

CHEMEX

ReBranding Proposal
Lucia Gutierrez 2022
Techniques of Design Communication



Table of Contents

Brief History_ _ _ _ _ 1

Target Market_ _ _ _ _ 2

MoodBoard_ _ _ _ _ 3

Personas_ _ _ _ _ 4-7

Storytelling_ _ _ _ _ 8-11

Competitors_ _ _ _ _ 12-15

Advertising Research_ _ _ _ _ 16-19

Brand Identity_ _ _ _ _ 20-27

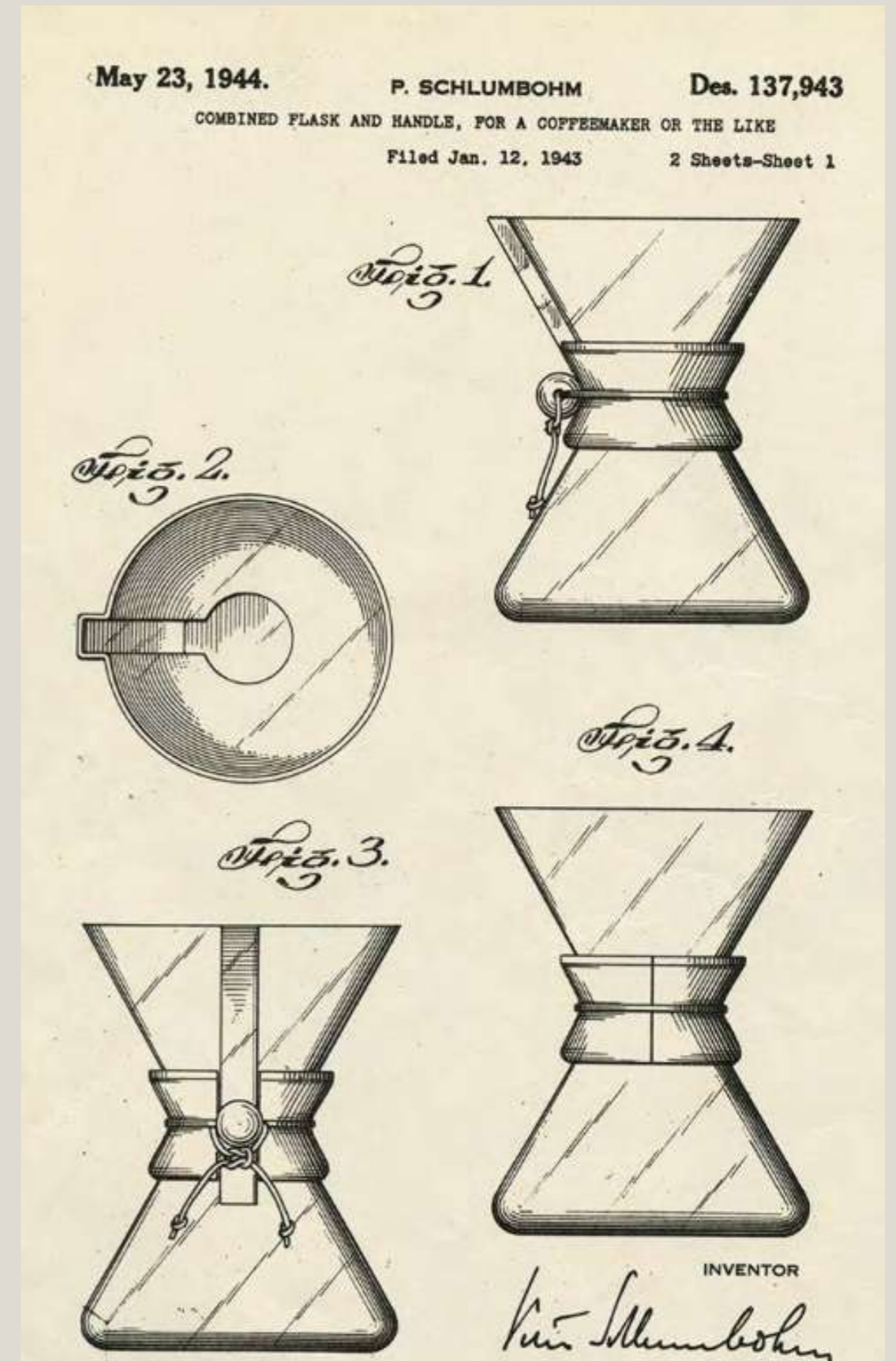
Advertising_ _ _ _ _ 28-34

Brief History

The story began in 1941, when the CHEMEX® Coffeemaker was invented by Dr. Peter Schlumbohm PhD to brew the PERFECT cup of coffee. Since that time, the CHEMEX has spanned generations and the globe as an icon of American design.

History and craft are embedded in our makeup. At the CHEMEX® factory located in Massachusetts, we still inspect, polish and hand-tie each coffeemaker and cut every filter - just as we always have.

Led by a brother and sister who grew up on the factory floor, CHEMEX® Corporation is made up of a team of people who are passionate about bringing superior brewing equipment to the global community.



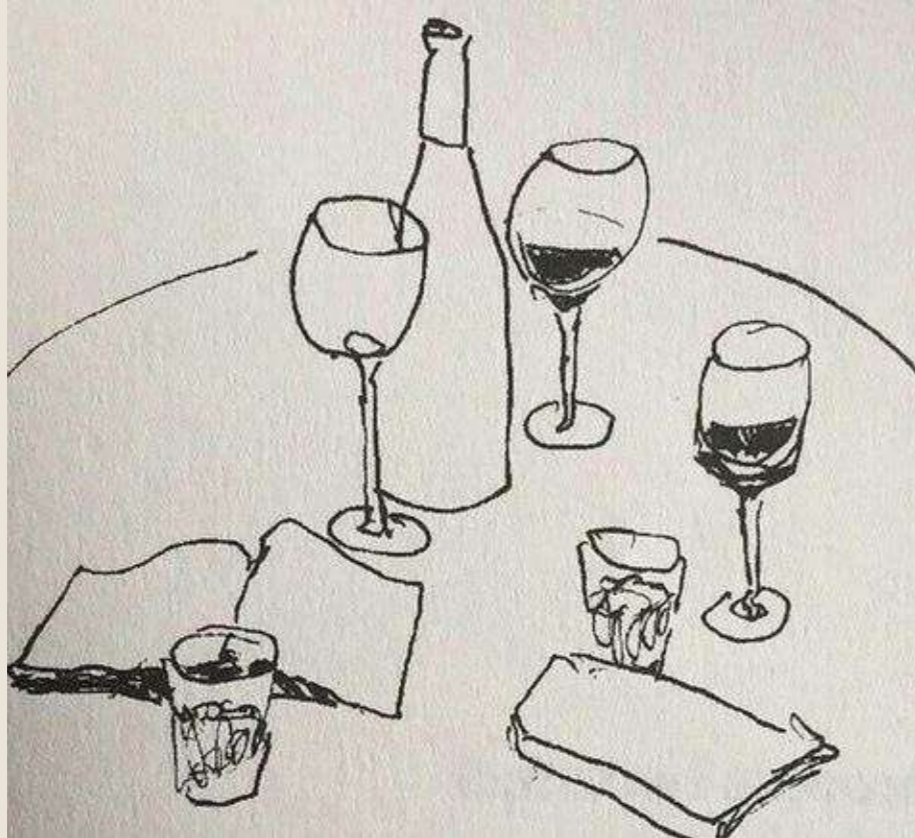
Target Market

The target market for Chemex are young people between the age of 20-40 years old.

These people care about the quality of their cup of coffee and are willing to take the time and put in the effort required to achieve this goal.

These are also people who are very invested in 3rd wave coffee community and admire the excellence of the form and function of this product





MOODBOARD



PERSONAS

Marta

● Age 23

● Full time student

● Single



Key Attribute

- Extrovert
- Outgoing
- Detail Oriented

Short Description

She enjoys going out with her friends, goes to Starbucks every day, on the weekends she enjoys going to brunch with her friends

Challenges

She feels like the coffee in Starbucks is lacking in quality, she also wants to reduce the amount of money she spends on a weekly basis on coffee.

Mateo

● Age 36

● Marketing Advisor

● Engaged



Key Attribute

- Introvert
- Patient
- Knowledgeable

Short Description

He is a coffee aficionado, he likes taking his time to make the perfect cup, he buys his coffee beans at his favorite coffee shop (small batch)

Challenges

He wants to try new ways of making coffee, he has a Nespresso machine but wants to expand his knowledge. He is very interested in the different processes to make great coffee

Olivia

● Age 45

● Stay at home mom

● Married



Key Attribute

- Ambivert
- Caring
- Design Lover

Short Description

She likes buying objects to decorate her home, she has a boho style, she appreciates good design. she drinks coffee multiple times a day but on the weekend she takes her time and enjoys a well done cup of coffee

Challenges

She want to fill her new home with objects that she finds aesthetically pleasing and complement her style, she cares about the quality in the products she buys.

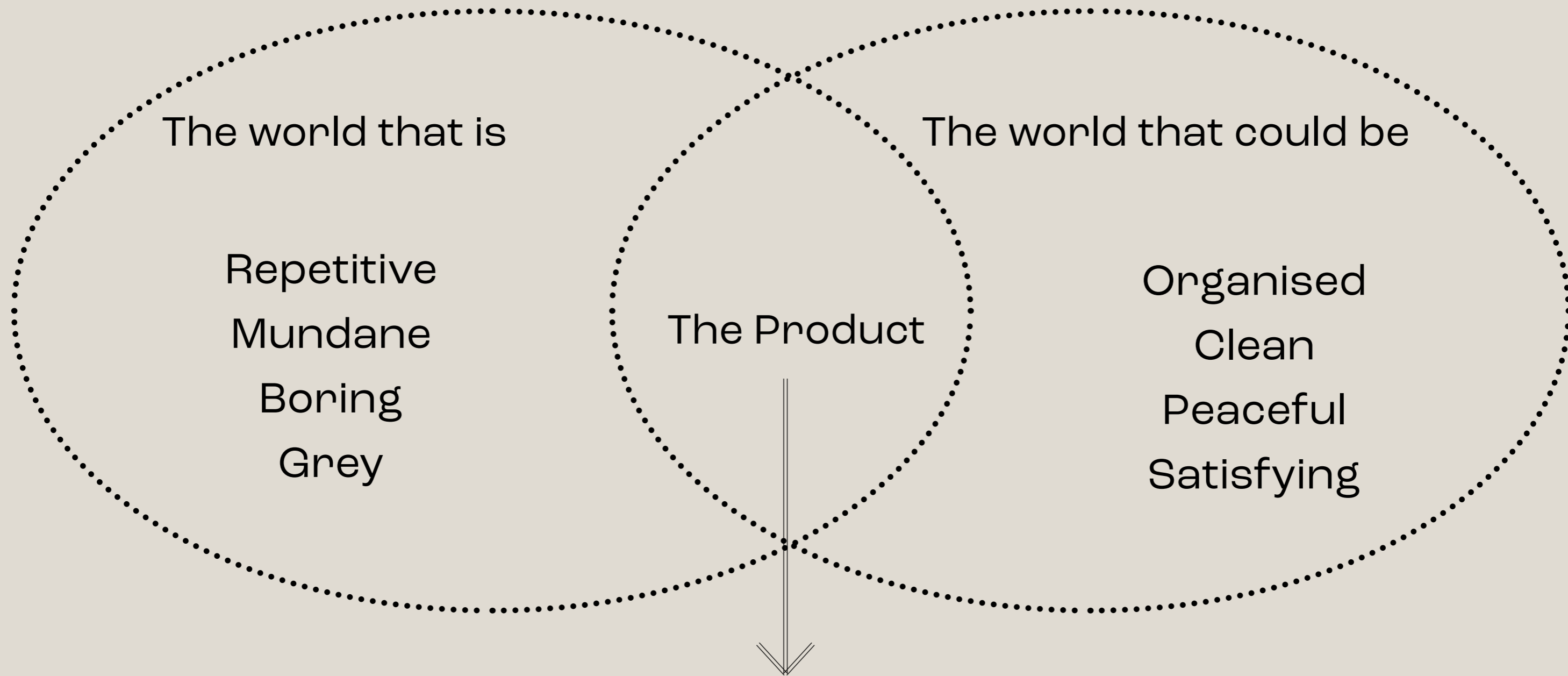
STORYTELLING

VALUES

- Specialty
- Honest
- Hand-made
- Details
- Minimal
- Specific
- Functional
- Durable
- Quality
- Appealing



TWO WORLD STORY



- This product takes a mundane task and makes it an enjoyable and satisfying task
- This product takes what is a repetitive market into a clean and organised product family that is coherent
- Instead of being a boring product it is a clean product that bring peace to the user

LONG STORY

Marta is a 20 something year old that loves coffee and the culture that surrounds it. Marta is tired of horribly tasting fast coffee. She is looking for a better alternative, but every method she tries doesn't satisfy her. She has tried almost every variation and every method that possibly exists, or so she thought.

She has given up on the french press, the moka, and she cannot afford to get a barista made coffee on her student budget. So she has decided to drink instant coffee, but every time she takes a sip from her cup, a little part of her get more and more disappointed which ends up ruining her morning, little by little. And that is no way to start the morning.

While talking to her friend Sandra, she suggests her to go to this coffee store called Sevensgrams that is located in Navigli. Sandra promises her that she will find the help that she needs, and all her troubles would finally float away. Marta decides to make the trip one afternoon after she is done with her classes, she takes tram 14, sits down and wait for her stop.

She makes her way to the store and explains her troubles to the lady rearranging the store. "I want a coffee maker that makes the best tasting cup of coffee, that is easy to clean, and that looks good no matter where I put it!"

The lady asks "Are you willing to spend just a couple of minutes more making the coffee, Good things come to those who wait, you know?"

"That is no problem for me"-Marta

"I present to you... **The Chemex** " - lady

" It's,,, it's beautiful!" - Marta " I'll take it!"

"Not so fast, I first need to explain to you how to get the best cup!"- The lady proceeded to explain how to brew the perfect cup and she set her on her way with her new coffee maker.

And from that day on, Marta starts her day in the best way possible. She enjoys every cup as if it was her first.

COMPETITORS

bodum[®]

BODUM



BODUM's history dates back to 1944, when Peter Bodum launched the company in Copenhagen, Denmark. Renowned for its iconic French Press coffeemaker and signature Scandinavian design aesthetic, BODUM has grown into a global housewares brand, with distribution in more than 55 countries. Headquartered in Switzerland, the company continues to develop all products in-house under its core principle that good design should be both functional and affordable. The range of products extends from coffee, tea and glassware to kitchen electrics and gadgets. A family-owned company, the brand is directed today by the founder's son, Jørgen Bodum.

"Good design doesn't have to be expensive," Peter Bodum.

HARIO

HARIO

HARIO has been planning, manufacturing and selling heatproof glass since its very inception – and is the only manufacturer with a heatproof glass factory in Japan.

Initially, we manufactured and sold laboratory glassware. But in 1948, we began making coffee siphons by taking advantage of the properties of heatproof glass and our refined glass processing techniques. We later expanded into a wide range of popular home products made from various materials. Since the 1980s, we've been producing industrial glass for automotive light lenses.

We also offer items for coffee and tea (black, Japanese and herbal), as well as microwave-safe cooking utensils and other kitchenware.

In the next 100 years, we want to continue enhancing the lives of everyone who loves HARIO and keep creating products that people consider their favorites..



AEROPRESS[®] **Coffee Maker**



AERO PRESS

The target market for Chemex are young people between the age of 20-40 years old.


These people care about the quality of their cup of coffee and are willing to take the time and put in the effort required to achieve this goal.

These are also people who are very invested in 3rd wave coffee community and admire the excellence of the form and function of this product

RESEARCH ADS

BODUM ADVERTISEMENTS

THERE'S NOTHING LIKE A MAN
WHO BREWS HIS COFFEE BY HAND
IN A WORLD THAT DEPENDS UPON MACHINES.



bodum
Brewed by man.

clearly the best
way to brew.



bodum

www.bodum.com

HARIO ADVERTISEMENTS

HARIO
JAPAN

Cafépresso

Double-glass coffee pot
keeps your brew **warm** or **cold**.
二重ガラス カフェプレス

保温性のある
プレス式コーヒーメーカー



CPW-4SV



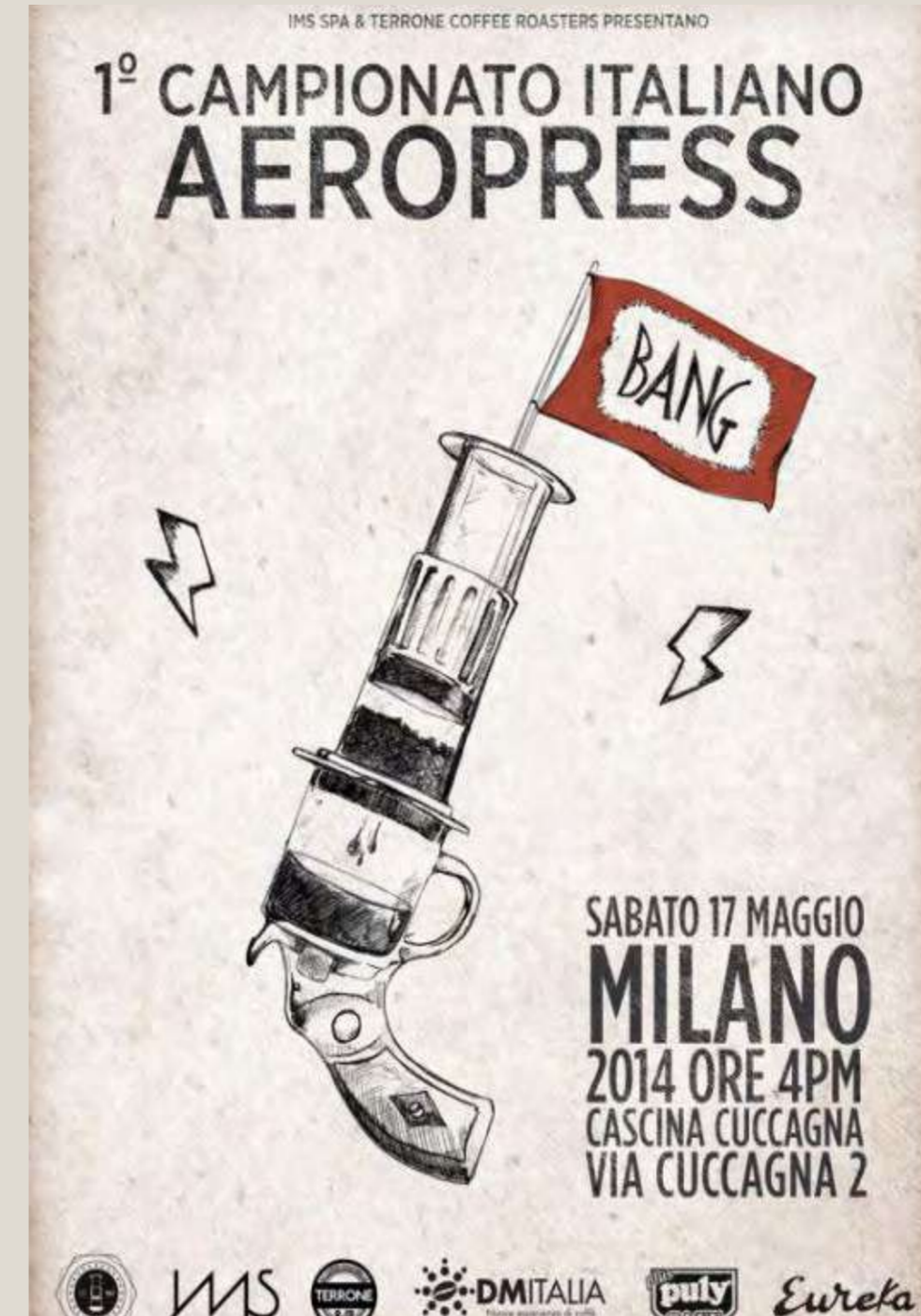
Gently pour hot water Press down the filter Completion

AVY'S INTERNATIONAL LTD Tel: 3669-1000 Fax: 2815-2406 E-Mail: sales@javys.com
HARIO Showroom's: T.S.T. East, Kowloon. Tel: 2722-4722, Sheung Wan Tel: 3669-1188
at your favourite Department Store 各大百貨公司有售

 **3669-1199**



AEROPRESS ADVERTISEMENTS

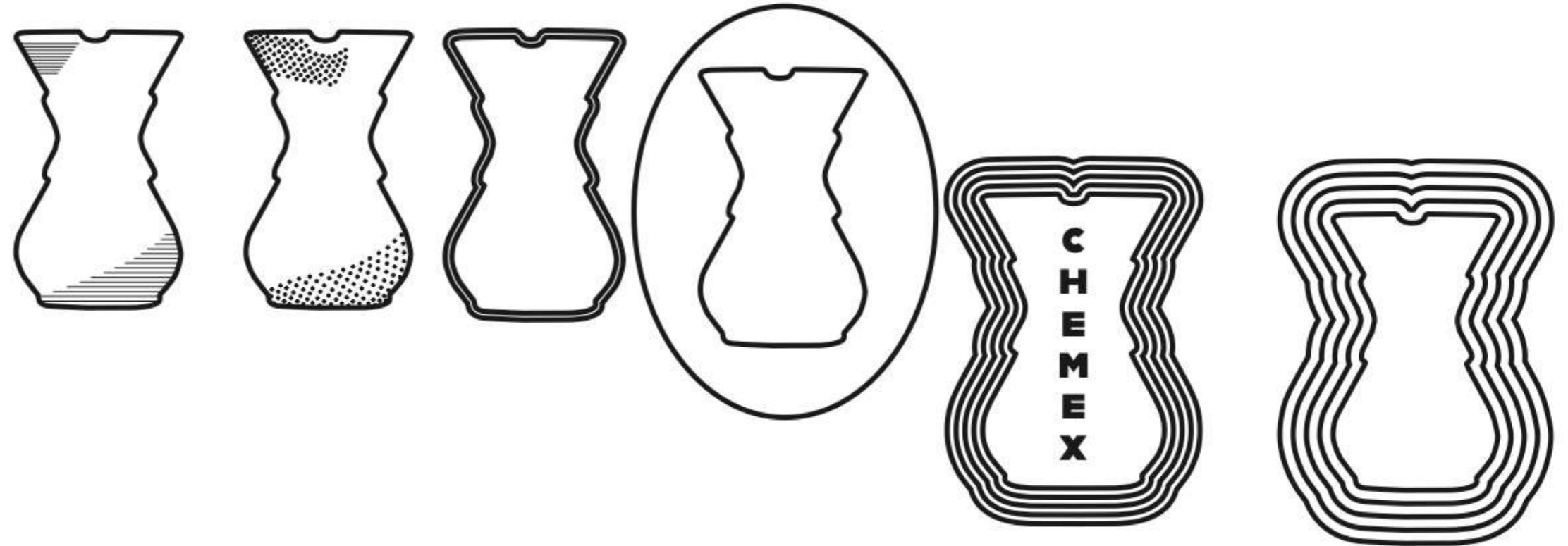


BRAND IDENTITY

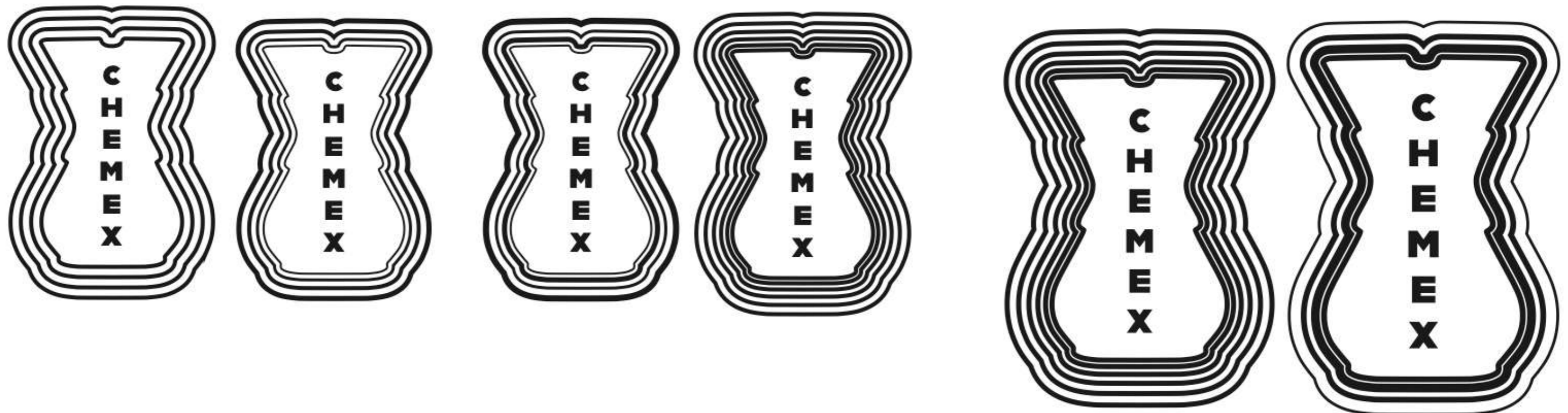
LOGO

CHEMEX
CHEMEX
CHEMEX

CHEMEX
CHEMEX



pure design. pure flavor.
pure design. pure flavor.



FINAL LOGO



COLOR PALETTE



PACKAGING MOCKUP



This Type face is used for
the logo spelling of the
brand, all capitalized

ALFRAN REGULAR

A B C D F E F G H I

A B C D E F G H I

1 2 3 4 5 6 7 8 9

[? ! & " #]

This Type face is used for
the brand tagline, “Pure
Design. Pure Flavor”

Gopher Regular

ABCDEFGHI

abcdefghi

123456789

(?!&”#)

ADVERTISEMENT

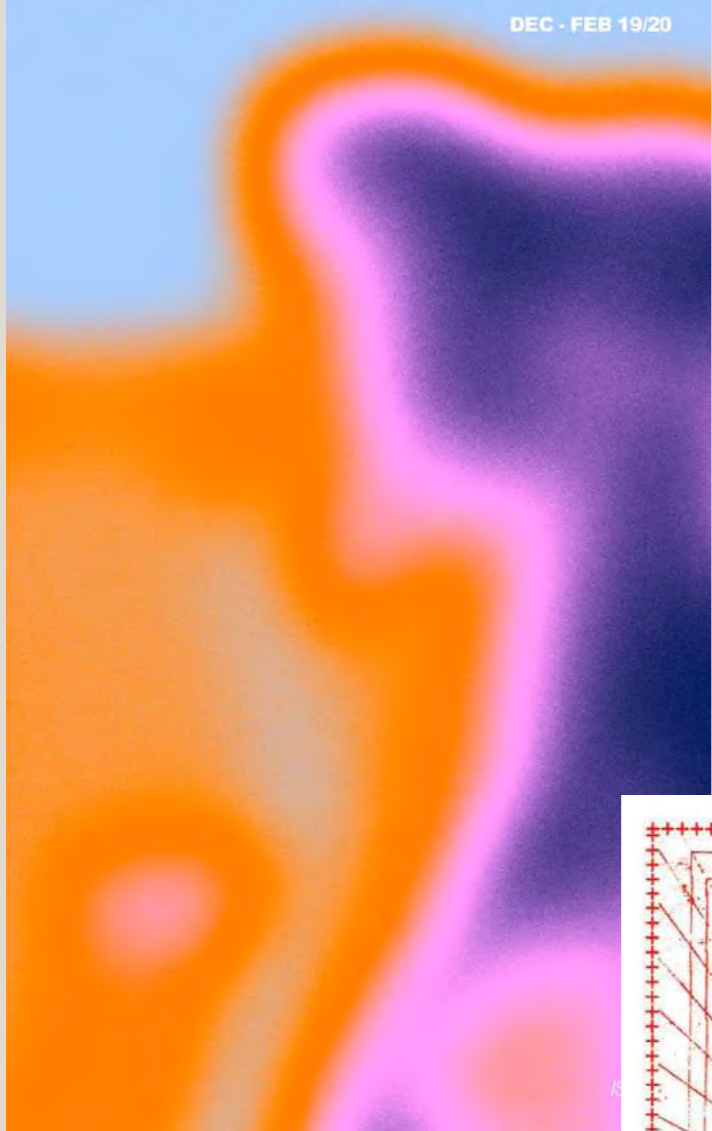
BRIEF

My brief was to create an advertisement for the Chemex coffee maker by Chemex Brand. **The communication objectives** are to capture the attention of those people that care about the quality of their coffee, give them an aesthetically pleasing tool that easily helps them achieve their goals. **The Target Audience** is adults within the age group of 20-38 years old that live within the US and extending boundaries with no specific gender target.

The Insight of the advertisement is that target audience is feeling unsatisfied with the options there currently are on the market, and are looking for an easy and beautiful solution. **The promise** is that the user will feel greatly content while using the product because of its high quality and its ease of usage. **The Tone of Voice** is Honest, Specialty Upbeat and Welcoming.

FAKER

DEC - FEB 19/20



Anu Pentik

Kolme tilaa

T A I D E H A L L I

TRE RUM THREE ROOMS

11 3 14 5 2

SABOR SABOR SABOR SABOR

MAR.26 11PM-5AM 1,000YEN

DJs

ALUCA

KAITO

MATSUO AKIHIDE

TUSUKE - KEEPING YOU SAFE

POSTER BY PLANETLUKE.COM

Tell me why — You got to believe in something
Why not believe in me

I gotta believe

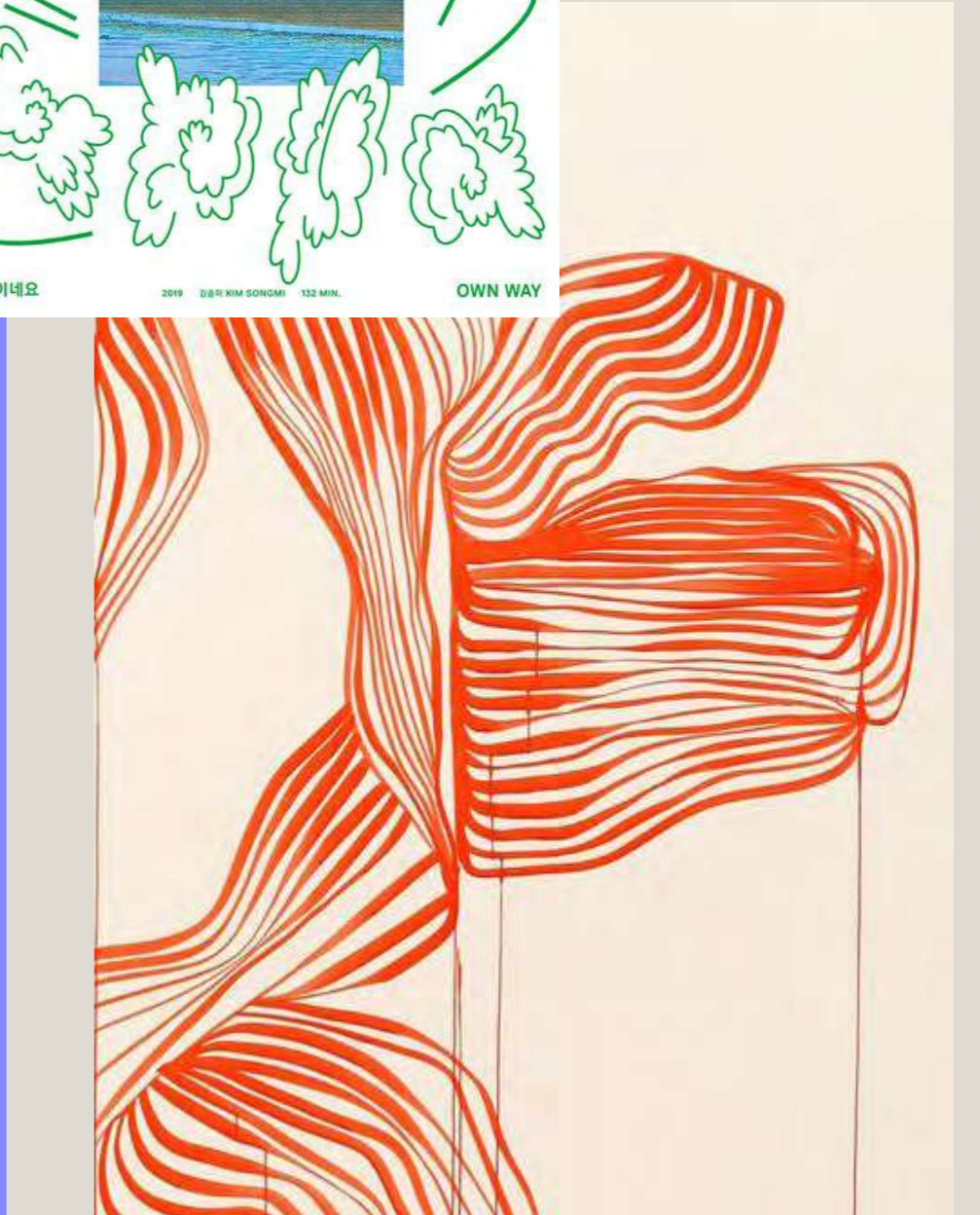
MANS 10052021 Believe forsmans.com

Jeonju Intl. Film Festival

다행이네요

2019 김지민 KIM SOGMI 132 MIN.

OWN WAY



CHEMEX

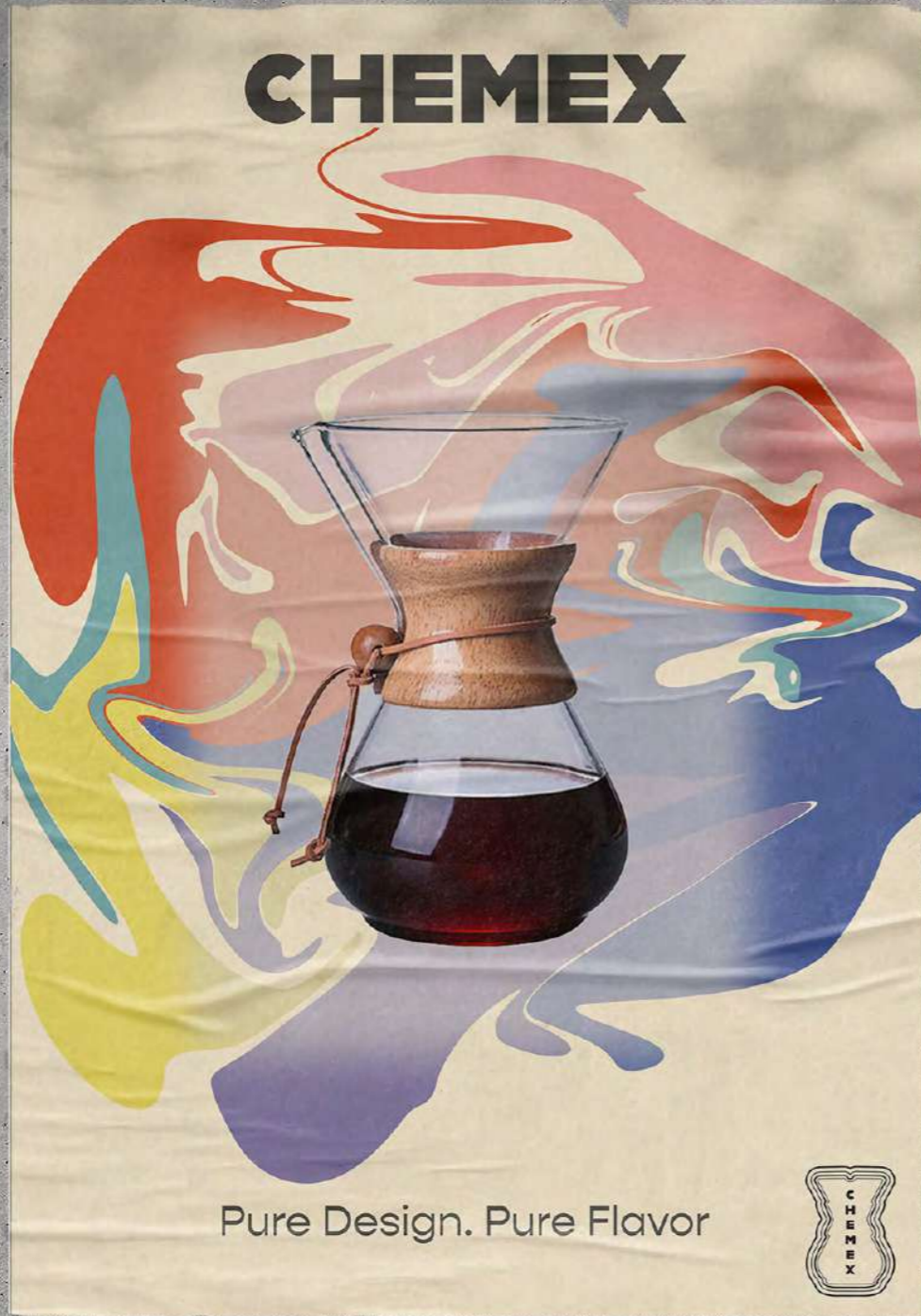


Pure Design. Pure Flavor



ADVERTSIMENT

MOCKUPS





THANK YOU!

