text, audio, images, video, and animation, in combination to create interactive and engaging experiences. This technology is used in many different industries and fields, including advertising, marketing, entertainment, education, and more.

Examples of multimedia and creative technology include:

Motion graphics and animation - Used to create engaging visuals and animations for websites, advertisements, and other multimedia content.

Interactive design - This involves the use of user input to create dynamic and engaging experiences, such as interactive websites, games, and applications.

Video production and post-production - This includes the creation, editing, and post-production of video content, such as commercials, promotional videos, and more.

3D modeling and rendering - Used to create 3D images and animations, often for use in gaming, product design, and architectural visualization.

Apart from the game development skill, I was able to complete this project by combining everything that the Multimedia and Creative Technology Department taught me. Besides applying so many varieties of skills in Multimedia and creative technology, I have become a skilled multimedia worker.

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FINAL YEAR PROJECT REPORT Ice Cream Branding for Gen Z BY MD. RAKIB AHMED
 ID: 173-40-452 [This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Multimedia and Creative Technology Supervised By Mr. Mizanur Rahman Assistant Professor Department of Multimedia and Creative Technology Faculty of Science and Information Technology DAFFODIL INTERNATIONAL UNIVERSITY DHAKA, BANGLADESH](#) 27th FEBRUARY 2023
 APPROVAL This Project titled "Ice Cream Branding for Gen Z", submitted by Rakib Ahmed, ID: 173-40-452 [to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on 27th February 2023. BOARD OF EXAMINERS](#) Md. Salah Uddin [Assistant Professor & Head \(In-Charge\) Department of Multimedia and Creative Technology Faculty of Science & Information Technology Daffodil International University](#) Chairman [Dr Shaikh Muhammad Allayear Professor Department of Multimedia and Creative Technology Faculty of Science & Information Technology Daffodil International University Internal Examiner](#) Md. Samaun Hasan [Assistant Professor Department of Multimedia and Creative Technology Faculty of Science & Information Technology Daffodil International University Internal Examiner](#) Dr. Mohammad Zahidur Rahman [Professor Department of Computer Science and Engineering, Jahangirnagar University External Examiner](#) II
 DECLARATION I hereby declare that [this project has been done by me under the supervision of Mr. Mizanur Rahman, Assistant Professor, Department of Multimedia and Creative Technology, Faculty of Science and Information Technology, Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere forward of any degree or diploma. Supervised by: Mr. Mizanur Rahman Assistant Professor Department of Multimedia and Creative Technology Faculty of Science & Information Technology Daffodil International University Submitted by: Rakib Ahmed ID: 173-40-452 Department of Multimedia & Creative Technology Faculty of Science & Information Technology Daffodil International University](#) III
 ACKNOWLEDGEMENT First, I would like to express my sincere gratitude and appreciation to Almighty God, whose blessings enabled me [to successfully complete my final year project. I would like to extend my deepest appreciation to my project supervisor, Mr. Mizanur Rahman \(Assistant Professor\) and the teachers for their invaluable guidance, support, and encouragement throughout the course of this project. Their expertise and knowledge played a crucial role in the successful completion of this project. I would also like to thank department of Multimedia and Creative Technology, Daffodil International University, Ashulia, Dhaka, Bangladesh for providing me with the necessary resources and support to complete this project. I would like to thank our](#)

batchmate, who support me this four year. They helped me every moment when I need them. Now, with their help I'm now on this stage to complete this final year degree. Lastly, I would like to thank my family for their unwavering support and encouragement throughout this journey. With their proper support and financial aid, I'm now on this stage. Thanks a lot, to them. iv ABSTRACT

The ice cream market in Bangladesh is a growing market, with an increasing demand for various flavors and varieties of ice cream. According to a report by ResearchAndMarkets.com, the ice cream market in Bangladesh is expected to grow at a CAGR of around 5% during the forecast period 2020-2025. The increasing availability of various flavors and varieties of ice cream, along with rising disposable income, are some of the key factors driving the growth of the market. The market is dominated by organized players such as The ACI Limited, Square Food & Beverage Ltd., Pran-RFL Group, Igloo Ice Cream and so on. However, the market is also facing some challenges such as high competition from unorganized players and the availability of low-quality products. The main reason for the high competition in the ice cream market is that all ice cream brands target all segment consumers. No brand has been established in the Bangladesh market yet with a specific age target group. Keeping this in mind I want to create an ice cream brand targeting an age group in this challenging market. For this age group-based target, Generation Z (Gen Z) is my preferred consumer. One of the reasons for choosing Gen Z is that I am also a consumer of this age group. Generation Z, also known as Gen Z or iGen, is the demographic group born between 1997 and 2012. They are the youngest generation currently alive and are considered the first true digital natives, having grown up with technology and the internet as a fundamental part of their daily lives. Ice cream branding for Generation Z (Gen Z) should take into account the unique characteristics and preferences of this demographic group. Designing ice cream packaging and branding for Gen Z can be difficult because this demographic is known for being highly visually oriented and looking for products that stand out from the crowd. They have a preference for bold, colorful and playful designs, and also look for products that align with their values and beliefs, such as sustainability and social consciousness. Additionally, Gen Z is known for being highly connected through social media and may rely on peer recommendations and online reviews when choosing which ice cream brands to buy, so it is important that ice cream brands have a strong online presence and social media strategy. Furthermore, Gen Z also tends to look for unique and experimental flavors, so ice cream brands may need to innovate their product offerings to appeal to this demographic. I want to take these challenges and create appropriate branding visuals for this target group through appropriate research. This visual creation will begin with the logo design. After that, I will create the brand elements. And also complete the project with its packaging and 3D product showcase. v TABLES OF CONTENTS CONTENTS:

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CHAPTER ON Introduction [Multimedia and Creative Technology Department of Daffodil International University](#) has helped me [to](#) become a competent person.

From the first semester of admission, starting with various basic aspects of visual design, static design, 2D animation, motion graphics, 3D modeling, texturing, animation, environment design, architectural visualization, game development, etc. By studying all the subjects seriously, I realized that my basic knowledge of all the subjects was complete. Now I can learn advanced topics while working on any topic. That's why I chose design as a subject to work on. Because the basic content of all subjects of MCT is design. I have always tried to learn design in semester courses and how to combine it with 3D. My final project is no exception. So, I chose branding for the combination of design and 3D in the final project. Because through this, a product can be designed from scratch and 3D is also required for showcasing that product. At MCT we have always learned to do research-based work so the final project is no exception. Since this project is about generation Z, I have tried to get some important information and insights by talking to them and conducting surveys. And after getting these insights, I thought about the brand. After thinking about the brand, first I completed the pre-production, then the production and finally the post-production work. Overview Analysis for Our Brand: The design of an ice cream brand's logo is not typically a deciding factor for me when choosing which brand to purchase. I am more likely to base my decision on factors such as taste, quality, and ingredient sourcing. However, a well-designed logo may make a brand more memorable and recognizable, which can be beneficial for the company. And Gen Z also think in this way. Most of Generation Z feel that brand logos help them make most of their decisions when purchasing products. [Figure 1.1: Survey analysis question no. 1](#) Typography is important in a logo for a new ice cream brand because it can help to convey the brand's message and personality. The typeface used in the logo can set the tone for the brand and communicate things like tradition, fun, or innovation. The typography can also be used to make the brand's name stand out, making it more memorable and easily recognizable. Additionally, a well-designed typography can help to make the logo look more professional and trustworthy. Also Color is an important aspect of a new ice cream brand's logo because it can greatly impact how the brand is perceived by consumers. It can evoke certain emotions and associations, and can also help to make the logo more memorable and recognizable. Colors can also [be used to communicate the brand's values and personality. For example, warm colors like red and orange can evoke feelings of excitement and energy, while cool colors like blue and green can convey calmness and reliability.](#) Pastel colors [can](#) also be used to communicate playful, friendly and childish feelings. Additionally, color can also be used to make the logo stand out in a crowded marketplace. A well-designed color scheme can help the logo to stand out and be more easily recognizable, which can be beneficial for the brand in terms of building brand awareness and recall. [Figure 1.2: Survey analysis question no. 2](#) A modern logo is important for a new ice cream brand targeting Generation Z consumers because it can help the brand to connect with this demographic and appear relevant and up-to-date. Generation Z is a digital-native generation that is heavily influenced by social media and technology. They are also known for being more visually oriented and drawn to brands with a strong visual identity. A modern logo design that is visually interesting and engaging, and that utilizes elements such as minimalism, flat design, and bold typography can help to appeal to this demographic and make the brand stand out. A modern logo can also help the brand to appear innovative and forward-thinking, which can be important for a new brand trying to establish itself in the market. Additionally, a modern logo that is easily recognizable and memorable can also help to increase brand awareness and recall among Generation Z consumers. In addition, a modern logo can help our brand to be more versatile, easy to use across different platforms, and adaptable to different formats, which are key factors to reach a younger generation. [Figure 1.3: Survey analysis question no. 3](#) A new ice cream brand's logo targeting Generation Z

consumers should evoke a sense of happiness and positivity. This demographic values authenticity, inclusivity and diversity, and are drawn to brands that align with their values and make them feel good. A logo that evokes feelings of happiness and positivity can help to create a strong emotional connection with this demographic and make the brand more appealing to them. Colors like red, yellow can be used to evoke feelings of happiness and playfulness. We could also use playful and fun illustrations or symbols, like ice cream scoops, cones, or cartoon characters, which can help to create a sense of nostalgia and evoke feelings of childhood memories. Additionally, the use of bold typography and clean design can also help to create a modern and visually interesting logo that appeals to Generation Z. Overall, a logo that evokes feelings of happiness and positivity, with a modern and visually interesting design, can help a new ice cream brand targeting Generation Z consumer to connect with this demographic and stand out in the market. [Figure 1.4: Survey analysis question no. 4](#) Modern design elements are important in a new ice cream brand targeting younger generations, such as Generation Z, because they can help the brand to appear relevant and up-to-date. Younger generations are heavily influenced by technology and social media, and are drawn to brands that have a strong visual identity and appear innovative and forward-thinking. In addition, modern design elements are versatile and adaptable, which is important for a new brand trying to establish itself in the market. These elements can be easily used across different platforms and formats, such as social media, packaging, and website, and can help to create a consistent visual identity for the brand. Furthermore, modern design elements can help to create a sense of authenticity, inclusivity and diversity, which are important values for younger generations. A modern and inclusive design can help the brand to appeal to a wide range of consumers and create a strong emotional connection with them. Overall, modern design elements can help a new ice cream brand targeting younger generations to connect with this demographic and stand out in the market. [Figure 1.5: Survey analysis question no. 5](#) Although all ice cream brands in Bangladesh target consumers of all age groups, the real market picture is similar to my survey report. Igloo is also the most popular brand among Generation Z. As well as Bloop, Za n zee are well-known brands among the young generation. Igloo is a well-known ice cream brand in Bangladesh because it has a long history and established a strong presence in the market. The brand has been around since the 1970s and has been able to maintain its popularity over the years. One of the reasons for its popularity is that Igloo has a wide range of products, which includes a variety of ice cream flavors, cones, cups, and bars. They also introduce new flavors regularly which helps them to maintain a good market share. Igloo has also been able to establish a strong brand image, which is associated with quality and affordability. This has helped the brand to appeal to a wide range of consumers, including both lower-income and higher-income groups. Finally, Igloo has also been able to maintain a strong marketing presence in the market, through various campaigns and promotions, which has helped the brand to stay top of mind among consumers. Overall, Igloo's wide range of products, strong distribution network, affordable pricing, strong brand image, and effective marketing strategies have helped the brand to establish a strong presence in the Bangladeshi ice cream market. [Figure 1.6: Survey analysis question no. 06](#) Chocolate is a popular ice cream flavor because it appeals to a wide range of people due to its rich and indulgent taste. The taste of chocolate is often associated with feelings of pleasure and comfort, which can make it a satisfying treat for many people. Chocolate is also a versatile flavor that can be used in a variety of different ice cream products, such as chocolate [chip ice cream](#), [chocolate fudge ice cream](#), and [chocolate swirl ice cream](#). This versatility allows [chocolate ice cream](#) to appeal to a wide range of people with different preferences. Additionally, chocolate is also a timeless flavor that has been around for a long time. It's been used in desserts and confectionery for centuries, and it has become an iconic flavor that many people have grown up with and have a strong emotional connection with. Moreover, chocolate is also a flavor that has been associated with luxury and indulgence, which can make it an attractive option for people looking for a special treat. The rich, creamy and smooth texture of chocolate ice cream can also appeal to many people. Overall, chocolate's rich and indulgent taste, versatility, timelessness, and association with luxury and indulgence make it a

popular flavor among many people. [Figure 1.7: Survey analysis question no. 07](#) Generation Z may prefer unique and unconventional ice cream flavors because they tend to be more adventurous and open to trying new things, as compared to older generations. They have grown up in a world where information and options are readily available, and are exposed to a wide range of cultures and cuisines, which can make them more curious and willing to try new flavors. Additionally, Generation Z is also more focused on individuality and self-expression, which can make them more drawn to unique and unconventional ice cream flavors that allow them to differentiate themselves from others. They often look for products that reflect their personal taste, values and lifestyle. Moreover, Generation Z is also more health-conscious and interested in natural and organic products, which can make them more inclined to try unique ice cream flavors that are made with natural ingredients and less processed. Lastly, Generation Z is also heavily influenced by social media, and they often seek out products that are visually appealing and can be shared on social media platforms. Unique and unconventional ice cream flavors can be more visually interesting and can make for more eye-catching and shareable photos, which can be appealing to this demographic. Overall, Generation Z's adventurousness, focus on individuality and self-expression, health-consciousness, and influence from social media, may make them more inclined to try unique and unconventional ice cream flavors. [Figure 1.8: Survey analysis question no. 08](#) March, April, and May are months when people consume ice cream the most because they are typically the months when the weather starts to warm up. As the temperature increases, people tend to crave cold and refreshing foods, such as ice cream. The warm weather makes ice cream more appealing as a treat to cool off and beat the heat. Additionally, these months are also when many people start to spend more time outdoors. Ice cream is a popular treat to enjoy while spending time outdoors, as it is portable and easy to eat. Furthermore, these months also coincide with many holidays and celebrations, such as Eid and Puja, which can make people more inclined to indulge in treats such as ice cream. Lastly, as people start to feel more optimistic as the weather gets warmer, they may be more likely to treat themselves to small luxuries, such as ice cream, which can also contribute to the increased consumption of ice cream during these months. Overall, the warm weather, increased time spent outdoors, holidays and celebrations, and people's desire to treat themselves, can all contribute to the increased consumption of ice cream during the months of March, April, and May. [Figure 1.9: Survey analysis question no. 09](#) Ice cream is often associated with special occasions because it is often seen as a treat or a luxury item. People may choose to eat ice cream on special occasions as a way to celebrate or indulge in something special. For example, people may choose to eat ice cream on birthdays, anniversaries, or other celebrations as a way to mark the occasion and make it feel more special. Additionally, ice cream is often considered a dessert item and is often served at the end of a meal, which can make it more associated with special occasions. People may be more likely to eat ice cream at formal events, such as weddings or banquets, where it is served as a dessert. Furthermore, ice cream can also be a social food, often shared with friends and family, which can make it more associated with special occasions and celebrations. Lastly, the high cost and limited availability of some of the ice cream varieties can make it less often consumed on regular basis, and people choose to enjoy it during special occasions. Overall, the association of ice cream with luxury and celebration, as well as its association with formal events and social gatherings, can contribute to why people tend to eat ice cream on special occasions. [Figure 1.10: Survey analysis question no. 10](#) Younger people may prefer to eat ice cream in a cone as it can be more convenient, portable and interactive. Eating ice cream in a cone allows them to hold the ice cream in one hand while they walk, talk, or play, which can be more comfortable and less messy than eating ice cream in a bowl or cup. Additionally, eating ice cream in a cone can also be more visually appealing, as it allows for a variety of flavors and toppings to be added, creating a more colorful and interesting appearance. This can be particularly appealing to younger people, who are often more visual and may be more drawn to products that are visually interesting. Furthermore, eating ice cream in a cone can also be more interactive, as it allows people to add their own toppings and customize their ice cream experience. This can be particularly appealing to

younger people, who may enjoy having control over their food and personalizing it to their own preferences. Lastly, the nostalgia factor can also play a role, as ice cream cone is a classic treat that has been enjoyed by generations and can evoke a sense of childhood memories and fun. Overall, the convenience, portability, visual appeal, interactivity and nostalgia associated with eating ice cream in a cone may make it more appealing to younger people. [Figure 1.11: Survey analysis question no. 11](#) Internal ice cream cravings in hot weather may be due to the body's natural response to heat. When the body gets too hot, it releases sweat as a way to cool down. Eating something cold, such as ice cream, can help to cool down the body and provide relief from the heat. Additionally, the sugar and fat content in ice cream can also provide an energy boost, which can help to combat feelings of fatigue and sluggishness that may be caused by the heat. Another reason for the internal ice cream craving during hot weather may be due to psychological factors. People often associate ice cream with summer and warm weather, which can create an association in the mind between the two. As a result, when people are experiencing hot weather, they may naturally crave ice cream as a way to feel more in line with their expectations of what summer should be like. Lastly, the body's natural craving for fluids during hot weather can also lead to craving for ice cream. As ice cream is mostly made of milk and cream, which are both fluids, the body can mistake it for hydration. Overall, internal ice cream cravings in hot weather may be due to a combination of physiological and psychological factors, including the body's natural response to heat, the association of ice cream with summer, and the body's natural craving for fluids. [Figure 1.12: Survey analysis question no. 12](#)

CHAPTER TWO

Research Surveys and conversations with Generation Z yielded some important insights. These will help a lot in developing new ice cream brands. Some of the information obtained from these insights are logo design, colors, packaging type and ice cream flavors suitable for launching a new ice cream brand. Also, I got a lot of information by studying the popular brands from the survey. This information will help in creating the visual identity of the ice cream. Surveys and conversations with Generation Z yielded some important insights. These will help a lot in developing new ice cream brands. Some of the information obtained from these insights are logo design, colors, packaging type and ice cream flavors suitable for launching a new ice cream brand. Also, I got a lot of information by studying the popular brands from the survey. This information will help in creating the visual identity of the ice cream. Before designing a new ice cream brand, it is important to study popular brands in order to understand the market and identify what elements make a successful ice cream brand. This can include research on consumer preferences, market trends, and the strategies used by established brands. By studying popular brands, you can gain a better understanding of what consumers are looking for in an ice cream brand. This can include things like flavor profiles, packaging design, and branding elements. Understanding consumer preferences can help you to create a product that will appeal to your target market and be more likely to be successful. Additionally, studying popular brands can also help you to understand market trends and identify any gaps in the market that your new brand can fill. For example, you may find that there is a demand for a certain type of flavor or packaging that is not currently being met by existing brands. Overall, researching popular brands is important for understanding the market and identifying opportunities for a new ice cream brand. It can also help you to create a product that will appeal to consumers and be more likely to be successful. [2.1 Stages of Our Project On the base of our task, it could be isolated in three phases. They would be 1. Pre-Production 2. Creation 2.2. after Production To finish our branding with our extraordinary idea, in those three phases we can finish our work without any problem.](#)

CHAPTER THREE

Pre-Production Pre-production for a logo design involves several steps that are taken before the actual design process begins. After gathering information, the I will develop a number of concepts that explore different design directions. These concepts are usually simple sketches or rough drafts that explore different visual styles, typography, and shapes. After concept is received, I will refine the selected concept, making any necessary changes to the design, typography, and shapes. Researched insights must be taken into account while sketching concepts. In addition, a brand story should be conveyed so that the consumer can relate to the brand concept. 3.1 Story Before sketching the brand logo, the name must be

decided. As we are establishing the brand by targeting Generation Z, we must give a name that is familiar to Generation Z. The name of the product should be unique even if common in people's mouths. Because it will easily spread in people's mouths, and everyone will remember it very easily. One such word is Joss. The word "Joss" is often heard in the mouths of Generation Z. People often use this word when something is excellent or very delicious. And the tagline for this brand is "Eat joss, feel joss". Apart from the brand logo we also must do the packaging of the ice cream. So that the logo made by us can be exposed to the consumer in various ways. For packaging we can use the information found in our research. From the research we know that the Generation Z like to eat unique flavored ice cream also like to eat ice cream in summer. Generation Z prefers to eat cone ice cream. As a unique flavor we will introduce watermelon flavor as the first ice cream of "Joss". The reason for taking watermelon flavor is the data from the survey. From that information, we learned that people eat more ice cream in the summer months and people want to eat ice cream because of the heat. We have to do our preproduction work keeping these things in mind.

3.2 Brand Provides Unique and unusual flavors: Gen Z is known for their love of experimentation and bold flavors. An ice cream brand targeting this demographic will offer a wide range of unique and unusual flavors, such as watermelon flavor. Plant-based and vegan options: Gen Z is known for their concern for the environment and animal welfare. An ice cream brand targeting this demographic may offer a range of plant-based and vegan options, such as watermelon flavor ice cream. Bold and colorful packaging: Gen Z is known for their love of bold and colorful designs, they may be drawn to packaging that is vibrant and eye-catching. In addition to these, ice cream brands do various types of visual marketing to increase brand recognition in the market. Such as billboards in offline stores, fridges, ice cream carts and product showcasing online or on TV.

3.3 Logo idea We need to create a logo that goes with its name. People use a hand gesture when someone eats food to tell us that the food is delicious. We can use that gesture on our logo. Figure 2.1: Hand Gesture Figure 2.2: Logo Concept

3.4 Process of logo making After working on many different ideas we finally decided on a concept to create the logo. When the concept is fixed, I try to refine the logo sketch further. Then try to take the concept in logo making software. One of the most common software in the market for creating logos is Illustrator. Our best logo will be created through these processes.

3.5 Description of Our Logo To depict our logo first we must know the worth and causes like-

- Ice cream company logo which is specifically targeting Generation Z (Gen Z)
- Incorporate modern design elements
- Unique from other ice cream logo
- Simple, bold, and easy to recognize
- Able to be used across different mediums
- Clear message behind the logo
- Use of bright and vibrant colors

Where our logo will be utilized- An ice cream logo will typically be utilized on packaging, such as on ice cream cartons or pint containers. It may also be used on signage for ice cream shops or stands, as well as on promotional materials such as flyers or billboards. Additionally, the logo may be used on the company's website and social media platforms, as well as on email marketing campaigns. The logo can also be used on uniforms for employees, such as t-shirts or aprons, as well as on vehicles such as food trucks or delivery vans. Finally, the logo can also be used on promotional items such as hats, keychains, or magnets. The importance of our logo for publicizing and advancing our business

- Produces a decent corporate identity.
- Provides customers with a sense of trust
- Enhances the introduction of the brand.
- It will be easier with the publicizing plan

The digital showcasing plan simplifies the process

3.6 Brand Font The font used for a brand is an important aspect of its overall design, as it helps to convey the brand's message and identity. The font can set the tone for the brand, whether it's playful, professional, modern, or traditional. It can also be a way to differentiate the brand from its competitors, creating a unique visual identity.

- Montserrat
- Noto Serif
- Merriweather
- Playfair Display
- Arial

CHAPTER FOUR PRODUCTION

In order to visualize our image personality, we have utilized numerous types of programming. Without planning we can't visual or reasonable our image or item. In this area, planning plays a significant role. For our planning part we have utilize some well-known softwares to representation our work. We use vector and raster kinds of softwares for Logo and static designs. And also 3D and Animation softwares for product showcasing They are:

- [Adobe Illustrator CC 2017](#)
- [Adobe Photoshop CC](#)

2017 • [Adobe After effects](#) 2019 • Maxon Cinema 4d Figure 3.1: [Photoshop CC](#) 2017 [Figure 3.2: Illustrator CC](#) 2017 [Figure 3.3: After Effects CC](#) 2019 [Figure 3.4: Cinema 4D R19](#) [Figure 3.5: Element 3d 2.2](#) [CHAPTER FIVE POST PRODUCTION 5.1](#) [Brand Color](#) Brand color is important for Gen Z as it helps to create an emotional connection with them. Bright and bold colors can attract their attention, while consistent use of color can help to establish brand recognition and build trust. A color scheme that aligns with the brand's message and values can also help to communicate the brand's identity to Gen Z consumers. Figure 4.1: Brand color. 5.2 logo shape The "OK" sign is a gesture made by connecting the thumb and index finger to form a circle, while holding the other fingers straight or relaxed. It is commonly used to indicate agreement, approval, or that everything is fine. The "OK" sign has also been widely adopted as a symbol for social media, digital communications, and various other contexts. Moreover, this symbol is also used to indicate that a food is delicious and tasty. The "delicious" hand sign is a gesture that is often used to indicate that something tastes good. It is made by holding the thumb and index finger together to form the letter "O", while the other fingers are spread out to represent the word "delicious." This gesture is often used in food-related contexts, such as in photos of food, in food advertisements, or in restaurants. In logos, the "delicious" hand sign can be used to convey a sense of quality or enjoyment associated with the brand or its products. The design and stylization of the "delicious" hand sign in a logo will vary depending on the brand and the context in which it is used. And in this case, it represents "Yummy", "Tasty" and "Pleasantness". Figure 4.2: Initial Logo. Figure 4.3: To Improve the Logo More. Figure 4.4: Finalizing Logo Mark. Figure 4.5: Finalizing Logo Typeface. Here is our ice cream brand's official logo- Figure 4.6: Ice Cream Brand's Official Brand Logo. 5.3. Logo Description Young generations, particularly those belonging to Generation Z and millennial, often appreciate logos that incorporate symbols or graphics that are unique and reflect their values, interests, and lifestyle. These symbols could include: Emojis: such as the heart eyes emoji, which can convey positivity and excitement. Hand gestures: like the "OK" sign or the "delicious" hand sign, which can be used to convey pleasantness or enjoyment. Many young generations, particularly those belonging to Generation Z and millennials, tend to appreciate logos that use gradients in a creative and visually appealing way. Gradients can create a modern and dynamic look that resonates with younger audiences, who tend to appreciate designs that are bold and visually striking. 5.4. 3D Ice Cream It is important to have ice cream as a model to show off the beautiful packaging. So, after logo design I started modeling ice cream. From our survey we know that most people of the young generation like to eat cone ice cream. So, I will be modeling and packaging any cone ice cream. Figure 4.7: Ice cream ball modeling. Figure 4.8: Ice cream cone modeling. Figure 4.9: Ice cream flow. Figure 4.10: Ice cream splash. Figure 4.11: Cone ice cream rendered. Figure 4.12: Cone ice cream rendered with splash & flow. Figure 4.13: Ice cream box modeling. Figure 4.14: Ice cream packet modeling. 5.5. Ice cream packaging design From the survey we came to know that people eat more ice cream during summer than other times to avoid heat. And people expect unique and organic flavored ice cream. I chose watermelon flavor as the ice cream packaging design. Because to escape from the heat, people eat more fruits of the summer season, like watermelon. So, watermelon flavored ice cream will help a lot to get relief from heat. Figure 4.15: Face That Describe Water in Its Mouth. a face with a stuck-out tongue and droplets of water on both sides of the mouth. It can indicate a variety of things, such as a craving for food, enjoyment of something delicious, or a sense of playfulness. It is often used in social media posts or messages related to food, dining, or culinary experiences. Figure 4.16: Dripping Watermelon Dripping watermelon can be used to describe a juicy and ripe watermelon, particularly one that is so juicy that the juice is dripping or oozing out of the fruit in a colorful and playful way. Dripping watermelon evokes a sense of freshness, sweetness, and summertime fun. Figure 4.17: Nutrition Facts Nutrition facts on packaging play a critical role in informing Gen Z consumers about the nutritional value of the food they are buying. This generation is health-conscious and more likely to read nutrition labels and look for healthier food options. By including accurate and detailed nutrition information on packaging, companies can make it easier for Gen Z consumers to make informed purchasing decisions and feel

good about their choices. This, in turn, can help build trust and loyalty with this consumer group. Gen Z also values transparency and honesty from brands, and nutrition facts can help provide that transparency and build trust. Overall, including nutrition facts on packaging is an important way to connect with Gen Z and address their interests and concerns when it comes to health and nutrition. Figure 4.18: Cone Ice Cream Packaging Design. Figure 4.19: Watermelon Shape for packaging. Figure 4.20: Watermelon Flavor Label Design. Figure 4.21: Cone ice cream packet packaging design. Figure 4.22: Cone Ice cream box packaging design. Figure 4.23: Ice Cream Commercial Making (Box Layout). Figure 4.24: Ice Cream Commercial Making (Pack Layout). Figure 4.25: Ice Cream Commercial Making. Figure 4.26: Ice Cream Commercial Rendering. Figure 4.27: Final cone ice cream with packet design. Figure 4.28: Final cone ice cream with box design. 5.6. Other marketing materials A dangler is a promotional item that is attached to a package or product and is meant to hang down or dangle, catching the attention of consumers. In the context of ice cream marketing, a dangler could be used to promote a new flavor or limited edition product, to encourage trial or repeat purchases, or to add value to the product. By incorporating a dangler into ice cream marketing, companies can add an extra element of fun and excitement to the product, and create a memorable experience for customers. Danglers can also be used to increase brand awareness and loyalty, and to drive repeat sales. An ice cream brand logo on a fridge advertising could be used to promote a particular brand of ice cream and encourage customers to purchase their products. The logo acts as a visual identifier for the brand and can help to create brand recognition and awareness among consumers. By placing the logo on a fridge, the brand is able to target customers when they are in the process of making purchasing decisions, potentially increasing the likelihood that they will choose that brand over others. An ice cream cart logo is used to advertise an ice cream vendor, usually a mobile vendor who sells ice cream from a cart. The logo serves as a visual representation of the business and can help to build brand recognition and awareness among customers. The logo is typically displayed prominently on the cart itself. An ice cream store signboard advertising is a sign or board used to promote an ice cream store. The signboard is usually placed near the entrance of the store or in a highly visible location, such as a busy street or shopping center, to attract customers. The signboard typically features the store's logo, name, and images or designs related to ice cream. It may also include information about the store's products, special offers, or promotions. The purpose of the signboard is to attract customers and create awareness about the store, helping to generate foot traffic and increase sales. Figure 4.29: Ice cream brand dangler. Figure 4.30: Ice cream brand logo on fridge. Figure 4.31: Ice cream brand on ice cream cart. Figure 4.32: Ice cream brand store signboard. 5.7 [Tools for Edit and plan. To finishing our whole idea, we have use software like Adobe Illustrator, Adobe Photoshop,](#) Adobe after effects, Cinema 4d & Element 3d. CHAPTER SIX Conclusion Multimedia and creative technology refer to the use of various forms of media, such as text, audio, images, video, and animation, in combination to create interactive and engaging experiences. This technology is used in many different industries and fields, including advertising, marketing, entertainment, education, and more. Examples of multimedia and creative technology include: Motion graphics and animation - Used to create engaging visuals and animations for websites, advertisements, and other multimedia content. Interactive design - This involves the use of user input to create dynamic and engaging experiences, such as interactive websites, games, and applications. Video production and post-production - This includes the creation, editing, and post- production of video content, such as commercials, promotional videos, and more. 3D modeling and rendering - Used to create 3D images and animations, often for use in gaming, product design, and architectural visualization. Apart from the game development skill, I was able to complete this project by combining everything that the Multimedia and Creative Technology Department taught me. Besides applying so many varieties of skills in Multimedia and creative technology, I have become a skilled multimedia worker. References 1. "6 Tips to Build Brand Loyalty With Generation Z" <https://www.inc.com/peter-gasca/6-tips-to-build-brand-loyalty-with-generation-z.html> 2. "What Gen Z Branding Should Actually Look Like" <https://www.wix.com/blog/2022/09/gen-z-branding/> 3. "How to make sure you're

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