

# YOU CAN 'LELE UKULELE

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| Creative Brief

| Branding

## BACKGROUND INFO

### WHAT IS THE PRODUCT'S NAME?

YOU CAN 'LELE Step-by-step instructions for Ukulele

### WHERE ARE THEY LOCATED?

This is a new created brand in hopes to be established across America.

### DESCRIBE THE PRODUCT ITSELF. WHAT IS SPECIAL ABOUT IT?

Most times people buy a Ukulele, and are a beginner, they need to buy a couple beginner books to play the instrument and learn. This product is a learning tool within itself. The packaging has "how-to instructions" on the inside and an array of easy chords the person learning can start out with.

### WHAT IS SIMILAR TO ITS' COMPETITORS?

Most ukuleles have an element of "fun" incorporated with their packaging. Many have a picture of a person playing the ukulele on the cover, and some have a clear top cover so people can see the ukulele on the inside. Because this is a new brand, there is nothing similar, the goal is to make the product stand out as much as possible.

### WHAT IS THE PRODUCT'S GENERAL HISTORY?

The ukulele has been around for generations, today people are buying them more frequently because of its simplicity as an instrument, the goal for the packaging therefore will to make the product even more simple to play.

# TARGET AUDIENCE

## WHAT IS THE AGE AND GENDER OF YOUR AUDIENCE?

The age and gender is not geared towards anyone specific, although more people who were to buy this product would tend to be on the younger side. The target age therefore should be geared towards everyone, children and adults.

## WHERE IS YOUR AUDIENCE LOCATED?

The people that would buy this product would mostly be in America and some countries in Europe as well as Australia. It is therefore important if writing how to play certain songs on the box, to pick songs all of these countries would know.

## WHAT IS THEIR LIFESTYLE?

People who buy this product are looking for a new skill. They enjoy music and want to learn without much effort. They are looking for easy instructions in a fun, bright, and creative fashion.

## WHAT ARE THEIR LIKES AND DISLIKES?

People who are about to buy this product are wanting to improve themselves. This instrument would be a way to get away from their current stress at a particular job or something fun for a kid to do. They like to be excited, and are ready to take on a slight challenge. They dislike long paragraphs to read and rather want some fast, visual instruction.

# BRAND ATTRIBUTES AND OPPORTUNITY

## WHAT ARE YOUR BRAND'S COMPELLING ATTRIBUTES?

The bright colors are what will hopefully draw people in. As well as its name and the fact that it shows instructions within the box itself.

## WHAT SORT OF OPPORTUNITY DOES YOUR PRODUCT HAVE IN THE CURRENT MARKET?

YOU CAN 'LELE can be one of the main products people buy their children for Christmas or for someone's birthday. It could be a highly sold item in a music store or a toy store.

# MARKET SEGMENT

## DESCRIBE THE GENERAL COMPETITIVE LANDSCAPE OF YOUR PRODUCT

There are definitely other brands that make a “how-to” for ukulele boxes. It makes for a great gift for someone of all ages but is sometimes geared towards children. Often the competitors’s brands are brightly colored and most have that slim triangle shape to them. There are no competitor brand names that are significantly established.

## DESCRIBE A FEW MAIN COMPETITORS OF YOUR PRODUCT (SUCCESSSES, FAILURES, ETC)

One of the main successful features of the competitors product’s are the vibrant colors they use. Often the competitors make the box eye-catching. It is also appealing when some competitors go for the “Hawaiian” feel for the product. One significant failure is that the competitors often lack enough information on their boxes about how to play the instrument. Often the person has to buy a “how to play” book to go along with the instrument.

## RESEARCH IMAGES



- Clear Identity
- Has the "Pop" factor
- Colorful
- Gears towards a television show



- Has well thought out logo
- Clear brand identity
- Great use of white space

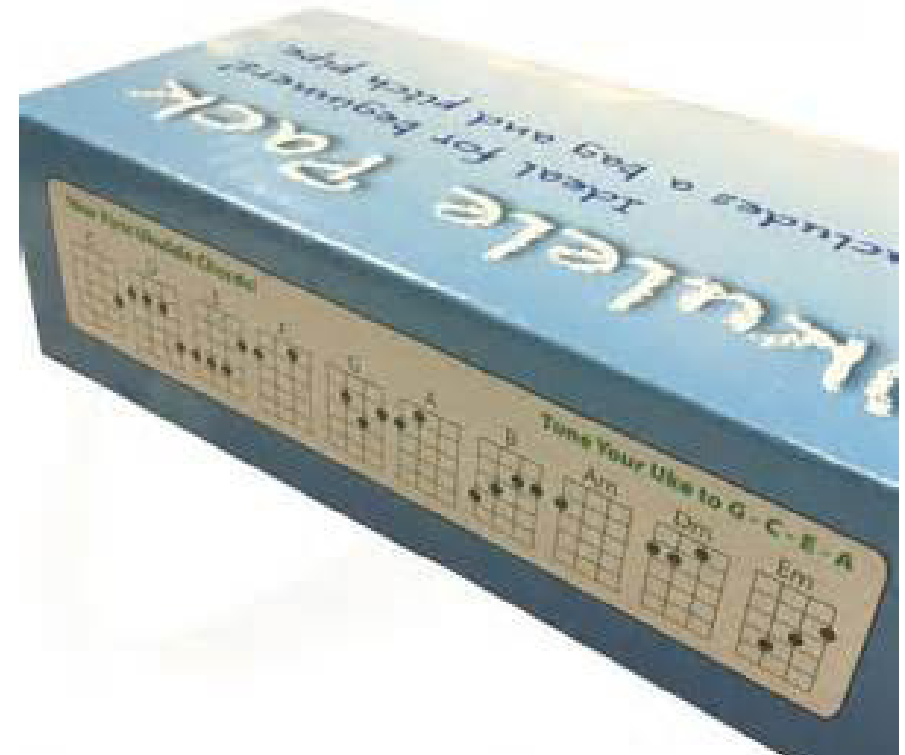
## RESEARCH IMAGES



- Using the “clear whole” to show part of the ukulele
- Simple but engaging



- Clear brand identity
- Use of real image
- Nice “Hawaiian theme”



- Easy to learn geared towards kids
- Is bright and eye catching
- Clearly shows the chords in a fun way
- Doesn't feel "clean"

- Is slightly plain but simplistic
- Shows the chords on the side of the box
- Easy to comprehend



Logo



Play TODAY

Play UKULELE



Made Easy UKULELE

Play TODAY



JME Ukulele Made Easy

JME Ukulele Made EASY





### STRENGTHS

- Fun sketchy look logo
- Colors work well together
- Makes for a good name for the brand

### WEAKNESSES

- Doesn't look great when shrunk to a small size
- Hard to tell what instrument is being talked about (guitar, violin, ukulele etc)

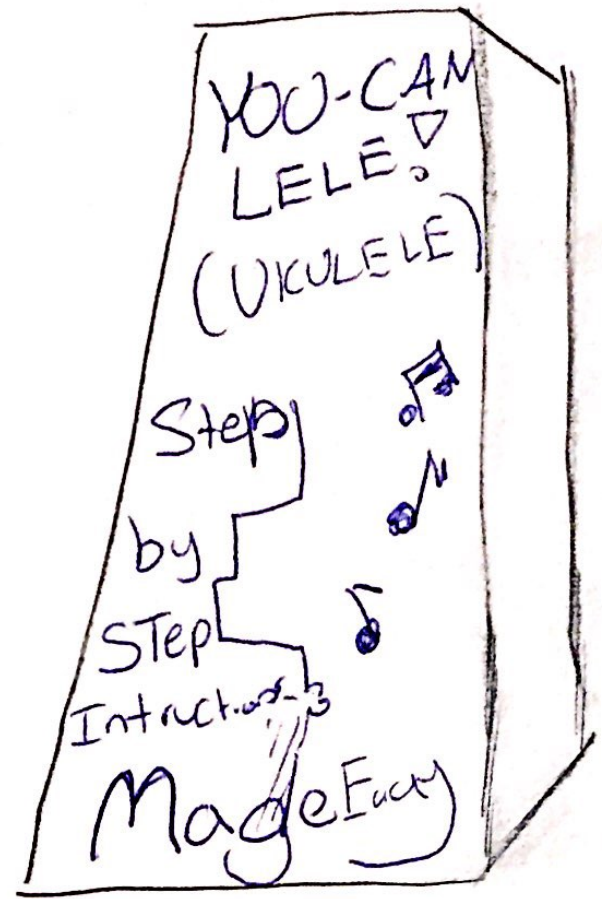
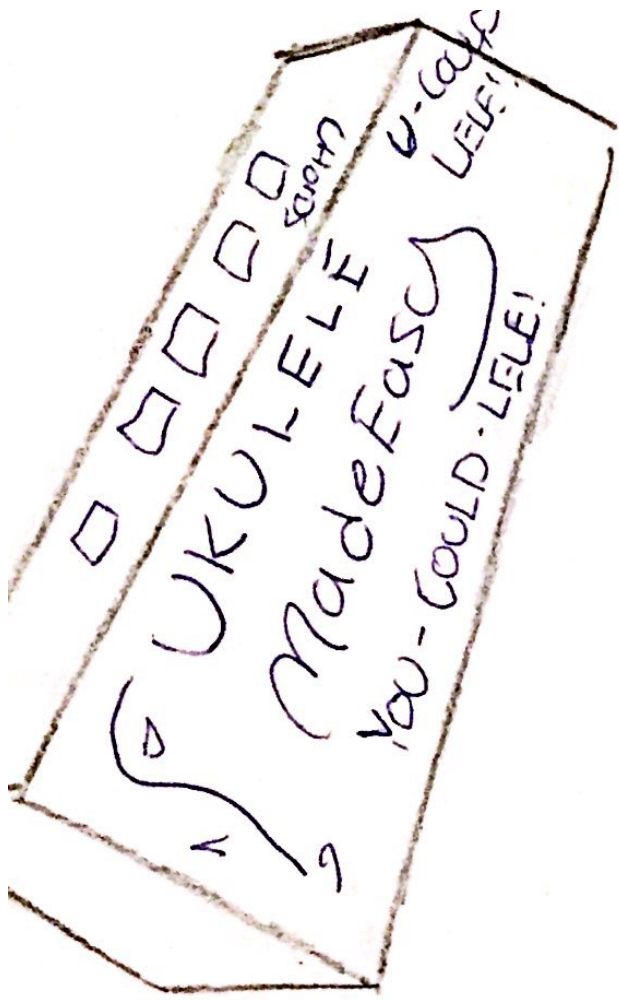
YOU CAN 'LELE  
UKULELE

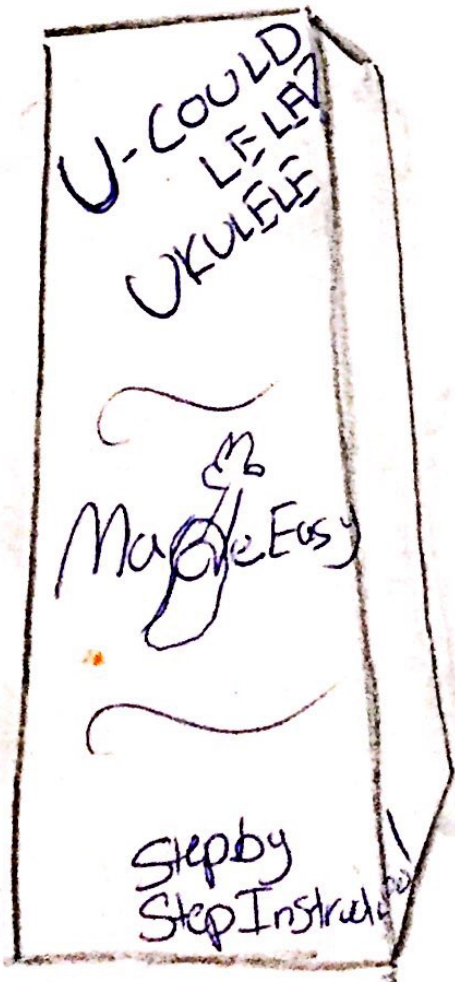
**TYPOGRAPHIC LOGO**

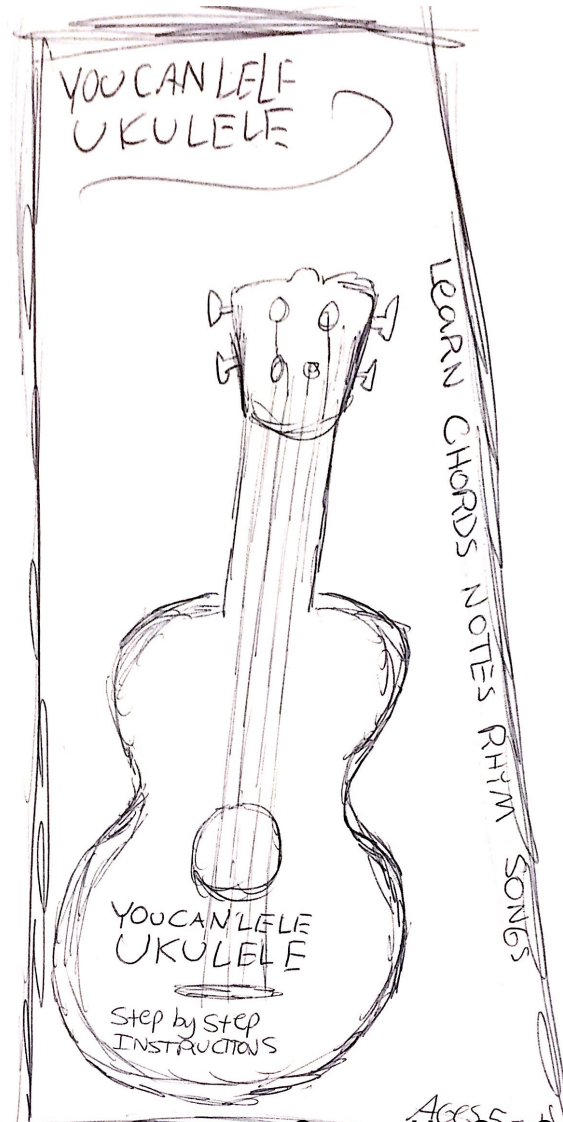
- Colors work better for brand than the "Made Easy logo
- Easy to read and adds a fun element to the product brand
- Understood its a "How to" brand for Ukulele within the name itself

YOU CAN 'LELE  
UKULELE

YOU CAN 'LELE  
UKULELE







# YOU CAN 'LELE

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# YOU CAN 'LELE

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# YOU CAN 'LELE

Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# YOU CAN 'LELE

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# YOU CAN 'LELE

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# YOU CAN 'LELE

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# YOU CAN 'LELE

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# YOU CAN 'LELE

Didot

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



YOU CAN 'LELE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*YOU CAN 'LELE*

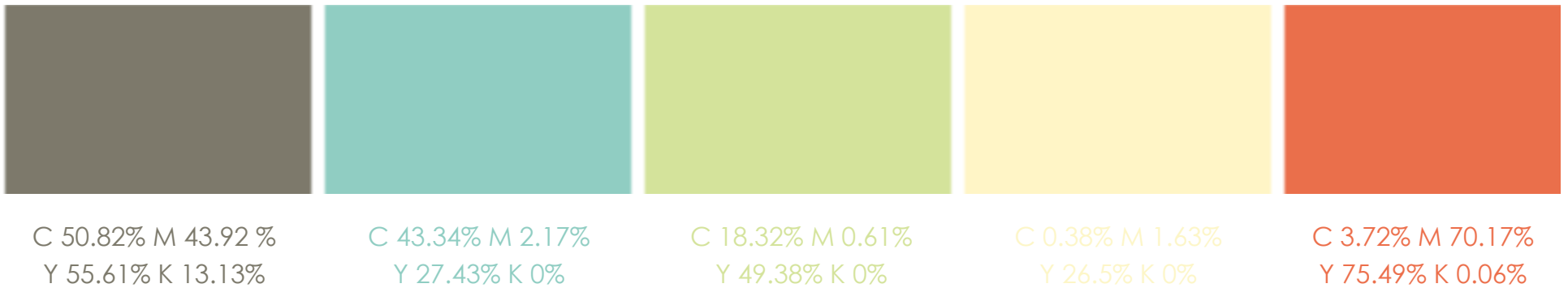
*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

**YOU CAN 'LELE**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## FINAL TYPE | CENTURY GOTHIC

Century Gothic was the optimal font for this brand because it works well with creating the logo and is clean, friendly and enjoyable.

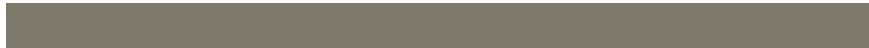


### COLOR SCHEME FOUND ONLINE

This color scheme was chosen because it was fitting for the theme of the ukulele. A bright happy instrument that produces an array of colors in its music

## CHOOSING COLOR PALLET

From the color scheme I found, I chose the colors I felt would best represent the package. It was important to have less colors to make the brand more recognizable.



C = 51% M = 44% Y = 56% K = 13%



C = 43% M = 2% Y = 27% K = 0%



C = 18% M = 1% Y = 49% K = 0%



C = 0% M = 0% Y = 0% K = 0%



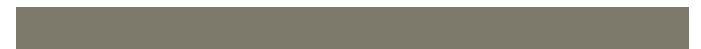
C = 0% M = 0% Y = 0% K = 0%



C = 4% M = 70% Y = 75% K = 0%



C = 43% M = 2% Y = 27% K = 0%



C = 51% M = 44% Y = 56% K = 13%



### STRENGTHS

- Fun, musical-looking design
- Off-centered logo creates a motion appeal to the design

### WEAKNESSES

- Doesn't allow for multiple colors within the design
- Music notes do not look particularly uniform and could be better placed



### STRENGTHS

- Allows for multiple colors
- Looks fun while still being proportionate
- Good contrast within design
- Represents the ukulele as an image

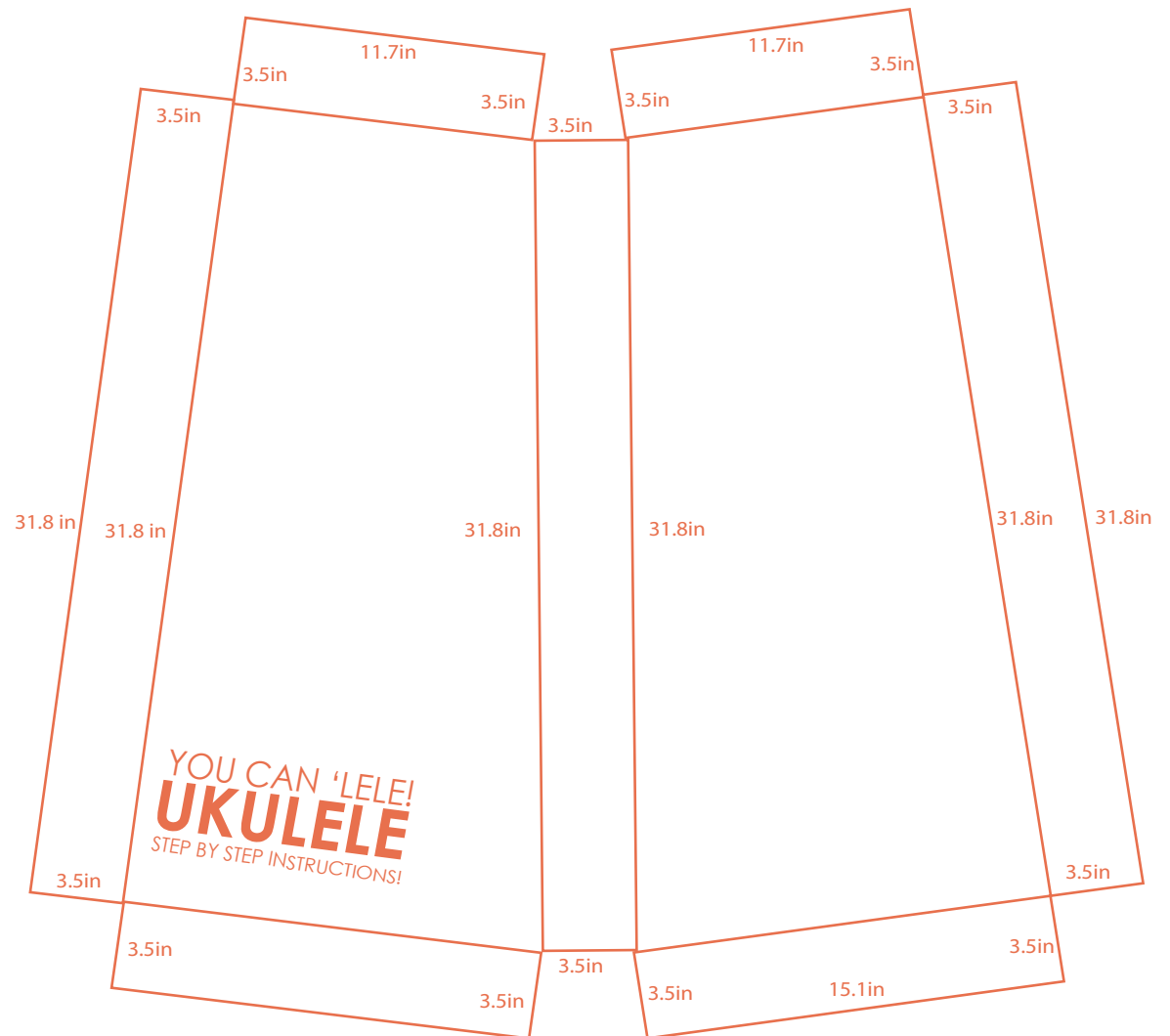
### WEAKNESSES

- Step by step instructions as pegs looks confusing
- Must have four pegs rather than six
- Ukulele could be better drawn

# SIZING AND PRINTING

## MEASURING DIMENSIONS

Because this is an oddly shaped box, it was essential to measure what the dimensions were before designing so it would be able to print correctly. To do this I took my own ukulele and measured it, and then added extra inches to each side so the box would fit comfortable around the instrument.



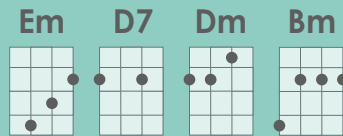
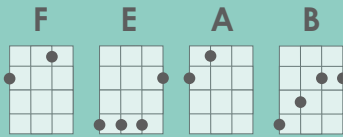
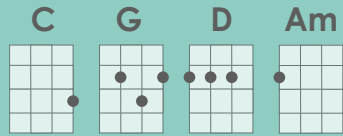
# FINAL FRONT & BACK



# FINAL INSIDE

UKULELE  
YOU CAN 'LELE

## LEARN THE CHORDS!



## START STRUMMIN'

Thinking out Loud  
Ed Sheeran

VERSE & CHORUS  
D Bm7 G A

PRE-CHORUS  
Em A D Em A  
Em Bm Dm G

The Lazy Song  
Bruno Mars

PRE-CHORUS  
Am Bm C D

VERSE & CHORUS  
G C  
G B7 C

BRIDGE

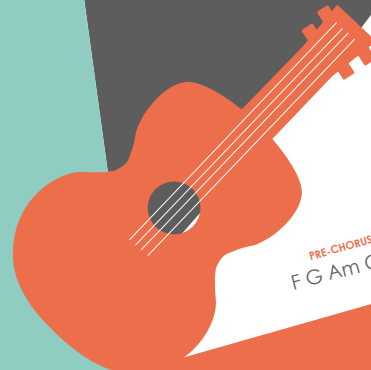
Am G D G  
C Bm G Am D

Love Story  
Taylor Swift

VERSE  
C F Am F

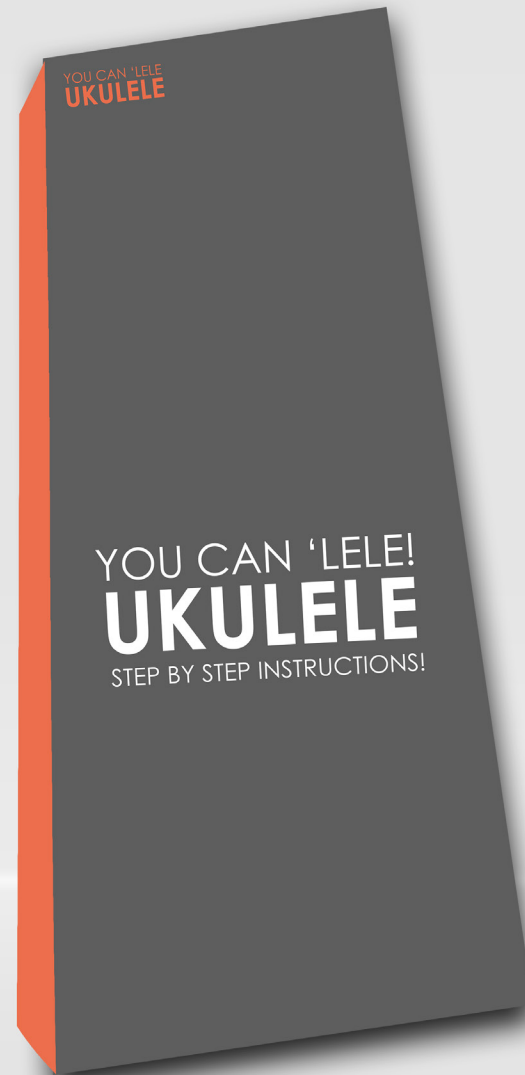
PRE-CHORUS  
F G Am C

CHORUS  
G G Am F G





FINAL



# FINAL



FINAL