



MAJOR PROJECT

Rebranding of Amul

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Why I Chose This Topic ?

- I chose my major project topic as Rebranding is because the process is all about rebuilding the brand with innovative and creative ideas, which interests me a lot.
- I have planned to work on a brand which we use in our everyday routine and this thought leads me to the rebranding of Amul. The prime reason for choosing Amul is because it's one of the largest Dairy brand in India with a fine quality of products.
- I found this project to be interesting and challenging to work with.

AIM

The main aim of doing this project (“Rebranding of Amul”) is to establish the brand with the intention of developing a new differentiated identity in the minds of consumers, investors and competitors.

OBJECTIVE

- To design and develop appropriate infrastructure for the brand.
- To make the brand stand out among its competitors in the marketplace.
- To rebrand the logo.
- To redesign the brand’s product packaging.

Knowing the Brand.

- Formed in 1946, is a dairy cooperative movement in India.
- A brand name managed by Gujarat Co-operative Milk Marketing Federation (GCMMF).
- Overseas markets - Mauritius, UAE, USA, Bangladesh, Australia, China, Singapore, HongKong and a few South African countries.
- Fresh plans of flooding the markets of Japan & Sri Lanka.

Logo



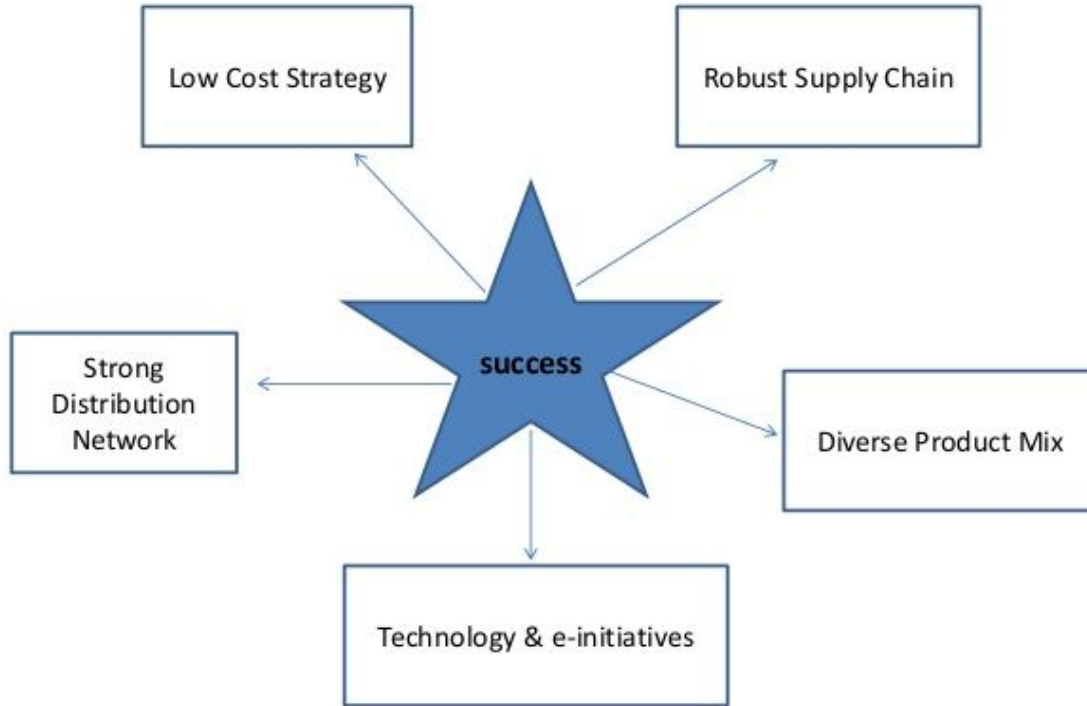
Amul's famous slogan, which is now a part of its **logo**, was created in 1994 by Shri Kanon Krishna of a Mumbai-based advertising agency called Advertising and Sales Promotion (ASP).

Mascot



The **Amul** girl was created by Eustace Fernandes, the art director of DaCunha Communications in 1966.

Reasons for Success



3 Tier Structure



SWOT ANALYSIS

Strengths

- Largest food brand in India
- High Quality, Low Price chain system
- World's Largest Pouched Milk Brand •
- Annual turnover of US \$1504 million infrastructure
- Robust Distribution Network

Weakness

- Strong dependency on weak infrastructure
- Alliance with third parties who do not belong to the organized sector.

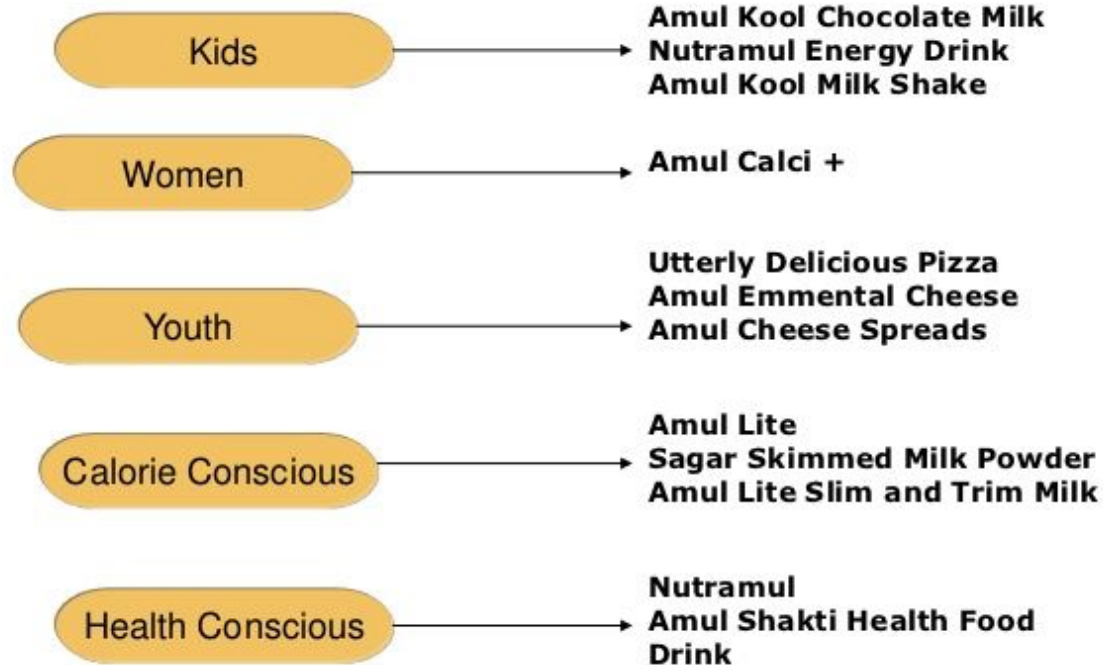
Opportunity

- Penetrate international markets
- Diversify product portfolio to enter new product categories and expand existing categories like processed foods, chocolate etc

List of Amul Products

- Milk
- UHT Milk
- Milk Powder
- Condensed Milk
- Ice Cream
- Fresh Cream
- Curd
- Paneer & Ghee
- Chocolate
- Beverage (flavoured milk)
- Cheese

CONSUMER BASED MARKET SEGMENTATION

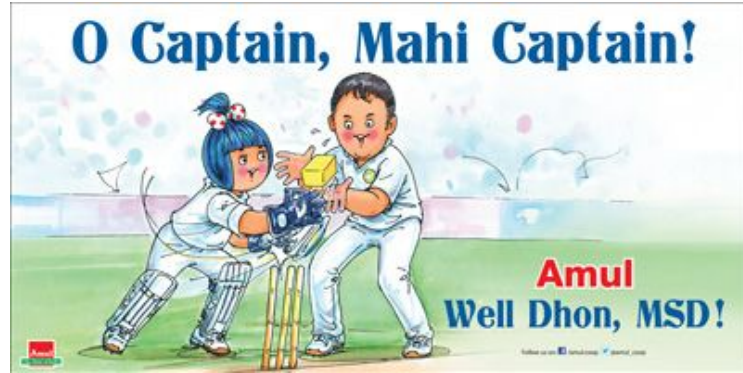


Packaging





Print Ads



Top Competitors



Competitors Packaging







Nestle and Mother Dairy are the top competitors of Amul, They maintain a range and consistency in their packaging, which tends to stand out in the marketplace.

My Project Begins

LOGO



Blackletter also known as Gothic script, Gothic or Textura, was a script used throughout Western Europe from approximately 1150 until the 17th century. It continued to be commonly used for the Danish language until 1875, and for German, Estonian and Latvian until the 1940s.





The existing logo uses a black letter font, was a script used throughout Western Europe from in the 17th century. The typeface seems to be old fashioned and outdated and also an inappropriate typeface for a dairy brand and it doesn't keep up with the modern trend, So I decided to switch to a minimal sans serif typeface.

Logo Options



These are the quite few logos, I worked on the beginning stage of this project. The inspiration for these were from the splashes and dripping of milk, As these logos were too cliché



Since Amul is a pan indian brand, so I thought of working on a regional based logo with major languages in india. I just wanted to push myself further to create a stand out logo with a deep meaning in it.

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Hindi

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Telugu

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Kannada

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Marathi

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Bengali

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Gujarati

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Malayalam

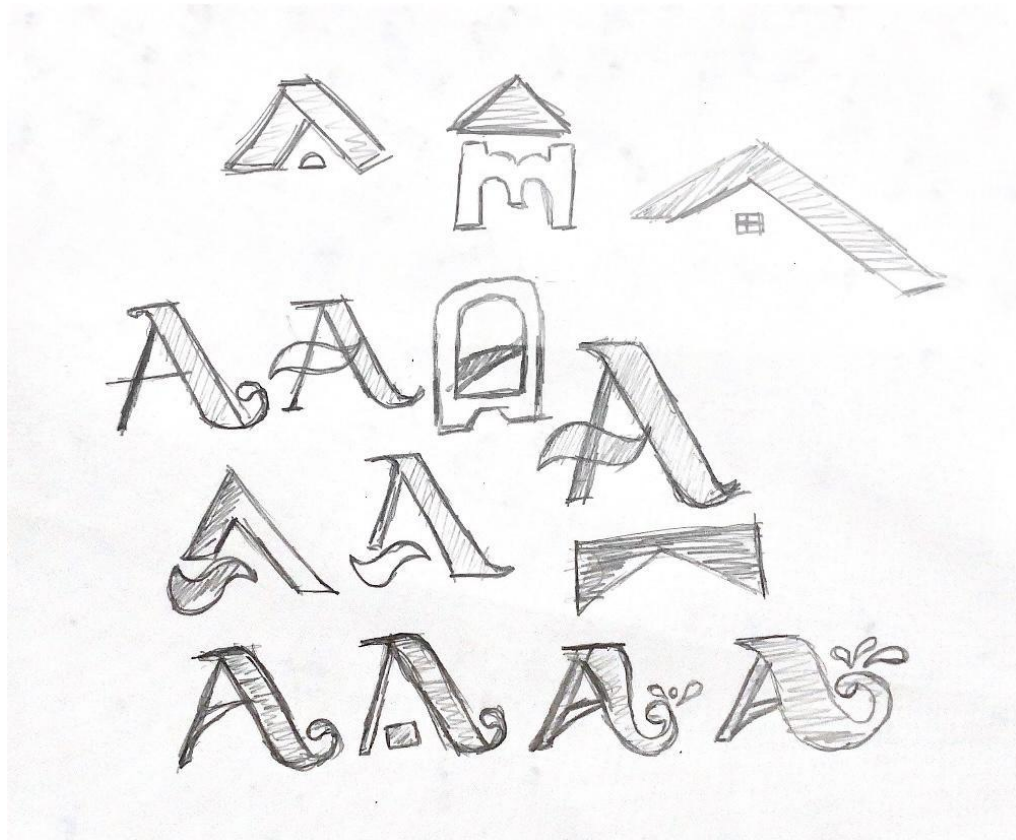
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Tamil



Final Logo

Concept
Sketches



Logo options

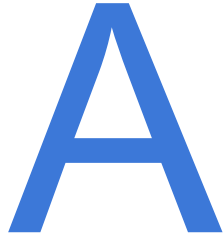


Inspiration



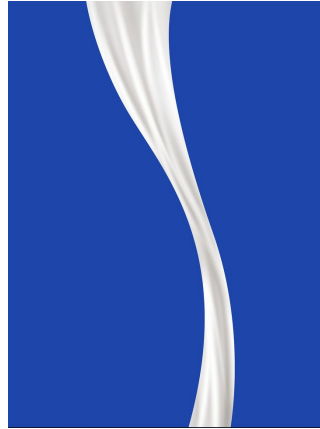
Roof

Represents the usage of Amul products in every home on daily routine.

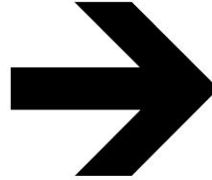


Alphabet A

(The First Letter of the word Amul).



Flow of milk





Packaging Design

Option 1

Inspiration - Mosaic Art





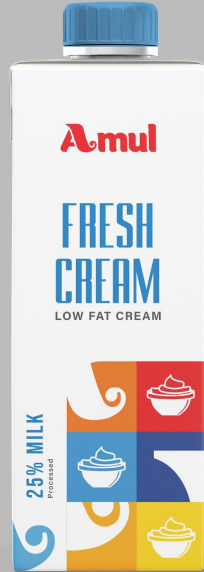












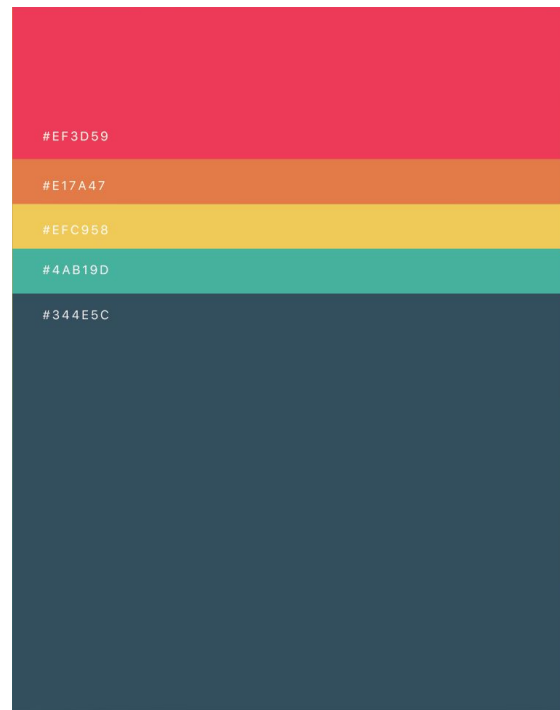






Option 2

Based on Minimal and Flat Colours

























Option 3

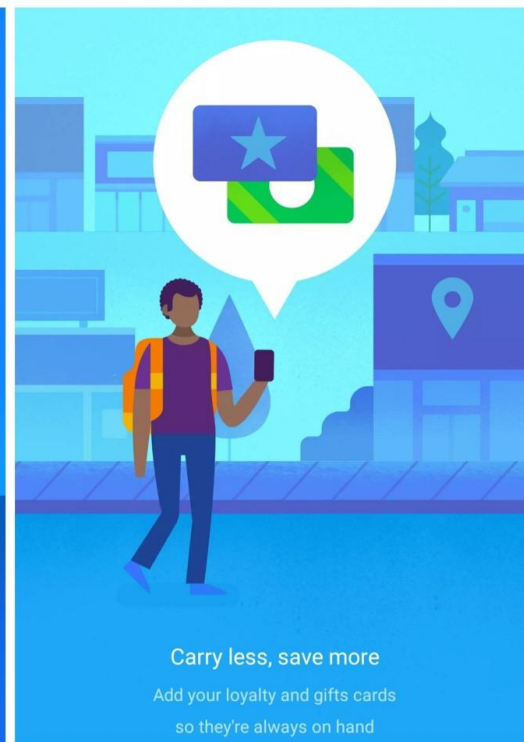
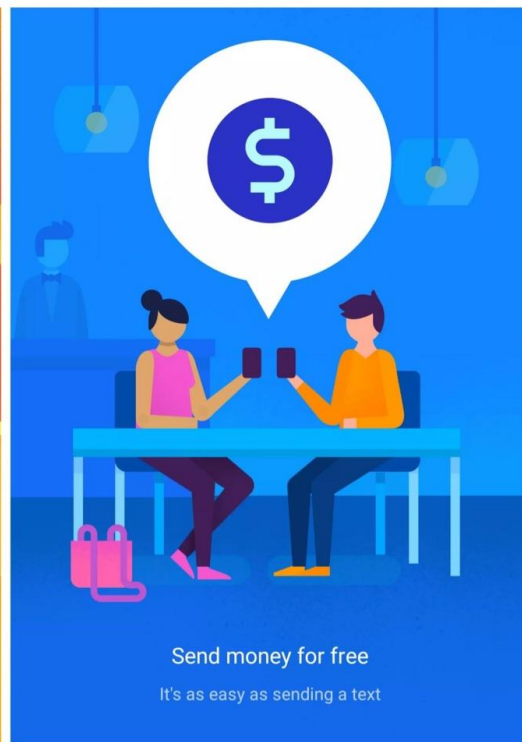
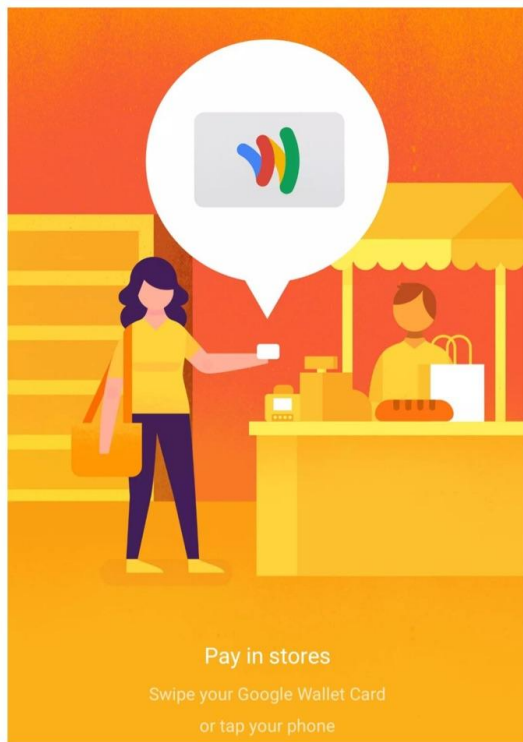
Based on Flat Illustrations



Why are flat illustrations so popular?

Flat illustrations are one of the viral trends in design for the last couple of years. You may see them in web and mobile interfaces, advertising, posters and magazines.

Many companies, including Google and Microsoft brought flat illustrations to their interfaces and therefore turned them into a trend that keeps gaining in popularity among the users. This imagery is minimal and humanized.



Illustrations by Google











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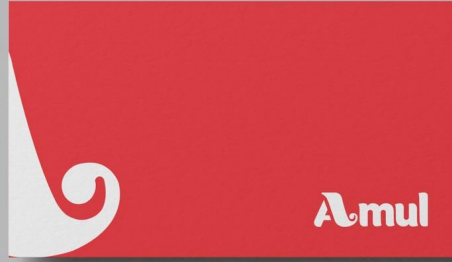


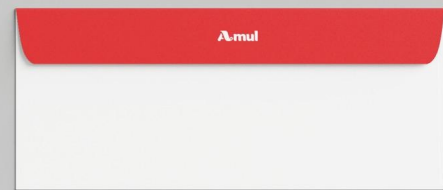
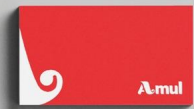






Collateral Design



















Thank You