



CONTENT

RESEARCH

Intro	6
Current Brand	7
Market Research	10
Products	12
Retail Experience	16
Interview	18
Persona	23
Competitors	25
Trends	28
Problems	32

BRAND DEVELOPMENT

Concept Statement	33
Brand Attributes	35
CMF	36
Logo Development	38
Final Logo	42
Colors & Patterns	44

FORM DEVELOPMENT

Ideation	47
Form Development	48
Graphic Application	58
Retail Development	59

RESEARCH



CONVENIENCE STORE CULTURE: THE ASIAN DELI

A convenience store is a small retail business that stocks a range of everyday items such as coffee, groceries, snack foods, confectionery, soft drinks, tobacco products, over-the-counter drugs, toiletries, newspapers, and magazines.

However, as a culture originated from Japan, a convenience store in Asia can also be a place for fast food with comparably low price but decent flavor and quality. "It has to be somewhere they can enjoy and take pleasure in discovering things they like.", said Furukura, the main character in Convenience Store Woman.

ABOUT FAMILYMART

FamilyMart Co., Ltd. is a Japanese convenience store franchise chain, the Japan's second largest convenience store chain, behind 7- Eleven. There are now 24.243 stores worldwide in Japan, Taiwan, China, Philippines, Thailand, Vietnam, Indonesia and Malaysia.



LOGO



FamilyMart





#008cd6



#00a041

The logo has a classic convenience store look with 2 lines and neutral green & blue color to have an approachable look and feel.

"The store targets busy employees and office workers, with foodservice options central to its offer. In addition, co-working space and function rooms are also available."

Stores globally

24,563



7,952

Number overseas stores,

7 markets worldwide



Store visits per day in Japan

Approx. **15** million



Number of employees

13,955



Gross operating revenue

¥ 517,0 billion

Core operating profit

¥ 64,5 billion

Targeting busy office workers, Familymart market in Asia has been a steady growth.

E-COMMERCE AS A THREAT

However, as the convenience of on-line delivery and grocery keep rising, they are becoming more as a threat to the traditional convenience store. Many of them are seeking new ways to for example, incorporating smart retail



*FamilyMart alone cannot realize
the next-generation convenience store.*



Onigiri



Bakery



Bento Box



Sandwiches



Oden



Coffee and Beverage

PRODUCT LINE

Logo

Two logos on two different label sticker on top



Plastic Box Wrapped in Plastic Film

Product Name

Product name is the first read

Nutrition Facts

All ingredients and nutrition facts are on the label outside of plastic film

Cardboard Sleeve

To protect from over-warmed bento box

Plastic Film and Spoon

A layer of plastic film is outside of plastic spoon.

Disposable wooden chopsticks

With a layer of plastic film outside



Plastic thin film wrapping over a plastic bento box

Plastic film is to prevent leaking however increase use of plastic



Patterns
Unnecessary
decoration on
the plastic bag

Sub-brand Logo
On the front there's bakery sub-
brand logo instead of main logo

Logo
Main logo on the back



Nutrition Facts
All ingredients and nutrition
facts are printed on plastic

Logo
Logo in both language on
plastic package

Slogan
Slogan "Delicious and
Healthy" is the first read

How to prepare
Better to eat in cold

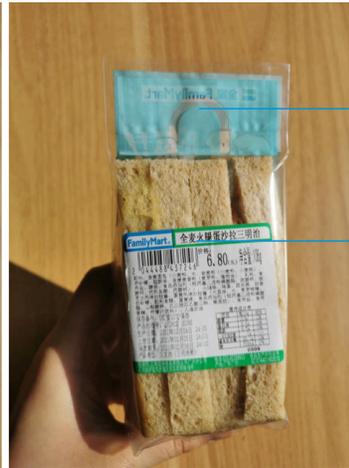
Product Name
Product name is the
second read



Price
Since the price label is on the

Peeling Indication
The shape suggest users to
peel here to open

Paper Sticker
All ingredients and nutrition
facts are on the label
outside of plastic film



Slogan
Big-bite Onigiri "Isn't it
tasty to eat in big bites?"

Product Name
Product name is the first
read

Picture
Indicating what's inside
the onigiri



Logo
Very small logo on bottom

Nutrition Facts and Price
All ingredients and nutrition
facts are on the label
outside of plastic film



Open Instruction
Instruction for how to open the onigiri

Sub-brand Logo

There's a cafe sub-brand logo on the top lid

Collaboration Graphic

Most graphic are collaborated companies logo printed glossy on the paper cup



For straw

For putting the cap

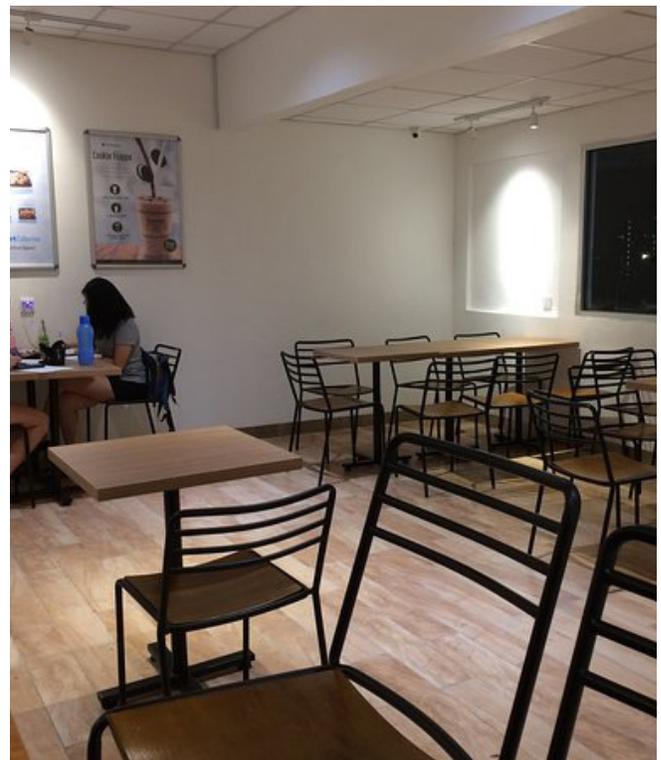
Logo and caution
Molded on plastic lid

Cap attached to the lid

Logo of Collaborated Brand



RETAIL



Most FamilyMart stores have an in-store dine-in area.

“It doesn’t matter if I have to pay a little more for sustainability, but good experience is more important. ”



Shelly Li

Age 23

Job: Student

City: Shenzhen

What do think about the overall package of Family Mart? Why do you like it or not like it?

Yes, I like it. The price and nutritions are clearly labeled.

What do you think about the plastic waste and ocean plastics?

Plastic package is convenient, ocean plastic is result of not proper recycling.

Is viewing the food necessary for you? Does it make it more or less appealing?

Yes, I mainly make choice depending on the real food. It’s better.

If there’s on app for ordering the food will be an option for you?

No. I want to see the real food more.

If family mart offer a canteen-like dine-in service and reusable utensils and bento boxes to help on the environment. Will you be a part of it?

No.

Would you like your purchase in FamilyMart to use less plastics?

Yes, I would love to if I had the option. But sometimes sustainable products like paper straws don’t really have a good user experience. It doesn’t matter if I have to pay a little more but good experience is more important.

“If I can order ahead and get the food. It’ll save time on queuing. It’s more efficient. ”



Oketo

Age 27

Job: Office worker

City: Japan

What do think about the overall package of Family Mart? Why do you like it or not like it?

Yes, it’s simple and convenient.

What do you think about the plastic waste and ocean plastics?

It’s due to the production. It’s hard to make big changes for the company.

Is viewing the food necessary for you? Does it make it more or less appealing?

Yes, if I can’t see the food, I won’t want to purchase it. It’s the fact that viewing the food helps me to decide what to choose. It depends on what the food looks like.

If there’s on app for ordering the food will be an option for you?

Yes, since it’s targeting people who don’t have time to eat. If I can order ahead and get the food. It’ll save time on queuing. It’s more efficient. And I believe people will purchase more in this way.

If family mart offer a canteen-like dine-in service and reusable utensils and bento boxes to help on the environment. Will you be a part of it?

No. It’s expensive to be sustainable. If it’s aiming to be fast and use reusable utensils, it might feel a bit awkward and less matching the overall style of the brand.

Would you like your purchase in FamilyMart to use less plastics?

As long as it’s sanitized and standardized, it doesn’t matter to me.

“It doesn’t matter if I have to pay a little more for sustainability, but good experience is more important. ”



Lin

Age 26

Job: Accountant

City: Shanghai

What do think about the overall package of Family Mart? Why do you like it or not like it?

Yes, it’s very functional and convenient. For bentos and noodles it’s easy to warm up for office worker. The onigiri also looks simple and nice.

What do you think about the plastic waste and ocean plastics?

China is a country that creates a lot of plastic waste. As the economy rises, more and more plastic is used and most of them are not decomposable. When they can’t be buried to the ground, it goes to the sea and harms people’s health.

If there’s on app for ordering the food will be an option for you?

Yes.

If family mart offer a canteen-like dine-in service and reusable utensils and bento boxes to help on the environment. Will you be a part of it?

The current plastic package don’t seem safe to be microwaved. Putting plastic package into a microwave I would love to pay a bit more for more eco-friendly and safer package.

Will you appreciate more clean and simple package or the current ones?

No. FamilyMart should keep their style and strong personality.

“I think it can be improved because right now the packaging doesn’t compliment the food inside.”



Jane

Age 26

Job: Manager

Location: Shenzhen, China

What do think about the overall package of Family Mart? Why do you like it or not like it?

I think it can be improved because right now the packaging doesn’t compliment the food inside.

What do you think about the plastic waste and ocean plastics?

If I have a choice, I will choose to use plastic less and prioritize sustainability.

Is viewing the food necessary for you? Does it make it more or less appealing?

It will be better if I can see the food.

If there’s on app for ordering the food will be an option for you?

Yes, it’s a trend right now and FamilyMart should follow to be relevant, and it will shorten the wait time.

If family mart offer a canteen-like dine-in service and reusable utensils and bento boxes to help on the environment. Will you be a part of it?

The delivery service contributes a lot more to the carbon emission. And they’re using a lot of plastic bags. Compared to that, it’s a little better to just eat at convenience store.

Would you like your purchase in FamilyMart to use less plastics?

Yes, it’s a trend right now and FamilyMart should follow to be relevant, and it will shorten the wait time.

INSIGHTS

1 The current plastic packaging feels cheap and doesn't seem microwavable.

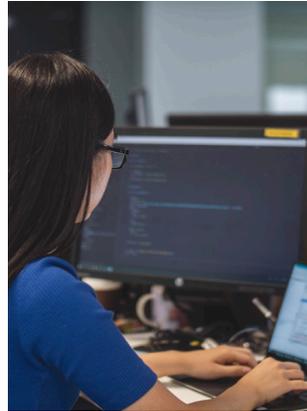
2 A hint of the real food triggers their appetite.

3 Customers want to be sustainable if they're offered a choice.

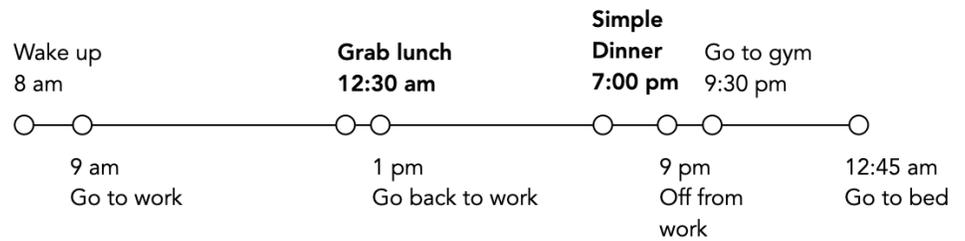
4 Most customers don't mind paying a little more to be sustainable while not degrading the experience.

5 Customers want more healthy options from convenience store food.

6 The food warm-up process can be long. Most people prefer pre-order to save time.



SCENARIO



PERSONA

NANCY

Age 27

Occupation: Computer Engineer

Location: Tokyo, Japan

She's very busy with her work. But meanwhile she wants to pursue a healthier lifestyle. Even though she goes home late, she goes to gym if she has a chance. They don't have much time for lunch and choose what to eat.

NEEDS

She want meals both efficient and healthy. She also care about the environment and want to make sustainable choices.

For competitors, I look at 3 biggest Asian Chain Convenience store and other brands that offer similar service such as grab-and-go food in the US and Europe.



- Overall consistent look
- Now it offers Vegan & healthy options



- Provide partially automated no cashier check-out service
- Using sustainable material



- Strong iconic color used in logo
- Made of plastics/ unsustainable



- Sustainable with limit amount use of plastic
- Nutrition and calorie info are clearly labeled
- To warm up food they take out the plastic

COMPETITORS



- Consistent look
- Not easy to recognize and differentiate
- Sustainable



TREND #1 AMPLIFYING HEALTH AND WELLNESS

As covered in Japan's New Food Culture, many people will consume more vitamin-rich fresh fruits and vegetables post-pandemic.

As outlined in New Health Brandscapes, healthcare is starting to better quantify the benefits of (and more formally integrate) health and wellness habits, from nutritious diets to regular exercise and meditation.



TREND #2 VEGAN POWER

Consumers will continue to embrace plant-curious and flexitarian diets for their perceived health and environmental benefits.

In August 2020, Veganuary surveyed how consumers had evolved their plant-based habits over time. Thirty-two per cent said they were eating more vegan fare as a result of Covid-19. Of those, 73% were motivated by health.

20% of US millennials say they've changed their diet to reduce their impact on the environment.



TREND #3 ECO FRIENDLY + HEALTHY

“Consumers are adopting the notion of ‘good for me, good for the earth’. Sustainability claims are becoming central to health and wellness claims.”

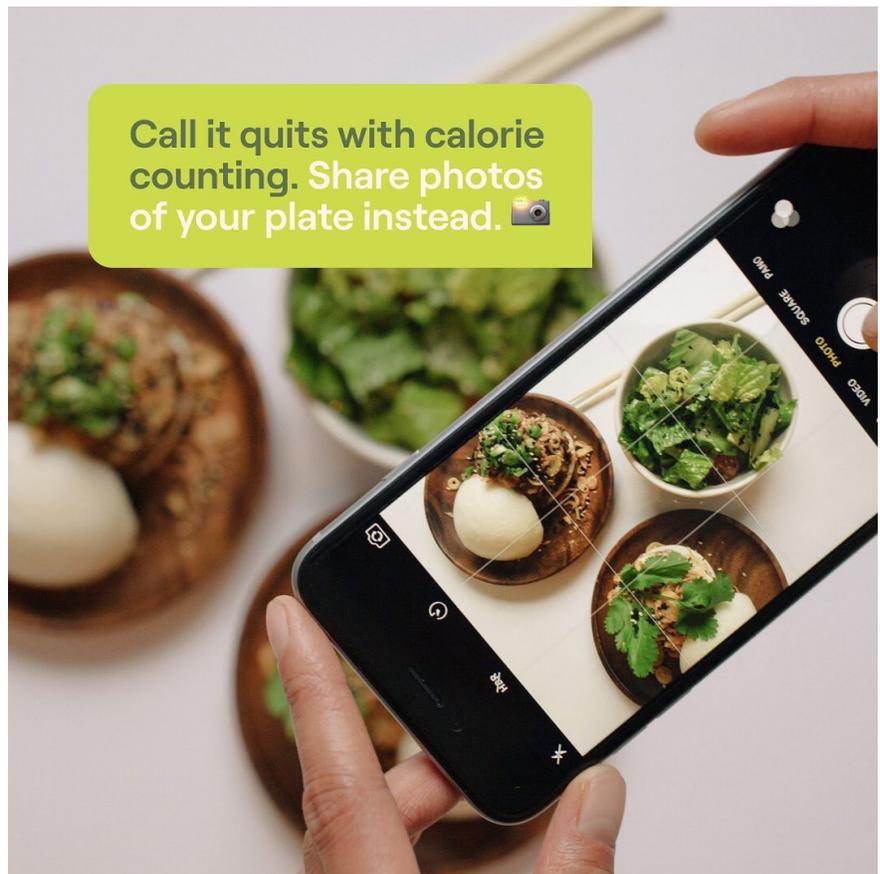
—Mike Hughes, Head of Research & Insight, FMCG Gurus



TREND #4 AI+IOT IN RETAIL

The cashierless checkout offer customers simple convenient service with no effort.

People don't choose online delivery because more package and not clean...
Amazon Go, for example, is using RFID technology to realize cashierless convenience store service.



TREND #5 TRANSPARENCY & CLEAR COMMUNICATION

Consumers are more conscious about what they eat. Using technology, the brands are starting to provide them more transparent information about the ingredients and sources.

Plastic Countermeasures

Proportion of environmentally-friendly materials

2030年
60%



2050年
100%

(Initiatives) We will promote the use of environmentally-friendly materials, such as incorporating plant-based biomass plastic and recycled PET into its packaging and containers.

In addition, we are aiming to incorporate environmentally-friendly materials into 70% of its plastic bags and other supplies by fiscal 2030.

WHY IT SHOULD GO ECO?

FamilyMart sales in 2018 was \$11.4 billion. Most of the single-use plastic package ends up in landfills or in the water. Very little plastic waste is actually recycled—it is incinerated or ends up as landfill due to lack of infrastructure at destinations and contamination legislation. According to the Natural Resources Defense Council, single-use plastic packaging is a large contributor to the 269,000 tons of plastic in the oceans.

With a sustainable goal, the brand is trying to use 100% environmentally friendly materials by 2050.

However, nothing has been adopted currently to their package outside of Japan yet.

FamilyMart in has been providing affordable food with good quality and convenience. In respond to their sustainability goal, redesign the healthy food line for FamilyMart, that meets the demand of busy office people, along with a sustainable and high-tech strategy that benefits customers, the brand and the environment.

BRAND DEVELOPMENT

MODERN

NATURAL

HEALTHY

EFFICIENT

SIMPLIFIED

SUSTAINABLE



Soft
Natural
Warm
Earthy

COLOR & INSPIRATIONS





Embossed Logo
Semi-glossy Label Finish



SUGARCANE FIBER

Plant based waste fibre materials such as corn and sugarcane. The production of these products emits less carbon than making most plastics.

- Biodegradable
- Compostable
- Microwave safe

NATURAL WHITE GREASE PROOF PAPER

- Biodegradable
- Compostable
- Light
- Grease Proof

PLA FILM

PLA (polylactic acid) is typically made from the sugars in corn starch, cassava or sugarcane. It is biodegradable, carbon-neutral and edible

- Biodegradable
- Behave like normal plastic film



The original sub-brand logo

FRESH
KITCHEN

by FamilyMart

D-DIN Exp

FRESH
KITCHEN

by FamilyMart

D-DIN

FRESH
KITCHEN

by FamilyMart

Optima

Fresh Kitchen

by FamilyMart

Gill Sans

Fresh Kitchen

by FamilyMart

Juana Semi Bold

FRESH KITCHEN

FamilyMart

Sweet Sans

FRESH
KITCHEN

FamilyMart

fresh
kitchen

FamilyMar

fresh—
kitchen

FamilyMar

fresh
kitchen

fresh
kitchen

—FRESH—
KITCHEN

FR—ESH
KITCHEN

FR—ESH
KITCHEN

fresh
kitchen

fresh—
kitchen

FRESH
KITCHEN

FRESH KITCHEN

FamilyMart



FRESH KITCHEN



LOGO DEVELOPMENT PH2

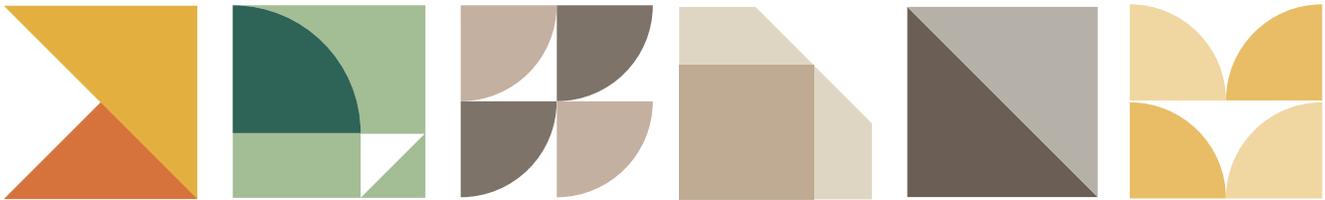




Final Logo

FRESH
KITCHEN

I created pattern with simple geometries and color to represent each food categories to make them more recognizable.



Bento

Salad

Bakery

Onigiri

Coffee

Sandwich

TYPOGRAPHY

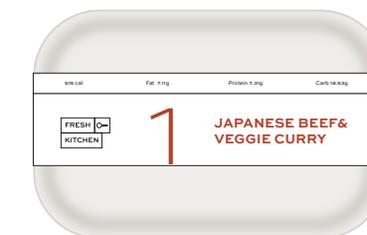
SWEET SANS PRO

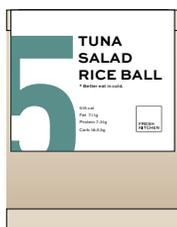
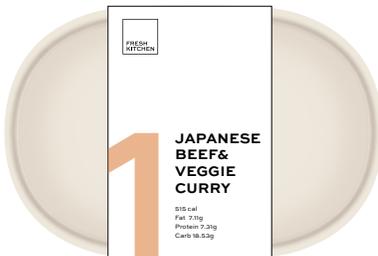
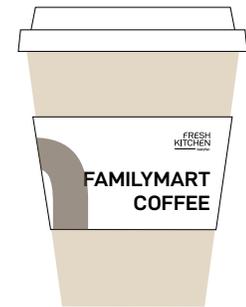
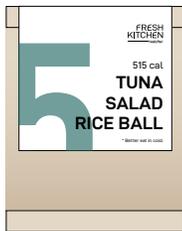
A B C D E F G H I J K L
M N O P Q R S V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z : ; ” !
0 1 2 3 4 5 6 7 8 9 1 fi / #
© < @ * % [,] = (.) ? &

A B C D E F G H I J K L
M N O P Q R S V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z : ; ” !
0 1 2 3 4 5 6 7 8 9 1 fi / #
© < @ * % [,] = (.) ? &

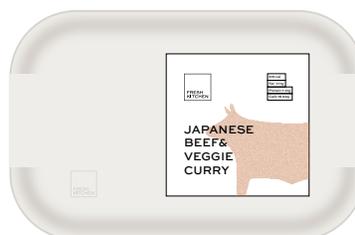
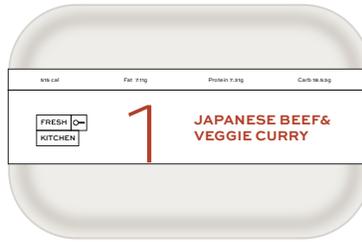
FORM DEVELOPMENT

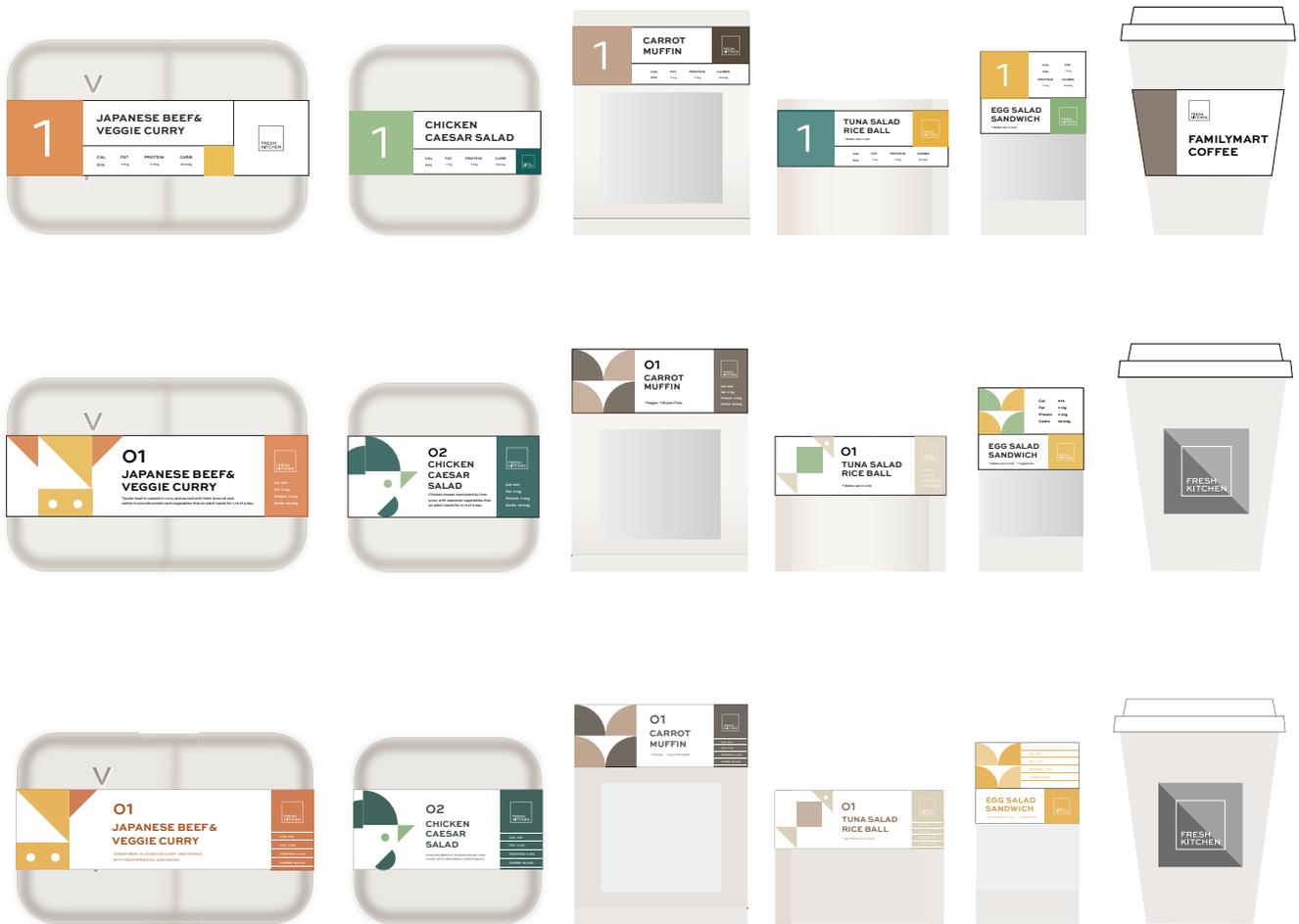
FORM DEVELOPMENT PH1

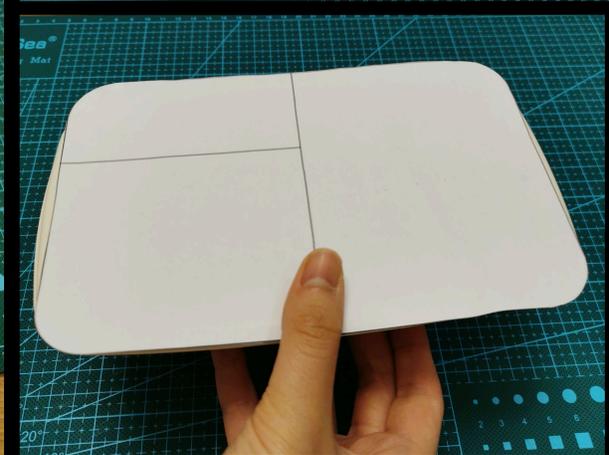
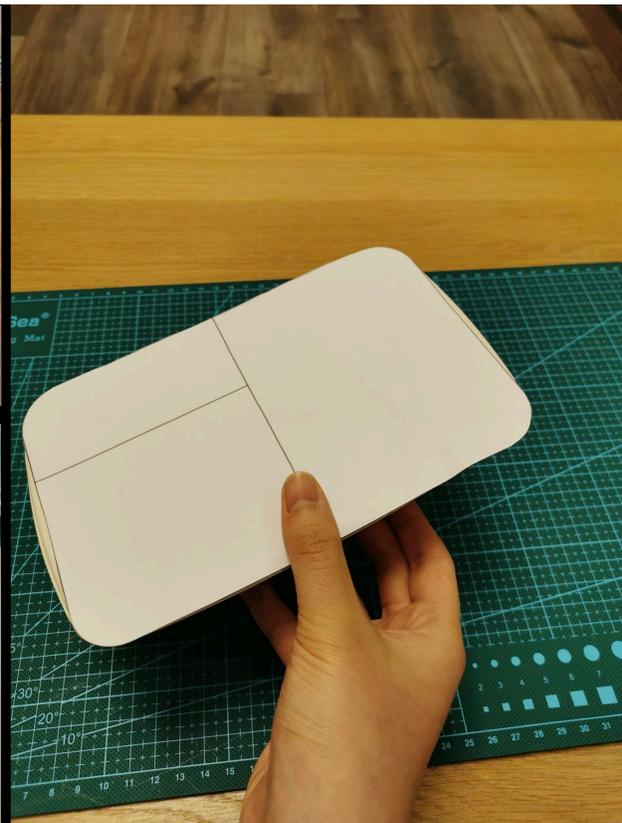




FORM DEVELOPMENT PH2





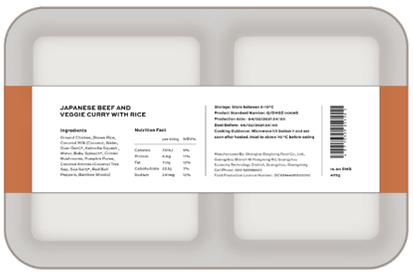




185 mm
Top



Top Inside



Bottom



Front



Side

120 mm

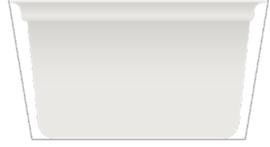
55 mm



Top



Bottom



Front



Side



Front



Left



Back



Right



Top

FINAL DESIGN



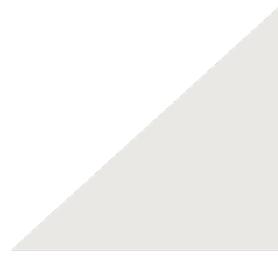
Front



Left



Back



Right



Bottom



Front



Left



Back



Right



Top



Front



Left



Back



Right



Top

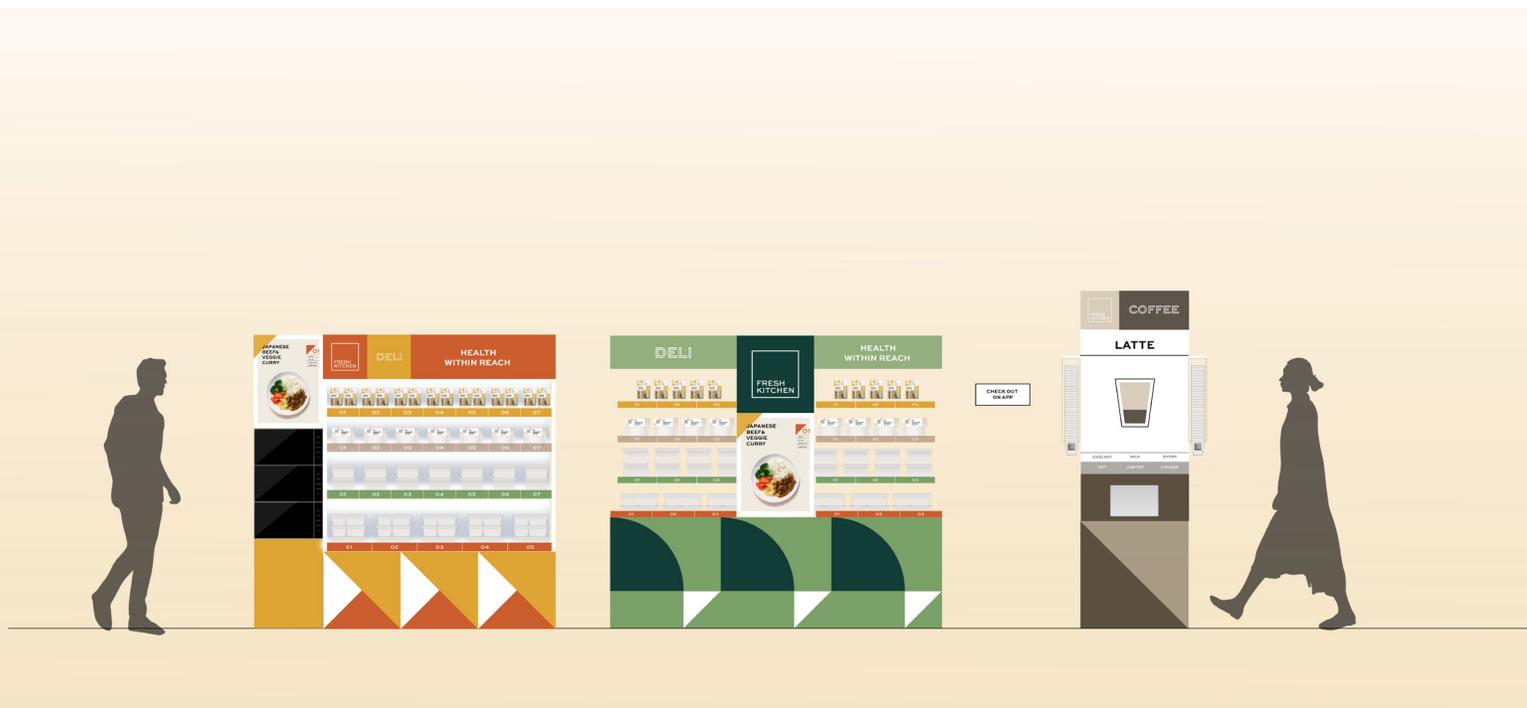
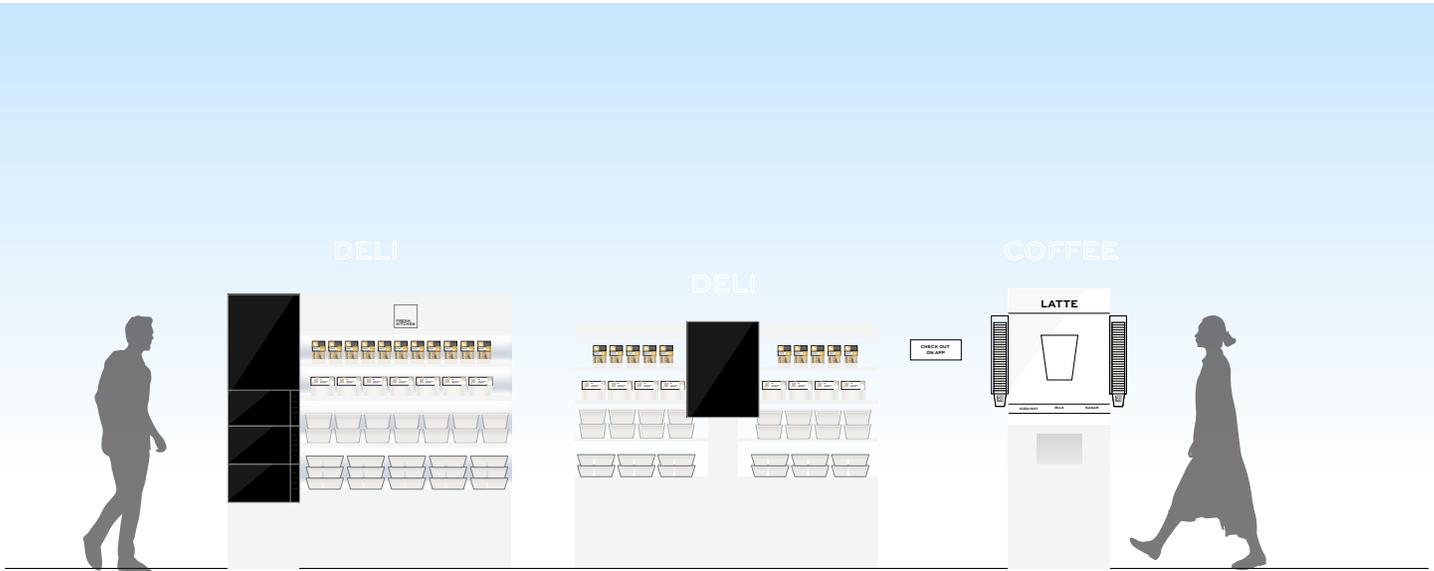
FINAL DESIGN





The final design have very little use of PLA film for the sustainability aspect. The set uses pattern to characterize and visualize the food and numeral system to guide people from digital to physical seamlessly.

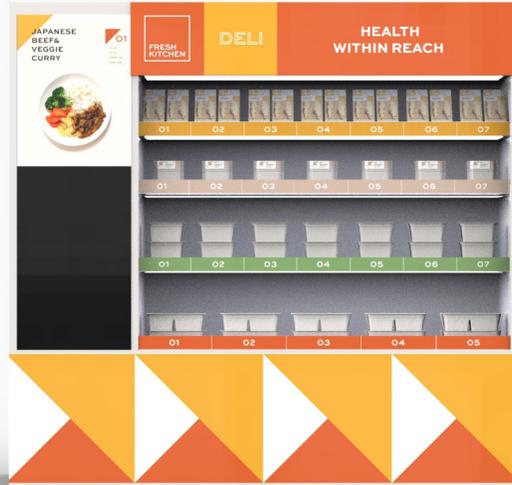
GRAPHIC APPLICATION



The retail design is fully automated and cashier-less to improve the efficiency. Customers can use the mobile app to check out on their phone.

In store

Customers scan QR code to enter the store. They can use digital menu to browse what they want and grab items into their physical shopping cart. The items will be synced to their digital shopping cart and ready for check out on their phone.





JAPANESE BEEF & VEGGIE CURRY

01

CAL 515

FAT 7.11G

PROTEIN 7.31G

CARBS 18.53G



Tender Beef Is Cooked In Curry And
Served With Fresh Broccoli

POSTER

The mobile app combines the in & out door experience together.

Online

Customers can order on app and choose to pick up at near-by store. The ordering process is the same as shopping in store with all the product information on the phone.

