ABSTRACT

Bhaesajchakorn lip cares started from a drugstore in 1982 (35 years ago). The owner wanted to produce a good quality product with a low price so that people can afford with the appropriate price and look valuable for Thai people and to make people more aware about the “Pharmacist”. Customers are interested with this product because it is cheap and is of good quality for them to use but the packaging design and brand image is too traditional and out of date and is not so attractive to the customers. The physical look of the brand is the most important thing so the project’s goal is to redesign the identity of the brand to help brand create a new look to the product so as to make it look more beautiful and attractive to the viewers.

Based on the product ingredients, the brand concern is about chamomile flower and jojoba oil which are the main ingredients, so the inspiration is the characteristic of the shape of flowers, leaves, or other ingredients to become the elements. To use a nature tone gives a refreshed feeling to the audience and the ingredients are the things that people care about the most. So the mood and tone of the work will be natural, refreshing and playful. The scope of work will be the same as the other product in the market like paper hanging, box packaging, counter display, poster etc.

In conclusion, I hope my design can persuade the customer to buy Bhaesajchakorn product more and enjoy it.