

CORPORATE IDENTITY DESIGN FOR SOMCHITT DISPENSARY CO. LTD.

BY

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THIS BOOK IS PART OF THE REQUIREMENT TO FULFILL
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ABSTRACT

The “Parachute Brand” has been around for over 60 years. Mr. Somkiet Supakovit relied on the knowledge that he had learned over the course of time to invent and develop formulas that he came up with this method that can disinfect bacteria in acne. This formula of Pises Powder is preserved with the ingredients that help soothe acne and disinfect the bacteria.

This thesis is created for Somchitt Dispensary Company Limited to help the company to have a new corporate identity and make the products more interesting in order to make customers confident of the brand. On the other hand, the packaging design and brand image is too traditional and out of date and is not so attractive to the customers. The goal of the project is to design the brand identity and package of the new brand to help the brand has a new image for the product so that customers can use it more easily and attract more customers.



ACKNOWLEDGMENT

At the outset, I would like to express my sincere gratitude to my advisor A. Wuthichai Choonhasakulchoke for his continuous support of my research and design, for his patience, motivation, enthusiasm, and immense knowledge. His guidance helped me throughout my research and design of this thesis. Thank you so much for always giving me a chance and for helping me a lot.

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Chapter 1

Introduction

1.1 Background

Somchitt Dispensary Company Limited is the manufacturer of Pises Powder. The company is located at 9/19 Soi Lardprao 23, Lardprao Road Latyao Chatuchak Bangkok 10900. The “Parachute Brand” has been around for over 60 years, but there is a longer story behind the company. Parachute Brand is famous for the drug to treat acne and antibacterial product that the founder was interested to produce. According to the view that a medical career is peaceful and charitable, the materials that he used is not only inexpensive but also has good quality. He relied on the knowledge that he had learned over the course of time to invent and develop formulas that are suitable for both domestic and international pharmacy. Mr. Somchitt experimented with raw materials from abroad, mixing his creations with other drugs. After dedicating most of his time to the experiment, he came up with this method that can disinfect bacteria in acne. This formula is preserved with the ingredients that help soothe acne and disinfect the bacteria. This drug is put on the market targeting people from different ages and sexes both national and international. It has been more than 60 years that the company continuously distribute the cure for acne and treatment for wound.

1.2 Problem Statement

The problem lays within the old design of the package, it is not equipped with the option for multiple uses. The Pises Powder from the Parachute brand cannot be conveniently preserved for future use, when the packaged is opened it can't be resealed. Sometimes customers may want to mix a small amount of the powder to mix with something else, but they cannot keep the rest for future use without contaminating the product. While it is true that the company might want to keep the same packaging in order to be recognized easily by the customers. But with the design being over 60 year's old it is neither up-to-date nor convenient for the customers anymore. Besides, emphasizing on the fact that the company has been around for more than 60 years, the brand is already well-known for its product. Now might be the time to rethink about the use of packaging, making it easier to use.

1.3 Project Objectives

1. To revise corporate identity and redesign product logo (Pises Powder) in order to gain visual refreshment of the brand
2. To educate the customer about how to use the product in a formula book
3. To redesign the package, making it easier to use and more convenient to be preserved for multiple use.

1.4 Applications

1. Logo (Somchitt Osoth Brand)
2. Logo English (Pises Powder Parachute Brand)
3. Logo Thai (Pises Powder Parachute Brand)
4. Package for Pises Powder Parachute Brand
5. Box set package of Pises Powder Parachute Brand
6. Counter display of Pises Powder Parachute Brand
7. Sticker (Shopping bag)
8. Ticket formula about preserve acne from Pises Powder
(How to treat acne from the ingredients such as Yogurt, Honey and Lemon, etc.)
9. Shopping bag of Somchitt Osoth Brand
10. Poster series of Pises Powder Parachute Brand





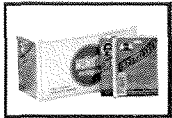

CHAPTER 2

INFORMATION ANALYSIS

Chapter 2 Information Analysis

2.1 Marketing Analysis

2.1.1 Marketing Mix

	Company	Competitor	Competitive Analysis
Product	<ul style="list-style-type: none"> - Pises Powder Parachute Brand - Parachute Balm 	<ul style="list-style-type: none"> - Yoki Powder 	In comparison, Somchitt Dispensary and Siribancha. Somchitt has more than one kind of products line. But these two brands have one same product line, ingredients, and same type of powder that reduces acne as well.
Price	<ul style="list-style-type: none"> - Pises Powder Parachute Brand 10 Baht / 3 g. - Parachute Balm 6 Baht / 2 g. 	<ul style="list-style-type: none"> - Yoki Powder 35 Baht / 60 g. 	These two brands have size, quantity and price differently. Pises powder's volume is little, cheap and reasonable price. On the other hand, Yoki Powder's size space more volume and the price is more expensive.
Place	<p>Supermarket</p> <ul style="list-style-type: none"> - Lotus - Max value <p>Facebook</p> <ul style="list-style-type: none"> - Pises Powder Parachute Brand <p>Drugstore</p> <ul style="list-style-type: none"> - Watsons Shop - Health Up - Pure Pharmacy - Booth 	<p>Supermarket</p> <ul style="list-style-type: none"> - Top Super market - Big C - Lotus - Max value <p>Drugstore</p> <ul style="list-style-type: none"> - Watsons Shop - Booth - Health Up - Pure Pharmacy <p>7-11</p>	For places, these two brands is available on website, supermarket and drugstore. But for Pises Powder is available on facebook, Siribancha is not available on Facebook. However, Pises Powder mainly focus on sell in the drugstore by pharmacist.
Promotion	<p>Website: http://www.parachutebrand.com Facebook: Pises Powder Parachute Brand YouTube: lovepisespowder</p>  <p>- Free Shipping</p>	<p>Website: http://www.siribuncha.com Facebook: Yoki Powder</p>  <p>- Extra sales promotion to buy wholesale 12 piece pay only 150 Baht</p>	Pises Powder and Yoki Powder are available to sell on website, which Siribancha has a lot of promotion more than Pises Powder because Pises Powder has only free shipping for online order.

2.1.2 SWOT

Internal Factors	Strength	Weakness
	<ul style="list-style-type: none">- This product is of high quality and is the most famous acne treatment for antibacterial.- Antibacterial drugs can be used for acne wounds, infectious wounds, chronic wounds and burns.	<ul style="list-style-type: none">- Old look package design, also hard to read the sided label and outdated logo.- Products cannot be preserved if users want to use them later.
External Factors	Opportunity	Threat
	<ul style="list-style-type: none">- Many people are looking for acne treatment. Pises Powder has received attention from all ages.- Many people have acne problems regarding acne scar treatment. Pises Powder is a product that can help people with these problems.	<ul style="list-style-type: none">- Acne treatment products have many competitors.



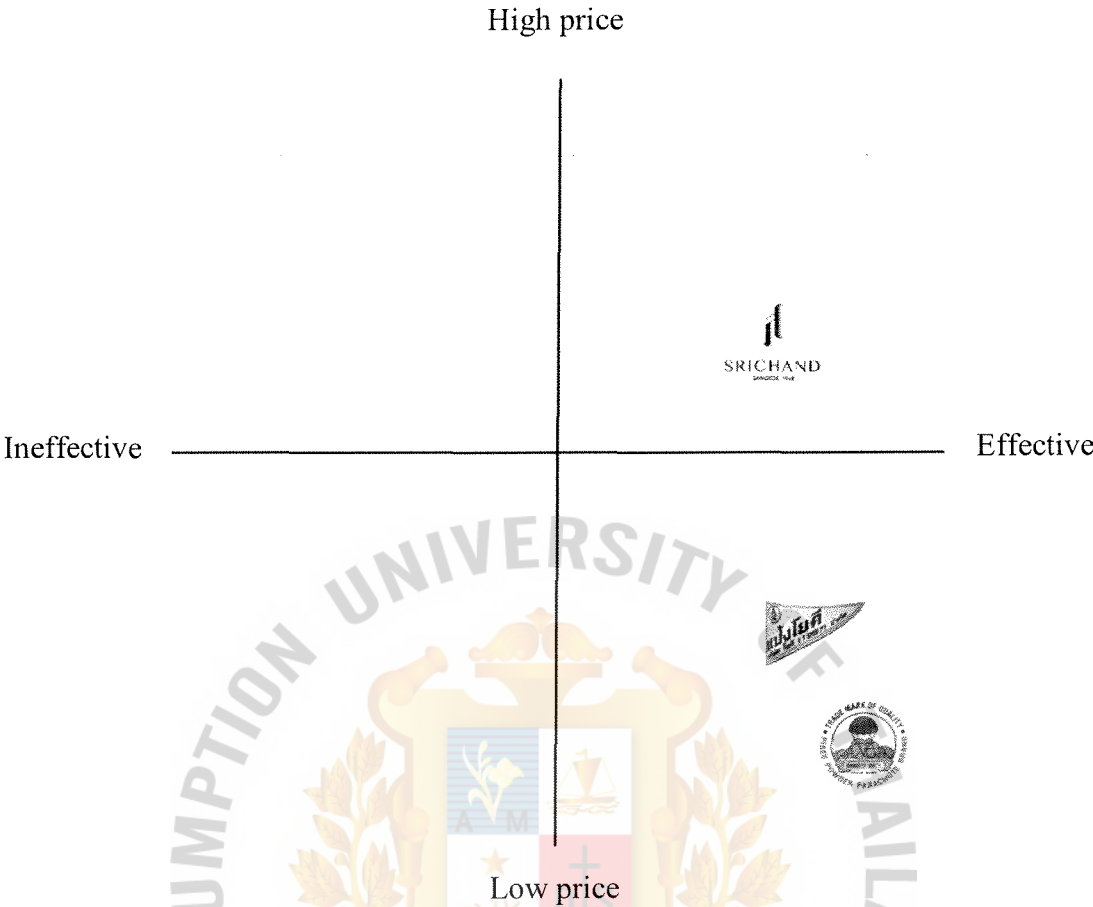
2.1.3 Target Group

Demographic	Age: 20 to 40 Race: Thai Gender: Female Marital status: Married and Single Income: 15,000 baht or above Education: High school and above Occupation: Student, Working age and Housewife like to take care of themselves
Geographic	Country: Thailand Region: Bangkok Population: 5,666,264 populations Settlement: Urban
Psychographic	Personality: Self-conscious Value: Someone who wants their physical outward appearance to look beautiful Attitudes: Love to take care of oneself Interests: Concerned about acne and interest in treatment Lifestyle: studying and working

2.1.4 Unique Selling Point

Experience and expertise in the manufacturing of products under this brand for over 60 years. Pises Powder is acne treatment to give you care for your skin. It will also prevent recurrence of acne when used regularly. In addition, it is also used to treat various wounds such as chronic wounds, ulcers and burns. On the other hand, the product of competitors cannot offer other treatments except treat acne. This is a major selling point and it convinces the customer to believe in our product. This branding is clear to the satisfaction of the customers. By considering the benefits to customers as a priority, the company has upgraded the production to be more efficient.

2.1.5 Product/Brand Positioning



Position Statement: According to the chart above, the brand position graph shows the following important fact by the price and effectiveness of the product. To start with, Srichand brand which is at the highest position is more expensive than other competitors. To support this, it is clear that Srichand has the middle effectiveness to treat acne from a reviewed data of customers. Next, Yoki Powder brand is middle priced and the customer can afford it. This is shown by the effectiveness of powder. Moreover, it has the potential for treating acne well to some extent from real users. Last, Pises Powder is the lowest priced product. It is extremely effective in treating acne and is an excellent antibacterial and has been popular with many customers evident from the inspection data of the real users. Finally, the price is depended on the amount of the product too and all of them have different effective treatment of acne.

2.1.6 Product/Brand Personality

I am a female of age 50. I am an expert in the acne treatment. For my personality, focusing on image looks traditional and mature as an old lady, who also is seen as a reliable and conservative person, but in contrast if we are looking outside the brand appearance, it looks classic and vintage.



2.2 Supplementary Information

Pises Powder Parachute Brand



Fig.1 Pises Powder Parachute Brand

Pises Powder Parachute Brand contains an antibacterial substance which could eliminate bacteria that is leftover on the epidermis or clogging pores on your skin. Natural herbs, in Pises Powder Parachute Brand, will smoothen your skin. It will also prevent reoccurring of acne when used regularly. Bacteria, dust or excessive production of oil from sebaceous gland can easily clog skin pores, which causes whiteheads, blackheads, pimples or large acne on your face. Antibacterial substances in Pises Powder Parachute Brand will help to eliminate bacteria that is leftover on the epidermis or clogged pores on your skin. Natural herbs in Pises Powder Parachute Brand will leave one with a good complexion, smooth, soft and radiant.



Fig.2 Treatment Procedure

How to use Pises Powder



Fig.3 How to use Pises Powder Parachute Brand

Step1: Wash your face with mild soap in tepid water and pat it dry with clean towel or tissue.

Step 2: Remove any ready-to-pop acne and apply Pises Powder. It will help to speed up the healing process without leaving any scars or marks.

Step 3: Before going to bed, wash your face with mild soap in tepid water, make sure that no traces of dirt are left on your face and pat dry. Dissolve Pises powder with water until the texture is thick enough to apply on your face. It will help to kill any leftover bacteria and gently decrease what may have caused acne to occur.

Pises Powder Formulations

- **Honey Lemon and Pises Powder Face Mask**



Fig.4 Honey Lemon and Pises Powder

Honey is a natural product. In addition to eating. It is rich in vitamins, minerals, enzymes, sugars and proteins that are easy to digest. When to apply honey. Honey will help to moisturize the skin, is soothing, sensitive honey kills bacteria, reduces inflammation, help heal, pimples, makes skin bright and dull.

Ingredients needed:

1. Pises Powder – 1 packet
2. Lemon – 1 tablespoon
3. Honey – 2 tablespoons

- **Pises Powder & Egg Yolk Face Mask**

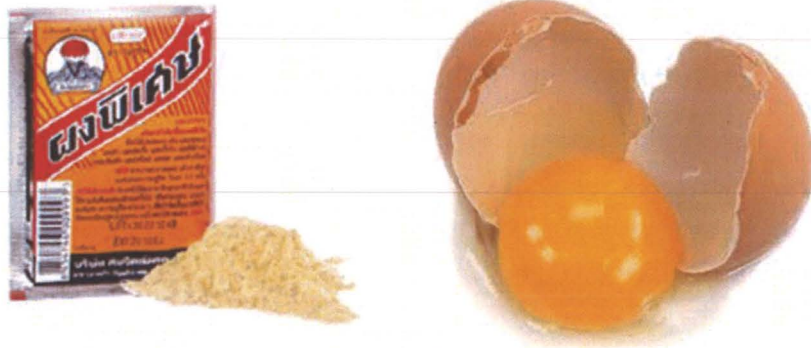


Fig.5 Egg Yolk and Pises Powder

Egg Yolk helps your skin as it is rich in protein and milk to nourish the skin, soft, moist, not let it be dry. The acne lesion disappears faster. Helps the skin to fasten the process of healing blemishes. Because egg yolk mostly contains water protein and fats, it has the ability to nourish and emollient so much that your skin will be supple, smooth and soft.

Ingredients needed:

1. Pises Powder – 1 packet
2. 1 organic egg yolk

- **Milk & Pises Powder Face Mask**



Fig.6 Milk Yogurt and Pises Powder

Milk contains high levels of calcium and vitamin D, which helps maintain bones and teeth. Importantly, fresh milk helps keep the skin radiant and firm. Yogurt will help your skin look dull and radiant. The skin is smooth and reduces irritation.

Ingredients needed:

1. Pises Powder – 1 packet
2. Milk – 1 tablespoon
3. Plain Yogurt – 1 tablespoon

2.3 Data Collection

2.3.1 Key Questions

1. What is the brand image of a Pises Powder Parachute Brand?
2. What ingredients are used in Pises Powder?
3. What are the benefits of using Pises Powder for acne treatment?
4. What are the different formulations of Pises Powder and what are they used for?
5. What are the disadvantages of the package design of Pises Powder?

2.3.2 Methods

1. Questionnaire – Questionnaire (Online) asking about using and comment Pises Powder and general information about the problem of using packaging
2. Observation – Observation from online databases on public customer usage (Pantip, Facebook, Youtube).

2.3.3 Respondents

1. Questionnaire – 177 respondents, Male and Female, 15-50 years old.
2. Observation –
 - Pantip – ห้อง: โต๊ะเครื่องแป้ง (2013, May. 25) time 19:40
 - Facebook – ผงพิเศษ ตราร่มชูชีพ Pises Powder Parachute Brand Page (2017, June. 10)
 - Youtube – [Happy Nucha](#) (2017, June. 21)
 - [Pleng's Diary](#) (2016, Aug. 30)
 - [แรบบิท มาแฉร์](#) (2015, Dec. 26)

2.3.4 Results

There are lots of complaints on Pantip about problem packaging of

- i. Pises Powder but they don't know how to do.
- ii. Facebook and Website tries to communicate the product to the teen market very much.

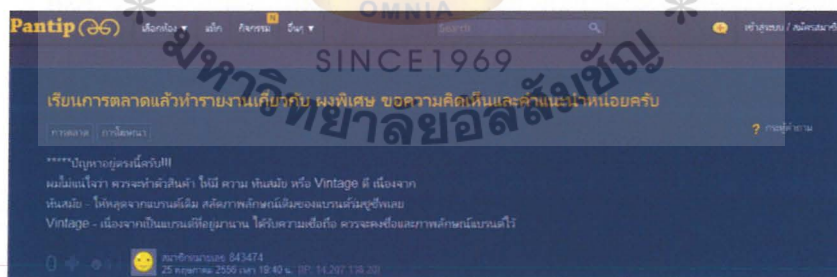


Fig. 7 Ask for feedback and suggestions from using Pises Powder, Pantip

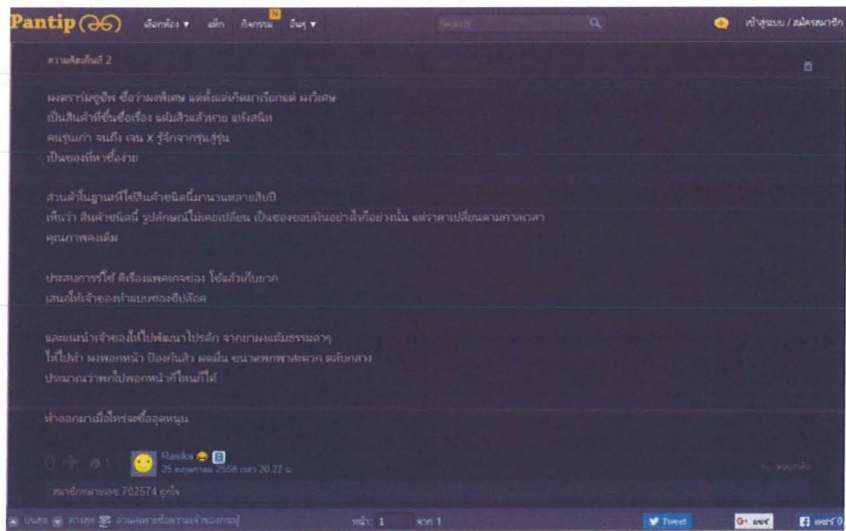


Fig. 8 The complaining about packaging of Pises Powder, Pantip

As you can see in the picture 8, speaking about the experience of using Pises Powder and packaging complaints, it is difficult to use and it is recommended that the owner locks the zipper for future use.



Fig. 9 Talk about promote and communicate of Pises Powder, Pantip

As you can see in the picture 9, speaking about Pises Powder Parachute Brand is trying to create an awareness of the product to the teen market very much. As observed from the website, it may not be very promising.

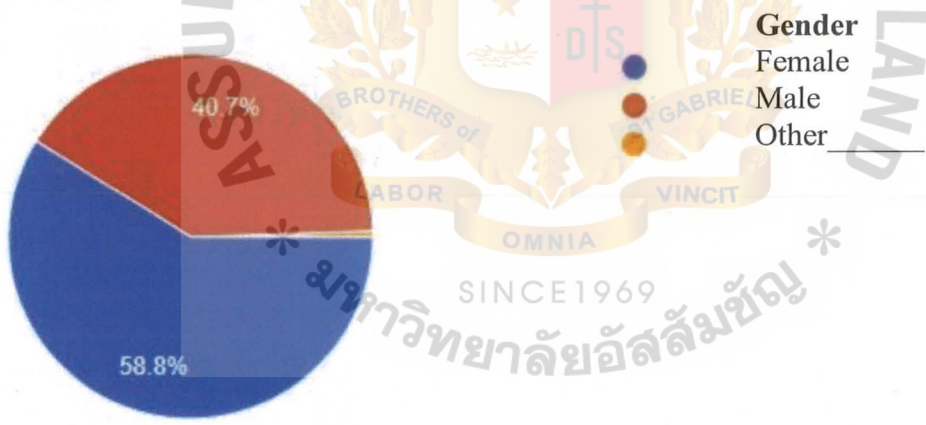
Questionnaire (Online)

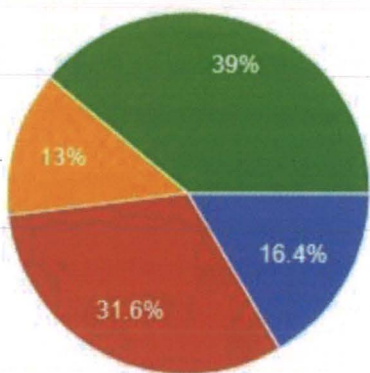
The purpose of the questionnaire was collected from the age at 15 to 50. From the 177 responses evaluated, 104 were females, 72 males and 1 Bisexual. From an age range of 15-20 years old were about 29 people, 56 people were 21-30 years old, 23 people were 31-40 years old and 69 people were 41-50 years old. Most among them are students with careers around 60 people, office workers were about 50 people, People who owned business were around 42 people, housewives around 10 people, officers around 15 people and freelance were 3 people. 133 people had a problem about acne while on the other hand, 43 people did not have a problem about acne.

Beside this, the questionnaire result shows the result that most who responded the questionnaires were female at 58.8%. People who knew Pises powder were 170 people but, 7 people did not know about Pises powder. When they had a problem about acne 127 people chose to buy Pises powder, 26 people bought Yoki powder, Srichand, 16 people and 8 people bought De Leaf Thanaka. Most people choose to buy product of good quality 85.9%. About the packaging, they feel it is hard to maintain for long (when used in the future), the packaging is difficult to use, the information on the packaging is difficult to read, High quality but antique not stylish and brand image looks old. Some people think it is comfortable and do not have a problem.

From the 177 people, 90.4% opinioned on the packaging modification of Pises Powder to make it easier to use and 97.2% agreed to have a provision for the instructions and ingredients of the Pises Powder which is on the front face on box set.

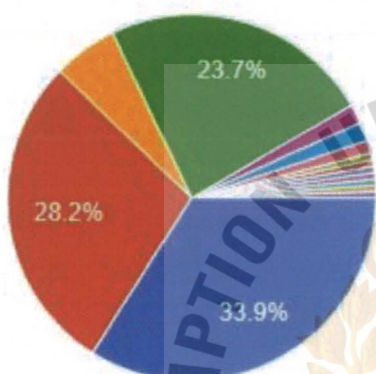
Part 1: Profile and information





Age

- 15-20 years old
- 21-30 years old
- 31-40 years old
- 41-50 years old

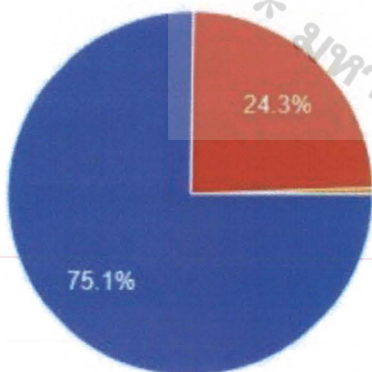


Career

- Student
- Office worker
- Housewife
- Own business
- Freelance
- Officer
- Other

Part 2: General information about using Pises Powder

1. Do you have ever had a problem about acne on your face or not?

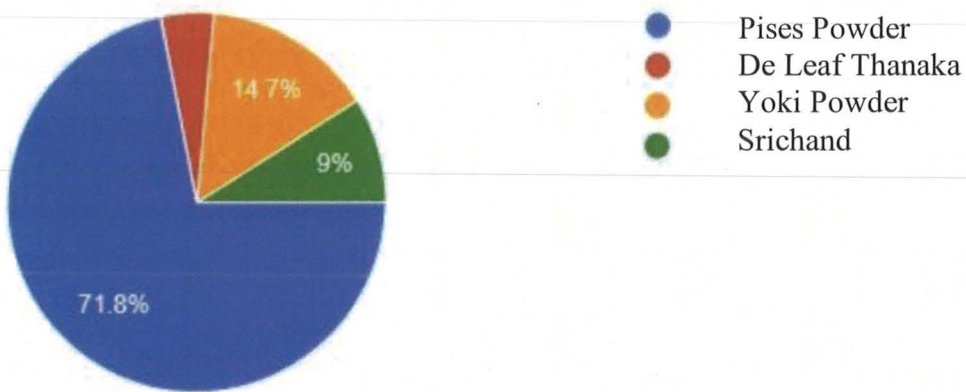


Yes

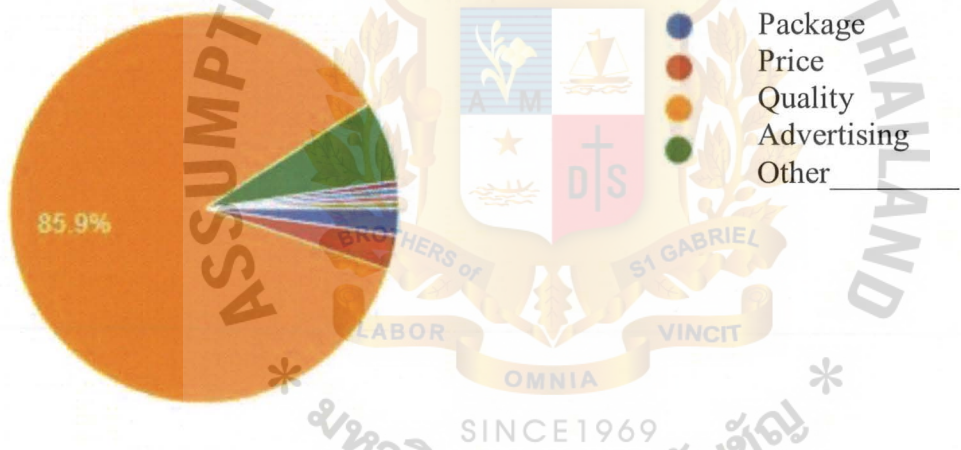
No

Other

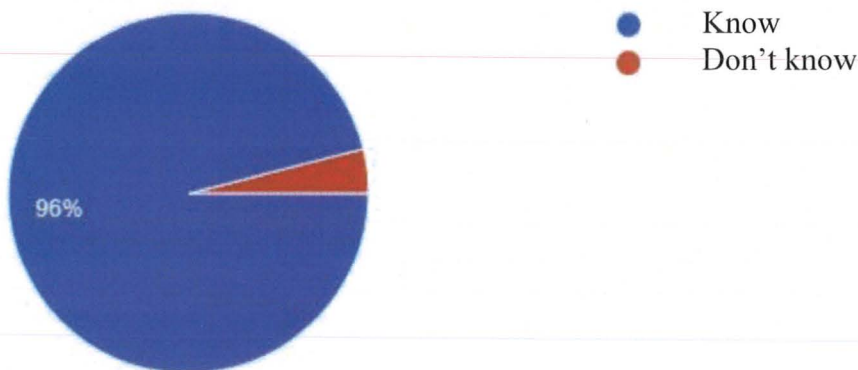
2. Which brand would you think of first when talking about a cure acne powder?



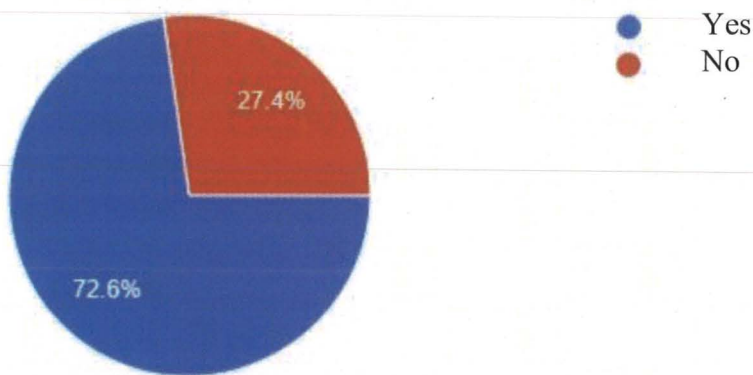
3. What the first factor when you choose to buy a cure acne powder?



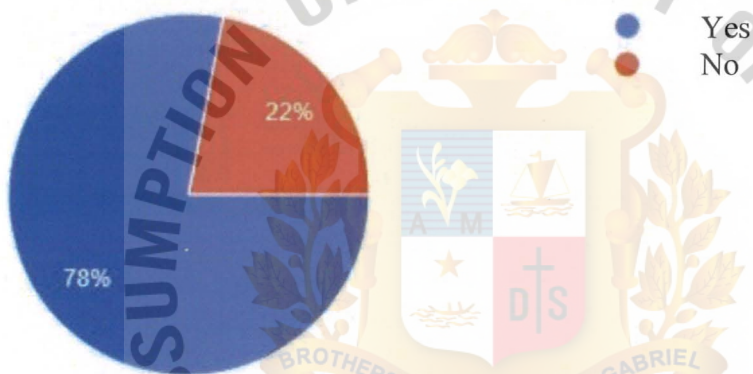
4. Do you know Pises Powder or not?



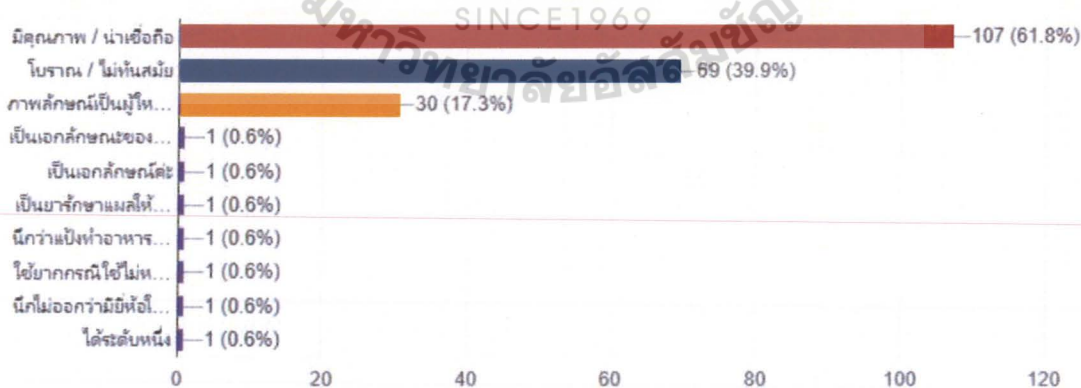
5. Do you use Pises Powder or not?



6. Do you know what Pises Powder can do?

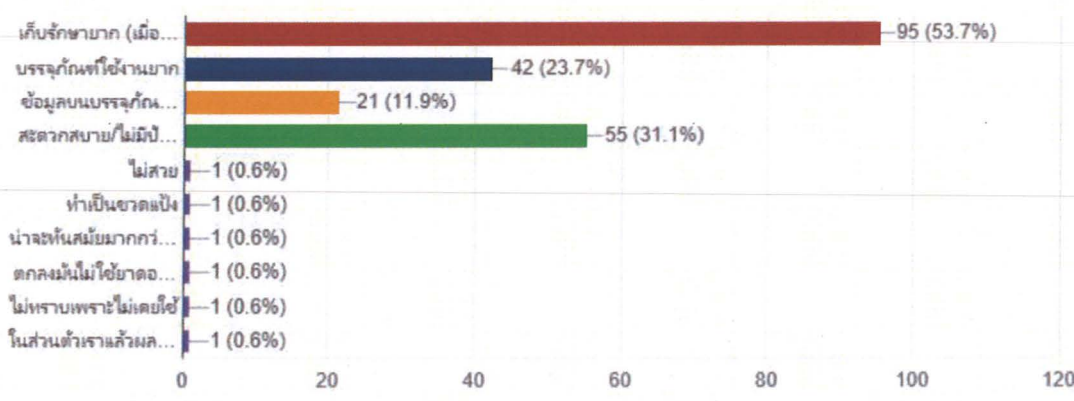


7. What do you think about the brand image of a Pises Powder?



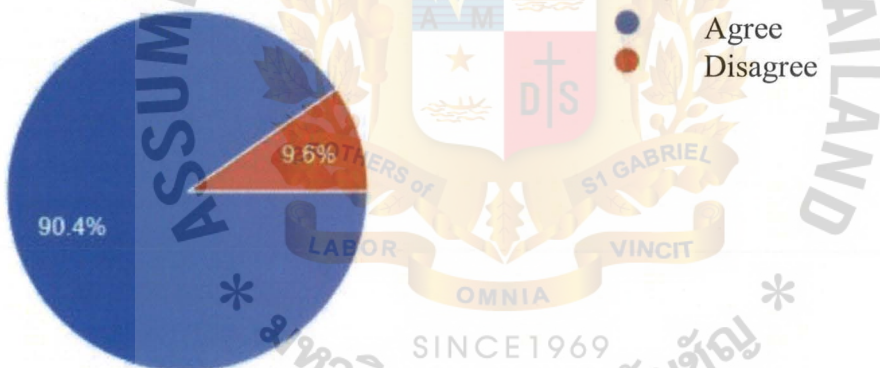
- Quality / Reliability
- Antique / not stylish
- Brand image looks old
- Other _____

8. What do you think about the Pises Powder's package?

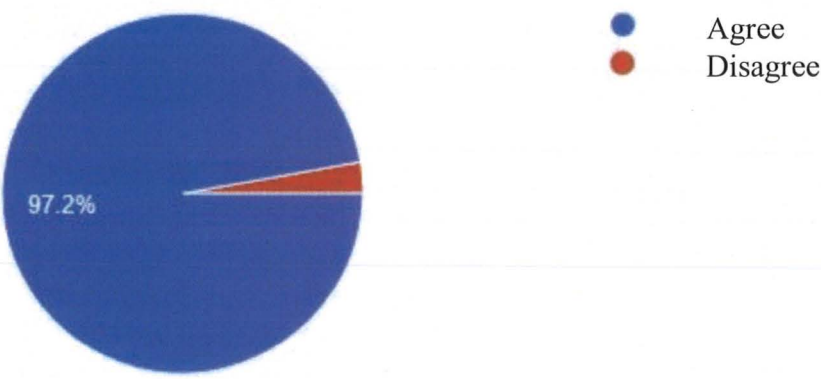


- Hard to maintain (when used in the past)
- The packaging is difficult to use
- Information on the packaging is difficult to read
- Comfortable / not have problem
- Other _____

9. Do you agree if Pises Powder is about to change its package to be used easier?



10. Do you agree if we are providing the instructions and formula of using Pises Powder?



2.3.5 Implementation

The survey found that most people use Pises Powder products for 10 years. They are thought to be the most famous acne product and disappear and are also easy to find. But notice that the problem with the use of Pises Powder is that the packaging is difficult to maintain. Most people want to make the package as a zip lock so they can be kept. And most importantly from the observation is on the brand's website. Communicate, sell, and advertise in more modern ways. Most people are interested in changing the brand's target audience make the teenager more interested in the product.



2.4 Design Analysis

2.4.1 Survey Within Industry – Srichand Original Scented Powder



Form – based on design principles

The look of the packaging and logo does not look modern. The main color is blue and red. For the composition of the font on flower pattern is hard to read. About the appearance, mostly used is a colorful flower pattern because the product contains a mixture of perfume. Moreover, there are flowers in front of the package because it is transformed into a flower series package.

Content – based on communication theory

Data on the package communicates well and it thoroughly has the instruction how to use the product. Moreover, there are written Thai and English with clear information that is easy to read.

2.4.2 Competitor's Design – Yoki Powder



Form – based on design principles

The overall package design is quite traditional because of the color that is soft cream yellow and the dark blue Thai font. They also use an alignment diagonal to create the logo. They have emphasized only their logo so as to catch the eye at once. The overall design is quite out of date.

Content – based on communication theory

For the content, they put all the important information on the package such as how to use, warning message, where they produced it and the amount of the product.

2.4.3 Existing Design – Pises Powder from the Parachute Brand



Form – based on design principles

The design of a package that catches the viewer's attention is the color of the package. The orange color will make everything to be remembered easily. For the logo, it is very big and easy to read but the design is not attractive to the consumer in this period. On the other hand, the information on the product is difficult to read because of it being too small. The overall design is quite out of date.

Content – based on communication theory

The product thoroughly has instructions on how to use it for treatment such as it contains an antibacterial substance which could eliminate bacteria that is leftover on the epidermis or which clogs the pores on your skin. It is safe for people who have a problem of acne skin. Moreover, there are written in Thai and English with clear information.

Response – based on customers' reaction

Most of the people's responses just by looking at this product and review that this product is cheap but has high quality. About packaging is it hard to use when a customer wants easier packaging to preserve the product for future use. The new tactic and design will redefine the brand's identity and image, the company should be focusing more on the use of packaging by make it easier to use.



Chapter 3

Concept Development

3.1 Communication Objectives

1. To introduce the benefits of the product to a wide range of people.
2. To make customer feel present and modern about product positioning.
3. To point out that Pises Powder has many benefits such as acne treatment and antibacterial from wounds.

3.2 Concept I

Title: PisesWises

Mood & Tone: Dreamy/Magically/Mysterious

Support:

The inspiration from the name of the product is the Pises Powder Parachute Brand like a Pises or Wises (in Thai word is a precious thing) a miracle mysterious to find. Acne Treatment by the face with Pises Powder Parachute Brand before sleeping, on waking up acne it disappears like a dream and heals the wound. It is a miracle. And using the color of Purple tone to make it look dreamy, magical and mysterious creates an attraction for the brand.

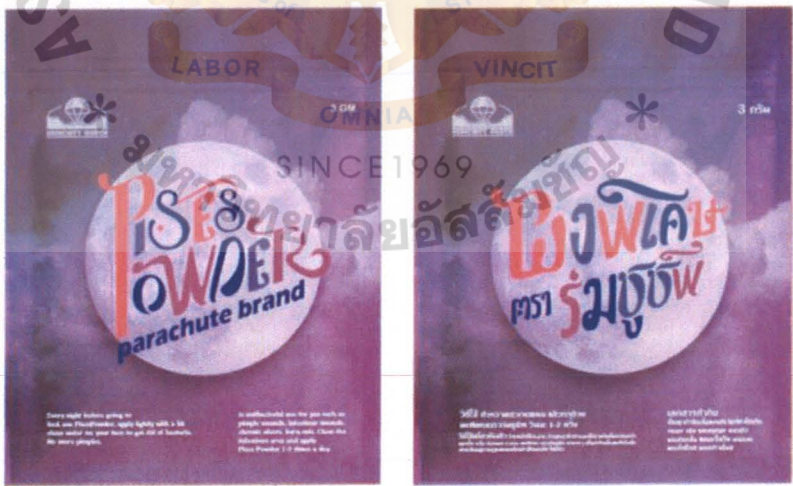


Concept 1 Sketch:

Logo



Package



Media: Logo, Packaging Design
Specifications: 5.5 x 7 cm.
Technique: Adobe Illustrator

Thesis Committee Comments & Suggestions:

The logo is consistent with the concept that is magical, but the overall layout of the text on the package is too hard to read and not attractive like the other brands.



3.3 Concept II

Title: Retro Style

Mood & Tone: Colorful/Cheerful/Lively

Support:

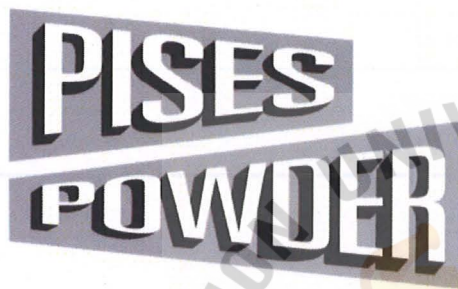
The inspiration was derived from the posters, theatre, dresses and colors during the World War II period. Pises Powder Parachute Brand was established during the World War II period. In those days, there were sad times, people didn't look bright. Then everyone started to dress up in bright colors to make the country more colorful. By using the baby color scheme looks colorful, cheerful and lively to create fun. By using Retro Style, the focus was on vibrant colors and contrasting colors so as to create a fun color.



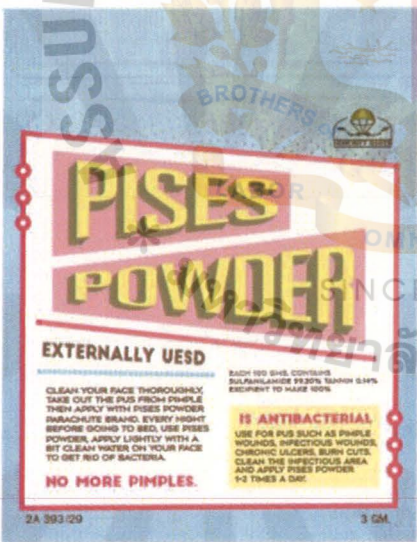
LABOR OMNIA VINCIT
SINCE 1969
มหาวิทยาลัยอัสสัมชัญ

Concept 2 Sketch:

Logo



Package



Media: Logo, Packaging Design
Specifications: 5.5 x 7 cm.
Technique: Adobe Illustrator

Thesis Committee Comments & Suggestions:

The overall design shows that the concepts are in line with the brand history. Regarding the color, it goes well with the product and it is interesting to customers. Moreover, the layout of the text is easy to read and organize.



3.4 Concept III

Title: Power of 1980's

Mood & Tone: Vivid/Active/Energetic

Support:

Inspired by Powerful reputation of the Electronic movies, music and video games in the 80s, as well as the power to heal wounds from the Pises Powder Parachute Brand it was famous in the '80s. Turning back to design in the 80s style was to remind the people to be more interested and not forget about the brand. The color scheme was created to look vivid, active and energetic thus creating interest. By using Synthwave style, focus was on gaudy colors so as to create a power of confidence in the brand that is available to customers.



SINCE 1969
มหาวิทยาลัยอัสสัมชัญ

Concept 3 Sketch:

Logo



Package



Media: Logo, Packaging Design

Specifications: 5.5 x 7 cm.

Technique: Adobe Illustrator

Thesis Committee Comments & Suggestions:

The logo design is difficult to read because it's too close to each other and the layout of the text is too difficult to read.





CHAPTER 4
CONCLUSION & SUGGESTIONS

Chapter 4
Conclusion & Suggestions

4.1 Final Design



Media: Logo Somchitt Osoth
Specifications: RGB Color
Technique: Adobe Illustrator



Media: Logo Pises Powder
Specifications: RGB Color
Technique: Adobe Illustrator



Media: Counter display
Specifications: 5.5 x 7 cm.
Technique: Adobe Illustrator

7 DAYS TRICKS

1. Clean your face

2. Remove acne

3. Point the medication on zone or mark all over the face and leave it for 15 - 30 minutes then rinse thoroughly

3

Days 12 & 13 use 100% face without acne

MONDAY

1

RR1234567

Ingredient : Pome powder 1 part
2 tablespoons of lime juice

Properties : Lemon helps to reduce concentration of the skin, reduce redness and helps the skin brighter

★ LEMON MASK ★

TUESDAY

2

RR1234567

Ingredient : Pome powder 1 part
3 tablespoons of milk

Properties : Milk helps to reduce moisture helps to lighten pores and also helps to reduce redness, skin to be more radiant

★ MILK MASK ★

WEDNESDAY

3

RR1234567

Ingredient : Pome powder 1 part
2 tablespoons of orange peeler juice

Properties : Orange helps to increase moisture, brighten to the skin and also helps to reduce the skin to be more radiant

★ CUCUMBER MASK ★

THURSDAY

4

RR1234567

Ingredient : Pome powder 1 part
1 egg (white only)

Properties : Egg white helps to reduce some redness, soothes and reduces oil on the skin, it also helps to be smooth, white and clear

★ EGG WHITE MASK ★

FRIDAY

5

RR1234567

Ingredient : Pome powder 1 part
2 tablespoons of yogurt

Properties : Yogurt helps to reduce some redness, soothes and reduces inflammation of skin

★ YOGURT MASK ★

SATURDAY

6

RR1234567

Ingredient : Pome powder 1 part
1 tablespoon of water

Properties : Water helps to reduce some redness, soothes and reduces inflammation of the skin and makes the skin soft

★ WATER MASK ★

SUNDAY

7

RR1234567

Ingredient : Pome powder 1 part
1 tablespoon of honey

Properties : Honey helps to reduce some redness, soothes and reduces inflammation of the skin and makes the skin soft

★ HONEY MASK ★

7 วัน เทคนิค

1. ล้างหน้าให้สะอาด

2. ใช้น้ำยาแต้มสิว

3. ใช้ยาแต้มสิวทั่วหน้า หรือ ทาทั่วหน้าเป็นเวลา 15 - 30 นาที แล้วล้างหน้าให้สะอาด

3

วันที่ 12 และ 13 ใช้ 100% หน้าไม่มีสิว

วันจันทร์

1

ส่วนผสม : ผงส้มป่อย 1 ส่วน
น้ำมะนาว 2 ส่วน

สรรพคุณ : มะนาว ช่วยลดความมันบนผิวหน้า ลดการอักเสบของสิว และช่วยให้ผิวหน้าดูกระจ่างใส

★ มะนาว ★

วันอังคาร

2

ส่วนผสม : ผงส้มป่อย 1 ส่วน
นม 3 ส่วน

สรรพคุณ : นม ช่วยลดความมันบนผิวหน้า ช่วยลดการอักเสบของสิว และช่วยให้ผิวหน้าดูกระจ่างใส

★ นม ★

วันพุธ

3

ส่วนผสม : ผงส้มป่อย 1 ส่วน
น้ำส้มสายชู 2 ส่วน

สรรพคุณ : น้ำส้มสายชู ช่วยลดความมันบนผิวหน้า ช่วยลดการอักเสบของสิว และช่วยให้ผิวหน้าดูกระจ่างใส

★ แอปเปิ้ล ★

วันพฤหัสบดี

4

ส่วนผสม : ผงส้มป่อย 1 ส่วน
ไข่ขาว (เฉพาะไข่ขาว)

สรรพคุณ : ไข่ขาว ช่วยลดความมันบนผิวหน้า ช่วยลดการอักเสบของสิว และช่วยให้ผิวหน้าดูกระจ่างใส

★ ไข่ขาว ★

วันศุกร์

5

ส่วนผสม : ผงส้มป่อย 1 ส่วน
โยเกิร์ต 2 ส่วน

สรรพคุณ : โยเกิร์ต ช่วยลดความมันบนผิวหน้า ช่วยลดการอักเสบของสิว และช่วยให้ผิวหน้าดูกระจ่างใส

★ โยเกิร์ต ★

วันเสาร์

6

ส่วนผสม : ผงส้มป่อย 1 ส่วน
น้ำ 1 ส่วน

สรรพคุณ : น้ำ ช่วยลดความมันบนผิวหน้า ช่วยลดการอักเสบของสิว และช่วยให้ผิวหน้าดูกระจ่างใส

★ น้ำเปล่า ★

วันอาทิตย์

7

ส่วนผสม : ผงส้มป่อย 1 ส่วน
น้ำผึ้ง 1 ส่วน

สรรพคุณ : น้ำผึ้ง ช่วยลดความมันบนผิวหน้า ช่วยลดการอักเสบของสิว และช่วยให้ผิวหน้าดูกระจ่างใส

★ น้ำผึ้ง ★

Welcome to enjoy the techniques.

Media: Ticket formula
Specifications: 4.5 x 7.5cm.
Technique: Adobe Illustrator

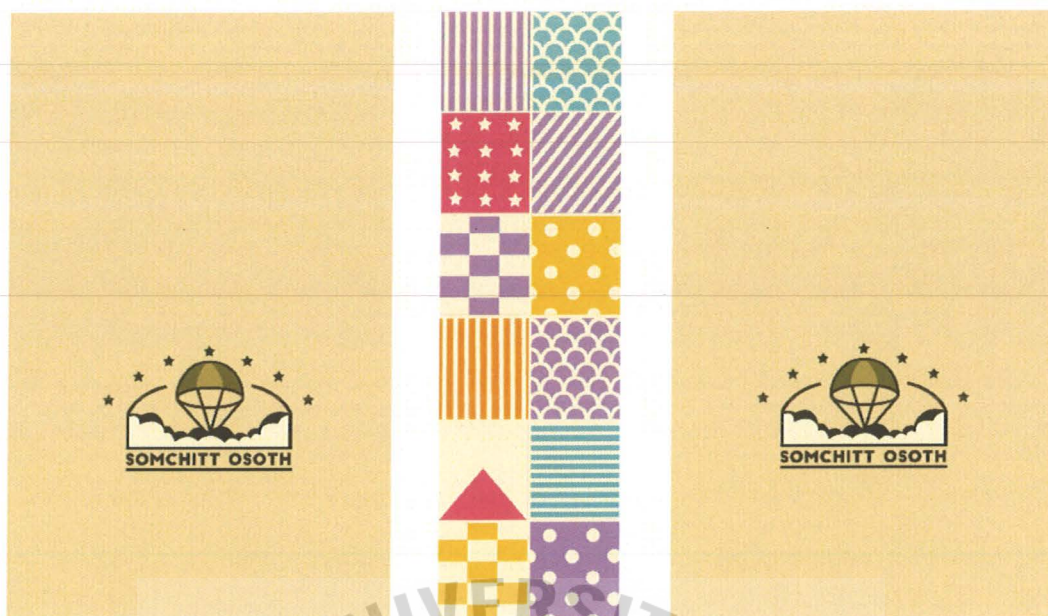
42



Media: Box set
Specifications: 9 x 13 cm.
Technique: Adobe Illustrator



Media: Counter display
Specifications: 5.5 x 12 cm.
Technique: Adobe Illustrator



Media: Shopping Bag
Specifications: 9 x 31 cm.
Technique: Adobe Illustrator



Media: Sticker Design
Specifications: 14.8 x 21 cm.
Technique: Adobe Illustrator



Media: Poster

Specifications: 42 x 59.4 cm

Technique: Adobe Illustrator



4.2 Conclusion

Eventually, my last project of the University is Corporate Identity Design for Somchitt Dispensary Co.Ltd. This assignment challenged me regarding how to create an effective design. This project gave me an opportunity to express the imaginative vision and creative thought. Furthermore, this project not only helped me to improve my design skill. During the work, I discovered a new perspective on corporate identity and that is what I am trying to convey to the audience.

4.3 Suggestions for Future Study

Nowadays, corporate identity and packaging plays an increasingly important role for the manufacturers. This project involves the design of unique and brand importance packaging. The main objective and objective of this research is to improve the image of the brand, develop packaging that is more interesting and easy to read and to guide the target group.

Moreover, after I have finished this thesis project I have learned how to create packaging and I founded that there are many things to be concerned about, it is not just about designing a package. Furthermore, a designer's job is to make more value and achieve an attractive design. Also one must raise their competitiveness between the company and its rivals.



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Appendix I

Questionnaire Detail, Criteria and Results – Using and packaging Pises Powder Corporate Identity Design for Somchitt Dispensary Co.Ltd.

Questionnaire on the Corporate Identity Design for Somchitt Dispensary Co.Ltd.

The purpose of this questionnaire is to collect information on people's opinions on Corporate Identity Design for Somchitt Dispensary Co.Ltd. This questionnaire is part of an Art Thesis of Bachelor of Fine Arts in Visual Communication Design, Assumption University.

Part 1 Target Profile

Gender:

- ☐ Female
- ☐ Male

Age:

- ☐ 15-20 years old
- ☐ 21-30 years old
- ☐ 31-40 years old
- ☐ 41-50 years old

Career:

- ☐ Student
- ☐ Office worker
- ☐ Housewife
- ☐ Own business
- ☐ Freelance
- ☐ Officer
- ☐ Other _____

Part 2 General information of using and packaging Pises Powder

1. Did you ever have a problem about acne on your face or not?

- ☐ Yes
- ☐ No
- ☐ Other _____

2. Which brand would you think of first when talking about a cure powder for acne?

- ☐ Pises Powder
- ☐ De Leaf Thanaka
- ☐ Yoki Powder
- ☐ Srichand

3. What is the first factor you would consider when you choose to buy a cure acne powder?

- ☐ Package
- ☐ Price
- ☐ Quality
- ☐ Advertising
- ☐ Other _____

4. Do you know about Pises Powder or not?

- ☐ Know
- ☐ Don't know

5. Do you use Pises Powder or not?

- ☐ Yes
- ☐ No
- ☐ Other _____

6. Do you know what Pises Powder can do?

- ☐ Yes
- ☐ No
- ☐ Other _____

7. What do you think about the brand image of Pises Powder?

- ☐ Quality / Reliability
- ☐ Antique / not stylish
- ☐ Brand image looks old
- ☐ Other _____

Part 3 Open-ended Questions

1. What do you think about the Pises Powder packaging?

- ☐ Hard to maintain (when used in the past)
- ☐ The packaging is difficult to use
- ☐ Information on the packaging is difficult to read
- ☐ Comfortable / do not have a problem
- ☐ Others _____

2. Do you agree if Pises Powder changes its package it would be used easier?

- ☐ Agree
- ☐ Disagree

3. Do you agree that we are providing the instructions and formula of using Pises Powder?

- ☐ Agree
- ☐ Disagree

Your time and participation is highly appreciated. Your comments and evaluation will be kept confidential and will be used to further study the Corporate Identity Design for Somchitt Dispensary Co.Ltd.

Thank you.

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