

PRODUCT DEVELOPMENT & BRANDING STRATEGY OF STUDIO KLUIF'S UNCLE ORANGE BRAND

Jessica Tania

Program Studio Desain Komunikasi Visual, Fakultas Seni dan Desain Universitas Kristen Petra,
Jl. Siwalankerto 142-144, Surabaya
Email: jessicataaniaaswan@gmail.com

Abstrak

Perancangan Pengembangan Produk & Strategi Branding dari Brand Uncle Orange

Perancangan ini dilakukan untuk membuat desain produk final dari brand Uncle Orange dan untuk membuat strategi branding yang kreatif, efektif dan realistis bagi brand tersebut. Uncle Orange adalah sebuah brand yang memiliki fokus tidak hanya untuk menjual produk melainkan membantu meminimalkan kesenjangan social antara orang muda dan lansia. Branding dilakukan untuk meyampaikan *brand message* dan meningkatkan *awareness* dari brand ini, yang berujung pada tidak hanya peningkatan profit tetapi menurunnya jumlah lansia yang merasa kesepian.

Kata kunci:

Brand, Branding, Branding Strategy, Uncle Orange, Design Product, Brand Perception Testing, Brand Satisfaction.

Abstract

Product Development & Branding Strategy of Studio Kluif's Uncle Orange Brand

This design is made to create the final product development and branding strategy of the Uncle Orange brand that is creative, effective and realistic for the brand itself. Uncle Orange is a brand that have the main focus not only to sell products but to help minimize the social gap between the young and elderly people. Branding is done to help deliver the brand message and raise awareness of the brand, that will lead to not only profit for the company but the decreased number of lonely elderly.

Keywords:

Brand, Branding, Branding Strategy, Uncle Orange, Design Product, Brand Perception Testing, Brand Satisfaction.

Pendahuluan

Uncle Orange was founded in 2018 in 's-Hertogenbosch, by Paul Roeters, one of the co-founders of Studio Kluif, a graphic design which

located in 's-Hertogenbosch. The idea of the Uncle Orange brand already existed since 2008, but it was executed in 2018. For ten years the idea was matured and deepened. While creating this brand, Paul was inspired by a documentary about how seniors live in Europe, how the system took care of them instead of their families. It is different than how the elderly lived in Asia, where the elderly were

taken care of by their children or family members. Moreover, because of that, Paul wants Uncle Orange to be able to meet the old with the new, to make the young people more aware of and care about the old people and to make them understand that there are things that they could learn from them.



Figure 2. Logo of Uncle Orange (taken from Uncle Orange's archives)

Uncle Orange (Figure 2) has the vision to make beautiful products where there is a meeting of old and new is achieved and to sell the product that helps make a little change in the society. Uncle Orange has already an idea what their product will be (Figure 3), that is new designer cups with a classic cup print, yet they have not finalized the cup design, and the brand itself has not officially launched yet.



Figure 3. The idea of Uncle Orange's main product (taken from Uncle Orange's archives)

Rumusan Masalah

Designing the finalized product design and branding strategy for Uncle Orange that is profitable for the company and also raise awareness of the brand.

Metode Perancangan

A combination of desk research, field research, semi-structured interview with experts and survey from the Uncle Orange's target audience.

1. Desk Research
the author investigates and analyzes academic sources regarding the topics of design approach for a planned social change, the millennial factor, designing for seniors, trends, emotional and perception.
2. Field research is done to see how the competitors deliver their brand message, and how they communicate with their target audiences and to observe the natural behavior of the target audience.
3. Semi-Structured Interview with Experts
Open semi-structured interview with experts is conducted to gain more profound understanding of the topics, gain feedback and knowledge and seeing the world through the expert's perspective and also to see the unseen opportunity to improve the

Tujuan Perancangan

The expected result is to gain profit for the company and to minimize the numbers of the lonely elderly and young people.

brand, the experts that will be interviewed are branding are marketing experts, social media experts, and graphic design experts. More than one experts are interviewed for the sake of comparing the information to gain more accurate information. The questions are based on observing and studying the existing interviews with Experts, and analyzing the problem of Uncle Orange.

4. User Survey
A survey/questionnaire consists of a set of questions designed to collect information on some subject or subjects from one or more respondents (Business Jargons, 2017). The survey is limited to the perception of people within the age range of 21 until 35 because they are the target audience of Uncle Orange. This study is restricted to the Netherlands area. A dry run was conducted before the actual questionnaire was given to a few sample participants.

Hasil

Understanding the Cause and Effect of Loneliness on The Young and Elderly

In a recent study ("Causes of loneliness in older people," 2017), There are seven causes of loneliness on the elderly, which are; retirement, bereavement, lack of friends and companions, poor physical health, location, lack of transport, financial difficulties. Meanwhile, according to Singh and Misra (2009), the causes of loneliness on the young people are genetic, personality, life experience factors and excessive social media usage. There is a

significant correlation between loneliness and depression. Cacioppo and Patrick (2008) claimed that the loneliness could lead to health-related severe consequences.

Understanding the Best Design Approach for Uncle Orange

The older consumer often felt disenfranchised by marketers. Mature shoppers reported finding product packaging hard to open and labels, prices and usage directions challenging to read. More than fifty percent of study participants above the age of 60 have difficulty reading the labels correctly. When designing for the elderly it is vital to acknowledge the type of font, the font size, and the layout when making labels, prices and directions, because too small or unclearness can be frustrating and confusing. Millennials are the driving force of a changing product mix. it is essential to follow the latest trend, connect with them through hobby or passion. It is essential to build a personal connection.

From that, the author creates a new concept, which is **Colorful Generations**. Uncle Orange will invite people to feel happy, and interested in connecting with the seniors.

Colors

From the literature study and the new concept, Uncle Orange came up with the choice of colors, which is influenced by the color trend of 2018, that is pastels. Older people can be drawn to soft pastels too.

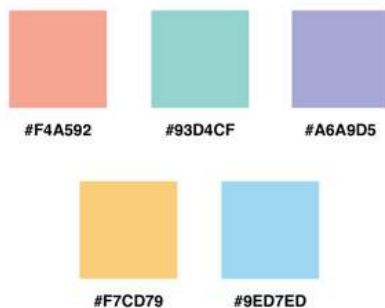


Figure 4. The color choice for Uncle Orange (taken from Author)

FONT

Choosing a senior-friendly typeface is essential. It is important to use simple, easy-to-read typefaces and avoid decorative typefaces.

Helvetica

Helvetica is chosen to be the primary font in Uncle Orange because it is a neutral font. Helvetica is a sans-serif font, and highly readable.

Easy Going

Easy Going is a relaxed font, handwritten like. It is neutral, Suitable for modern or classic designs.

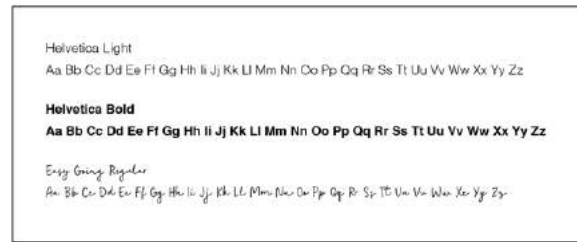


Figure 5. The font choice for uncle Orange (taken from Author)

Products

Cups

Uncle Orange has the idea of its primary product which is modern cups with a classic cup print on it. By making more variations of cups, the target audience has more options to pick from and it suitable for the high demand for personalized cups.



Figure 9. The final Cup Design Made by The Author (taken from Author)

Packaging

The packaging will have stories about the seniors, and how they like to drink their coffee. The design is modern with a classic touch with sans-serif font so it will be readable.



Figure 10. The final packaging design (taken from Author)



Figure 12. The final writing set design (taken from Author)

Merchandise

Chocolates

For merchandise, the author has decided that making two kinds of merchandise; chocolates and writing set because those products could increase the likelihood of interaction and connection between people.



Figure 11. The Final Chocolate Bar Design (taken from Author)

Writing Set

The writing set, it will make people remember to connect with their loved ones, especially their grandparents who did not know how to use social for communication as fluently as the younger people.

Website

The primary purpose of the website is to provide information regarding Uncle Orange like what is Uncle Orange about, its collections and the story behind every cup and also people could buy the cups within the website. Below is the example of the home page of the finalized website design



Figure 13. The Final Website Design (taken from Author)

Social Media

For this project, the author has proposed on making social media account for Uncle Orange, for Facebook, and Instagram, because those are the most used social media among the people nowadays.

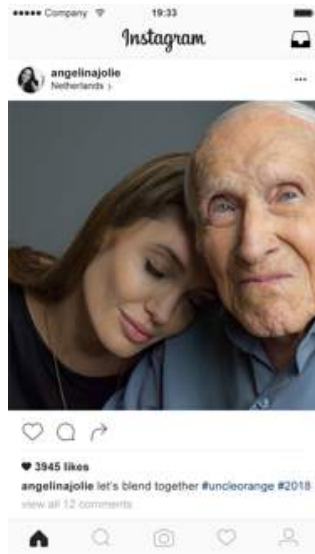


Figure 14. The Final Social Media Design using Instagram (taken from Author)

Point of Sale Material

Since Uncle Orange will be sold internationally in stores, not only online, it is essential to have a point of sale material. The POS needs to be efficient and straightforward that supports the brand and product while still delivering the right message about Uncle Orange. The POS will be one of the offline approach Uncle Orange will take when delivering its brand message.



Figure 15. The Final POS design (taken from Author)

The Best Approach to Reach the Consumer and Deliver the Brand Message Effectively on Uncle Orange

The best approach to reach the consumer and deliver the brand message effectively on Uncle Orange is through social media, website, merchandise, packaging, and POS.

Also based on the informal interview with communication expert, Joep Steenberg. He stated that for Uncle Orange it is better to raise awareness instead of selling the product at a very high price. Rather than 20 euros per cup, 10 euros is best. It is not cheap but affordable, especially for the target audience.

The Effective Social Campaign to Alleviate the Social Problem of Isolation and Loneliness Amongst the Elderly for Uncle Orange

Based on the literature study. The Author has come up with ideas for the social campaigns:

Idea 1: Small Actions that Make an Impact Let's Blend Together

For the social campaign, Uncle Orange will work together with the National Elderly Funds so with every purchase of the cups, the consumer could choose to donate or volunteer to be connected to an older adult under the guidance and surveillance the foundation.

Idea 2: A Cup of Heart to Heart

This campaign will be put on Uncle Orange's social media. A young person will sit face to face with an elderly, having their favorite drinks using the Uncle Orange cup, then they will interview each other, asking about life as a young person, and the vice versa. There will be various sessions with variations of old and young person.

Idea 3: Social Media Campaign

This idea is to invite the young to post on their social media pictures or videos with the elderly; it could be silly pictures or funny videos. While also using the Uncle Orange's hashtags. In the social media, a video will be included that tells the story of Uncle Orange.

Idea 4: Young vs. Old

This idea is showing what the young could benefit from the elderly. This campaign will be in the form of a video campaign. In the video, a few young people are asked to show how an elderly perform specific tasks. So afterward, older adults will come and do the task way better than the young. So, it is shown that the elderly are not as dull or as fragile as they think they are.

Pembahasan

Several methods are used by the author to provide the best results for the Uncle Orange brand. Desk research, field research, survey, and a semi-structured interview. A dry run was conducted online to see if the respondents were confused when they fill up the form and to gain insight regarding the questions. The first survey was an online survey with 20 respondents, and the last survey was conducted online and offline. The offline was conducted with 13 respondents while the online was with 60 respondents. The offline survey takes more time to conduct, that is why the author is unable to have collected a lot of respondents' due to the limited time. The online is much more efficient, the data gained can immediately be calculated. However, on the offline survey, the author could gain more detailed insight. Based on the research, the author has come up with an interpretation that shows a positive result, but building a brand and coming up with the best strategies will always be an ongoing process since the trends and people are evolving that is why Uncle Orange will always have room for improvements.

Kesimpulan

Uncle Orange has contributed by having a social background of their products and by using designs and social campaigns of Uncle Orange. The social campaigns are designed in such a way so it will not only sell products but also raise awareness of the loneliness problem, engaging connection and telling the young people what they could benefit by getting to know and building connections with the elderly. Not only through the designs but also through the campaigns, social media and displays.

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