

Section 1: Concept

Trend&Market



Less-saturated color

Type heavy, conservative typefaces

Geometric grid

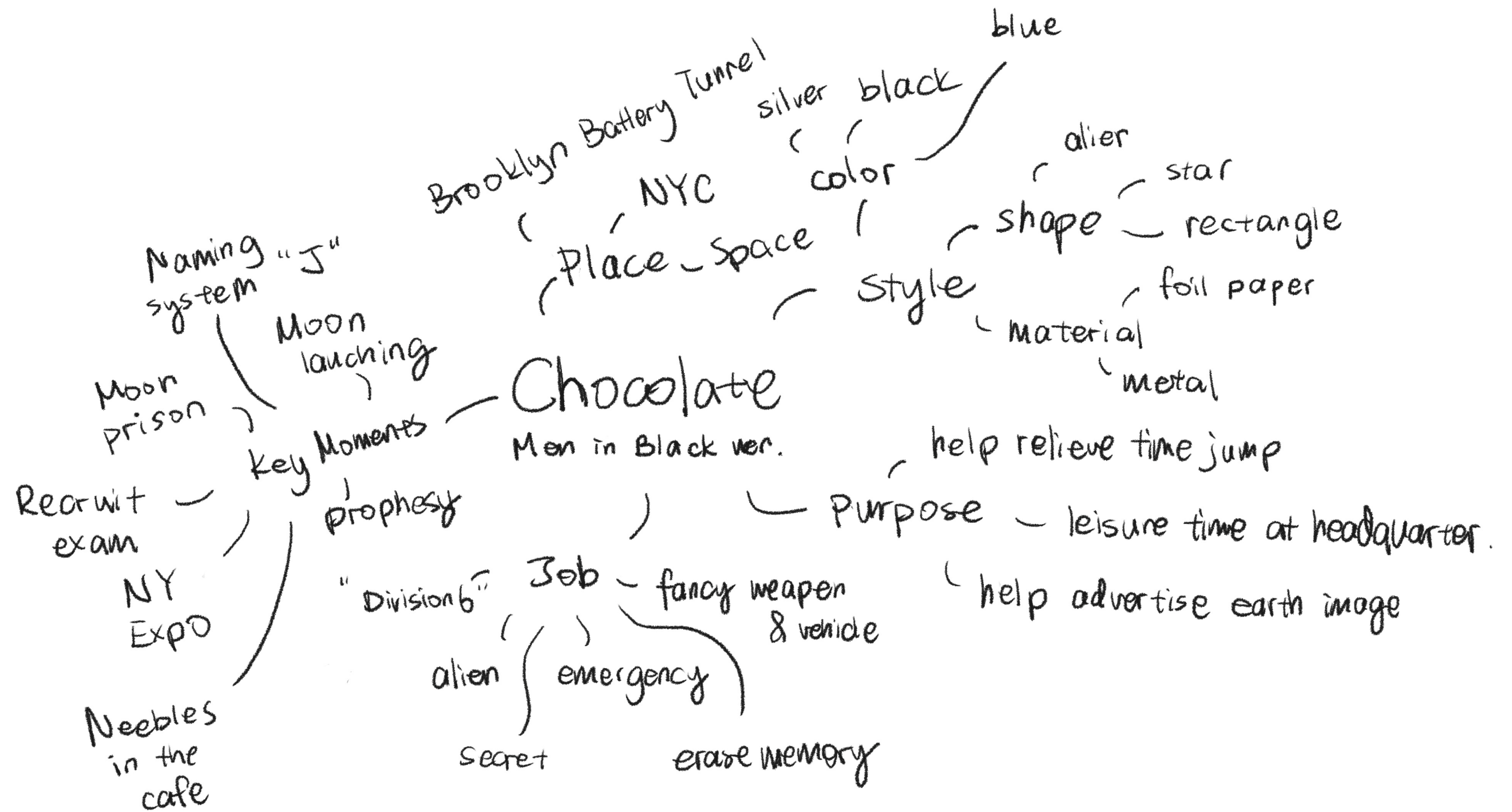


Saturated color

Display&bold Fonts

Actual chocolate image

Mind-Mapping

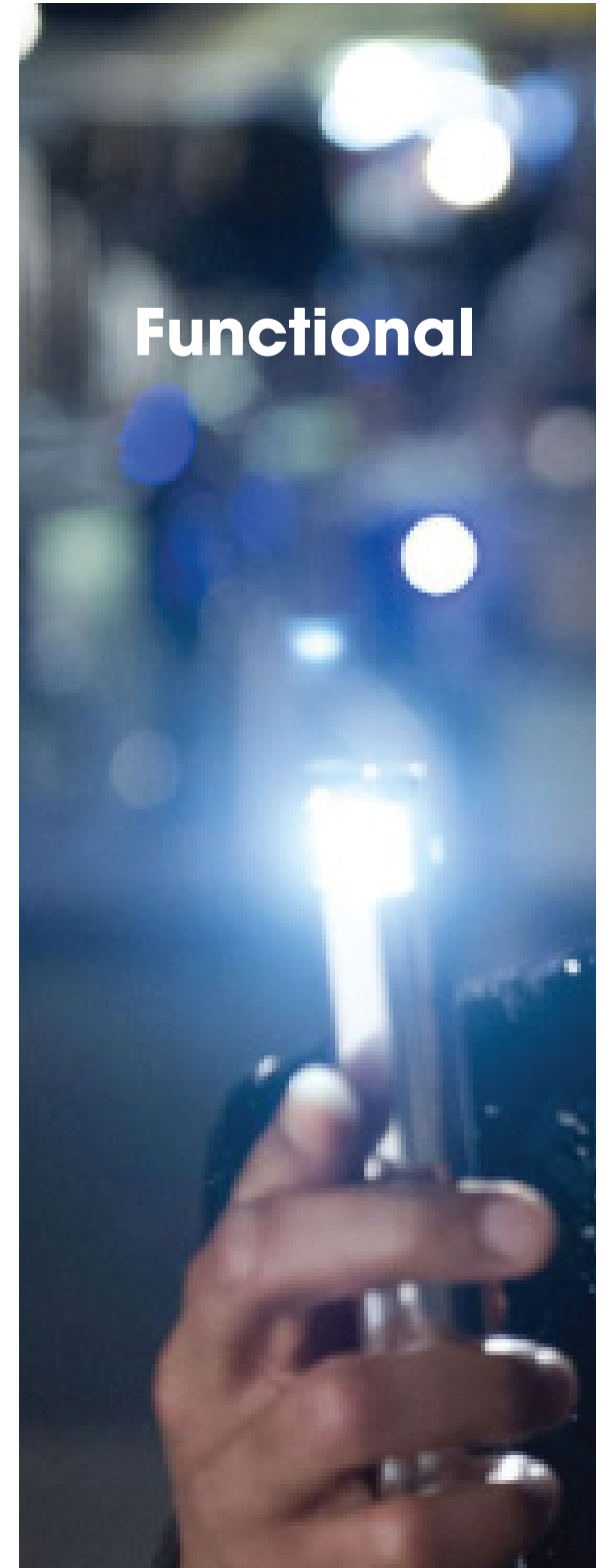
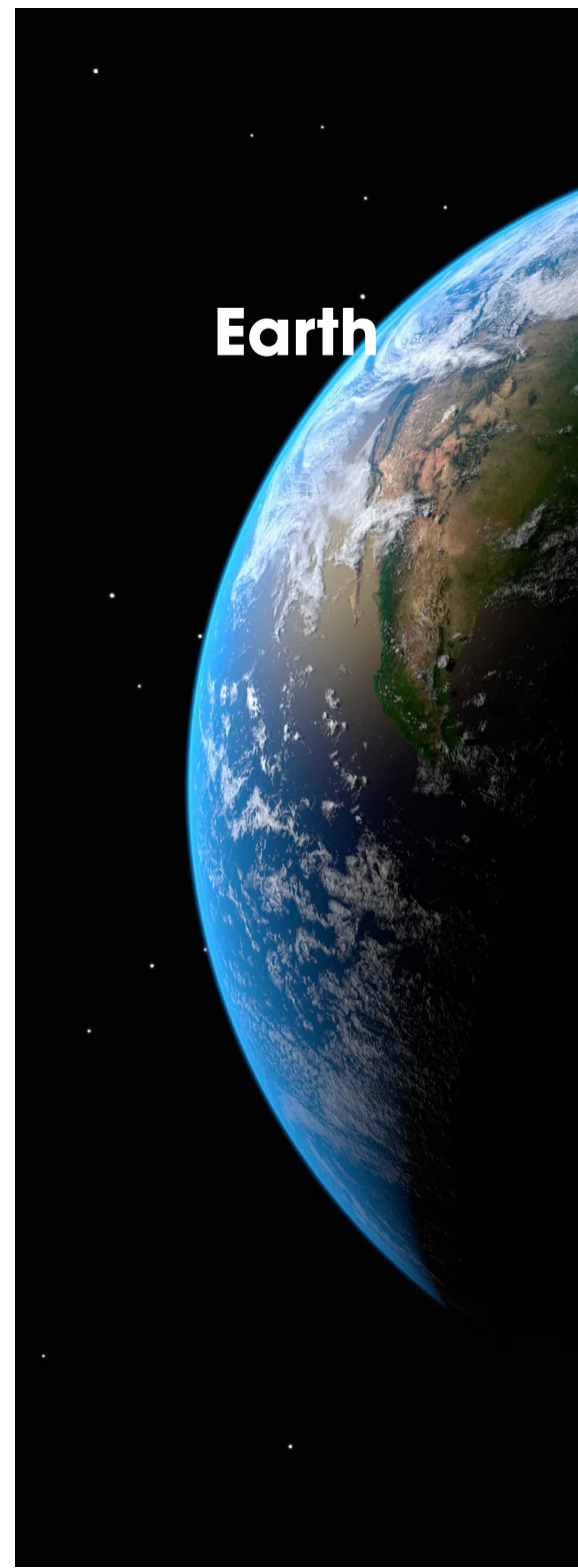


Conceptual Write-up



A chocolate bar that is targeted to be consumed in the MiB world. It can be for MiB agents, civilians, and the alien, with different functions.

Keywords



Section2: Target Audience

Agent J

Age: ~35

Income: ~ \$90,000/yr

Education: Bachelor degree in Psychology

Geo: New York city



Agent J lives alone in a high-end apartment arranged by Division6, and devote his entire time in to work.

J has a strong sense of humor, however, pays enourmous amount of effort into achieving success in every mission.

Section3: Competition

Environment Audit



Division 6 Headquarter



Competitor Audit



Wonka Bar in
Charlie and Chocolate Factory



Chocolate Frog in
Harry Potter

Brand Purpose



Image

When gifting to aliens, it can be used to advertise planet earth's flavor



Function

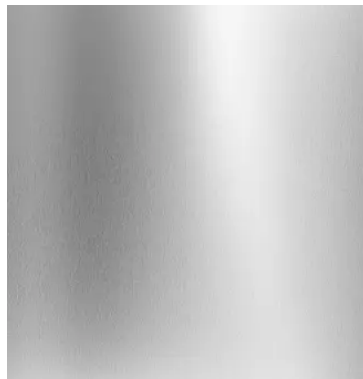
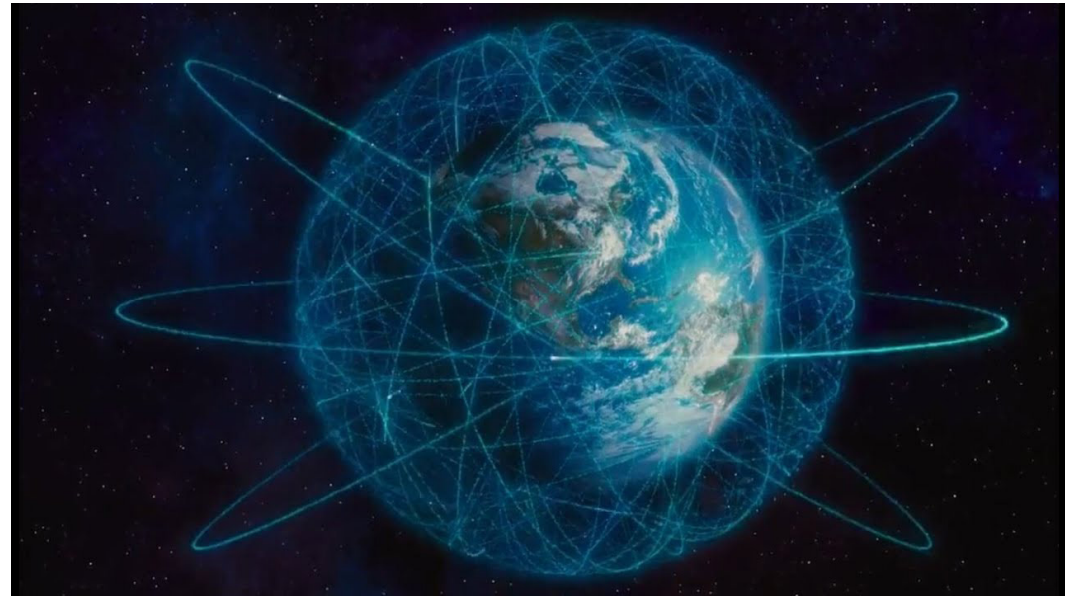
Erase memory
Help release time jump pain

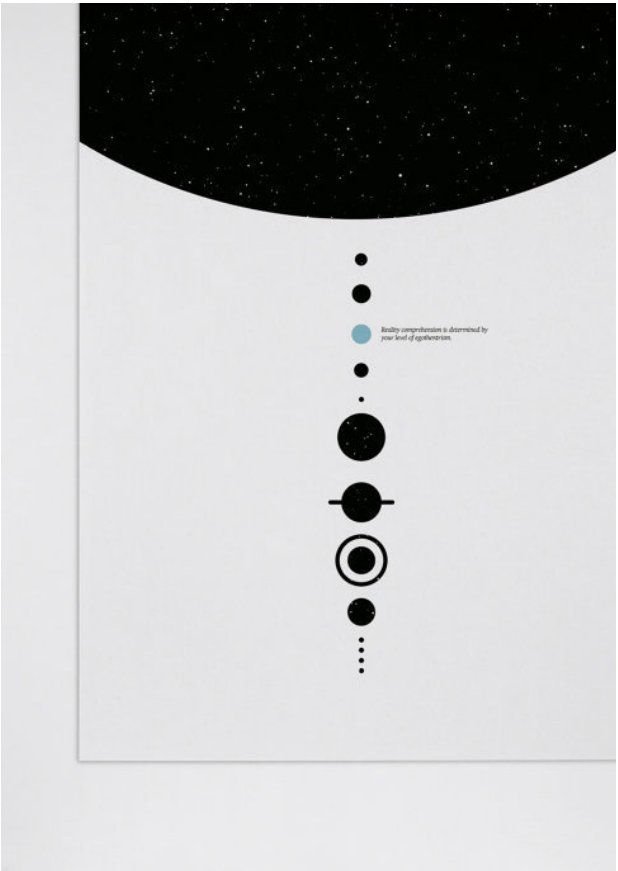


Entertainment

Headquarter can use this as a snack in the cafe

Section4: Moodboards





Section5: Logo&Type

Fantasy

Earth

Division 6

Division x

Spurs

Agent Choco

Anonymity

Astro

Moon

Thunder

Silver Star

Stars

Blue Star

Globe

Strobe

Orion

Galaxy

Laxie (Laxy)

Cultural

Aero

Jord

Yord(Nordic Myth)

Stjarna

Babylon

Meso

Potamia

Tamia

Sjarna

Coordinates Variable

Syarna

Syarna

Syarna

Slajrna

Slajrna

Slajrna

Slajrna

Slajrna 

slajrna

slajrna
~45% Cocoa

Milk Chocolate
NET WT 1.50Z(40g)

Coordinates Variable

slajrna
~45% Cocoa

Milk Chocolate
NET WT 1.50Z(40g)



Prestige Elite Std

slajrna
~45% Cocoa

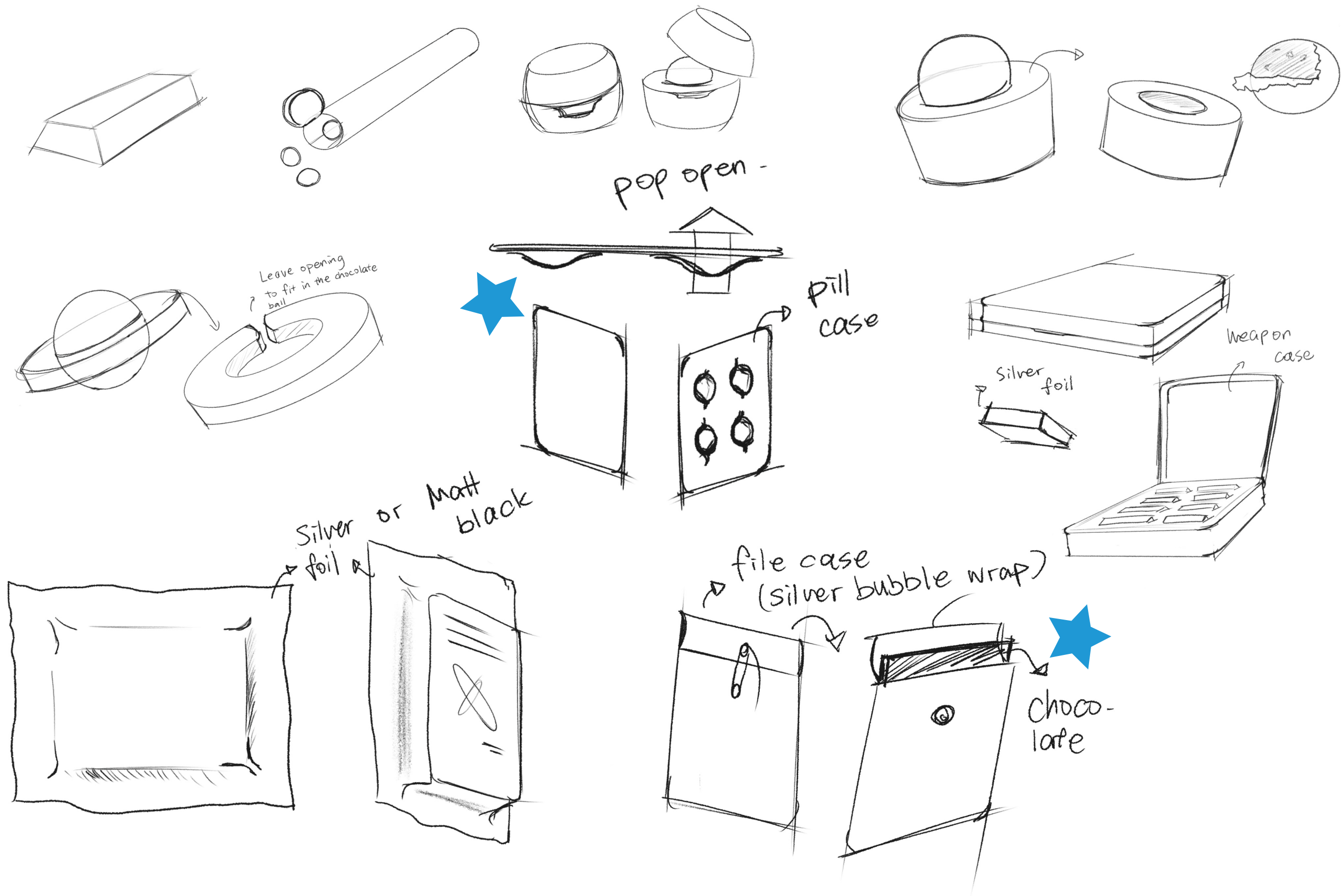
Milk Chocolate
NET WT 1.50Z(40g)

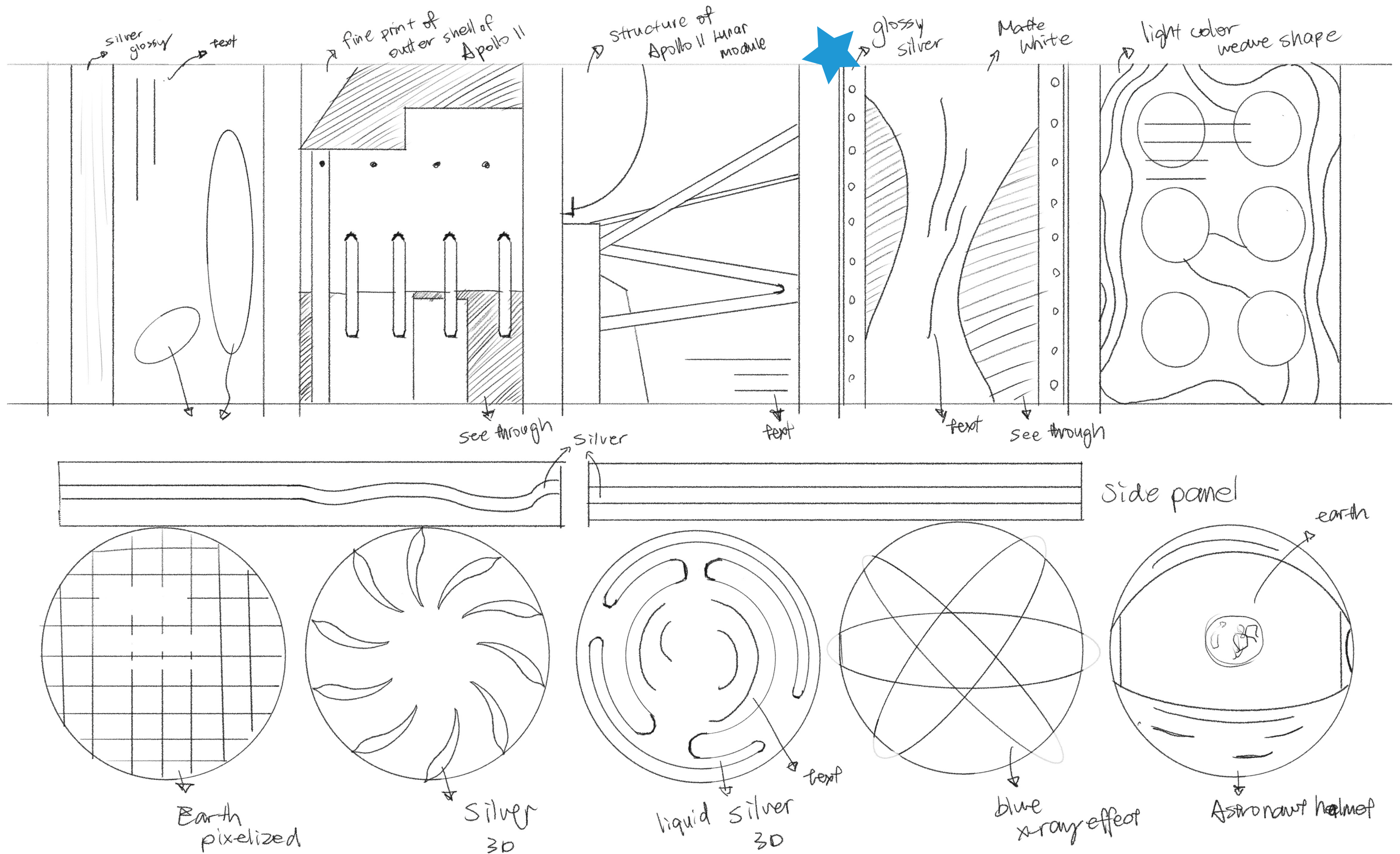
Anonymous Pro

slajrna
~45% Cocoa

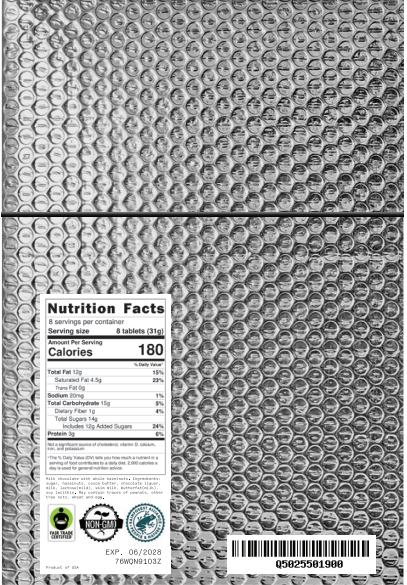
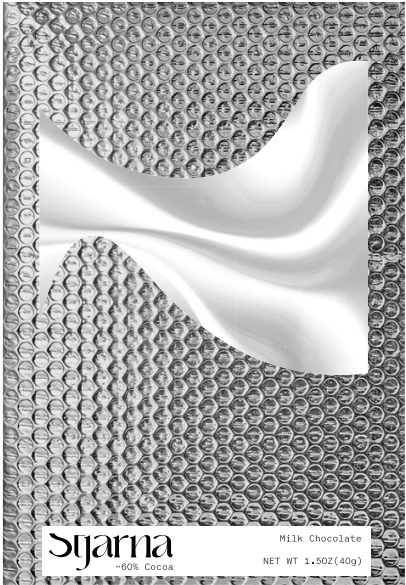
Milk Chocolate
NET WT 1.50Z(40g)

Section6: PDP&Full Panel

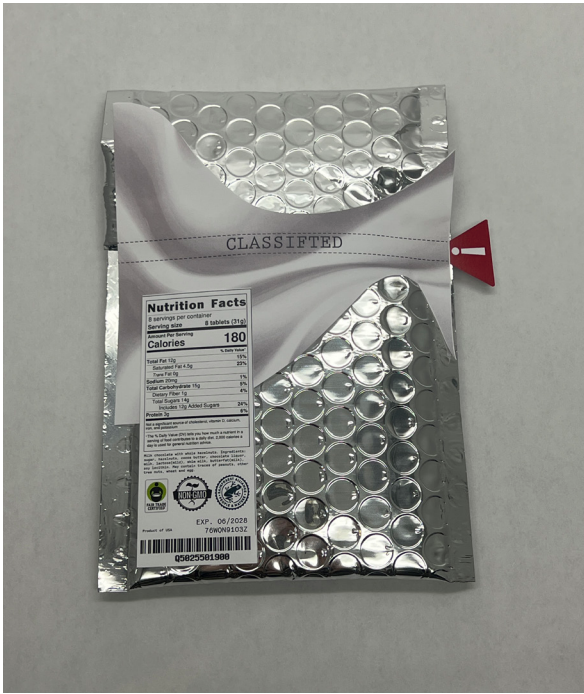




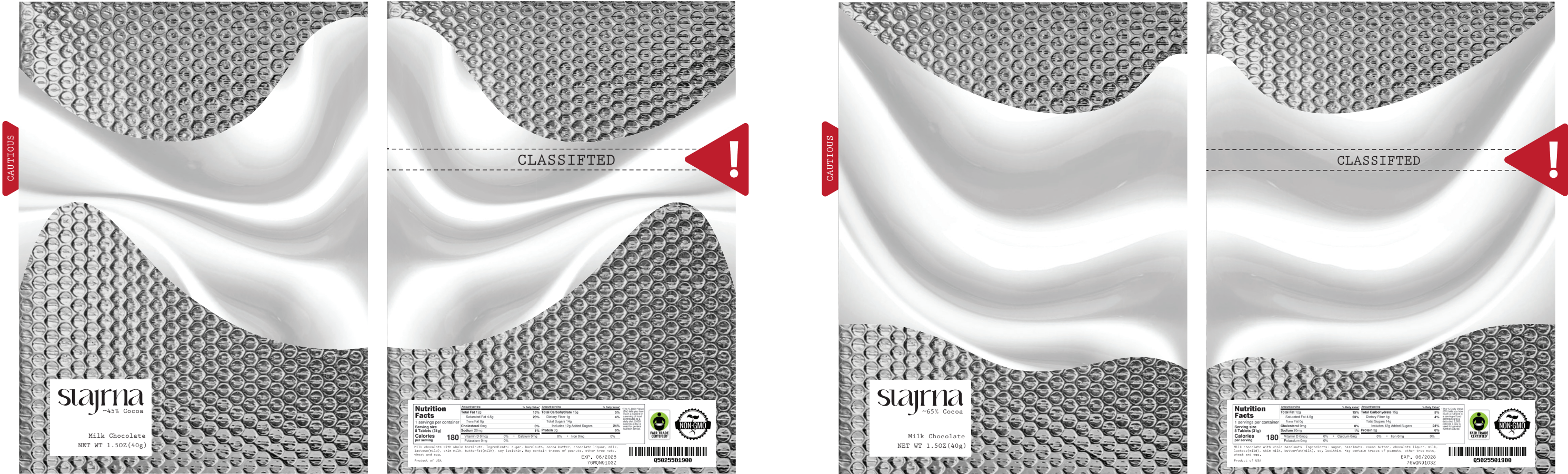
1st round



2nd round



3rd round



slajrna



