



melana

a fresh take on a classic treat

Alex He



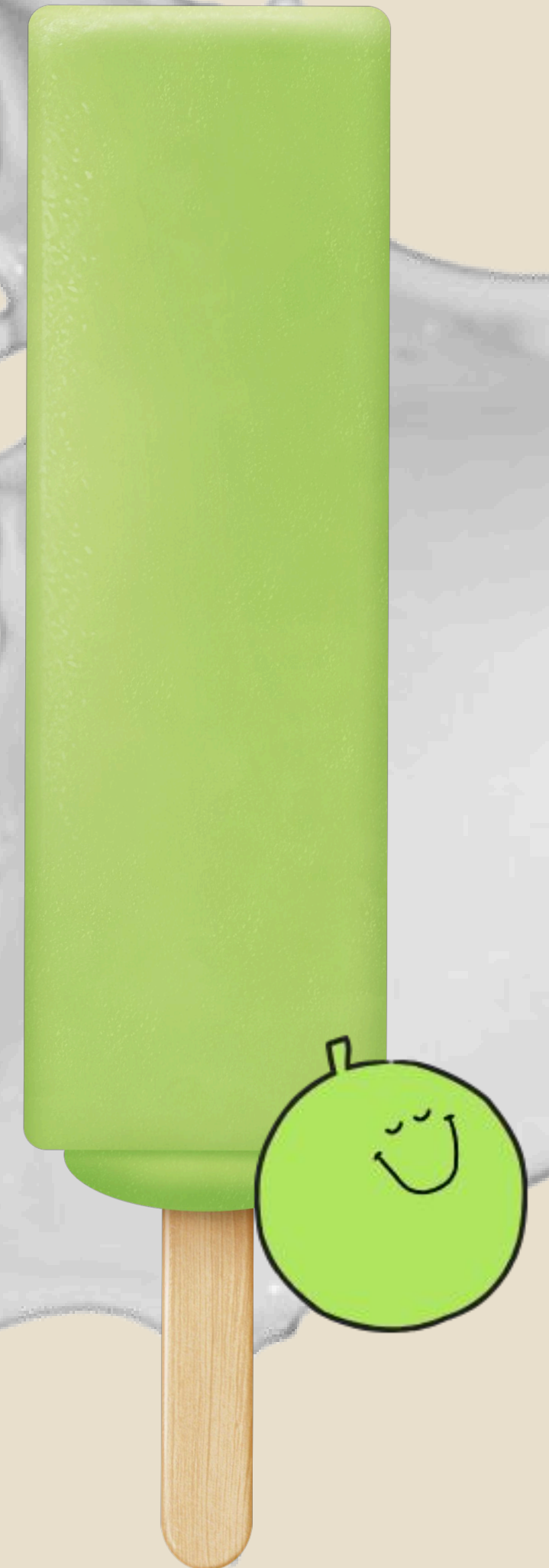
Overview

Binggrae

- Created original honeydew Melona in 1992
- Focus on fruit & dairy products
- Went global with Melona in 1995

Prior changes

- Use of a unified yellow
- Text colour changes with flavour
- More negative space & less image



BINGGRAE
MELONA

Current Branding

Melona USA website utilizes cute mascots (inconsistent with product)



Focus:

- Real fruit flavour
- Creaminess
- Simple & light snack

Design choices:

- Blocky font to imitate iconic shape
- Uses fruit & milk imagery
- Text and image are equally large





Competitors

Melona's first years of success drew out competitors that were soon crushed.



Lotte

- General goods company
 - Food is not main market
- Released "Pang Pare" bar

- Rounded font feels "creamy"
- Bright & varied colour scheme
- Uses slogan like Melona, similar font too
 - Rich & Creamy!
- Emphasis on ice cream bar



Critiques

The most common critique is the font mismatch.

- Too bold & blocky
- Doesn't feel appropriate for ice cream & brand image



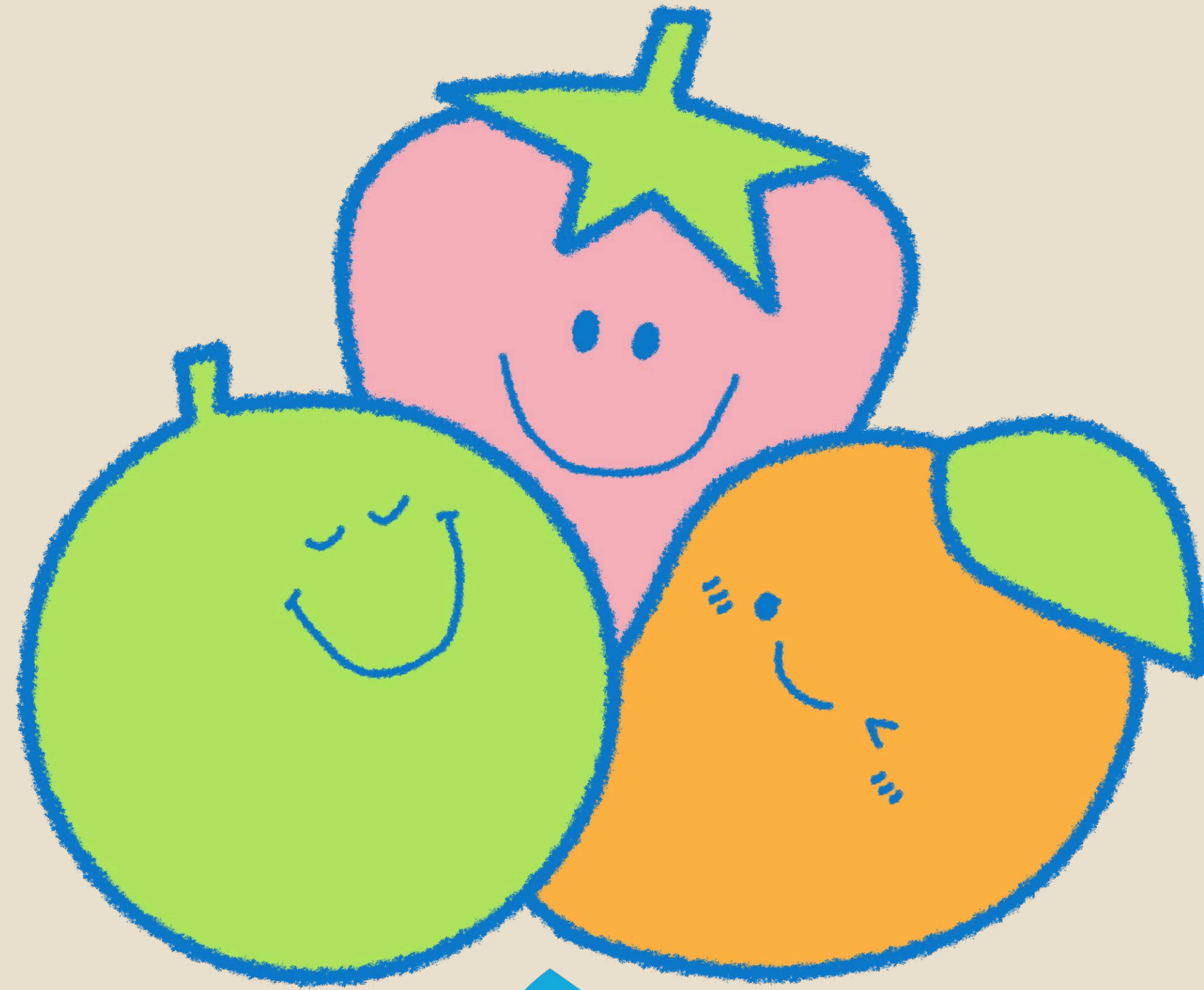
MELONA[®]

Other critiques

- Website & packaging have inconsistencies
- Overreliance on popularity
 - Too simple, almost empty packaging
- Weaker social media presence



Doesn't feel like summertime!



melana

fruity fresh joy on a stick

Comparison

MELONA[®]



New logo

- Utilizes website mascots
- Font is fun and rounded
 - Still has blockiness like product
- Colours are vibrant, fresh

Old logo

- Blocky and serious
- Unreadable as ice cream
- Inconsistent mascots

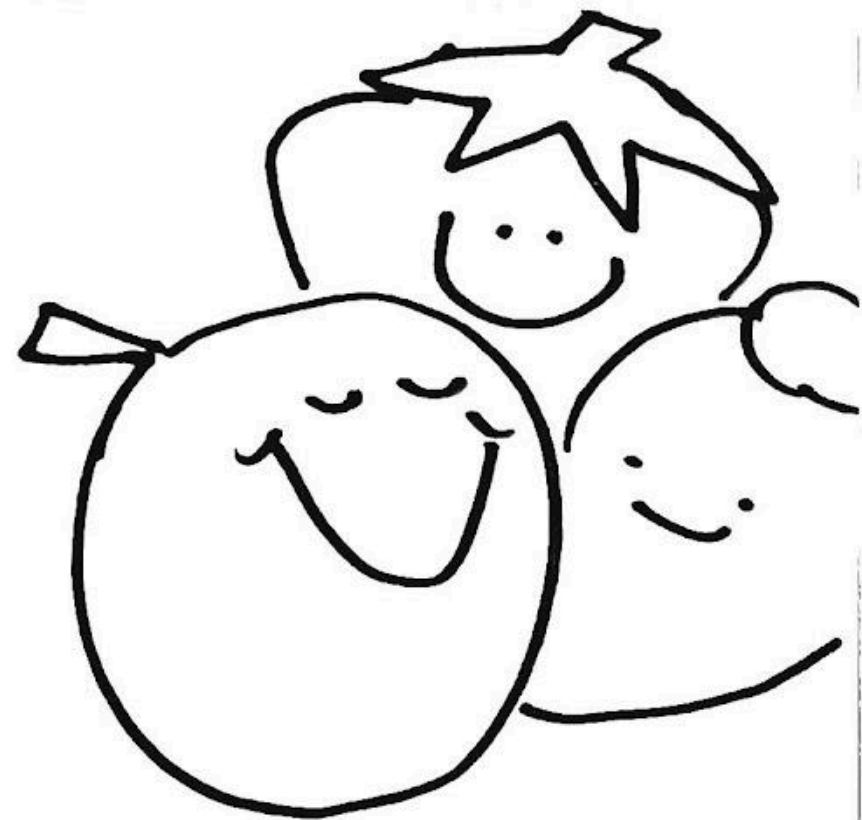
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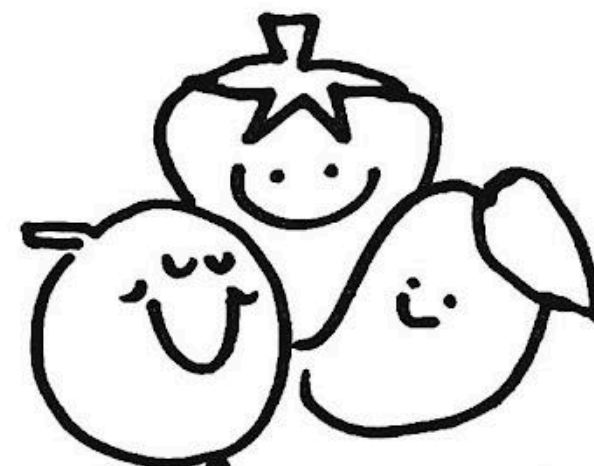
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melona

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Full size:



melona

Horizontal:

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changes by flavour

FRUITY FRESH JOY
ON A STICK!

melōna

fruity fresh joy

melōna

changes based on flavour

melona + 

메로나

Packaging



Fresh and fruity joy on a stick.

Binggrae



When you feel down and wilted, Melona is here to keep you fresh!



Binggrae

melona

honeydew melon
frozen dessert bar

2.37 fl oz (70 mL)

Branding

Fruity, fresh joy on a stick.

When you're down in the dumps and feeling wilted, Melona is fruity joy on a stick to keep you fresh!

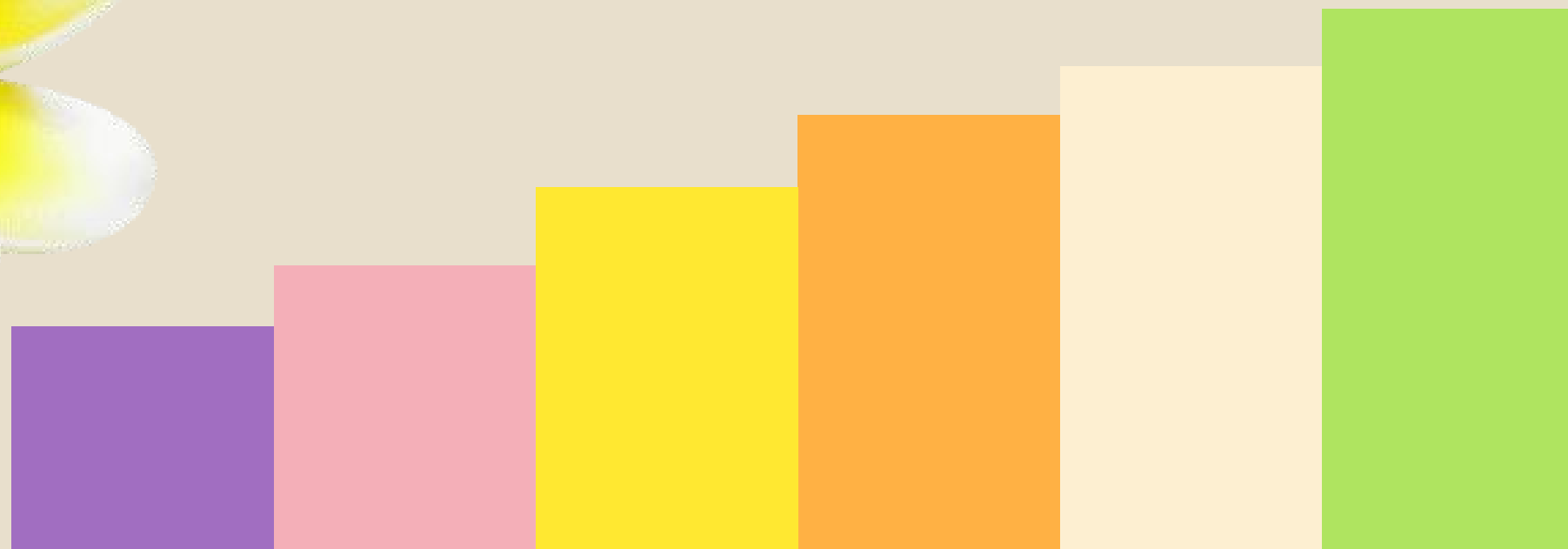
Logo: Vampira One

Subtitles: Oleo Script

Body: Poppins



Outline colour



Social Media



- Similar to mockup
 - Blue/cream/flavour specific colours
 - Milk splashes & flowers
- Mascots heavily present
- Binggrae logo (occasionally)
- Actual ice cream bar present

Mascots

- Cute and fun characters
- Expands into merchandising territory
- All of the fruits are friends :)



Videos

Ad 1

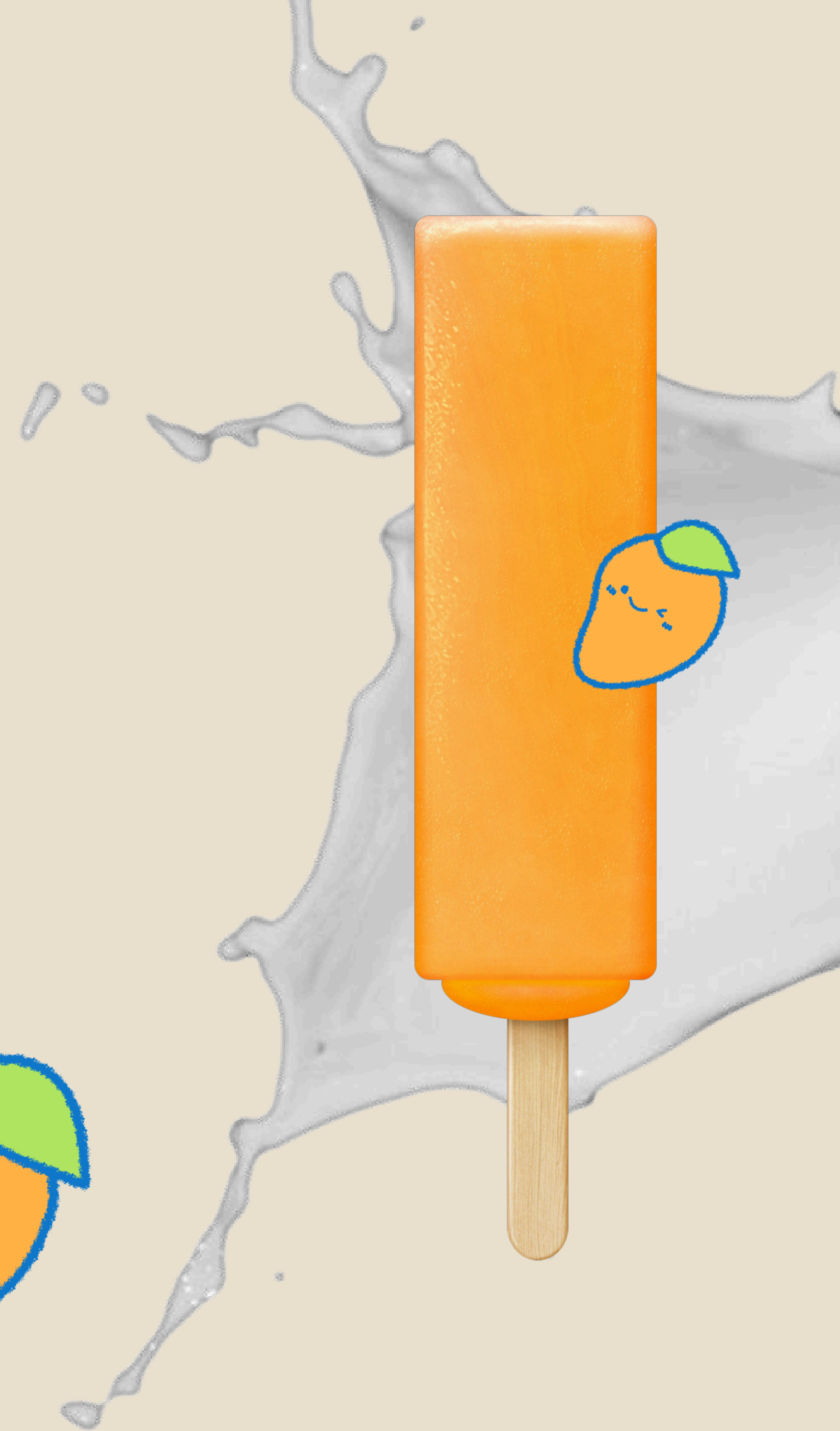
A stressed student gets a pick-me-up from a... melon?

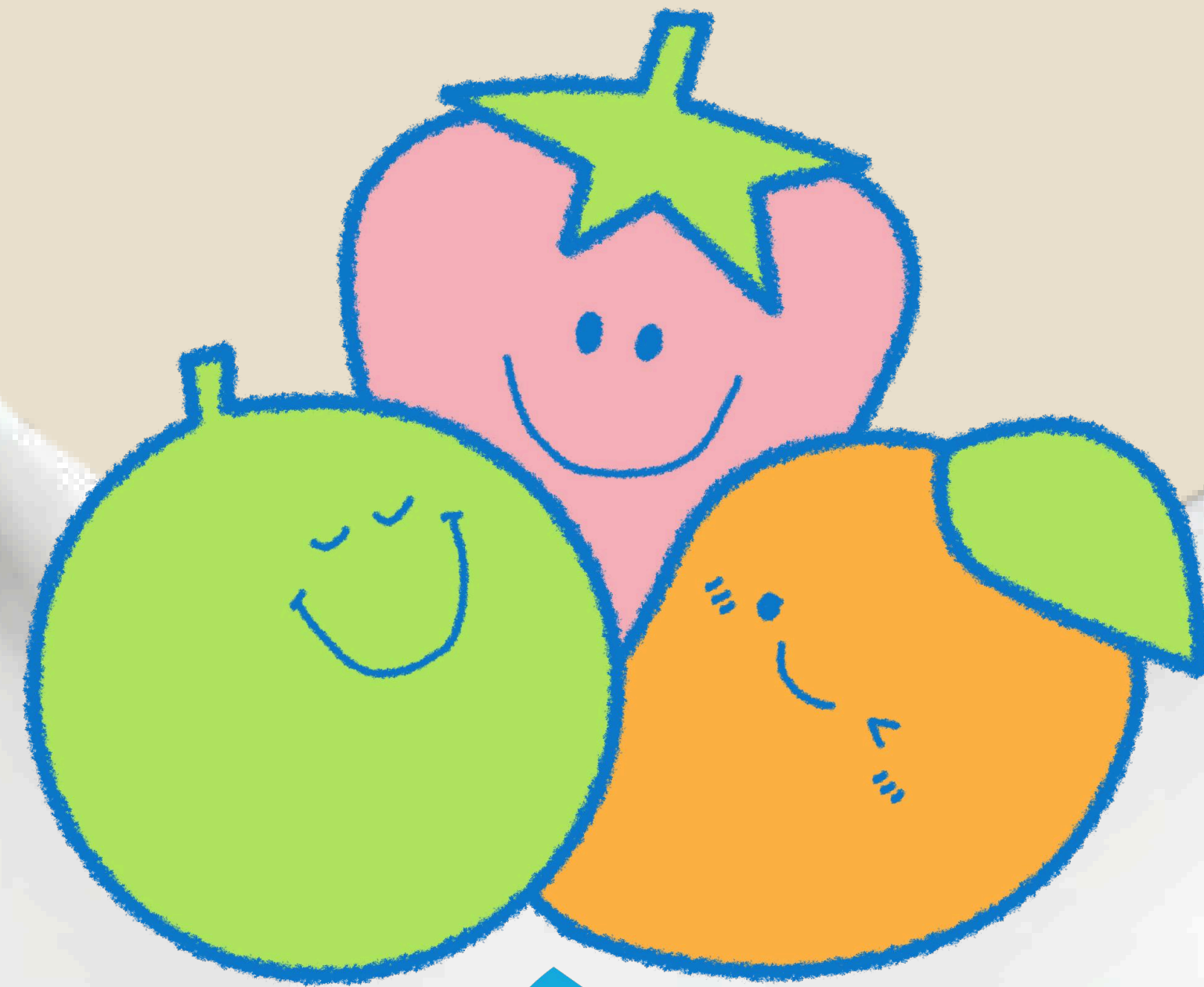
Ad 2

A delicious dilemma with a fun ending.

Ad 3

The fruits are friends!





melana

fruity fresh joy on a stick

