



Chill Creative Portfolio

This proposal contains proprietary and confidential information of Chill Creative Co. Ltd. And shall not be used, disclosed or reproduced, in whole or in part, for any purpose other than to evaluate this proposal, without the prior written consent of Chill Creative Co. Ltd. This document and all information contained herein remains at all times in Chill Creative Co. Ltd.



Claiming Market Share During the Natural Beauty Boom

Crafting a brand for a personal care retail store and in-house products in Myanmar.

Client

Organico

Scope

- Brand audit and analysis
- Brand story creation
- Brand logo design
- Brand identity and style guides
- User flow analysis
- Website UI (User Interface) design
- Programming

Project Background

In an ever-increasingly global market, it can be challenging for local brands to compete with large-scale companies. Our goal was to reinvent Myanmar-based Organico with a fresh start and help them stand out amongst international competition.



Organico
WE CARE FOR YOU

Claiming Market Share During the Natural Beauty Boom

In-House Products, Brand Identity and Packaging Design

Apart from the retail brand's image, we also crafted their in-house product logo and set the tone during the design process to help our client develop a series of products under the Organico brand.

Website Design and Development

We developed a comprehensive content management system for our client to update their product lists with an effective, easy-to-use sorting system.



Enquiry:
info@chillcreativeco.com / +852 3695 0642

© 2018 Chill Creative Co. Ltd.