

CHAPTER V

CLOSING STATEMENTS

5.1 Conclusion

Nasti Cookies is a brand with a business and product development history since its opening in 1976. With that in mind, their unfortunate decrease in sales, primarily due to their consumer's increasing age, impact from the pandemic, and lack of brand strategy, do not give justice to the consistent quality of their product. Because of that, Babu (2006, p.3-10) states that brand rejuvenation can help brands to keep up with the market by making it relevant and appealing to the present times. Hence, this method is necessary to combat the decrease in sales, change the inconsistent impression of consumers, and update the brand image.

Subsequently, to create this brand rejuvenation of Nasti Cookies, the writer focuses on starting from the very beginning through research and analysis to create a suitable strategy for the brand. Therefore, creating a big idea that ties together the vision, mission, and perception that the brand intends to take. Hence, "Savoury Grace" as the main idea surrounding the three keywords of classiness, femininity, and grace for the brand's image.

Following that, the writer takes the brand image to create a deeper meaning towards the designs incorporated into the media collaterals, such as logo, supergraphics, colour, typography, and images. Thus, integrating symbolism and philosophies to build a meaningful brand visual identity. After this, the writer takes these visual identities to create the media collaterals to support the brand marketing strategy elaborated using the AIDA model.

Through this marketing strategy, the writer explores the different types of media categories to determine the touchpoints necessary for the growth of the brands. Hence, enabling them to persuade, inform, promote, and resolve issues taken from the research. Therefore, improving the concerns of the brand and consumers, such as the need for medias to connect with potential consumers and the lack of information for current consumers.

As a result, the designing process of the brand rejuvenation for Nasti Cookies can help benefit the brand's future while also creating a brand image that fits the concept of premium quality they intended to have initially. Considering that, through this brand rejuvenation, the writer also hopes it can help them reach newer potential consumers who will be delighted to purchase the product. Furthermore, maintaining the business for years to come.

5.2 Advice

Brand rejuvenation is a solution that will not last forever because trends, technology, and media keep improving over time. Hence, a brand strategy should always be one step ahead to keep up with the era and consumers. Similarly, the types of media collaterals can continuously be improved by adding newer touchpoints that benefit the brand.

Bearing that in mind, starting a brand rejuvenation is complicated as it requires a complex understanding of the business, strategies, design, and philosophies to create a suitable identity for the brand. Additionally, understanding competitors, the target market, and the market itself is essential in creating a strategy that can help strengthen the brand's presence. Therefore, many aspects go into the process of rejuvenating a brand.

Subsequently, designing the brand identity required definitive choices in determining symbolism and philosophies that accurately represent the image. While also trying to incorporate elements that respect the previous design to create an updated version of the visual identity. Considering that, much research takes place regarding design theories and their meaning towards consumers. Thus, the following points are suggestions for people who intend to explore the same or similar topic based on the writers' experience;

- 1) When conducting research, it is essential for the designer to understand the business intention within its design and their plans to create a strategy that is tailored to the brand.
- 2) Knowing the problems from the consumers' perspective is helpful to improve the brand moving forward.

- 3) When selecting competitors to deduce observation research, the type of competitors should be similar in circumstances to create a fair comparison between the two.
- 4) The design of the visual identity should represent the brand's big idea and visual concept. Thus, keeping the design in line with the theme that is chosen.
- 5) A brand's logo does not have to symbolise the product of the brand they are selling; instead, it can showcase the brand image they intend to display.
- 6) Detailed usage and alternative of the visual identity information should be elaborated in the graphic standard manual (GSM). With that in mind, the use of bilingual language can help reach the understanding of a broader range of designers. Furthermore, a light background for the GSM is recommended to provide better readability.
- 7) Grids are essential in maintaining an organised and clean design look, especially those with many texts.
- 8) The type of grid chosen when creating a design should also be chosen appropriately for the type of media, for instance modular grid or column grid.
- 9) The alignment of shapes and text should also be double checked to ensure a finalised design
- 10) Colours during the printing process of media collaterals often do not reflect the image shown on the screen; hence there will be a discrepancy in the saturation of the final colour.
- 11) It is crucial for documents intended to be printed to be turned into CMYK mode to optimise their colour.

In brief, the writer hopes that designing the brand rejuvenation of Nasti Cookies can aid or inspire the brand towards its future strategies. The writer also hopes that this final project will help benefit other academic research with a similar title, especially regarding its conduct. As a result, it can be used a reference under the category of branding, specifically brand rejuvenation.