

Work Progress Diary



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Broachers
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Bus stop AD
LCD outdoor
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Banner
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Pop up Cart

BRAINSTROMING

Coming up with the idea was not an easy task as there were various interesting ideas amongst the group. We had a total of five idea, each presented by the members. The group members all agreed on working towards an accessories brand, which include eyewear, bags, shoes and perfumes. The first one was an eyewear brand with the parent brand, Pedigree. The idea was interesting because the Pedigree is a dog food brand. All the members were really intruded by this idea. The second idea was of parent brand, Toblerone to launch shoes that focused on their three chocolate flavors which were to be the base colour of the shoes. One of the member's, suggested that we can make the shoes in a triangle form representing the shape of the chocolate. From there, one member had a critic of the limiting colours to which, it was suggested to use the idea of the Butlers Chocolate Café's chocolate as they had a variety in chocolates and colour. From there the idea to launch a perfume bottle by Hershey, we wanted to focus on the shape of the bottle which was to represent the shape of the Kisses by Hershey's. Lastly, we discussed to lunch an advanced technical bag for the brand, Apple. We shortlisted two idea, Pedigree and Apple to which all the members agreed to work on the brand Pedigree as it seemed more interesting to work with creating new and funky eyewear.



FINALIZATION OF THE BRAND

The idea which was agreed by all members were to launch an eyewear brand for the parent brand, Pedigree. We decided to create eyewear as we could produce variations in the colour of the glasses by using the colours of the skin tone of the dogs. We further wanted to focus on achieving the brand's philosophy of giving dogs for donations. We agreed to donate, (when a purchase of a pair of glasses were made), to the foundation that supported and trained dogs for the disabled or blind individuals. Furthermore, we wanted to create awareness of the parent brand for the consumers, who did not have pets. By this, we had a wider target audience as consumers were aware of the eyewear brand we were expected to launch.



INFORMATION OF THE PARENT BRAND:

Pedigree believes that the lovable innocence found in every dog helps us reconnect with our true selves and teaches us valuable life lessons. Simply put, dogs make us better people. And that has a profound impact on the world in which we live. That's why it's so important to us to ensure we feed the good in every dog. Provides dry and wet dog food and treats encourage, support, fortify and fuel a dog's power to be their healthiest and happiest selves at every stage of life – puppy, adult and senior. PEDIGREE® believes all dogs make the world a better place – and all dogs deserve a loving forever home. The PEDIGREE Foundation supports shelter and rescue organizations across the country that work tirelessly to match shelter dogs with loving owners. If you'd like to help Pedigree help shelter dogs, visit www.pedigreefoundation.org. To help even more shelter dogs, PEDIGREE recently launched the You Buy We Give program. Every time you purchase PEDIGREE food, we donate healthy meals to shelter dogs in need.



NAME OF THE BRAND:

Deciding the name of the brand demanded a lot of brainstorming. We wanted a name that meant something, and it stayed on the mind of the customer as soon as he/she heard it. Our group members came up with three names:

1. Kawaii, which means cute in Korean language.
2. Protégé, it was a spell in the movie Harry Potter which was used to create a shield.
3. Aygrasi, which means eyewear.

It was very hard to choose from these names. At first, we decided to shortlist the names to two. So, the name Kawaii was discarded. Then the names Protégé and Aygrasi were left. We took help from our friends and family and asked them which name they liked more. And which name grasped to their minds. All the votes for each name were counted afterwards. And the name Aygrasi had most of the votes. So, the name Aygrasi was finalized. Also, Aygrasi was the name which went with our brand philosophy.

There were several suggestions made for the brand, we came up with "Protego", "Kawaii" and "Aygrasi". We agreed to the name "Aygrasi" as it seemed catchier and more interesting compared to the other names. The word Aygrasi means eye wear in sanran language. The letter 'Ay', sounded like 'Eye', which seemed appropriate. All the members agreed to this as they liked the sound of the name when spoken.



TARGET AUDIENCE:

As we were launching an eyewear for the Pedigree, their main consumers are individuals who own pets, however, we decided to reach a wider range of consumers. As an accessories brand, we will have a large target audience than the parent brand as we main to reach consumers who have pets and who do not have pets as well, even consumers who do not like animals. We intend to create awareness for our brand, which to help train dogs. Moreover, the target audience for Aygrasi becomes, Middle class and upper middle-class customers. Our brand is luxury brand that offer their accessories to these two classes. The main concept is to attract consumers into buying luxury eyewear as well as to donate to the training of dogs that help the disabled and helpless individuals. The eyewear is targeted to both gender in the middle and upper middle-class as they can easily afford the glasses. In this way, consumers can have funky and luxury and fashion forward glasses to wear as well as give donations.

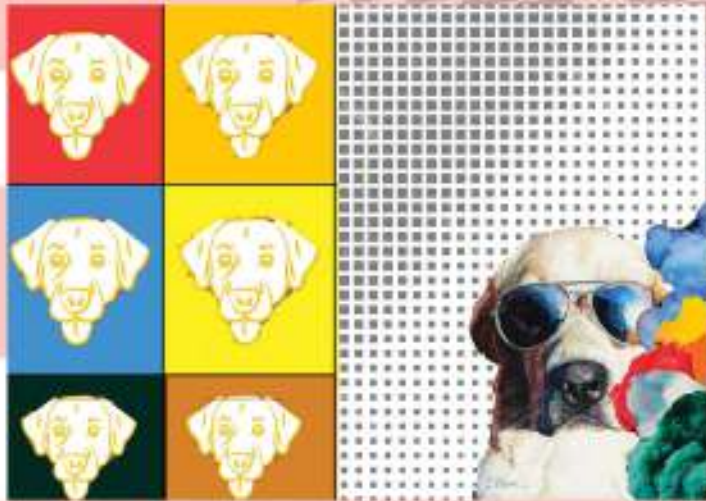


COLOUR PALATE:

We have decided to use the colours, mustard, yellow, blue, green and red. WE have used the colour, mustard, as it was the main colour used by Pedigree and we wanted Aygrasi to have the same essence of its parent brand. Furthermore, we have decided to use the colours, yellow, red, green and blue to give the idea of a funky yet classy glasses as these are the primary colours which provides basic solid shade. Moreover, as the colours are very bold and vibrant, they will intend to attract consumers at a larger scale as the colours can be easily spotted from far.



COLOUR PALATE:



Noorunnisa Wasim



Ayesha Nazim



Ayesha Khalid



Arooba Rai



Momina Nadeem



GRAPHIC PROFILE:

For the graphic profile, we firstly, established our theme, which we have decided to keep a mixture of Pop art and Retro art. By this, we can easily highlight the content and the background to make our brand look different from competitors. It will help the brand to stand out, with the mixture of the Pop art styles and colour palate. The graphic profile highlights the main theme and its colours for our consumers and brand. It highlights the theme and the main colour scheme, we have chosen. It further explains, the concept of the brand, which is to make things funky and trendy but also at a minimum. The graphic profile was made by one member and selected.



CONSUMER LIFESTYLE BOARD:

All the five members made the consumer lifestyle board, which highlighted their main habits, hobbies and daily life. As we are aiming towards middle and upper middle-class consumers, we will have consumers, who are fashion forward, active on social media, are either university students or working individuals or either socialites. Critic were made that some members did not have dogs on their consumer lifestyle board, However, one board was selected, which has a little missing essence like shopping element or food element to it, which were later added.



CONSUMER LIFESTYLE BOARD:



Ayesha Khalid



Ayehsa Nazim



Momina Nadeem



Noorunnisa Wasim



Arooba Rai

LOGO AND FONT:

For the Logo: Each member created various logos to have variety. All the logos either had glasses on them or either images or figures of dogs. Critics were made that the logo had shown the idea of dogs, not glasses. One of the logos had interesting yet confusing image, which had a 'Y' that was linked to the glasses that were showing the 'G' in Aygrasi. Whereas, the other logo had a beautiful font, thus combining both logos to create one.

For the Font: each member created various font styles, which either followed the font of the logo or the theme, Pop Art.



LOGO AND FONT:



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TEXT FONTS

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VISITING CARDS AND PRICE TAGS:

Each member created various visiting cards. Each member created at least 5-6 cards. There were variations in colours, shapes, styles etc. There were multiple visiting cards, that either highlighted, the glasses, dogs, dog wearing the glasses etc. the card which was selected had a glass on top and yellow colored card underneath. For the price tag, it was a glass shaped price tag with a dog bone on the side, which had the logo of the brand. On the glasses, the barcode and price tag will be written.



VISITING CARDS AND PRICE TAGS:

Arooba Rai

Noorunnisa Wasim

Momina Nadeem

Ayesha Nazim

Ayesha Khalid

PRODUCT DESIGN:

Multiple product designs were made by individuals, they were very interesting to work with. It was fun to create different pair of glasses. We wanted to give the idea of how our glasses created the unique selling point. We wanted to create glasses that were unusual shape but were also trendy in fashion.



PRODUCT DESIGN:



COOL-SCENE-NOBANE

BOE-COCORDE



DESIGN-CON-1E

PRO-RO-1



VIDEO AND PHOTOSHOOT:

For the shoot, we had selected two different locations. For the glasses, we decided to visit SweetTooth in MM Alam road, as it gave the concept of theme of our brand. For the video shoot, we decided to visit a park near the Sweettooth. For the shoot, we had two ideas, the first one to create a fun and exciting photo and video shoot, where we showed off our glasses. The second idea was to explain the purpose of our brand, which to help to train dogs for the helpless individuals. This idea was incorporated, with the opening of our website, where it is shown that when an individual's shops from our website, they are notified of the donations they are making, which is later explained in detail. The second half of the video shows of how a young man is shown to train a dog, to help its new owner, who is a blind man to help him in his daily difficult tasks. It took us 6 hours to make the video and photo shoot. It was an interesting experience as we worked with various individuals such as the models, photographer, videographer, the dog and its owner.

It was difficult to handle the dog as it was very hot that day, so, the dog did not want to walk as much as we anticipated it to be. Our original idea was different, as we wanted the blind man, to cross the road with the dog as well as play with him however, it was hard to handle the dog due to his size and weather that day. The blind man and some of the members feared the dog at first. The dog did not move much without owner in sight.

The idea was later changed, as we showed, as we had to show the owner of the dog in the video as well, so, the dog would move and play with the blind man. The owner was shown as the trainer of the dog, who was training him to work towards his development for the blind man.



VIDEO AND PHOTOSHOOT:



PACKAGING:

The packaging is divided into two categories. The first is a large size box which is divided in three sections. The first one has the glasses inside it. The second and third sections has the glasses cleaner and cloth inside it, with the visiting card of Aygrasi.

The second category is custom packaging, where individuals, will be given the option of selecting the type of box wrapper they want. The size of the box will remain the same, only variations between the box packaging will be custom.



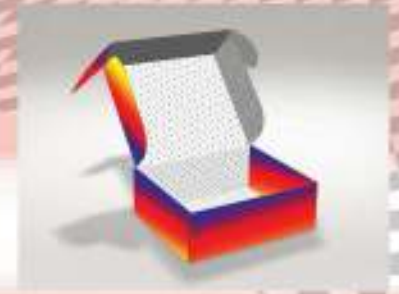
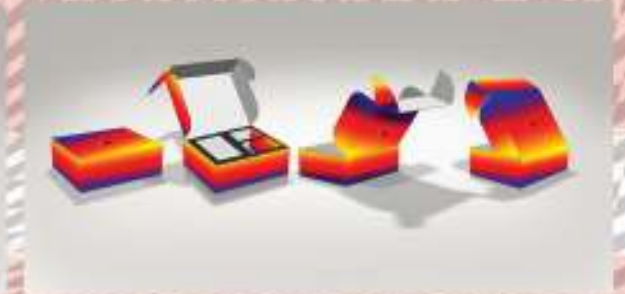
PACKAGING:



E O E - C O C O D O D O E



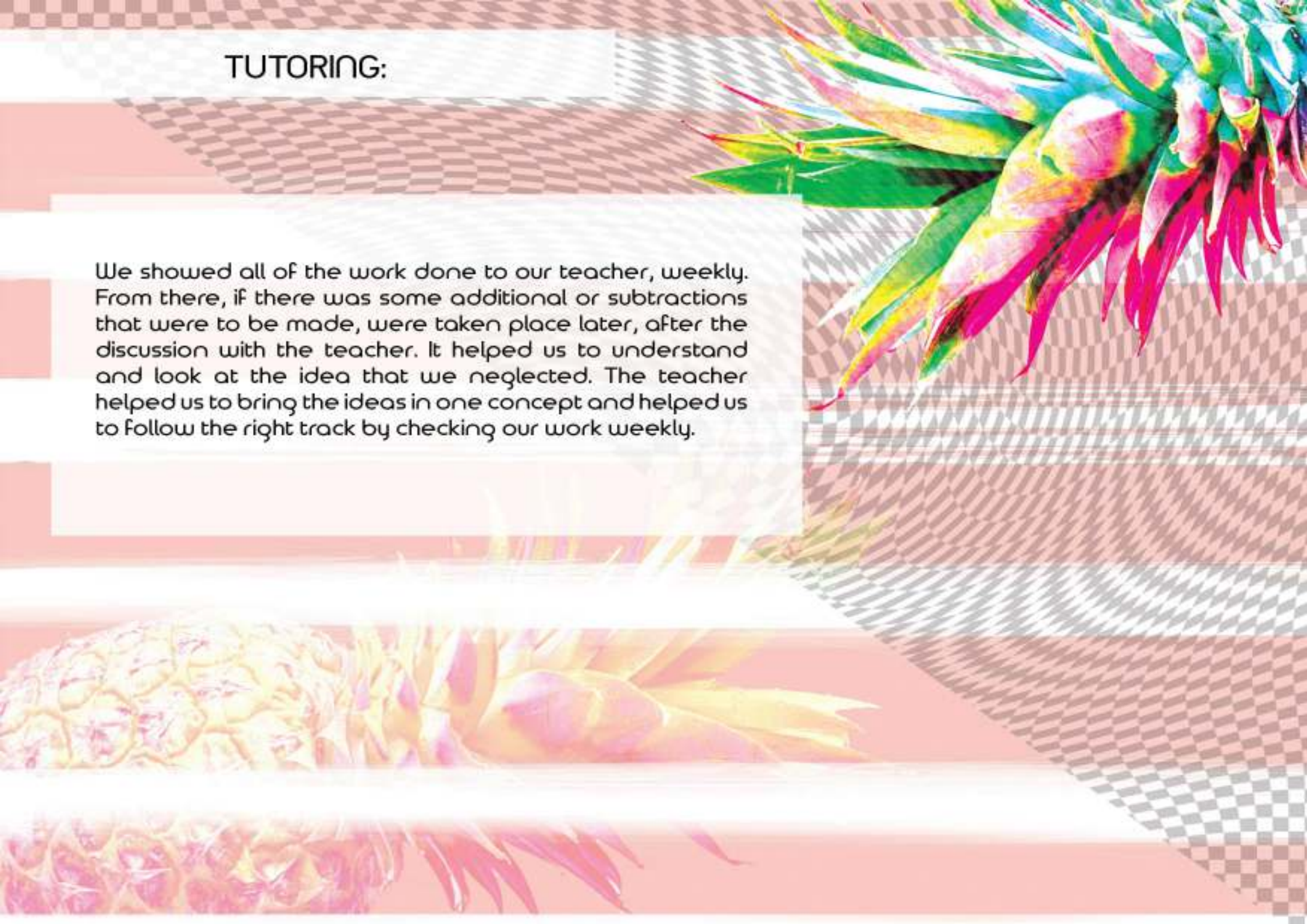
Ayeshah Nazim



Ayeshah Khalid

TUTORING:

We showed all of the work done to our teacher, weekly. From there, if there was some additional or subtractions that were to be made, were taken place later, after the discussion with the teacher. It helped us to understand and look at the idea that we neglected. The teacher helped us to bring the ideas in one concept and helped us to follow the right track by checking our work weekly.



REFLECTIVE STATMENT:

Working as a team with five different, creative and friendly individuals was an experience. It helped us to understand the importance of time management and efficiently produced work.

It further helped us to work with different people and communicate with them which helped to develop our social skills. Moreover, it helped to highlight the essence of working hard with other and to stay committed to one other. It was an experience working with different people and understand the process of work they work with. It was a memorable experience.



TIMELINE:

Week 1:

- Brainstorming idea.
- Finalized brand.
- Written content (Vision, Mission)

Week 2:

- Brand Identity boards.
- Consumer Board.
- Graphic Profile.
- Logo and fonts.
- Colour Board

Week 3:

- Visiting cards.
- Price tags.
- Directional and comparative boards.
- Packaging.
- Product design
- Pop up store.

Week 4:

- Video and photo shoot
- Mobile app developments
- Facebook and Instagram developments
- GIF developments.

Week 5:

- Bill boards
- Pop up store
- Store Layout
- Visual merchandising
- Standee
- Magazines covers
- Broachers
- Posters
- Bus stop posters.
- Video Editing process.
- Website development

COMPERITIVE BOARD:

The collage features several promotional elements for '9LINES' sunglasses:

- Top Left:** A woman in a blue outfit wearing sunglasses, with the text 'ZENOCLAMPIN' below her.
- Top Middle:** Two women wearing sunglasses, with a red 'Sale!' sign below them that says 'UP TO 90% OFF' and 'START SHOPPING ▶'.
- Top Right:** A woman wearing yellow sunglasses, with a price tag below her that says 'RS 2000-5000'.
- Right Side:** A collection of sunglasses in various colors (brown, red, orange) and a blue circular logo with a stylized 'M' and the text 'HYPERWAVE'.
- Bottom Left:** A 'SURPRISE SALE' sign with '-20%' and a photo of a man and woman in sunglasses.
- Bottom Middle:** A woman in a yellow top wearing sunglasses, with a sign below her that says 'Hello Fabulous! Eid Mubarak!'.
- Bottom Right:** A circular graphic with sunglasses and the text 'NEW LUXE SunFesta', and a price tag that says '9LINES RS: 3000'.
- Far Right:** A photo of a store display for '9LINES' sunglasses.

WEBSITE:

The screenshot shows a web browser displaying the website <https://AyeGrasi.eyewear.com/Product>. The browser's address bar and tabs are visible at the top. The website's header features a blue background with a sunburst pattern. On the left is a cartoon dog wearing a hat and sunglasses. In the center is the logo "AyeGrasi Eyewear" with a pair of sunglasses. On the right is a cartoon woman with blonde hair in a bun, wearing a blue dress. Below the header is a navigation menu with four items: "Home", "Sunglasses", "Contact Us", and "About Us". Below the navigation menu is a product filter section with "All Eyewear" selected, and options for "Sort by" (set to "Featured") and "Refine". The main content area displays a grid of eight different sunglasses products, each with its price listed below it:

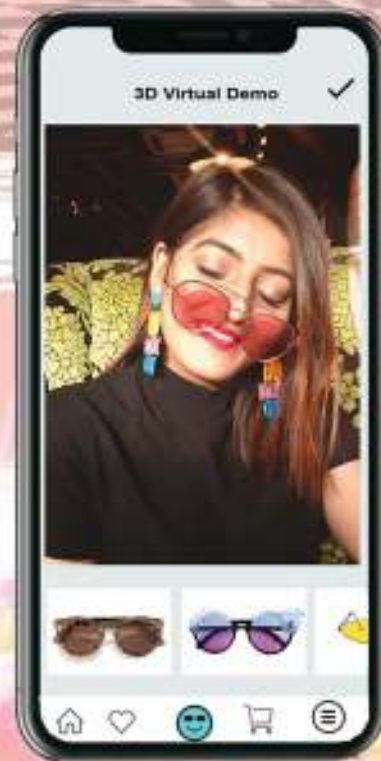
Rs 2500	Rs 3000	Rs 2750	Rs 3750
Rs 4590	Rs 3590	Rs 3990	Rs 4000

Ayesha Khalid

APP:



Momina Nadeem



Ayesha Khalid



STANDEE:



Noorunnisa Waseem

MAGAZINE COVER:

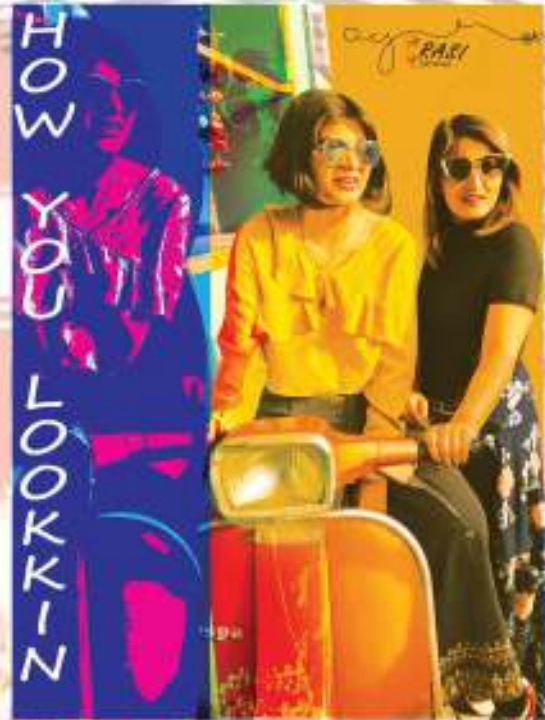


Noorunnisa Waseem

POSTERS:



Ayesha Nazim



Momina Nadeem

BROACHERS:



NEW ARRIVALS

Men

- 

kisses Rs 2500
- 

Rouge Rs 3000
- 

Tigeress Rs 2750

Free Shipping Order on Rs 5000

- 

Boss Rs 4590
- 

Pride Rs 3590
- 

Valentino Rs 3750

Women

PAYMENTS  

 EASY RETURN  DELIVERY

Ayesha Khalid

BUS STOP ADS:



Momina Nadeem

LCD OUTDOOR ADVERTISEMENT:



Momina Nadeem

BILLBOARD:



Ayesha Nazim

Banner:



sunglasses

BUY NOW

Momina Nadeem

SOCIAL MEDIA:



Noorunsia Waseem

Pop-up Cart:



Noorunsia Waseem