

ABSTRACT

This thesis document is about advertising design for Smart meal vegetarian food. This product is frozen vegetarian food. The objectives of the project are to introduce the product and make it become well known to others. Another objective is to solve the problem of negative perception about taste of vegetarian food by creating advertising.

After deciding to make an advertising design for Smart meal vegetarian food, the first step is to do research about product's information in many perspectives such as consumer insight, external and internal. There are 3 main concepts that are "*Taste beyond expectation*", "*Time to break up*" and "*Taste like nothing at all*". Finally after the committee discussion we chose the third concept to be my thesis project i.e. "*Taste like nothing at all*".

The "*Taste like nothing at all*" concept comes from consumer insight which most people had a negative perception about vegetarian food's taste since customers had some unfavorable experience in vegetarian food. Importantly, when people have an unpleasant perception, people will not open their mind to have some new way of vegetarian food from the product. However, this product has unique differences from others. It has a good flavor with high quality; coconut oil, sugar oil and Fleur de Sel. So, key visuals are created to present this concept as the meal made from paper that makes audience imagine how tasteless of this meal is. Moreover, there are many vegetarian food styles with paper texture to present. The mood and tone of final design is modern, friendly, and casual. There will be 10 pieces of advertisement in different media under the same concept.

This project needs suggestion, comments, support including effort and time to succeed smoothly by the time it is completely finished. Many skills are improved during doing this thesis project.