Branding Task Email

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To: Design Company

Subject: Blazin' Raisins Chocolate Bar

Hi,

We have been passed your details by Sir Alan Lord. We need help with the design and marketing of our chocolate bar 'Blazin' Raisins' and we would like your company to come up with:

1. A logo
2. A slogan
3. A packaging design

We have already formulated the recipe for the bar and the details of the product are as follows;

Ingredients: Bar 1: Dark chocolate and small chunks of popping candy. Bar 2: Milk chocolate and raisins.

Taste: Bar 1 - Dark and tasting of cocoa but with the random 'blazing' effect of the pieces of popping candy. Bar 2 – Smooth with the milk chocolate and fruity with the raisins.

Appearance: A single bar with an easily-snappable plain chocolate 'bridge' connecting the two parts of the bar together. Bar 1 has 'Blazin' imprinted on it. Bar 2 has 'Raisins' imprinted on it.

Ways people have described the bar in focus group tests: Unusual, wow, different, funky, eye popping, like a box of chocolates in a bar, fun.

Target Market: Young people aged approximately 11 – 16, who have slightly outgrown 'sweets' but who still have a taste for 'candy'.

We trust you will make a really professional job and would expect you to start by researching slogans, logos and packaging already in use by other chocolate bar manufacturers.

Thanks in advance – we look forward to seeing the results of your hard work.

The Blazin' Raisins Team