

- 1- The chocolate bar primarily targets a persona that targets luxury chocolate with fair trade, sustainability, and premium quality (European chocolate). The brand focuses on authenticity, ethics, and nostalgia. This would be the type of people who are more likely to buy my chocolate bar:

The demographic of people interested in buying my chocolate bar is:

- Age: People from 35 to 55 years old.
- Gender: Male and Female
- Income level: Earning more than \$90,000 a year
- Education Level: Bachelor's degree to Master's degree
- Location: Urban areas living in the U.S. from European countries.
- Marital Status: Married couple with or without children
- Ethnic background: Primarily of European descent.

The psychographic of people interested in buying my chocolate bar is:

- Personality traits: They exhibit agreeableness and conscientiousness. These consumers care deeply about people, especially workers in places like Madagascar, and are concerned with fair wages and better working conditions. Often in upper-class, professional careers, they balance ethical responsibility with personal indulgence.
- Values and beliefs: They aspire for a more equitable world with fewer disparities across continents. While enjoying a personal treat, they are motivated by a desire to support global improvement, knowing their purchase contributes to better lives for others.
- Interests and hobbies: They are passionate about sustainability and support organizations that align with their values. They enjoy traveling, especially returning to Europe, and appreciate nature, often spending weekends in the countryside. Family-oriented activities are central to their lives.
- Lifestyle choices: Having moved to the U.S. for greater professional opportunities, they miss the high-quality European chocolate bars they grew up with. They prioritize healthy living and ethical consumption in all aspects of life.
- Attitudes and opinions: They enjoy sophisticated products and take pride in showcasing their cultural background and gourmet tastes, particularly when it comes to food and chocolate.
- Buying behavior: They tend to buy local and organic foods, avoiding GMO and highly processed products. They are willing to spend more on premium, ethically sourced items that align with their values.

- Motivations: Their primary motivations include nostalgia for the taste of European chocolate, the desire to maintain a healthy lifestyle, and the pursuit of happiness both in giving (supporting ethical practices) and receiving (indulging in a high-quality product).
- Social status: Upper class, often professionals with a strong sense of social responsibility and cultural pride

2- My brand is called Maison CacaoEssence.

1- Label: Recycle paper, organic

2- Color:



3- Front: The Seasons on adobe:



4- Inspirations for the packaging:



5- Drawing idea + Adobe Illustrator result:



The computer version of my packaging, the big cacao at the bottom right, is transparent, allowing you to see the real bar inside.

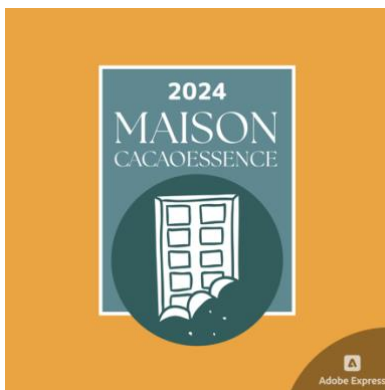
6- Packaging:



7- AI brand mood to promote products with favors:



- 3- Name: My brand is called Maison CacaoEssence, which sounds French and European. Cacao reminds consumers of chocolate, and essence is the perfume of chocolate, such as taste, smell, and texture.



abonnement).

My logo, “Maison CacaoEssence,” uses the same font as my packaging, showing the link between the logo and packaging. The “2024” shows that it is a new company. The colors are from the same pattern as the packaging. To conclude, the logo and packaging are related by font style and colors.

I added a chocolate bar to show the product's and the logo's relationship.

(That says Adobe Express because I did not renew my

The package design reflects eco-conscious craftsmanship by honest, traditional workers, highlighting the effort behind the chocolate bar. The pastel colors add a modern touch, making the product stand out on supermarket shelves. The recycled paper emphasizes the product's eco-friendly purpose, while variable shades of green further reinforce its connection to nature.

4. Physically: When you pick up the chocolate bar's packaging, you can hear the crinkle of the recycled paper. It doesn't feel smooth; instead, it has a texture that makes you want to scratch it with your nails to hear the sound. The paper is glued tightly, so you need some strength to open it, creating a sensation like scratching paper. It's compact enough to hold with one hand, making it easy to carry anywhere.

Mentally: When you buy a Maison CacaoEssence chocolate bar, you're contributing to a better environment and supporting people, as a portion of the proceeds goes directly to the workers who harvest the cacao. This provides them with better wages and allows them to

live in their own country under improved economic conditions. The bar is also environmentally friendly, as the chocolates are organic and produced without the use of pesticides, herbicides, or synthetic fertilizers.

5. When customers open the packaging, it is pleasant as the packaging is glued. While opening, you can hear a scratch on the paper. The clue sounds like when you are unboxing a new iPhone under a blister.

The packaging still looks good visually, and if the customer is not done with his bar, he can still wrap it.

6. When customers open the packaging, they can smell the chocolate and the favors they choose. Some ingredients, such as lemon, strawberry, and more, are on top of the chocolate. This step is more about the product's visual and smell and procuring happiness and joy as it will be close to being disgusted.

7. My brand personality is sincere because it connects with ethical responsibility, sustainability, and reward values. It supports trade and better working conditions for cacao workers along the way as a pleasure. The material and design of the chocolate bar are eco-friendly and represents a worker working to get the cacao from the tree with ethical behaviors. The ingredients are organic, as there are no GMOs present in the composition. My brand desires to make a positive difference for my target audience.

8. My customer's brand attachment is nostalgic as the chocolate reminds me a bit of Europe and our better chocolate there. My customers want to taste that again and eat it as a souvenir from where they are from in Europe. They moved to the U.S. and miss the high-quality chocolate they favor. Also, my customers were young when the move happened (probably) and are nostalgic for the European lifestyle. This sense of nostalgia, along with the satisfaction of eating luxurious and responsible chocolate, will undoubtedly respond to their value and make the new excellent souvenir in the U.S.

9. Attribute: Luxury chocolate bar brand that is ethical, organic, and eco-friendly. A brand that wants to do good for people and the world. The chocolate bar provides high-quality and traditional European chocolate.

Price & Quality: It is not the cheapest chocolate brand, as it is a premium. The chocolate bar, including the favors chosen, costs around \$5.99. Considering some of that money will be given to workers directly, providing them with a better salary overall.

Use & Application: The chocolate bar is for a daily or occasional occasion at home.

Product user: Upper-class professionals with a sense of social responsibility, cultural pride, and desire for premium quality in life. Authentic and caring users.

Product class: Premium chocolate, ethical and organic.

Competition: The main competitors are Lindt, Milka, and Tony's, which are the most popular U.S. markets, but mine is different as it has a positive impact on the environment and the lives of cacao workers. (Tips: Good European chocolate are available in Marin County: World market in Greenbrae).

Emotion: Nostalgia and happiness are the primary emotions that my customers feel when eating my chocolate bar. Also, luxury and social responsibility, such as chocolate, are premium and help others.