



Prepared by Ethan Chin Jin Shi

APOLLO

Product Rebranding

Major Project Assessment 3 Final Project
5 September 2024



Objective

Reason Rebranding Apollo

- Outdated branding wanted to bring back childhood memories with a fresh look.
- Wanted to update new brand image for nowadays consumers.
- Be the first choice of snack in Malaysia.



Table Of Content

- 1 Company Background
- 2 Analysis visual data report (recap)
- 3 Production journal
- 4 Conclusion

Company Background

About Apollo

- Malaysian company specializing in the production and distribution of chocolate treats like wafers and layer cakes.
- Current ownership under Scoop Capital Sdn Bhd.



Visual Date Report Analysis (Recap)



Demographic :

Most of the people stay in Malaysia (87.9%) know about Apollo (90.9%) majority of them are 12-27 years old (87.9%) male (72.7%).

Design Feedback:

- Design is improved versus the previous one
 - Good representing of the brand
 - Look appealing, modern
-



Discovery:

- Over half of my survey participants (54.5%) having snack frequently
 - Know Apollo from TV ads, Social Media and Word-of-mouth
 - Supermarket & Convenience store to get snack
-



Visual Date Report Analysis (Recap)



BUT, it is not appeal versus Nabati

Reasons

- Lack of product graphic on the packaging
- Layout too messy
- Too many words



Visual Date Report Analysis

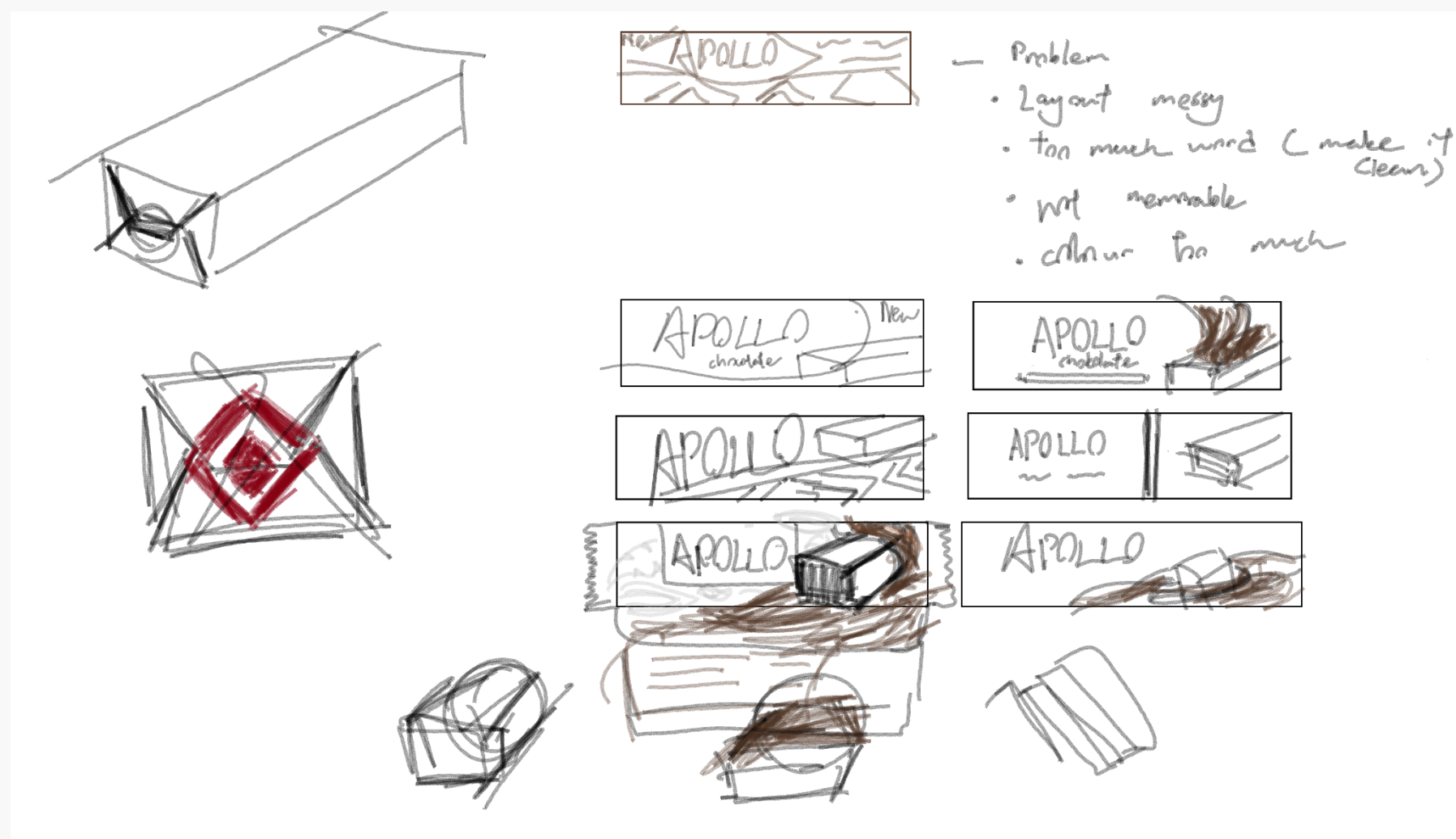
-Things that needed to change

- Packaging
- Instagram Posts
- Billboard
- Display



Production Journal

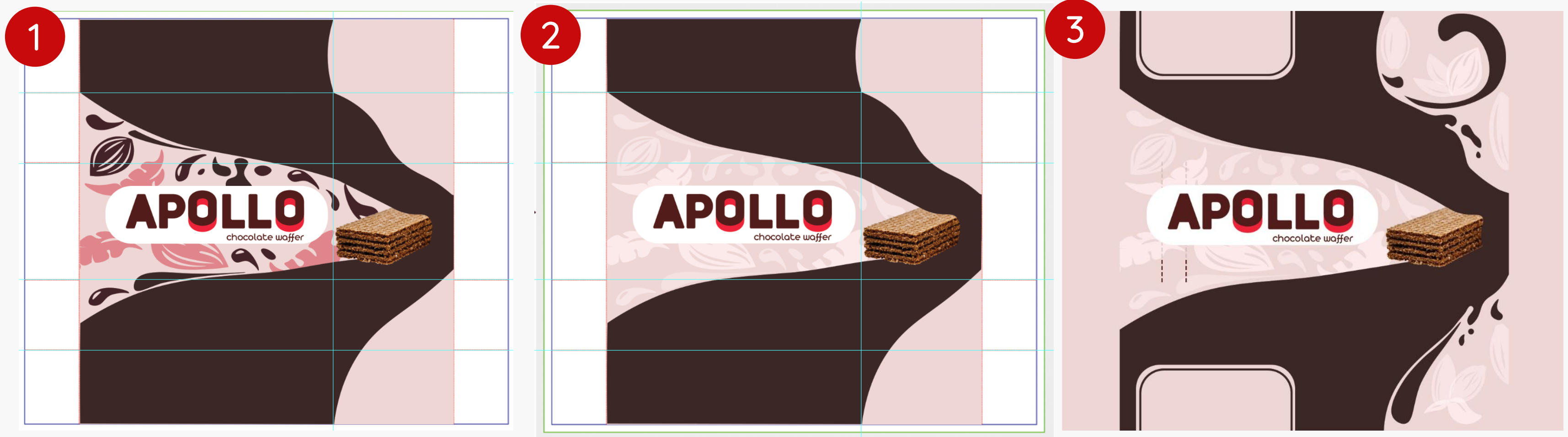
1. Packaging – Idea generation



Production Journal



1. Packaging – progression



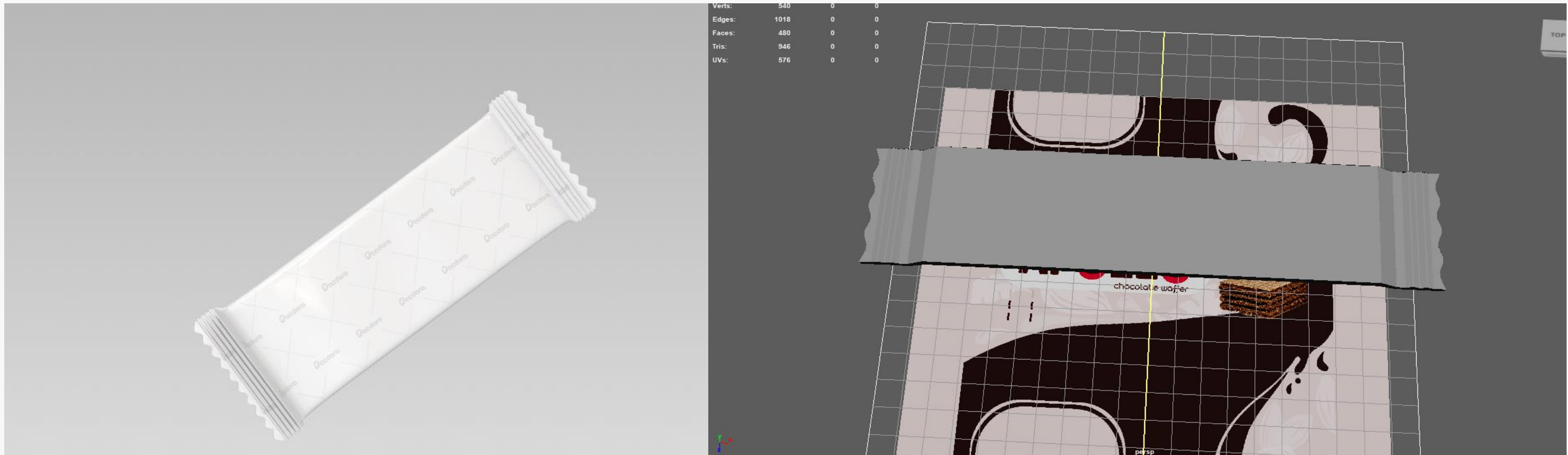
- Decreasing the background elements opacity to create a hierarchy on brand logo

- Final outlook



Production Journal

1. Packaging – Mockup



- First, I was using website (Pacdora)
- But the result got watermarks

- Then I use Maya to do my packaging
- Face some problem but in the end still able to made it



Production Journal



1. Packaging – Mockup



- Rendering lighting experiment



Production Journal



1. Packaging – Final Mockup



Production Journal



2. Instagram Posts

- Rebranding posts
- Mainly showing the rebranding on Apollo



Production Journal



2. Instagram Posts

- Keep the consistent of element that apply on packaging



Production Journal



3. Billboard

- First attempt for new design (left) it look worse than the old one (right), having too many blank space



Production Journal



3. Billboard

- So I decide to change to try out the layout that can fill up the blank space, so this are the final look



Production Journal

4. Display

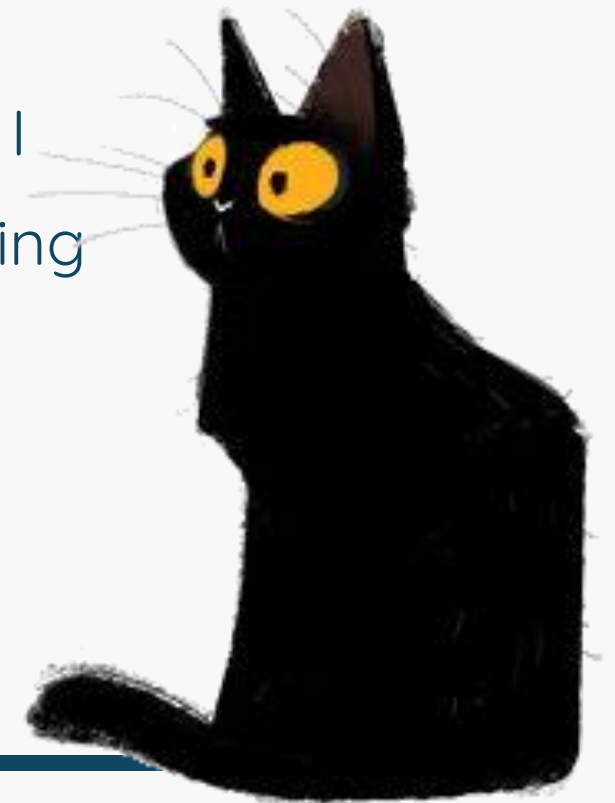


Conclusion (Self-reflection)

The rebranding of Apollo which is one of my childhood snack brand, I learned that the importance of survey questions. My survey question are lack of specificness, which lead to the problem of don't know which of the part needed to be improve to reach consumer satisfy.

Through the process of design for rebranding, I learned that the size of design needed to be conform so that the printing process will be smoother and less problem.

This project has my own skills to be evaluated which the good things for my future career path. But I needed to apply acceptance of imperfection in my life so it can decrease my time consume on a thing and avoid multitasking so that don't screw up everything at once.





Thank you

