ACKNOWLEDGEMENT

I have great pleasure in the submission of this project entitled "BRANDING & PACKAGING FOR SKINCARE PRODUCTS" in partial fulfilment of Bachelors of Multimedia (B.M.M) program.

While submitting this project report, I take this opportunity to thank those directly and indirectly related to project work. Without their active co-operation and guidance, it would have extremely difficult to complete this task in time.

As the outset, I keep in record our deep sense of gratitude towards our project guide Miss. Dhanashri Kamble, who guided us, right from initial stage of project and offered us several valuable suggestions for developing this project in a systematic and presentable manner.

I am especially thankful to our 'Co-Ordinator' Mr. Raghunath Topkar for her immense help and guidance throughout our project work without which it would have been very difficult to complete this project.

I am also thankful to our Faculty Members, Principal Dr. A. R. Kulkarni (M.Sc., Ph.D., MMEI, RQP, LEAD AUDITOR (EMS)) and Managing Trustee for their support throughout our project work .

DATE :   SIGNATURE

PLACE :   Arya Amol Haldankar

DECLERATION

I hereby declare that this submission is my work and that, to the best of our knowledge and belief. It contains no material previously published either written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning. Except where due to acknowledgement has been made in the text.

Name: Arya A. Haldankar   Signature

Date:

COLLEGE OF NON-CONVENTIONAL VOCATIONAL COURSES FOR WOMEN

(CNCVCW)

CSIBER, KOLHAPUR.

CERTIFICATE

This is to certify that, **ARYA AMOL HALDANKAR** of B.M.M. IV have satisfactory completed the project entitled "**BRANDING & PACKAGING FOR SKINCARE PRODUCTS**" in partial fulfilment of Bachelor Degree in Multimedia under Shivaji University, Kolhapur, for the academic year 2020-2021.

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(M.Sc., Ph.D., MMEI, RQP, LEAD AUDITOR (EMS))

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(Project Guide)   **(Co-Ordinator)**

External Examiner

COLLEGE OF NON-CONVENTIONAL VOCATIONAL COURSES FOR WOMEN

(CNCVCW), CSIBER.

KOLHAPUR

2020-2021

A PROJECT REPORT ON

"BRANDING & PACKAGING FOR SKINCARE PRODUCTS"

SUBMITED TO

CNCVCW AFFILIATED TO

SHIVAJI UNIVERSITY KOLHAPUR

IN PARTIAL FULFILLMENT OF REQUIREMENT FOR THE DEGREE OF

BACHELOR OF MULTIMEDIA IV

SUBMITTED BY

ARYA AMOL HALDANKAR

UNDER THE GUIDANCE OF

MISS. DHANASHRI KAMBLE

ASSISTANT PROFESSOR

DEPARTMENT OF MULTIMEDIA

2020-21

ABSTRACT

BRANDING & PACKAGING FOR SKINCARE PRODUCTS

By

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2020-2021

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Branding and packaging makes your brand stronger and certainly created for client interaction. Brand is the key to buying because people are more loyal to the brand. Strong brand must be unique to make it more memorable. Strong brand no longer need the extra effort because they have won the competition for the target market.

Branding and packaging on the products of small and medium businesses attract more customers. Imagine a product that is packed with interesting in a store will surely attract more customers. Branding on a product will demonstrate professionalism and the quality of your product. Branding the product can be done using medium like print ad that would promote design as a primary weapon.

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About Branding & Packaging

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Many companies are conducting research on the colour scheme, design and type of packaging in which the most interesting products to customers. It is quite obvious that an attractive design on the product packaging can encourage customers to choose your brand or product.

Branding

Branding affords you the opportunity to break through other advertising and create an interest in your brand. While there are many elements that go into creating your overall brand, design is your first impression, the visual representation of your brand voice.

Design is Key element of any product. Brevity is the soul of wit, and it's true also. An additional step to this is to say design is the life of the brand. Design can make or break how someone perceives the product, or the company.

Designers focuses on bringing high quality, engaging design to a brand across the board. Logos, websites, banners, infographics and more. Good design is at the foundation of all good branding, and good branding is the difference between becoming a new sensation or just another company to breeze by on Social media.

Packaging

Design is a key factor in packaging. A quality package design can attract potential customers and set the product apart from the competition. The visual presence represents not only the quality of the product, but should also suggest a clear personality – whether it be quirky, authentic or charming.

- The purpose of product packaging is to protect the product from damage. Product packaging not only protects the product during transit from the manufacturer to the retailer, but it also prevents damage while the product sits on retail shelves.

- Companies conduct extensive research on colour schemes, designs and types of product packaging that is the most appealing to its intended consumer.

- Packaging also plays an important role for portraying information about the product. Outside packaging may contain directions on how to use the product or make the product.

- Packaging may also contain ingredients and nutritional information about the product. This information can help to sell the product because it allows potential customers to obtain the necessary information they need to make a purchase decision.

- Packaging can also differentiate one brand of product from another brand. Because the product packaging can contain company names, logos and the colour scheme of the company, it helps consumers to identify the product.

Software used for Project

Adobe Illustrator

Adobe Illustrator is used to create a variety of digital and printed images, including cartoons, charts, diagrams, graphs, logos, and illustrations. Illustrator allows a user to import a photograph and use it as a guide to trace an object in the photograph.

Adobe Illustrator is used to create a variety of digital and printed images, including cartoons, charts, diagrams, graphs, logos, and illustrations. Illustrator allows a user to import a photograph and use it as a guide to trace an object in the photograph. This can be used to re-colour or create a sketch-like appearance of a photograph.

Illustrator also makes it possible to manipulate text in many ways, making Illustrator a useful tool for creating postcards, posters, and other visual designs which use text and images together. Illustrator's ability to place text around a curve is especially useful for artists creating logos. Illustrator is also used in designing mock-ups which show what the website will look like when it's completed, and creating icons used within apps or websites.

Adobe After Effects

Adobe After Effects is a software application for creating video compositions, animations and special effects. It is very popular with video makers almost an industry standard in the mid-professional level.

After Effects uses a similar general workflow as most video editing software: Each project includes a collection of media assets that are arranged in layers on a timeline. Where After Effects differs from normal editors is that it is specifically designed for special effects.

Although After Effects does let you perform most common editing tasks, its real purpose is to create advanced effects and composites rather than just cutting shots together. Typically, you would do the bulk of your editing work in an application such as Premiere Pro and use After Effects to work on smaller sections of the video that require advanced tools. After Effects is a tool that requires imagination.

Blossom Skincare Branding & Packaging

Logo Design

This is the Logo design for Blossom Skincare brand. The primary representation of logo is in Black & White, but it can be customized as per the product colour. Three petals shape in the product represents the Blossom. And it also helps to provide the Elegant & Minimal look to the product.

Name Board

These are two concepts for how Brand name board will look like on shop. Classic metal effect as per first image or just glowing letters like second image will add extra touch to the brand appearance.

Business Card Design

This Business card is minimal & only contains important information like Logo, Address, Contact, Website etc. It also helps to grab the viewer's attention.

Thank you letter & Card
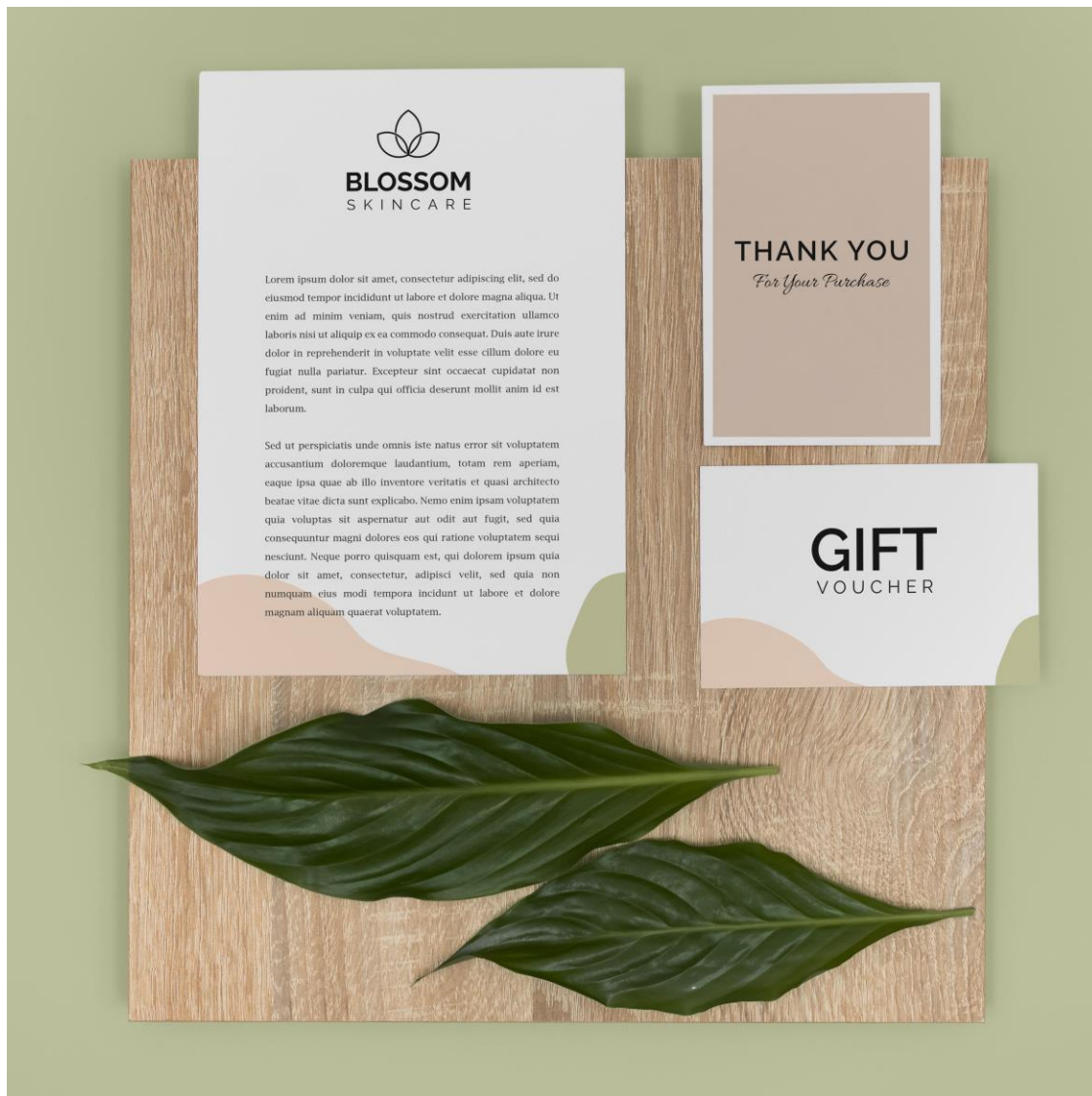
Thank you letter, Card & Gift voucher for customer.

Brand name sticker

Brand stickers to apply on gift boxes

Shopping Bags for product

       Customer will get the purchased products in the paper bags. A well-designed shopping bag is more than just a carrying tool for your customers. It is also a memento of their visit to the location & represents brand & message to potential new customers. These bags can be available in multiple colours as well as sizes as per the product.

Gift Box

Gift Box for special offer products
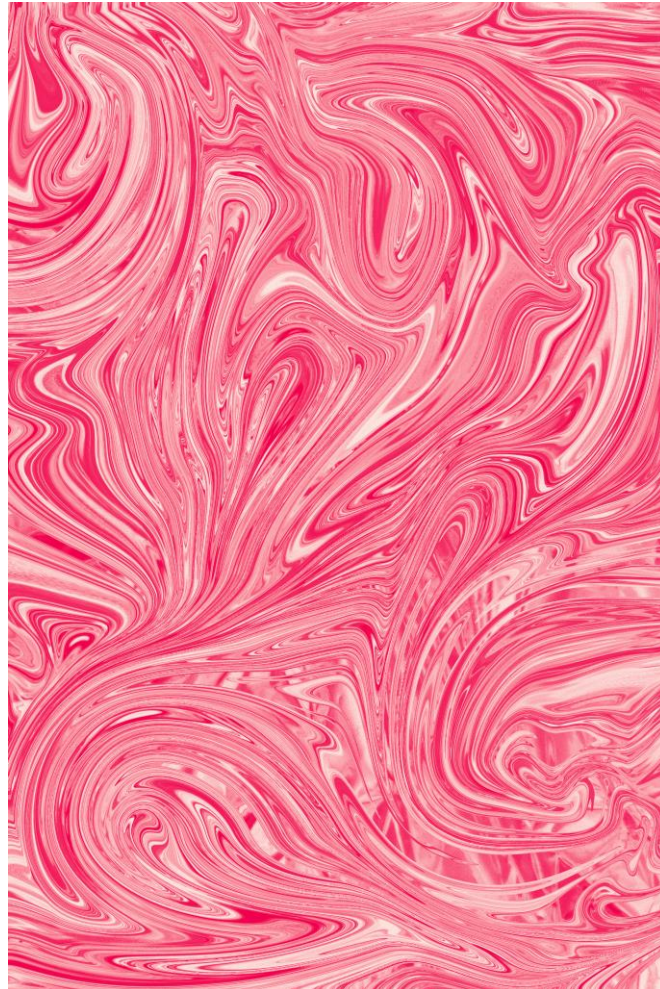
Gift Pouch

Gift pouch for special offer products

Packaging for Classic Rose Body Cream

This marble pattern is created in Adobe Illustrator. The colour scheme is related to Rose flower colours.

This artwork is for Box packaging of Body Cream. This design is in pink colour because it represents Rose Flavour Body cream. Simple, aesthetic marble design improves the design.

This is simple front side label for Body cream tube using same marble pattern.

Concept for final product look for Rose body cream. (Box & tube)

Packaging for Sweet Lily Body Cream

This marble pattern is created in Adobe Illustrator. The colour scheme is related to Lily flower colours.

This artwork is for Box packaging of Body Cream. This design is in pink colour because it represents Lily Flavour Body cream. Simple, aesthetic marble design improves the design.

This is simple front side label for Body cream tube using same marble pattern.

Concept for final product look of Lily body cream. (Box & tube)

Packaging for French Lavender Body Cream

This marble pattern is created in Adobe Illustrator. The colour scheme is related to Lavender flower colours.
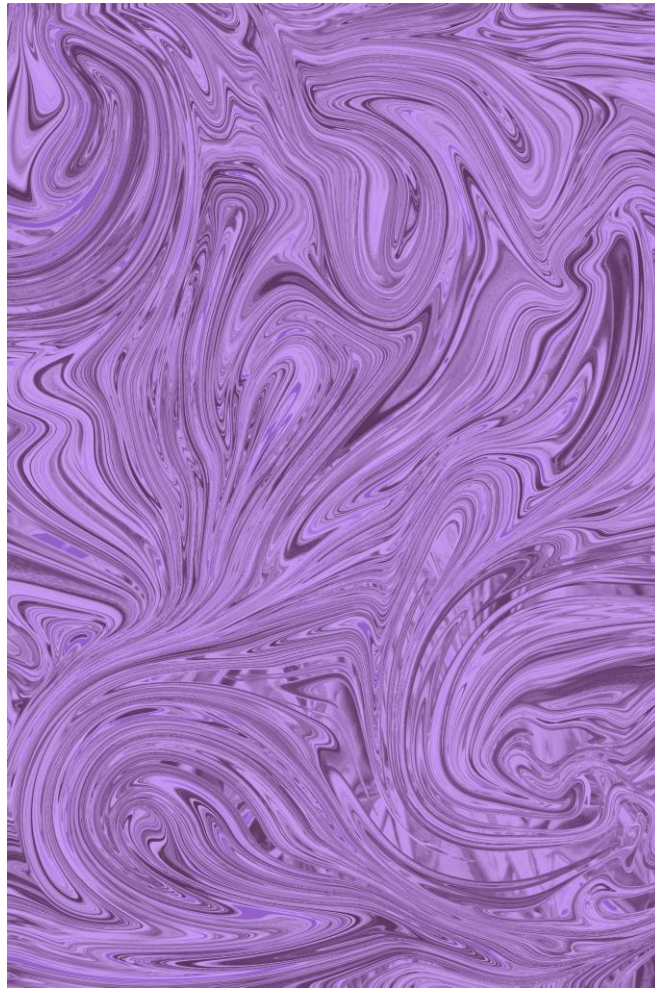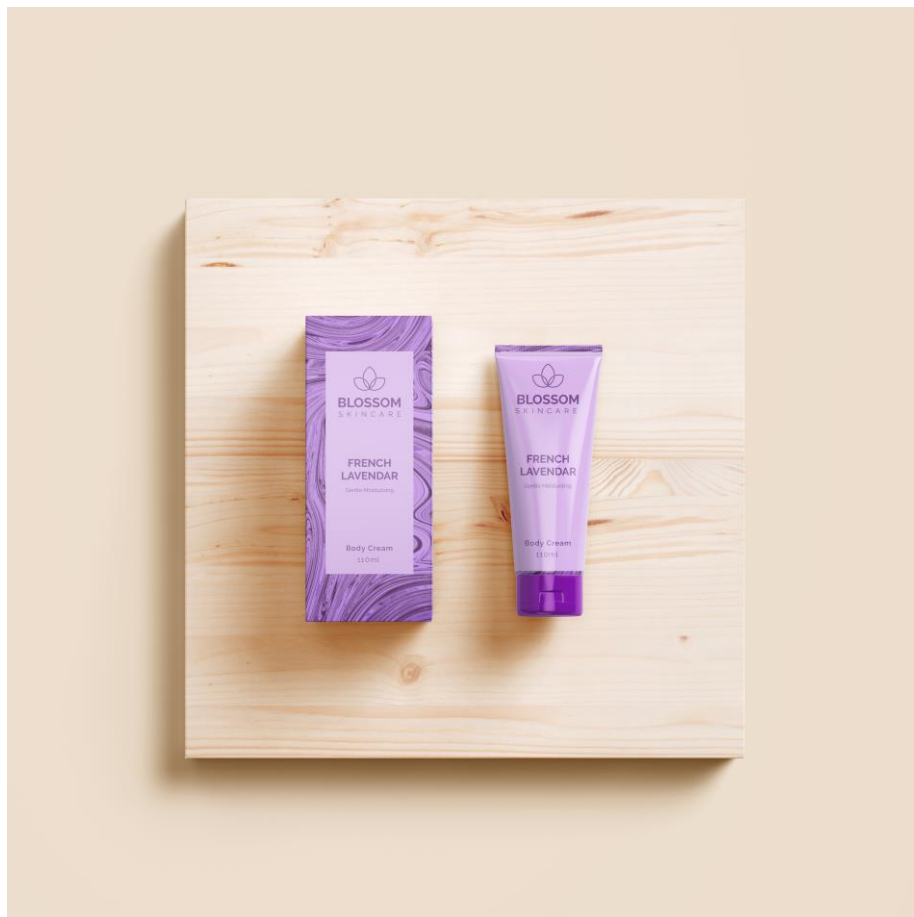
This is simple front side label for Body cream tube using same marble pattern.

Concept for final product look of Lavender body cream. (Box & tube)

Packaging for Body Lotion

Direction: Lorem ipsum dolor sit amet,consectetuer, adipiscing elit, sed diam nonummy, nibh (euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.) Ut wisi enim ad minim veniam, quis nostrud exerci tation, ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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BLOSSOM
SKINCARE

CLASSIC ROSE

Rich Nourishment for Dry Skin

Body Lotion
110ml

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BLOSSOM
SKINCARE

SWEET LILY

Rich in Antioxidants

Body Lotion
110ml

VEGAN · 100% ORGANIC · GMO

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Label Design for Rose, Lily and Lavender Body Lotion

Concept for final look of Body Lotion Bottles

Packaging for Body Gel

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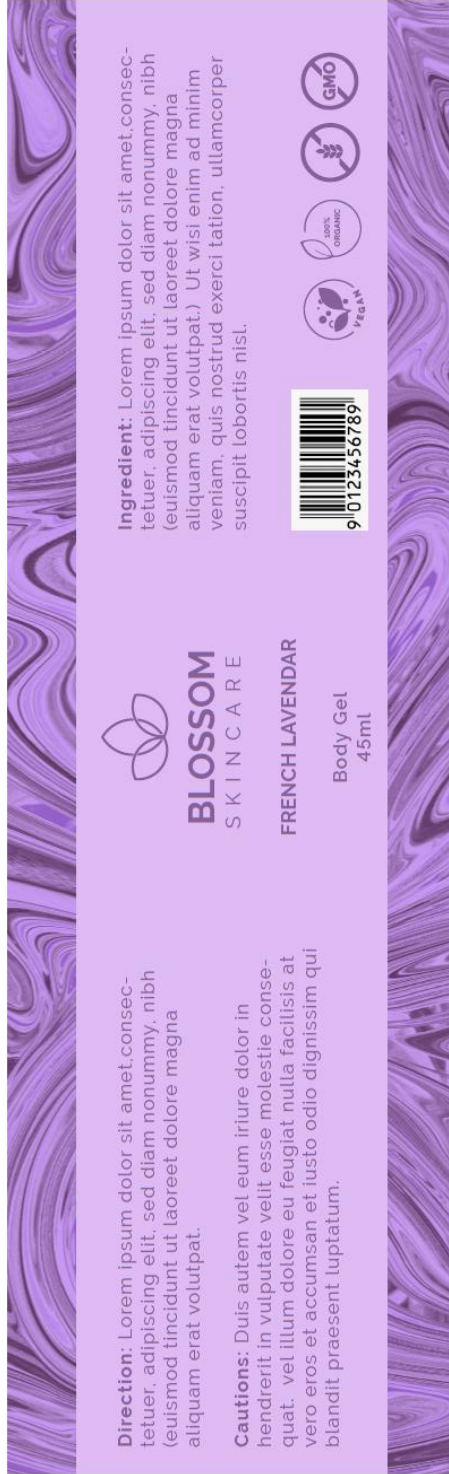
BLOSSOM
S K I N C A R E

SWEET LILY

Body Gel
45ml

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VEGAN

100% ORGANIC

GMO

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BLOSSOM
S K I N C A R E

FRENCH LAVENDAR

Body Gel
45ml

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100% ORGANIC

VEGAN

GMO

9 012345 6789

Label Design for Body Gel

Concept for final look of Body Gel

Concept for Wet wipes box

Concept for Honey Skincare products pack.

Some products from Blossom Skincare are exclusively available in pack. (Essential oil, Anti-aging cream, Face wash, Body lotion & Body butter)

Concept for Aloe Vera Skincare products pack.

Some products from Blossom Skincare are exclusively available in pack. (Essential oil, Anti-aging cream, Face wash, Body lotion & Body butter)

Blossom Skincare Social Media Posts

Body cream Social Media Post

Essential oil Social Media Post

Body butter Social Media Post

Body cream Social Media Post

Body butter Social Media Post

Face wash Social Media Post

Offer Social Media post

Body gel Social Media Post

Conclusion

- The packaging expresses brand competition through its content and design. So this project mainly focuses on packaging and branding.

- Branding has become much more challenging in today's changing world. Also social media posts play important role in brand development.

- Minimal, elegant packaging design can attract customer's attention. Packaging has equal amount of importance as products in today's marketing world.

- Packaging also solve problems. It has been observed that scope of marketing has increase due to packaging. So every company should focus on their packaging and branding.

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