



SECTION 1

BRAND PROFILE

Mr. P Peanuts (PT. Dolphin Food & Beverages Industry)

Mr. P Peanuts is a legend brand of peanuts snacks in Indonesia. These peanuts are typically roasted and seasoned with various flavors to create a crunchy and savory snack. The brand offers a range of flavors, including original, spicy, barbecue, and more, catering to different taste preferences.

PT. Dolphin Food & Beverages Industry is part of a diverse group of companies that extends from the manufacturing industry such as paint & chemicals (Calcium Carbonate) and the property industry such as hotels & office tower development. We pride ourselves in our goal of continuous improvement and development in the quality, manufacturing process and range of the products that we offer. We understand that customers come first and we will dedicate our best to service our customers needs and priorities. It is PT. Dolphin Food & Beverages Industry's goal to manufacture and provide products that are affordable to the mass market and yet, still provide the same quality care and hygiene level as more expensive products.

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BRAND PROFILE

SNACKTIME, ANYTIME

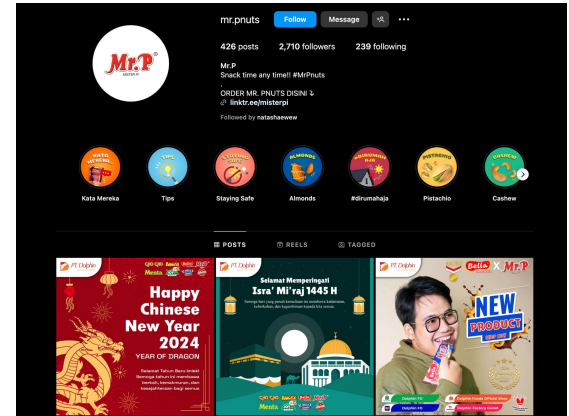
Striving to always be one of the best companies in the consumer goods food industry known for its innovative product of quality, & placing customer satisfaction as our main priority.

VISION

To Be Prominent Food Industry In Asian Region.

MISSION

Producing High Quality Products With Affordable Price and Well Distributed In Both Local And International Market.



SECTION 1

PROBLEM

No Longer Relevant

Mr. P Peanuts originated from Mitrafoods, which was established on September 28, 1986, processes light food and beverages. Their debut product was honey-flavored roasted peanuts, packaged in clear plastic bags branded as Mr.P. The "P" in Mr.P comes from "Peanut," ensuring easy recall and direct association with the product. But in 2022, PT. Dolphin decided to acquire Mr. P Peanuts. So, rebranding may be necessary to create a cohesive brand identity for combined entities.



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Bella Chocolate (PT. Dolphin Food & Beverages Industry)

Bella Chocolate is one of PT. Dolphin's product lines, offering chocolate for baking, chocolate spreads, and chocolate snacks.

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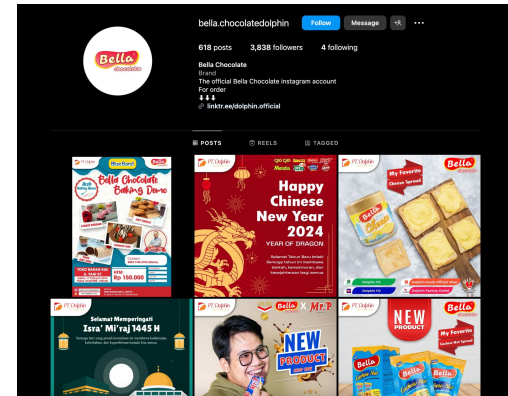
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chocolate Cashew Kimi Telah Tersedia Di :



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PROBLEM

Appears Outdated

Bella Chocolate is a brand initially introduced as baking chocolate. Later, they expanded their product line to include chocolate spreads available in various flavors. However, Bella Chocolate's branding currently appears outdated, lacking the modern design elements that could attract many audiences, setting it apart from competitors. Therefore, Bella Chocolate is in need of a rebranding effort.

Saltcheese
Combo

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BRAND PROFILE

Saltcheese Crackers (PT. Khong Guan Biscuit Factory Indonesia)

Saltcheese Combo, originating from Indonesia, is a snack brand that combines wafers, cream, and crackers. This snack features thick layers of both sweet and salty flavors, making it an ideal accompaniment for tea time and other gatherings.

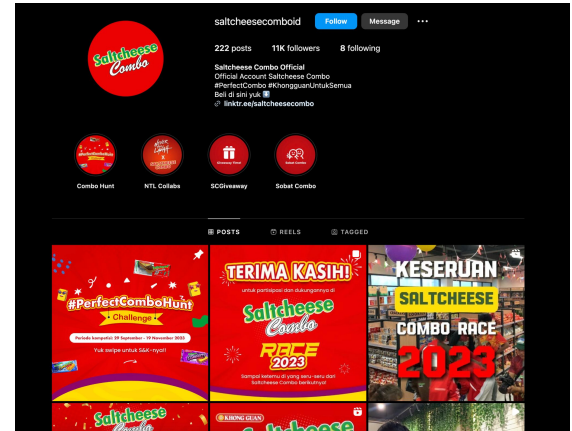
PT Khong Guan Biscuit Factory Indonesia began its operations in 1970 by making biscuits from home, but later constructed its first factory in Ciracas. The company is dedicated to delivering exceptional quality products that maintain a consistent taste. This commitment to quality has enabled Khong Guan to establish a prominent reputation as a renowned biscuit producer in Indonesia, particularly with its famed product, the 'Khong Guan Red Tin'.

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BRAND PROFILE

PERFECT COMBO

A combination of two equally savory and salty cheese with sweet cream. This combo creates a dynamic range of taste that is delightful, light and fun.



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PROBLEM

Market Shifting

Saltcheese Combo has shifted its target audience from adults to young adults, students, and Gen Z. Due to this shift in target demographics, we need to attract new consumers and make the brand more appealing and approachable to young adults.



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GM Bear (PT. Selalu Sukses Prima)

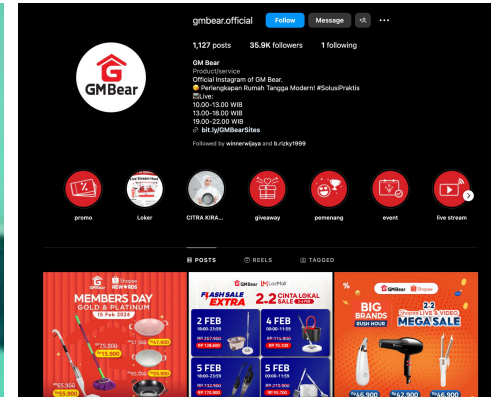
PT. Selalu Sukses Prima is a start-up company operating in the E-Commerce sector, specializing in selling household items under the brand GM Bear. As a newly established business in this field, we are confident in providing the best solutions and services to our customers through friendly, timely, and satisfying customer service. In a short period, GM Bear has managed to compete and grow rapidly on E-commerce platforms in Indonesia. We prioritize a comfortable and positive working environment, providing opportunities for expressing interesting and creative ideas, aspirations, and solutions.

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Lengkap Pilihannya, Terjangkau Harganya

Dengan produk GM Bear semua pekerjaan rumah terasa lebih mudah dan menyenangkan, Banyak pilihan produknya dengan harga yang sangat terjangkau untuk semua kalangan.



SECTION 1

PROBLEM

Inconsistent Brand Identity

GM Bear faces inconsistency in branding and requires a comprehensive branding strategy to establish a strong and cohesive brand identity. They use different logo in social media and packaging, similar but quite different typography and their logomarks.



Anzola



SECTION 1

BRAND PROFILE

Angola

Angola is a dynamic online marketplace offering a diverse array of home and pet-related products. With a commitment to delivering quality items at competitive prices, Angola caters to the needs of modern households seeking convenience and affordability. From kitchen essentials to smart home gadgets, Angola's comprehensive range ensures customers can find everything they need to enhance their living spaces. With a user-friendly platform and a dedication to customer satisfaction, Angola is redefining the online shopping experience, making it easier and more accessible for individuals to furnish their homes with top-notch products.

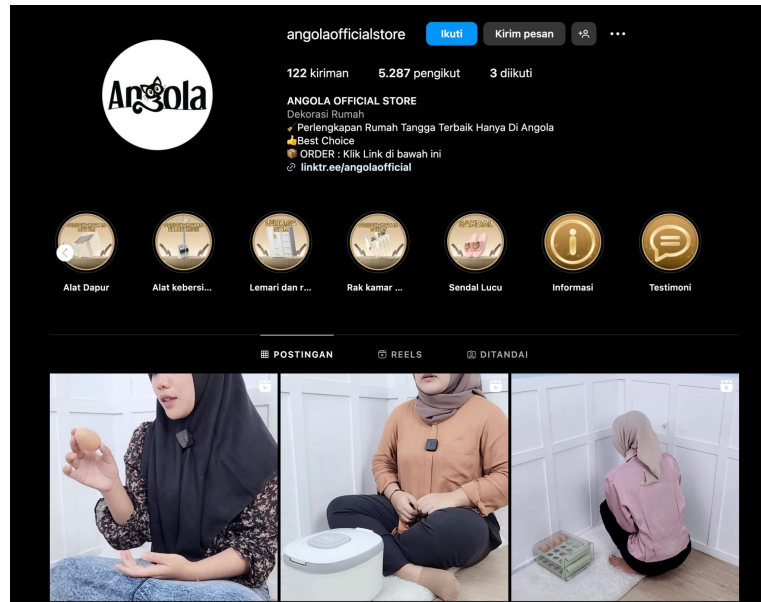


SECTION 1

BRAND PROFILE

Perlengkapan Rumah Tangga Terbaik Hanya Di Angola

Harga paling best dengan kualitas yang juga best!



SECTION 1

PROBLEM

New Identity Needed

Angola previously operated as a pet-related online store, offering a variety of pet products. However, it has now transitioned into a more general online store specializing in home appliances and related items, all offered at competitive prices and with high quality. Due to this shift in focus, Angola requires a new logo to accurately reflect its updated identity and avoid any misconceptions about the products it offers.

