

貓咪奧運會

人間的滋味，貓咪都心醉

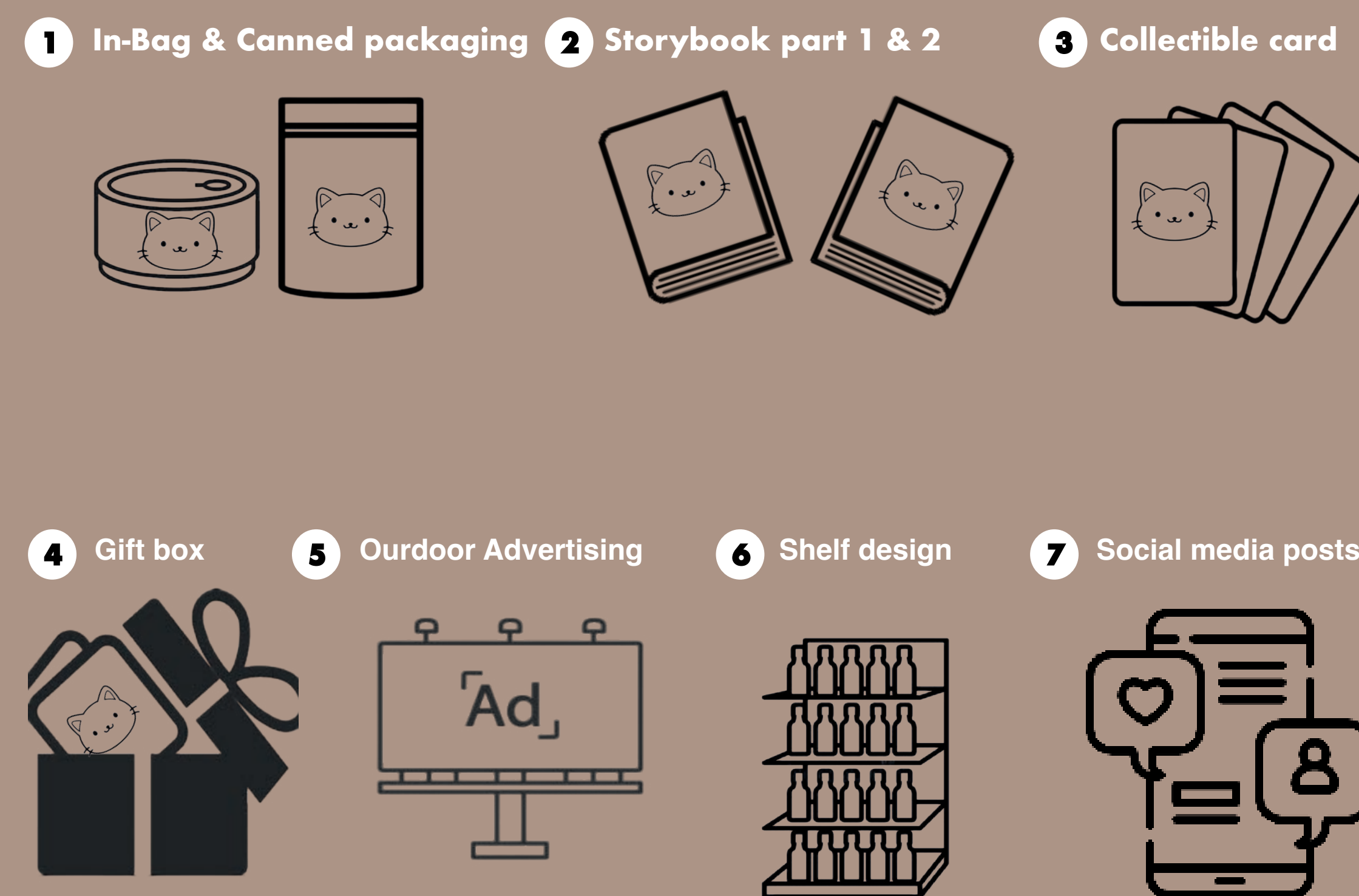
BACKGROUND

The Urban Cafe does not sell cat food directly, However, visitors who wish to interact with the cats are required to purchase cat food or snacks.

TARGET AUDIENCE

Customers, typically between the age of 18 and 35, who own or care for a cat products and services.

DELIVERABLES



CAMPAIGN FLOW



Supervisor: Mr Raptor KWOK, Assistant Professor

SOLUTION AND APPORACH

Urban Cafe launches its own brand, customers will be able to buy these products while interacting with the animals and for their own pets.

OBJECTIVES & UNIQUE SELLING POINT

1. Hand-painted cute cats on the cat food packaging design
2. Packaging design is positioned to help Urban Cafe enter the international market
3. Packaging design hopes to be something that pets can eat humane international taste cat food

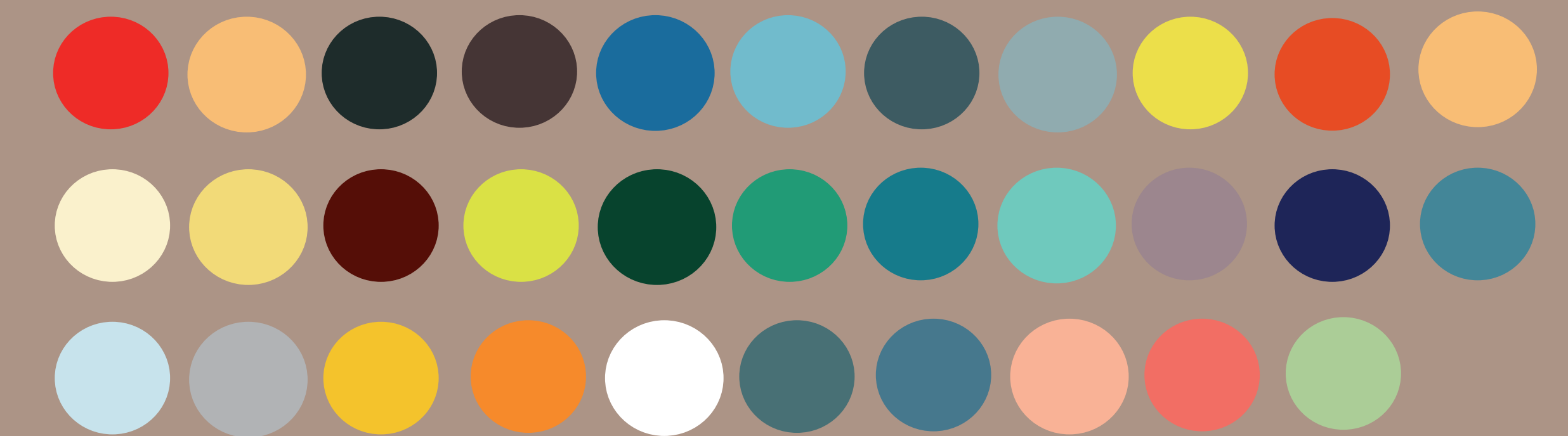
CAMPAIGN PERIOD

1 July - 25 July	Cat Olympics promotion begins
26 July - 12 August	Cat Olympics games begins
13 August	Cat Olympics games and the end of Olympics publicity

LOGO



COLOR PALETTE



STORYLINE

The stray cat 小浪 was adopted by the owner of Urban Cafe. In the cafe, he met three kittens: 涼粉, 西米露 and 春卷. They gradually established a deep friendship and even prepared for the Cat Olympics together!

CHARACTER DESIGN

