

BONKERS

Performance Tea

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Project Statement

BACKGROUND

Bonkers is a tea company from West Palm Beach, Florida. Bonkers mainly sell performance enhance tea products. All of its tea products are made of natural ingredients. Compared to other tea products, Bonkers is relatively more expensive. They have a variety of tea choices including:

- Supper Skinny
- Extreme Green
- Maximum Performance
- Brian Boost

PROBLEMS

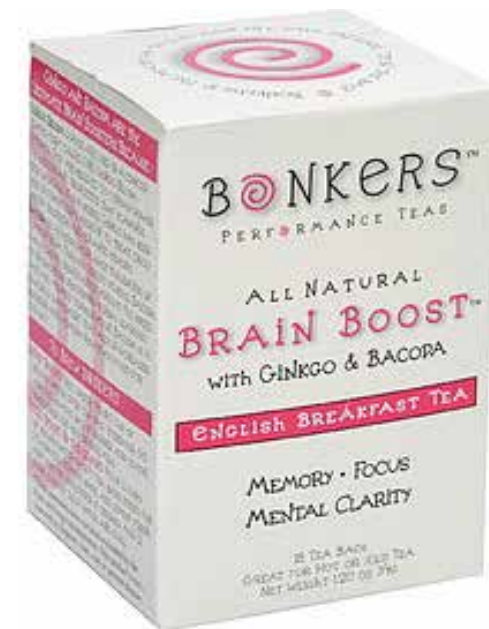
Based on its price range, Bonkers falls into the category of medium high end organic tea. However, none of its current design is compatible with that. The typography and color choices make the product look cheap. The whole packaging is similar to a medical supplement product. Its website is out of date and poorly designed. Potential customers cannot even buy Bonkers tea via its own website.

TARGET AUDIENCE

25 to 40 years old females who seek a healthy life style

PROJECT GOALS

This project intends to redo the branding of Bonkers tea. The design team will redesign the logo, packaging, and landing website for Bonkers. The new design intends to attract more its target audience and increase the sale for Bonkers tea.



Competitive Analysis

Teami

PRICING

A little bit less expensive than bonkers

LOGO

Use combination of thin and medium stroke font, modern, plain

PACKAGING

Small packages inside a box, does not indicate the function of the tea, plain, not high end

INGREDIENTS

All-natural Products and functions:
Alive, Focus, Profit, Skinny, Energy, Relax

WHERE TO BUY

Online via teami's website

WEBSITE

Modern, organic feeling, font-size too big, busy, hard to focus



Compared to Bonker tea, teami is more modern-designed, and affordable. Its website allows for direct sale of its product while Bonkers does not. The products carried by these two brands are similar, featuring performance tea. The logo designs of both products does not closely relate to performance team. The packaging of Bonkers looks more like a medical supplement rather than tea products, while teami packaging is plain and looks cheap.



Competitive Analysis

Tealish

PRICING

50% cheaper than bonker's tea

LOGO

There is a combination between a typographical approach as well as iconic approach to their logo. Their big serif font shows that they have a more established and dependable brand personality.

PACKAGING

Simple and calm. Not much bold colors are used, consistent elements used throughout the different flavors.

INGREDIENTS

all natural herbal loose leaf tea.
Products and functions: Premium loose leaf Wellness Tea for your mind, body and soul.

WHERE TO BUY

Online Store available and retail store at Toronto, Canada.

WEBSITE

Busy navigation. Too much texture used makes user hard to navigate around. Website is also not responsive and not very modern looking.



Tealish and Bonkers has a similar color choice for their packaging. However, their design and typeface uses a very simple and clean approach for customers to easily read through the product.



Competitive Analysis

Runa

PRICING

Slight lower than Bonkers performance tea

LOGO

A hint of nature. Iconic tea leaf.
Combining bold font with clean edges

PACKAGING

Vibrant color on white background
. The colors create a sense of happiness and wellness. In contrast, the white background creates a sense of pure and nature

INGREDIENTS

Mainly guayusa leaves.
Non-GMO, Organic

WHERE TO BUY

Retail Stores (mainly health/ organic
retail stores)

Website

Modern, clean, user-friendly

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RUNA is founded in 2009 by some students from Brown University. "Guayusa", which is the a naturally caffeinated tree leaf brewed like tea, consumed early in the morning to help interpret dreams and late at night to provide energy and clarity while hunting in the jungle. It has an earthy flavor, smooth taste, and it can help to boost the energy. The business is aim to help small farmers.



Competitive Analysis

Bonkers - TV Series

DATES

Aired from September 4, 1993 – February 23, 1994

PRODUCTION

Walt Disney Television Animation

TARGET AUDIENCE

Young Children

PLOT

Bonkers D. Bobcat was a cartoon star that became a cop due to being fired. Bonkers has good intentions, however due to his playful nature and lack of knowledge in the law force, often creates a lot of problems that he and his partner has to solve.



Bonkers is a cartoon for children which is seen by their highly saturated color palette and bubbly cartoon styled type face that has an angular movement to them. This is most likely not close to our target audience because we are aiming towards an older more health-conscious group.



Competitive Analysis

Bonkers! Fruit Candy

DATES

Mid-1980

PRODUCTION

Used to be Nabisco / Currently owned by Leaf Brands

TARGET AUDIENCE

Young Children

CONTENT

Bonkers were chewable rectangular-shaped candies with fruit flavoring inside. The candies are perhaps most memorable for their commercials where giant candy falls from the ceiling onto elder people with the tagline, "Bonkers! Bonks you out!".

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Bonkers Fruit candy is an old candy whose target audience are children. This is seen by their blocky type choice that has a curved baseline to suggest movement and excitement. The saturation is also very high and playful. Similar to the Bonkers cartoon, Bonkers! Fruit Candy's target audience is young in age as we target an older more health-conscious group.



Logo Development

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Logo Development

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Logo Development

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Logo Development

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Logo Development

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Logo Development

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Logo Development

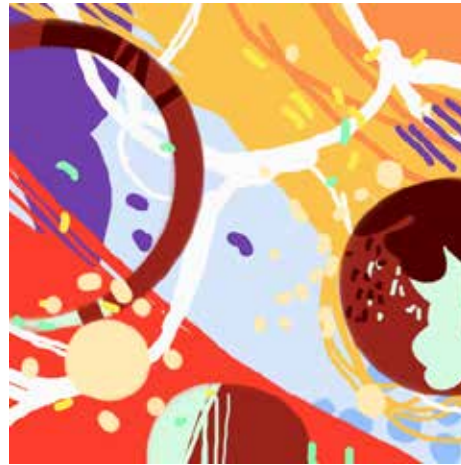
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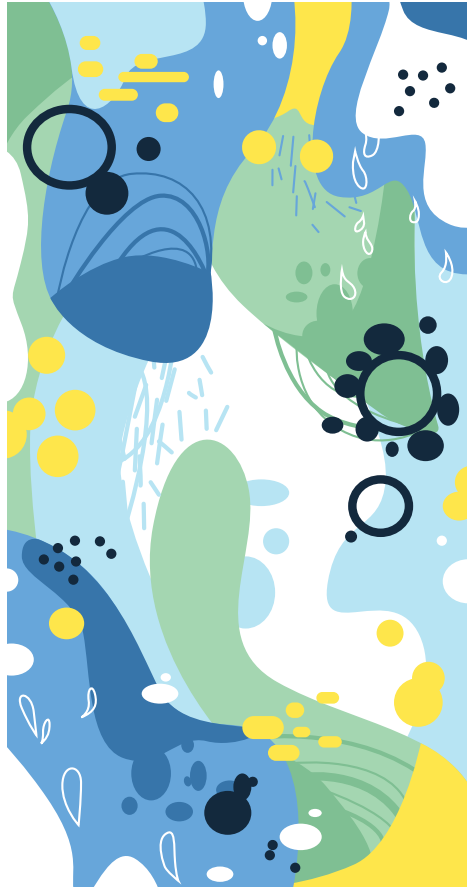
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Performance Tea

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Performance Tea

Pattern Sketches



Patterns



SUPER SKINNY



EXTREME GREEN



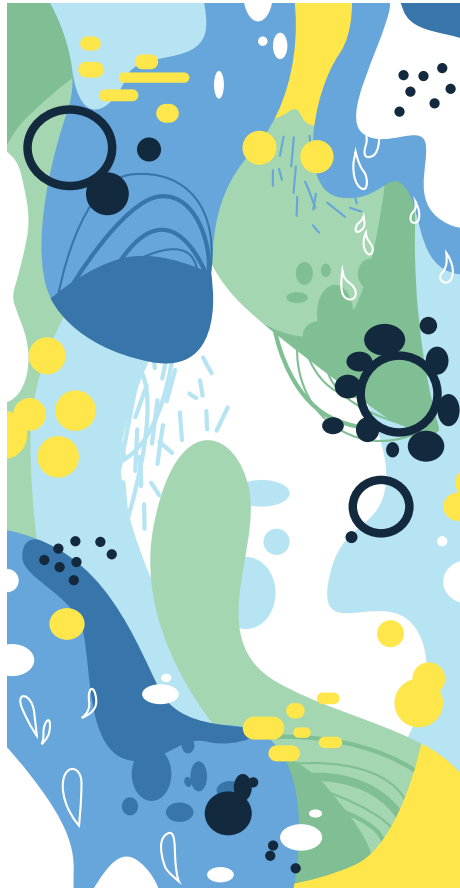
BRAIN BOOST



**MAXIMUM
PERFORMANCE**

Patterns

SUPER SKINNY



Patterns

EXTREME GREEN



Patterns

BRAIN BOOST



Patterns

MAXIMUM PERFORMANCE



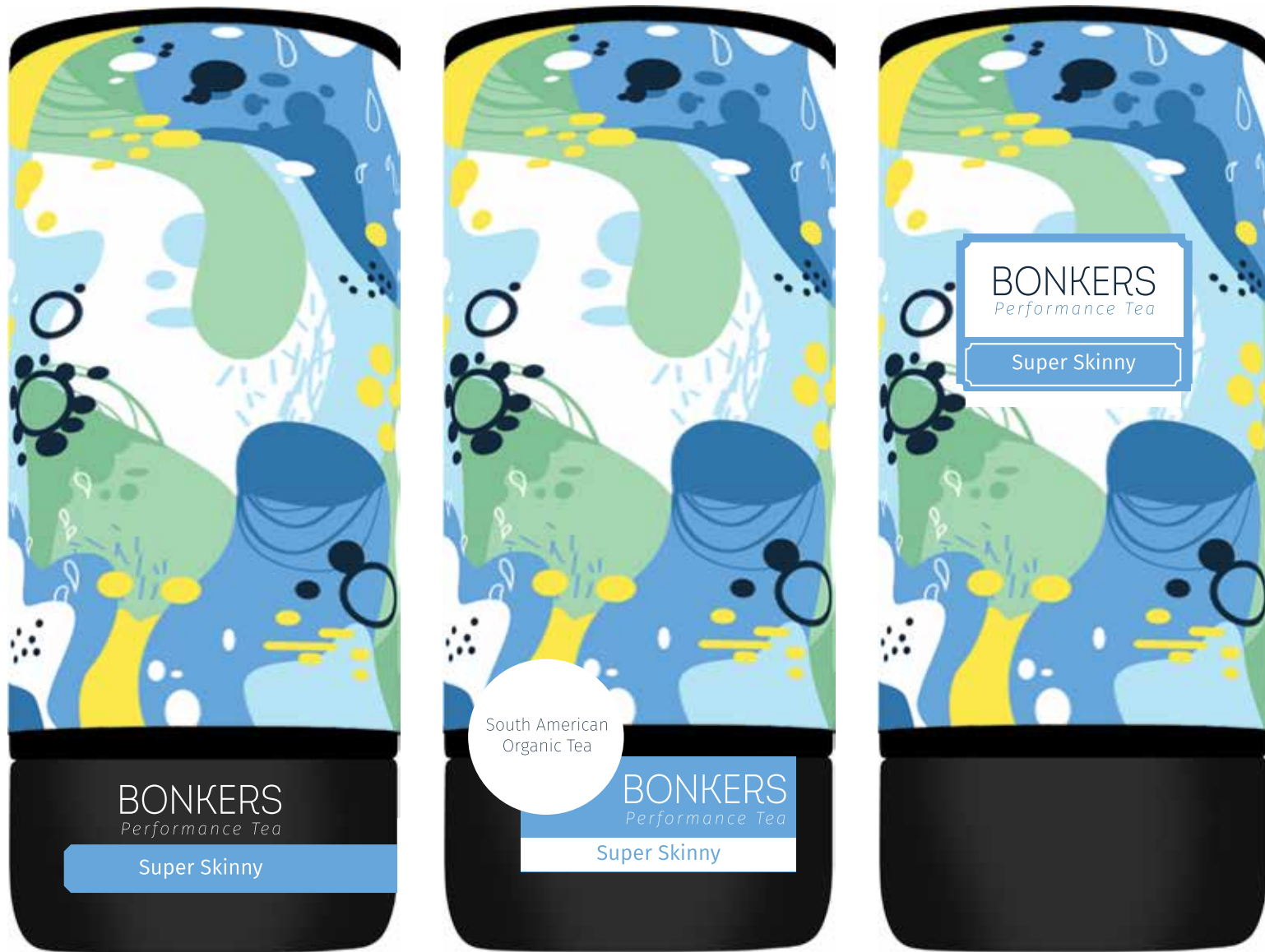
Package Ideas



Label Ideas



Label Ideas



Label Ideas



Label Ideas



Label Ideas



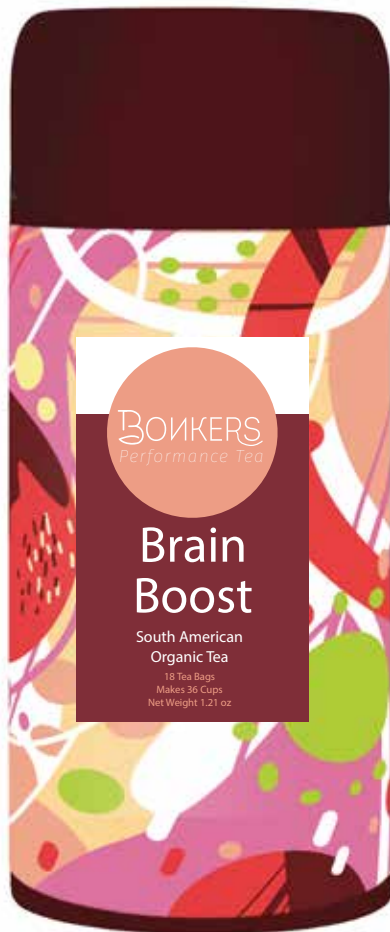
Label Ideas



Label Ideas



Label Ideas



Mock-ups



Mock-ups



Mock-ups



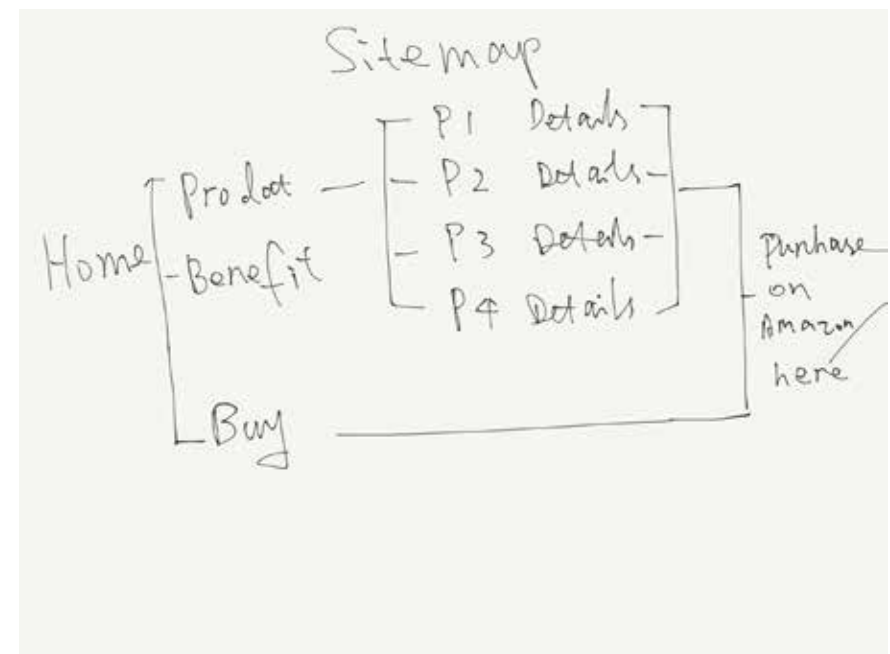
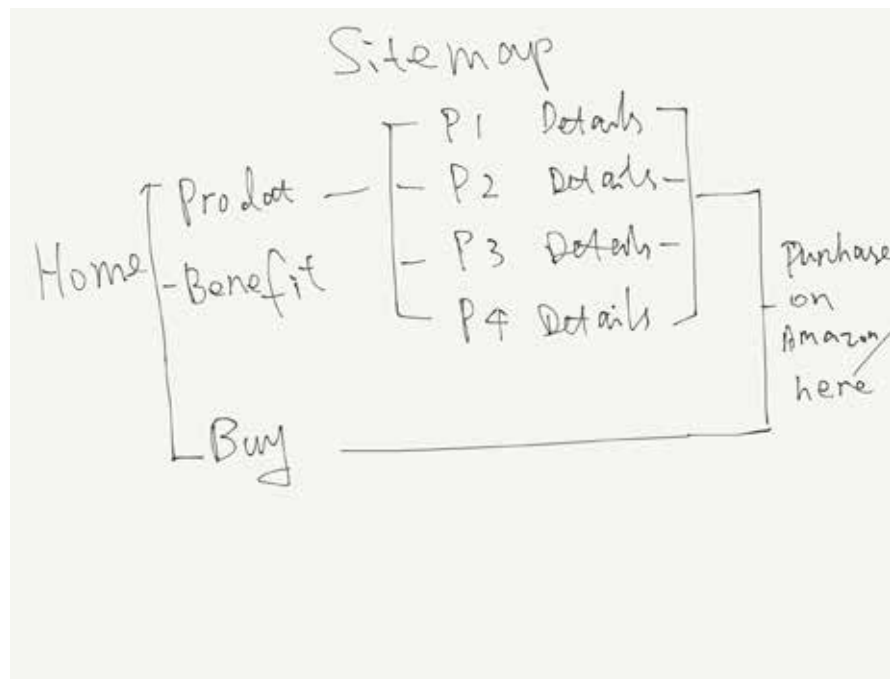
Mock-ups



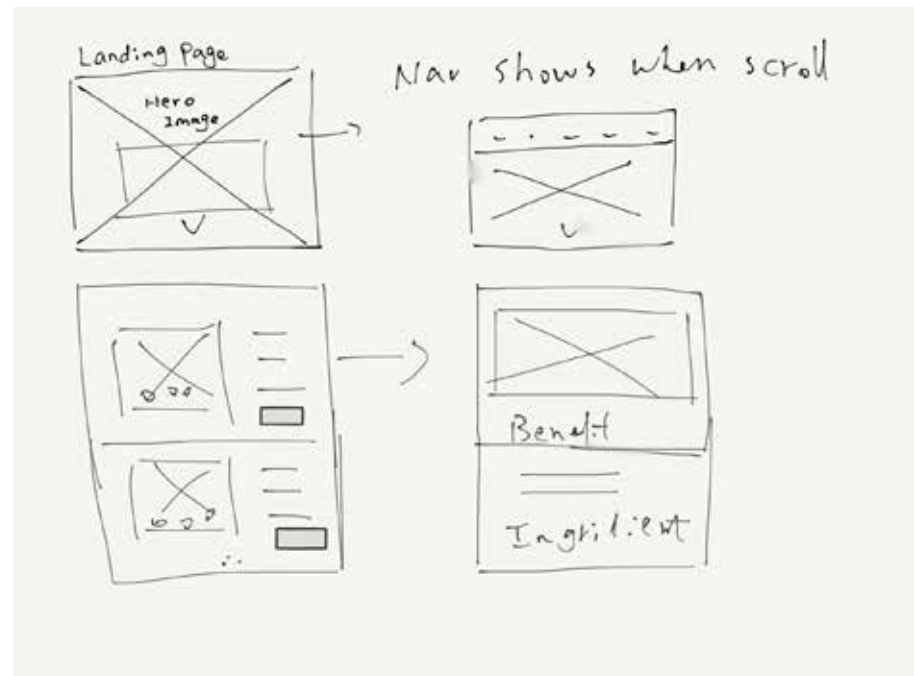
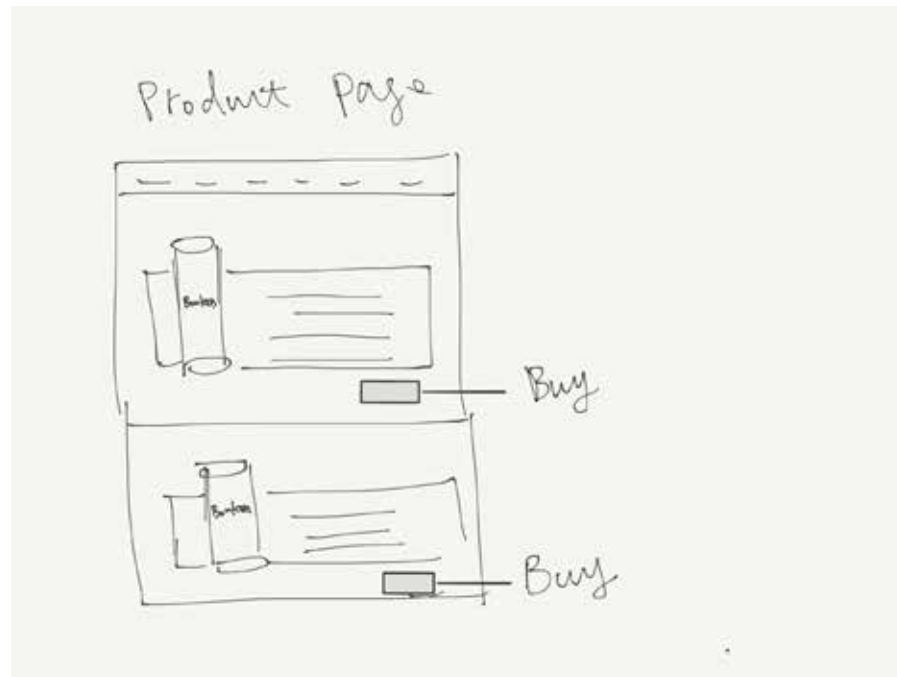
Mock-ups



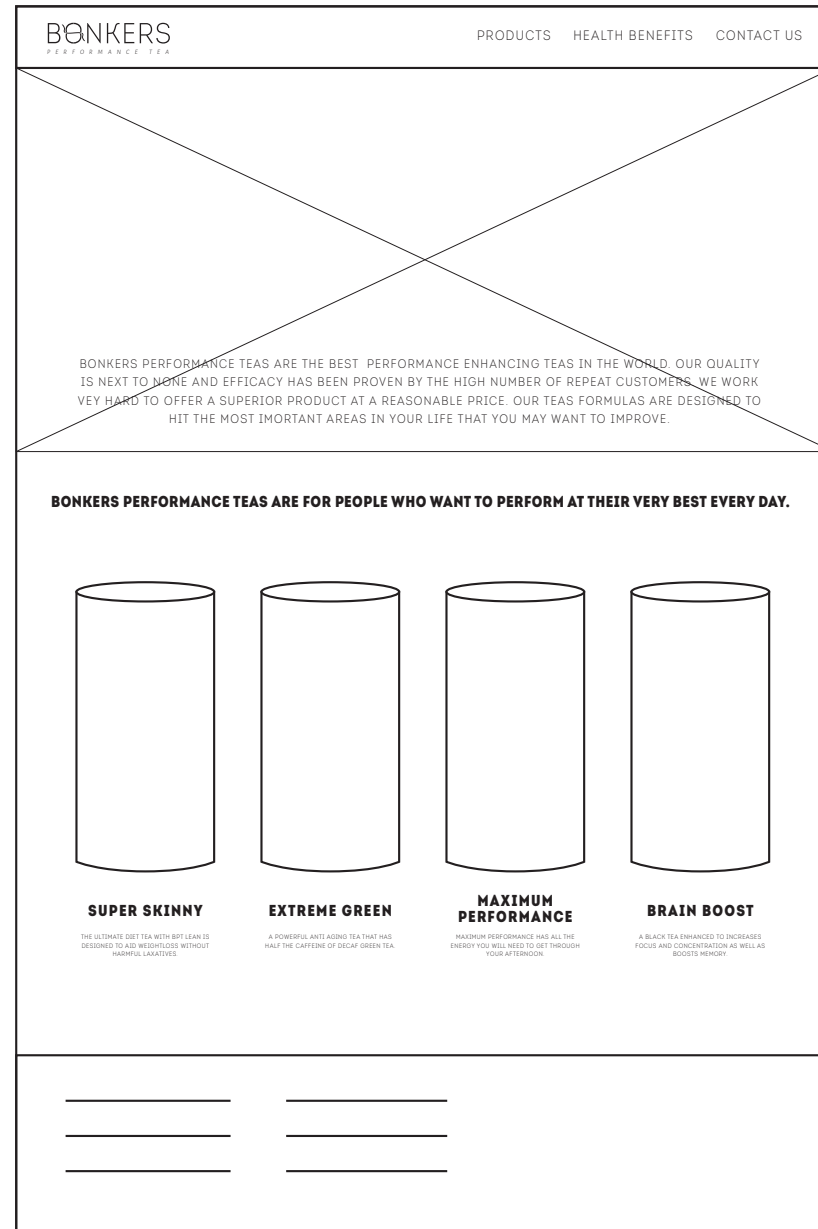
Wireframes (Sketches)



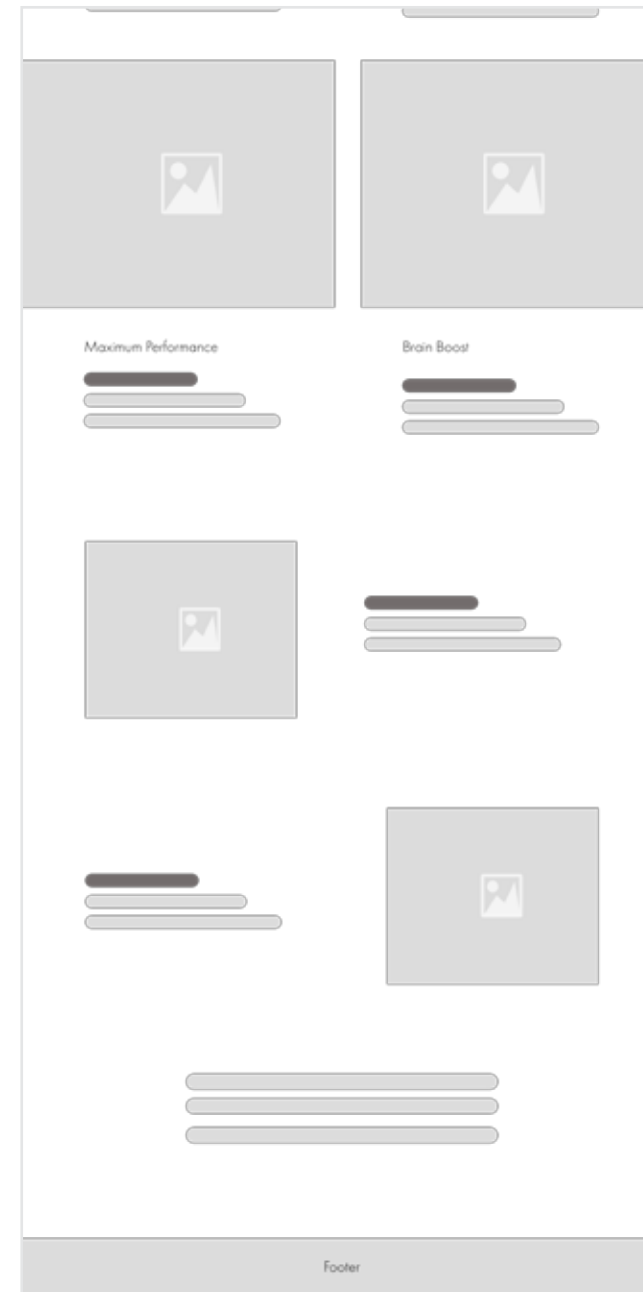
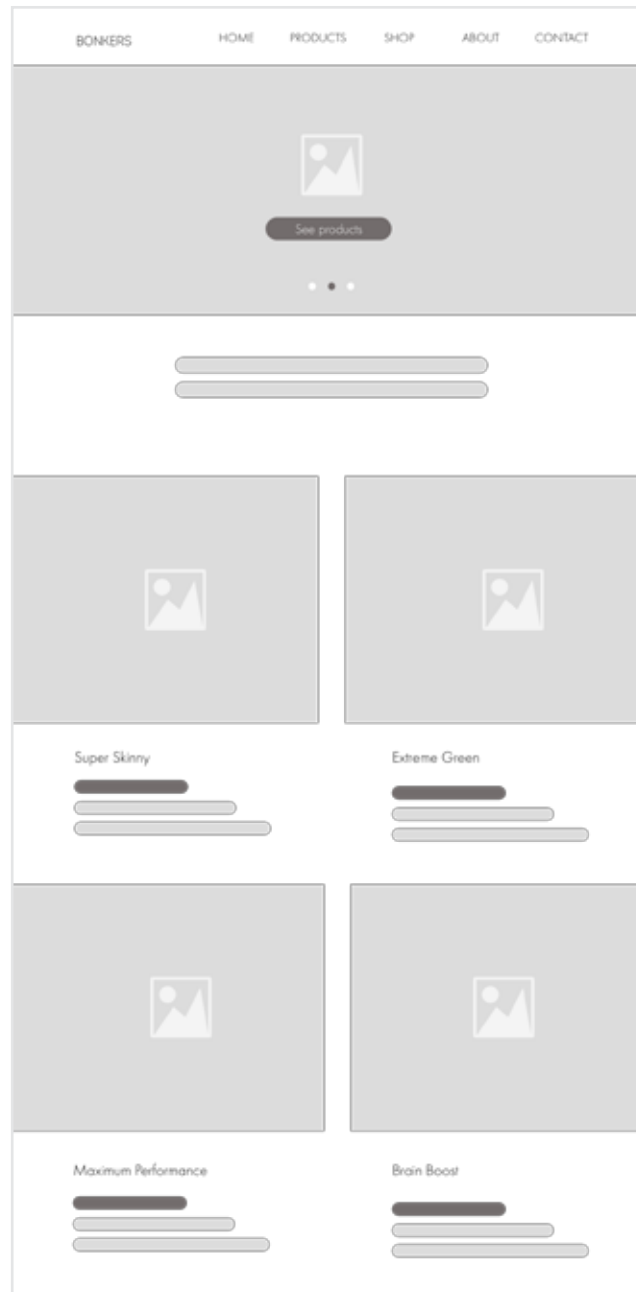
Wireframes (Sketches)



Wireframes



Wireframes



Style Guide

TYPOGRAPHY

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PATTERNS



COLORS

SUPPER SKINNY



EXTREME GREEN



BRAIN BOOST



MAXIMUM PERFORMANCE



PACKAGING



Hi-Fi

BONKERS
Performance Tea

HOMEPRODUCTSSHOPABOUTCONTACT

BE THE BEST YOU
CAN BE EVERYDAY!





EXTREME GREEN
A POWERFUL ANTIOXIDANT TEA THAT HAS HALF THE CAFFEINE OF DECAF GREEN TEA.

MAXIMUM PERFORMANCE
MAXIMUM PERFORMANCE HAS ALL THE ENERGY YOU WILL NEED TO GET THROUGH YOUR AFTERNOON.


SUPER SKINNY
THE ULTIMATE DIET TEA WITH 80% LESS SUGAR THAN OTHER DIET TEAS. NO HARMFUL SWEETENERS.

BRAIN BOOST
A BLACK TEA ENHANCED TO INCREASE FOCUS AND CONCENTRATION AS WELL AS BOOSTS MEMORY.

BONKERS
Performance Tea


HOMEPRODUCTSSHOPABOUTCONTACT

BE THE BEST YOU
CAN BE EVERYDAY!



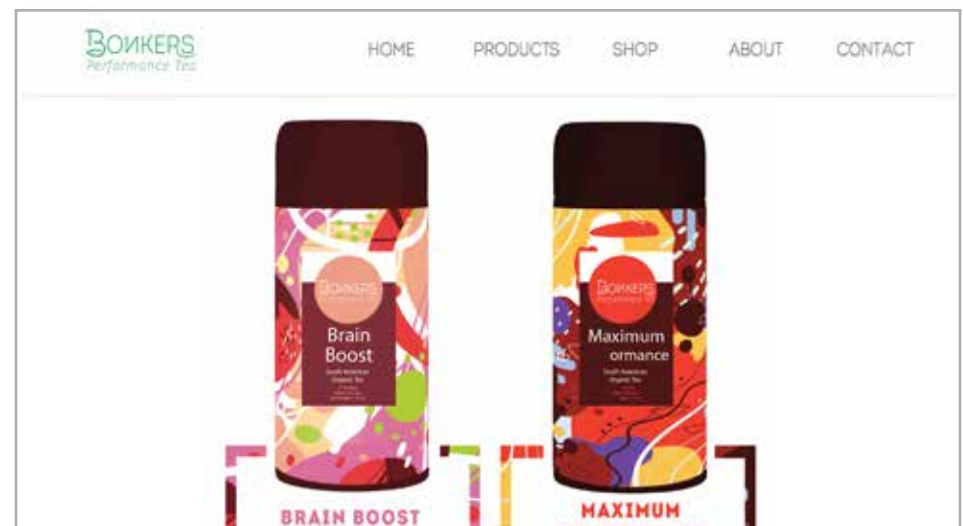
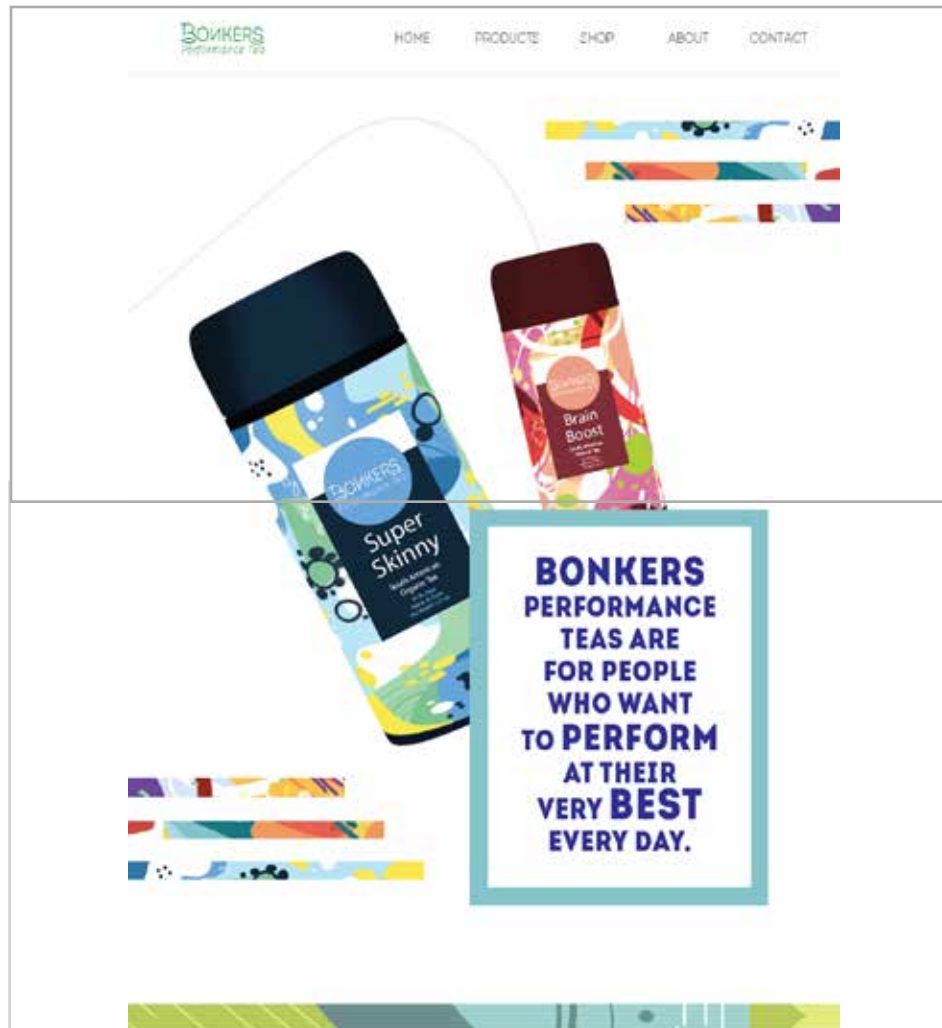
BONKERS PERFORMANCE TEAS ARE THE BEST PERFORMANCE ENHANCING TEAS IN THE WORLD. OUR QUALITY IS NEXT TO NONE AND EFFICACY HAS BEEN PROVEN BY THE HIGH NUMBER OF REPEAT CUSTOMERS WE WORK VERY HARD TO OFFER A SUPERIOR PRODUCT AT A REASONABLE PRICE. OUR TEAS FORMULAS ARE DESIGNED TO HIT THE MOST IMPORTANT AREAS IN YOUR LIFE THAT YOU MAY WANT TO IMPROVE.

READ MORE




BONKERS

Hi-Fi

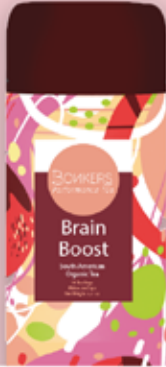


Hi-Fi

HOMEPRODUCTSSHOPABOUTCONTACT

Bonkers Performance Teas are for people who want to perform at their very best every day.

SHOP NOW



QUALITY AND EFFICACY

Bonkers Performance Teas are the best performance enhancing teas in the world. Our quality is next to none and efficacy has been proven by the high number of repeat customers. We work very hard to offer a superior product at a reasonable price. Our teas formulas are designed to hit the most important areas in your life that you may want to improve.

READ MORE

OUR PRODUCTS



EXTREME GREEN
A powerful AntiAging tea that has half the caffeine of decaf green tea.

SUPER SKINNY
The Ultimate Diet Tea with SPT Lean is designed to aid weightloss without harmful laxatives.

MAXIMUM PERFORMANCE
Maximum Performance has all the energy you will need to get through your afternoon.

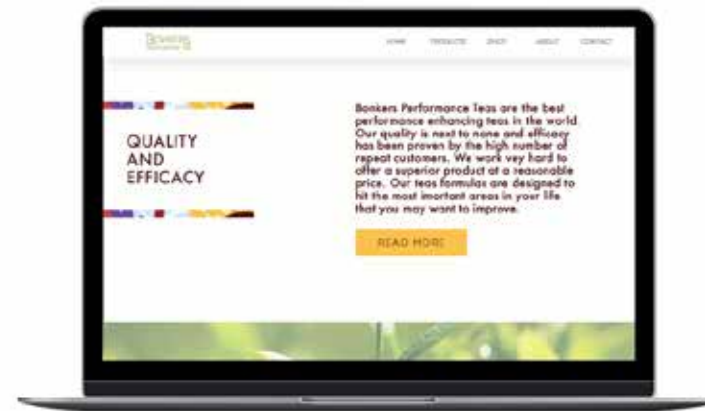
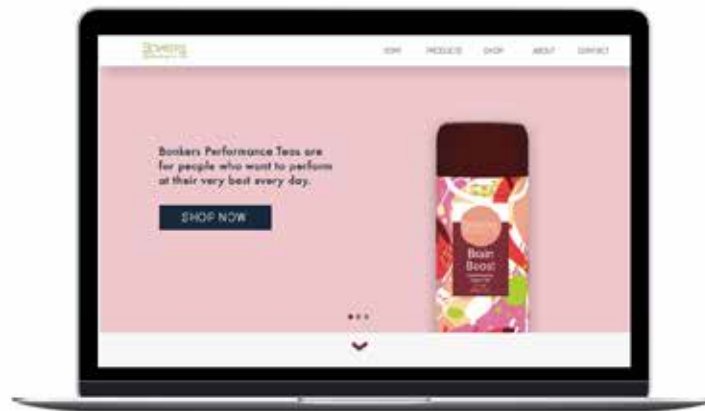
BRAIN BOOST
A black tea enhanced to increase focus and concentration as well as boost memory.

INFORMATION
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PRODUCTS
ABOUT

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