Packaging Design Proposal for establishment and activation in U-island local brand
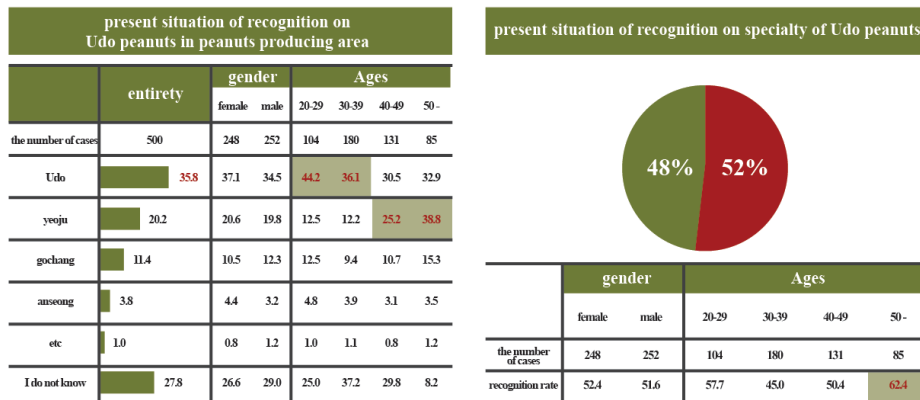
Prof. Mun young man*, Yu eun jin**, Park Sun ju***
*,**,***Jeju National University,Korea,
E-mail : cosmun94@empal.com*, Wpwn6211@naver.com**, cloudbs@naver.com***

1. Background & purpose of study

In 2013, as it's recently shown in the present situation to recognize peanuts in Udo in peanuts producing area, it can be found that as the survey result of visitors in Udo, Udo as the main producing place of peanuts was recalled at the highest recognition, 35.8%, 52% of visitors recognized the fact that Udo peanuts of Jeju was a specialty in Udo and the recognition rate was 62% high in 50s and older as the main purchase class.
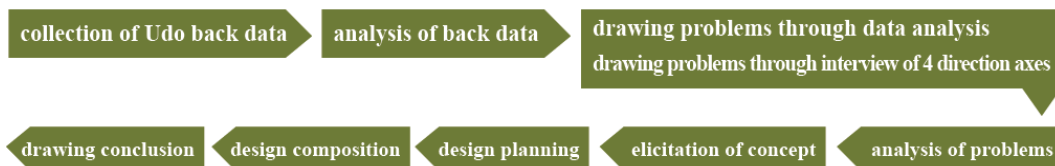
[Table 1] present situation of recognition on Udo peanuts in peanuts producing area & on specialty of Udo peanuts

present situation of recognition on Udo peanuts in peanuts producing area	entirety	gender		Ages			
		female	male	20-29	30-39	40-49	50 -
the number of cases	500	248	252	104	180	131	85
Udo	35.8	37.1	34.5	44.2	36.1	30.5	32.9
yeoju	20.2	20.6	19.8	12.5	12.2	25.2	38.8
gochang	11.4	10.5	12.3	12.5	9.4	10.7	15.3
anseong	3.8	4.4	3.2	4.8	3.9	3.1	3.5
etc	1.0	0.8	1.2	1.0	1.1	0.8	1.2
I do not know	27.8	26.6	29.0	25.0	37.2	29.8	8.2

present situation of recognition on specialty of Udo peanuts

48% 52%

	gender		Ages			
	female	male	20-29	30-39	40-49	50 -
the number of cases	248	252	104	180	131	85
recognition rate	52.4	51.6	57.7	45.0	50.4	62.4

Business to make specialties from each zone of Jeju as Udo peanuts luxurious items is proceeding and in the situation of changing into specialties, it's essential to expand markets. With analysis on problems to be found prior to development, marketing to match with distinct features of zone through analysis of items to be improved based on lack of differentiated marketing and planning in the concrete identity is prepared, a way to build up the concrete identity is suggested, and the local luxurious item is underlined with suggestion of visual identity & package design in the distinct features of zone together with activation of zone.

2. Design process

[Table 2] Process in progress to study design of the local activation

collection of Udo back data → analysis of back data → drawing problems through data analysis / drawing problems through interview of 4 direction axes

drawing conclusion ← design composition ← design planning ← elicitation of concept ← analysis of problems

3. Collection of data & analysis of user

Udo as a main producing place of Jeju's representative peanuts is preparing the environment-friendly agricultural measures such as business to input microbiological agent to prevent replant failure. Most of peanuts produced in Udo are being sold as primeval types such as raw peanut, uncovered peanuts, roasted peanuts. In relation to it, the trial goods related to peanuts ice cream is developed and now various processed goods as peanuts cookies are developed with an effort.

3.1. Business pursuit to direction through 4 direction axes

Agency design team: With branding Seongsan, it's an aim to activate the local economy
Villagers : They hope the active market is formed owing to image of Udo peanuts.
Consumers(tourists) : They wish to build up a brand well showing image & features of Udo
Clients(Tourist service) : The clean image is established and it's an aim to build up infra related to peanuts in pursuit of common brand small farmers can use jointly.

[Table 3] Expected effect through 4 directions axes
[Table 3] Analysis result

Agency/client/villager/consumer	building up infra through establishment of brand image in Udo

With the features of Udo, directivity to coincide with the local image and to match with shapes and characteristics of only Udo peanuts, brand should be established.

3.2. Elicitation of concept & design planning

[Table 4] Concept of Udo peanuts

symbol / 8 famous sites in Udo / story-telling

**Expression with graphics to put story-telling
into graphics of 8 famous sites in Udo and symbol**

The graphic of peanuts is shown to make a story-telling by making types of Udo peanuts a motif and the graphic a symbol.

4. Findings suggestion

Naming Udo peanuts is determined to be Udoen, a brand is named with visual identity as Udoen, 2 in 28 means an island in the island, and overlapping of Jeju & Udo, and 8 means 8 famous sites in Udo. When describing the story-telling as package design, image of 8 famous sites in Udo is freely expressed at one single glance by showing with graphics to spread images of 8 famous sites in Udo in the side. The graphic directivity to express 8 famous sites in Udo and Jeju scenery from Udo as story-telling is applied

5. Drawing conclusion

By reinforcing the image of Udo, the local image of Udo can be improved at the same time with a positive effect on business brand image. Simultaneously, with suggestion of BI design & package design, as consumers are led to have an effect on the local promotion, the local zone can be activated and its identity can be built.