

Dodo x Red Apple

What needs to be done

Create a Dodobox design and its concept . **A Dodobox is a product for children as part of the Dodo Pizza's menu . Inside there is food (usually juice, french fries and nuggets) and a toy**

Format

We need a box visualization and a text description of the concept.
Other aspects are optional

What are we having now and what's wrong with that ?
Now the Dodobox and the communications around it look like this. It's not entirely clear what it's about and how it's related to Dodo



Current packaging problems

- Not branded
- Not conceptual
- Too much like everyone else (no distinctive features)



What is important to us

- **Conceptuality.** We want to see a full-fledged concept behind the design, and not just a reset of our current box. The design should be not only something, but also **about something**
- **Brand identity.** It is important for us to see the connection between packaging and the Dodo Pizza brand
- **Adaptability.** The box is crucial to be adapted to different collections and promos, while maintaining a recognizable look
- **Vitality.** It should look interesting, captivating , and like-for-posting-on-inst*gram
- **Feasibility.** It should be possible to implement and replicate it

**We want the result to be a lovemark for kids
who come to the Dodo**

What we like and why

It sounds trite, but we really like the Happy Meal. Because it is an independent character with a personality and a concept around it, which is at the same time very natively embedded in the brand



It's also cool that the box is adapted to different collections, while retaining recognizable features

What might be useful

Our corporate identity with links to all assets.

All materials can be found on our brandbook's website in the **design>style** section

brandbook.dodopizza.info/#!/design/style

Good luck!

You can handle it

