oita design and film research institute

FOOD PRODUCTS

Kabosumaru

Turning curiosity about kabosu into a reason to try it.

01 THE CHALLENGE

Brief encounters in stores and on social media may not convey product qualities or regional origins. Make the product memorable and inspire interest in ways to enjoy it.

02 THE CHARACTER'S ROLE

An introduction to kabosu flavor and its region for first-time customers and everyday shoppers. The fruit shape and green palette make the ingredient connection clear.

03 WHERE IT COMES TO LIFE

Create a recognizable presence on packaging and store posters. Share recipes on the website and new products and fairs on social media, with consistent expressions on merchandise.

THE CHARACTER



APPLICATION IDEAS

Packaging & retail

A recognizable guide to kabosu products.

Recipes & social media

Fresh ideas for enjoying kabosu at home.

Promotions

A consistent face for new products and fairs.

Self-initiated concept for a fictional business. Planning hypotheses and proposed applications, not a commissioned project, research findings or proven results.