

Jodie Chung Practical Project

FINAL

THE BRIEF

As the dissertation is on the commercialisation of nostalgia and comments on if there's any originality within graphic designa anymore due to the recycling of trends. Within my research I have found a lot of brands that utilise nostalgia as a marketing ploy to ensure more sales, as often people find comfort in brands that they recognise and that they may of used in a specific time of their life. Therefore, they are more likely to comeback to them. But lately, there seems to be an overconsumption of products with people constantly buying more items that provide short lived excitement, and these memories on certain moments with brands that were once ours are no longer private, the memories become commodities.

"The more we are strip-mined for our past, coaxed out of circumspection, and led to articulate our experiences, the lesser generally speaking becomes our intimacy with what we lived and witnessed"

Therefore, create a fictional store that sells parody products that joke on the actions of companies who manipulate consumers in buying items for the sake of nostalgia, and/or products that are concepts that you can't sell. Which is named satirical marketing, as this is a stab into consumer culture and acts to monetise things that you can't.

I hope to aim this towards millennials as they are seen as the more nostalgic generation as, nostalgia is said to be more associated with advancing age.
Ensure when creating the products to include all the information and change it according, as the details matter, create around 4-6 different products to ensure range. Play on consumer's feelings when creating the products, use common household items and food products as a base. Research into different packaging design to give a nod to what is nostalgic.

Create a store brand, complete with a versatile logo that'll go on employee clothing and shopping bags. Create a line of promotions including, a sheet of coupons, two advertisement posters and two flyers.

Work required
- 4-8 redesigned products of household items or food with net and mocked up
- supermarket logo mocked up on various items with colour palette
- one sheet of 3 coupons for products and deals
- 3 A3 poster advertisements for the store
- 3 A5 discount flyers
- Social media posts

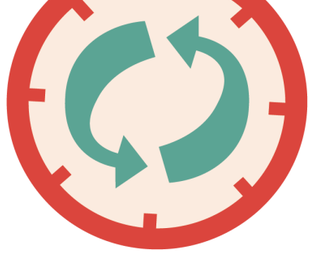
LOGO ALTERNATES

















PRIMARY LOGO



P22 NUDGEWINK PRO

FUTURA CONDENSED EXTRA BOLD

MEMORY MART

• ONE STOP FOR ALL YOU NEED •




MEMORY
MART
• ONE STOP FOR ALL YOU NEED •


COME SHOP AT...
Grand
Opening
April
4-7th
MEMORY
MART
• ONE STOP FOR ALL YOU NEED •
WE HAVE WHAT
YOU'VE BEEN
MISSING

STORE UNIFORM





NET WT 100G

25P

BLAST FROM YOUR PAST CHOCOLATE



TRANSPORT IN A BITE

NUTRITION INFOMATION

	PER 100G	PER 6 CHUNKS (27.5G)	*REFERENCE INKTAKES
CHILDLIKE WONDER	2232 KJ	613 KJ	2000 KJ
MEMORY ACTIVATION	30G	8.4G	70G
IMAGINATION FUEL	18G	5.1G	260G
NOSTALGIA	57G	16G	90G
OPTIMISM	56G	15G	50G

Milk chocolate. Ingredients: Milk, sugar, cocoa butter, cocoa mass, vegetable fats (palm, shea), elmusifiers, childlike wonder, memory activation chemical, nostalgia, sunshine extract, energy crystals. MAY CONTAIN NUTS, WHEAT AND URGES TO RELOOK INTO PAST AND UNCONTROLLABLE CRYING DEPENDENT ON PAST.

Discover the taste of the past in one bite.

We have intricately created a way for you to be taken aback to your past, crafted with rich creamy chocolate to feel good.
With each bite you will unlock vivid memories from the sensation of watching cartoons in the morning as a kid, to the warmth from your grandmother's soup and hugs.

Perfect for those cold days when you want to escape the present.

84739029483184

100G

MEMORY MARTS

GOLDEN OLDIES

NEW BUT OLD

MEMORY MARTS

GOLDEN OLDIES

A FRESH START TO THE DAY



NOW INSIDE

A CHANCE TO WIN A TRIP DOWN MEMORY LANE! SEE BACK FOR INFO

NET WT 13 OZ

NEW BUT OLD

NEW BUT OLD

PRODUCT INFORMATION

A bowl of Golden Oldies is enough to fuel your nostalgia for the day! A spoonful of yesterday provides 25% of the Memory Mart's daily allowance of the seven essential feelings. A good breakfast consists of juice and fruit, and golden oldies with a splash of milk. Majority of the feelings is provided with the personal feelings of the reciprocent.

NUTRITION FACTS

SERVING SIZE 31G
SERVING PER CONTAINER 18

NUTRIENT	AMOUNT PER SERVING
RETRO TOY SHAPES	25 PIECES
CHILDHOOD JOY	200MG
SIMPLE TIMES ENERGY	90MG
YOUTH JUICE	1 SCOOP
MORNING VIBES	20G

INGREDIENTS:
Corn flour, sugar, oat flour, corn syrup, coconut or palm kernel oil, childlike wander, memory activation chemical, nostalgia, sunshine extract, energy crystals. MAY CONTAIN NUTS, WHEAT AND URGES TO RELOCK INTO PAST AND UNCONTROLLABLE CRYING DEPENDENT ON PAST.

GOLDEN OLDIES

8473902483184

NEW BUT OLD



NOW INSIDE!

A CHANCE TO WIN A TRIP



DOWN MEMORY LANE!

One winner will recieve a trip down memory lane, a nostalgic transportation back to the past. Winners must be over 18, past the age for returning back. By entering you consent to being exposed to your feelings and childhood past. We are not liable for any ride effects of sudden happiness, longing for simpler times and craving for childhood snacks or times.

MEMORY MARTS

GOLDEN OLDIES

NEW BUT OLD

Take a trip back with Golden Oldies , part breakfast, part time machine. With each peice shaped like iconic retro toys and memorabilia from the early 2000s, from tiny army figurines and to game controllers. Each piece is coated with our special glaze of happiness and longing to unlock you most cherished memories.

Perfect for all ages 18 and up to relive the simpler times, as an edible throwback.

UNBOX THE PAST

START THE DAY WITH GOLDEN OLDIES



GOLDEN OLDIES

8473902483184

MEMORY MART'S

MUD PIES BOX MIX

JUST ADD...

MUD

CHILDHOOD



NET WT 6OZ 170G

PRODUCT INFORMATION

A bowl of Golden Oldies is enough to fuel your nostalgia for the day! A spoonful of yesterday provides 25% of the Memory Mart's daily allowance of the seven essential feelings. A good breakfast consists of juice and fruit, and golden odlies with a splash of milk. Majority of the feelings is provided with the personal feelings of the recipricent.

NUTRITION FACTS

SERVING SIZE SERVING PER CONTAINER	ONE CRAFTED PIE ONE CRAFTED PIE
CHILDHOOD CREATIVITY	AMOUNT PER SERVING
MESS MAKING	UNLIMITED
IMAGINARY FAVOURS	50G
UNFILTERED JOY	90G
DIRT AND RAIN	1 BUCKET
BACKYARD THINGS	2 BUCKETS

INGREDIENTS:
Prepackaged mud (Safe soil), pebbles, grass, flowers, weeds, nostalgic sprinkles
MAY CONTAIN NUTS, WHEAT AND URGES TO RELOOK INTO PAST AND UNCONTROLLABLE CRYING DEPENDENT ON PAST.

WARNING
NOT FOR CONSUMPTION
ONLY FOR NOSTALGIA FUELED PLAYING
NOT EATING



YOU WILL NEED:


MUD MIX

+


PIE TIN

+



RELIVE THE MESS, EMBRACE THE MAGIC.

1. **FIND A CLEAN AREA**
Set up your mud pie session in a clean area and set up the tools.

2. **ADD IN THE INGREDIENTS**
Pour the mix into the tin and gradually add rainwater to create a thick mix.

3. **CUSTOMISE THE PIE**
Add whatever you want for flavouring that you've found outside in nature.

4. **SHARE WITH FRIENDS**





8473902948318 4

We have packaged a fond childhood memory of the sun filled afternoons in the garden/park of creating mud pies from the dirt and mixing it with our imagination and surroundings.

Designed for those who miss the messy imagination of being a child and want to get their hands dirty again.

We knew you missed this so we will now make you pay for it!



8473902948318 4


Cozy Blankets
Fort Poles
Whats Inside?
Clip & Hold
Fond Childhood Memories
Fun Booklet Of Games
Recreate the cozy childhood joy of the build your own blanket fort box! Designed for adults who want to escape from reality and access their inner child. We know you have everything you need already at home but this one is in a prettier box and prepackaged for you. (and we have bumped up the price for you to relive this childhood memory!)
BUILD YOUR OWN BLANKET FORT
MEMORY MART
Selling the Good Old Days, One Overpriced Item at a Time!
"Great fun and way to hide away from the real world!"
Relive The Magic


BUILD YOUR OWN BLANKET FORT
MEMORY MART
Selling the Good Old Days, One Overpriced Item at a Time!
"Great fun and way to hide away from the real world!"
Relive The Magic
Cozy Blankets
Fort Poles
Whats Inside?
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Fond Childhood Memories
Fun Booklet Of Games
Recreate the cozy childhood joy of the build your own blanket fort box! Designed for adults who want to escape from reality and access their inner child. We know you have everything you need already at home but this one is in a prettier box and prepackaged for you. (and we have bumped up the price for you to relive this childhood memory!)

MEMORY MART

A normal alarm clock. More expensive but it wakes you up for saturday morning cartoons that you watched as a kid.

10£



The Cartoon alarm clock is built to rekindle the childhood excitement of waking up on Saturday mornings for cartoons! With visuals and music from the past, nudges you awake for the day! For those who are kids at heart wanting to relive their childhood.



MEMORY MART

A normal alarm clock, more expensive but it wakes you up for saturday morning cartoons that you watched as a kid.

Comes with :
A retro design
Plays a different cartoon
each hour
Light up screen
Able to set a timer



The Cartoon alarm clock is built to rekindle the childhood excitement of waking up on Saturday mornings for cartoons! With visuals and music from the past, nudges you awake for the day! For those who are kids at heart wanting to relive their childhood.

Sniff & Reminisce

SNIFF BACK IN TIME!

10 STICKERS

FAIRGROUND CANDY FLOSS

WEIRD BANANA MEDICINE

VICKS VAPOR RUB

UR MUM PUTTING RUB ON YOU WHEN UR ILL

Grandma's smell

GRANDMAS PERFUME

FRESH BREAD

PLAY-DOH

PLAYING WITH PLAY DOH

FRESHLY CUT GRASS

MUM PUTTING SUNCREAM ON

TANGERINES IN GLASS SNACKS



24 PIECES CRAYON CHEWS

15P

CHEW AWAY THE STRESS OF ADULTHOOD

TASTE EXACTLY LIKE YOUR OLD CRAYONS

NET WT.55 OZ

NUTRITION FACTS

SERVING SIZE SERVING PER PACK	ONE STICK 24 PIECES
CRAYON CURIOSITY	200MG
REBEL FUN	UNLIMITED
IMAGINARY FAVOURS	50G
WAX BLEND	90G
GUM FLAVOUR	10MG
DONT EAT THAT	15MG

INGREDIENTS:
WAX CANDY ESSENCE, CHALK GRIT, CHILDHOOD CRAYON, SCRIBBLE SWEETNESS, ARTIFICAL FLAVOURS, RAINBOW, BLEND OF CRAYONS.

WARNING:
NOT FOR DRAWING OR...EATING
MAY GET A SUDDEN URGE TO BUY CRAYONS FOR SAKE OF CHILDHOOD NOSTALGIA
100% SAFER EAT, BETTER THAN CRAYONS

Chew on the past, with crayon-flavoured chewing gum that recreate the forbidden joy of chewing crayon sticks like when you were kids. Bursting with the flavours, of childhood curiosity to take you back to the carefree days of chewing on whatever you wished. Perfect for those who want a guilt free taste of the past.

NET WT.55 OZ



PRODUCT INFORMATION

Crack open a can of the fountain of youth and let the bubbles transport you back to life when it was simpler, nights were easy and your skin was less sagier. its a feel good drink, without all the "toxic" chemicals that other popular drinks have.

Because who wants to face the future when they can just constantly look back!

NUTRITION FACTS

SERVING SIZE / SERVING PER CONTAINER	ONE CAN / 1
NUTRIENT	AMOUNT PER SERVING
CALORIES	150
AUGHTER SUGAR	38G
RETRO ENERGY	1%
PLAYGROUND JUICE	10MG
MEMORY FIZZ	35MG

INGREDIENTS:
Antioxidant sparkles, youthberry extract, vitality zinc, time turner tumeric, laughter carbs, bedtime elixer, bubblegum root, first kiss essence.
AGING IS OVERRATED!

BENEFITS

We have managed to can a drink that turns back the clock, with every sip you are closer to the past, when everything was simpler.

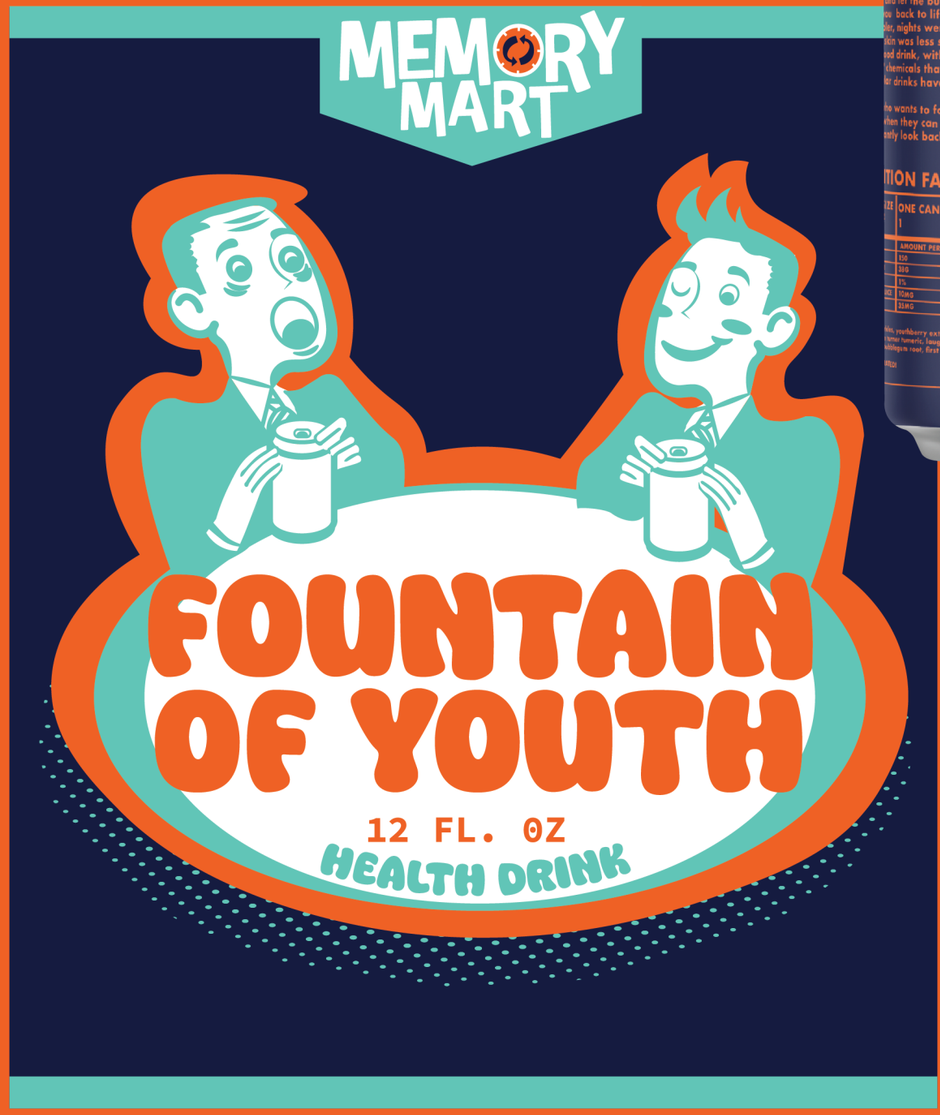
Antioxidant Sparkles
Tiny glittery bits that look healthy but are purely decorative

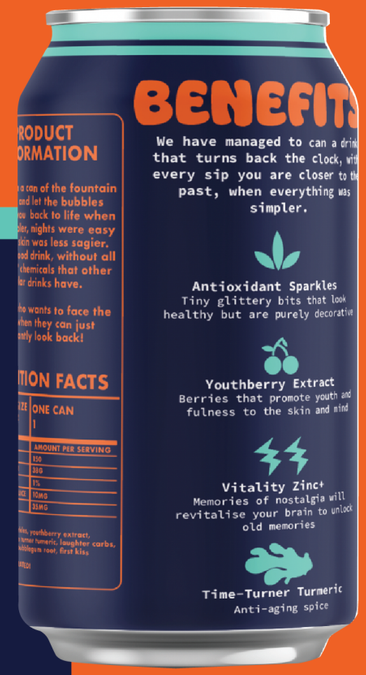
Youthberry Extract
Berries that promote youth and fulness to the skin and mind

Vitality Zinc+
Memories of nostalgia will revitalise your brain to unlock old memories

Time-Turner Turmeric
Anti-aging spice







POSTER ADS


MEMORY MART
SHOP AT MEMORY MART
ENJOY YESTERDAY, TODAY!
A normal alarm clock more expensive but it wakes you up for saturday morning cartoons that you watched as a kid
TIME TO REMINISCE
10£
POP UP FROM APRIL 4-7TH
FOUND ON THE CORNER OF MEMORY LANE
FIND OUT MORE AT WWW.MEMORYMART.COM


POPUP OPEN APRIL 5TH-6TH
MEMORY MART
Miss the past?
VISIT MEMORY MART
ONE STOP FOR ALL YOUR MEMORIES
FOUND ON THE CORNER OF MEMORY LANE
WE KNOW WHAT YOU MISS AND WILL MAKE YOU PAY FOR IT!


COME DOWN TO MEMORY MART!
WE HAVE WHAT YOUVE BEEN MISSING!
"I hear they have great deals on our memories!"
MISS THE PAST?
TAKE A STROLL DOWN MEMORY LANE
4-7TH April

FLYERS


LIMITED DROP!
RELIVE THOSE EASY MORNINGS
MEMORY MART
A normal alarm clock more expensive but it wakes you up for saturday morning cartoons that you watched as a kid
10£
Cartoon Alarm Clock
£25


FIND OUT MORE AT WWW.MEMORYMART.COM
MEMORY MART
GOLDEN OLDIES CEREAL
15% OFF!
NEW BUT OLD
MEMORY MARTS
GOLDEN OLDIES
A FRESH START TO THE DAY
NEW-ISH
NOSTALGIA ISNT FREE BUT IT COULD BE FOR 9.99


MEMORY MART
Deals of the week!
ENJOY YESTERDAY TODAY!
CEREAL OF THE WEEK!
£5.5
1 CASE OF YOUTH
MUD PIE CAKE MIX
£8
GREAT GIFT FOR ANYONE
MILK CHOCOLATE
FORT BOX
15% OFF!
£12
WE KNOW WHAT YOU MISS AND WILL MAKE YOU PAY FOR IT!


NEW-ISH
NOSTALGIA ISNT FREE
BUT IT COULD BE FOR 9.99


Cartoon
Alarm
Clock
£25


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LIMITED DROP!
RELIVE THOSE EASY MORNINGS
MEMORY MART
A normal alarm clock makes you up for saturday morning cartoons that you watched as a kid
Cartoon
Alarm
Clock
£25


MEMORY MART
Deals of the week!
ENJOY YESTERDAY TODAY!

COUPONS

50P

SAVE 50P

ON ANY
GOLDEN OLDIE
CEREAL BOX



50P 50P

50P

THIS COUPON IS WORTH £5

£5



ON THE PURCHASE ONE INDIVIDUAL

MUD PIES BOX MIX

TAKE THIS COUPON TO MEMORY MART

£5

TAKE THIS COUPON TO MEMORY MART

£4

Profiting Off Your Past? Here's a Coupon to Soften the Blow.

£4



SOCIALS

Memory Mart

Grand Opening

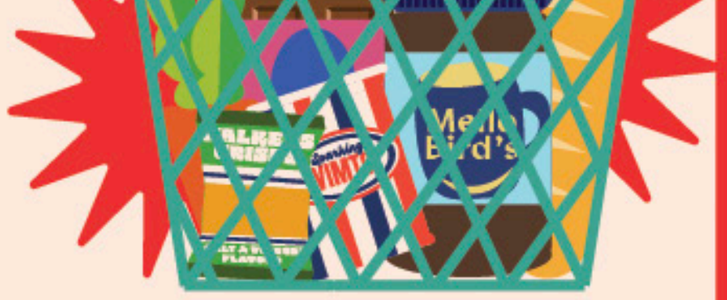
Miss the past?



April 4-7th

Memory Mart

ONE STOP SHOP FOR EVERYTHING YOU NEED



Memory Mart

Deals of the week!

15% OFF!



MILK CHOCOLATE

WE KNOW WHAT YOU MISS AND WILL MAKE YOU PAY FOR IT!

Memory Mart

ONE STOP SHOP FOR EVERYTHING YOU NEED



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www.memorymart.com



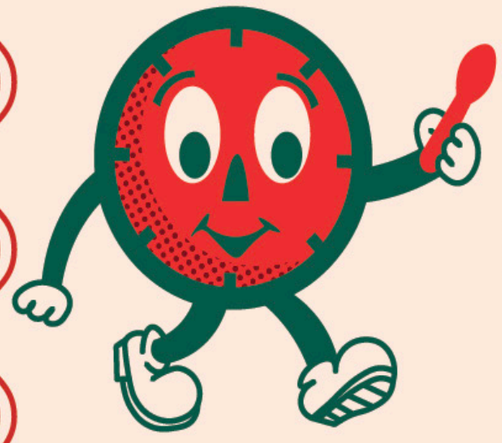
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Grand Opening

April 4-7th

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www.memorymart.com



THANK YOU.