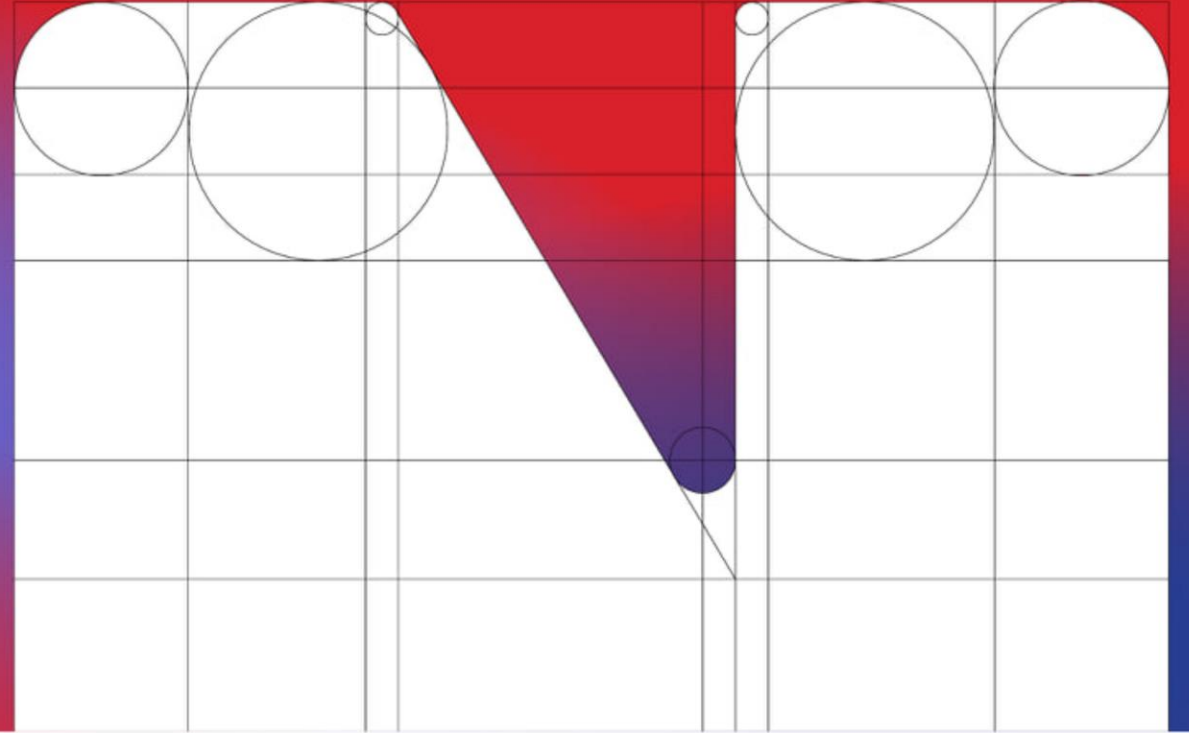


THE SECRET OF BRANDING



ຄວາມລັບຂອງ **ການສ້າງແບຣນ**

ນຳສະເໜີໂດຍ: **ພຸດທະລັກ ແສງຜູ້ໄທ**
INDETAILS BIZ SOLUTION

PRESENTED BY





WE PROVIDE:

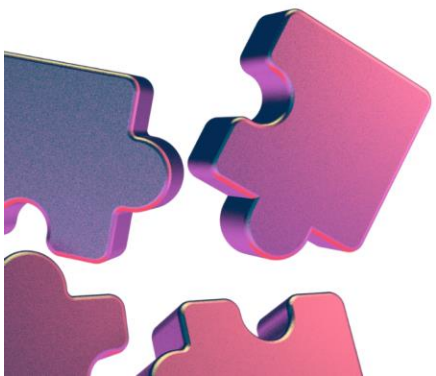
- BRANDING CONSULTANCY
- CREATIVE SOLUTION
- BUSINESS CONSULTANCY
- MARKETING SOLUTION



“BRANDING > LOGO”

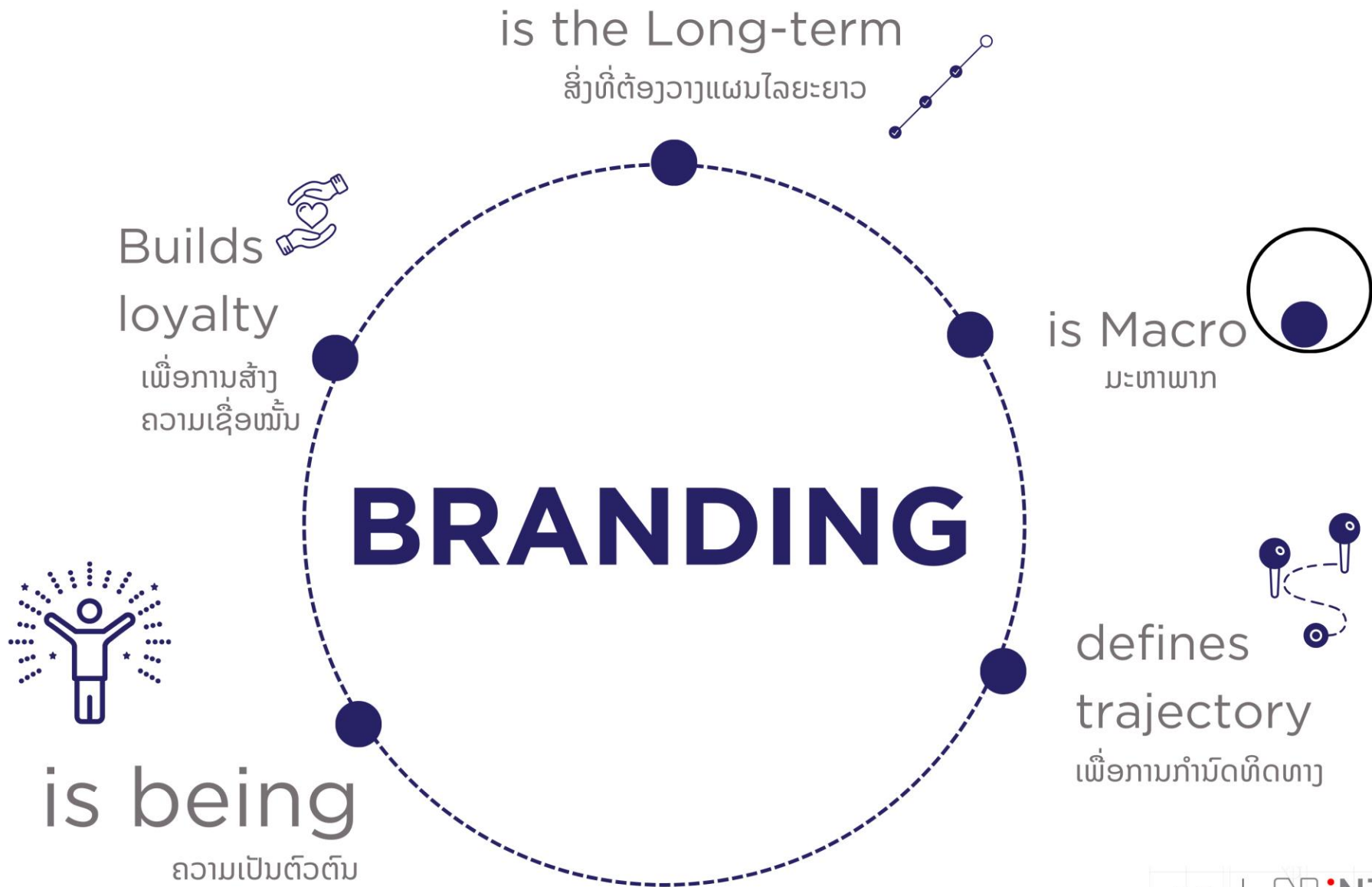
- Company values and mission
- Brand personality and tone
- Visual identity (colors, typography, imagery)
- Communication style (advertising, social media)
- Customer interactions and experience

- Symbols
- Typography
- Colors
- Iconography



BRANDING





Kickstart your branding development journey with the model of

“PAPA”

P

UNCOVER YOUR POTENTIAL

- ຊອກຫາຈຸດເດັ່ນຂອງສິນຄ້າ ແລະການບໍລິການ
- ສິ່ງທີ່ຢາກໃຫ້ລູກຄ້າຈົດຈຳໃນໂຕທ່ານ
- ສິ່ງທີ່ທ່ານໂດດເດັ່ນ ແລະຖະຫນົດ

- Identify your brand's unique strengths
- Create a lasting impression
- Clarify your core offering

ນາວາມ ນາວາມ

- Premium Home-made Ice-cream
- Variety of Ice Cream Flavor
- Home-made ice cream with modern look





DEFINE YOUR APPEARANCE

- ພາບລັກພາຍນອກ
 - ທຸກສິ່ງທີ່ຕາເບິ່ງເຫັນ
 - ຊື່, ໂລໂກ້, TONE, ສີ
 - MOOD AND TONE
 - GRAPHIC
- Shape your brand's visual identity
 - Develop a consistent tone and style
 - Create a lasting visual appeal



Primary & Secondary Color



Copy & Accent Color



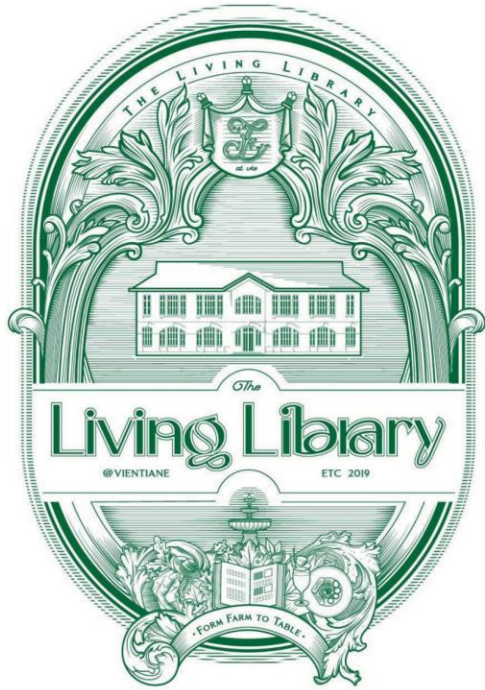
10

INDETAILS Biz Solution

P

POSITION YOUR BRAND

- ຈຸດຢືນຂອງ BRAND
 - ການວາງຈຸດປຽບທຽບກັບຄູ່ແຂ່ງ
 - ສິນຄ້າ ແລະການບໍລິການທ່ານເກີດມາເພື່ອໃຜ?
 - ເພື່ອແກ້ບັນຫາໃດ?
- Clarify your market positioning
 - Target your audience effectively
 - Differentiate through value

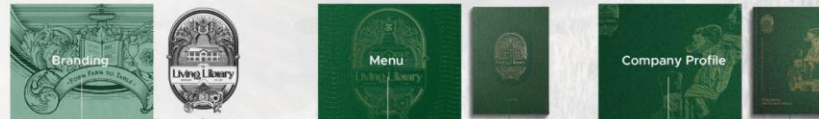


01 Concept IDEA
#Moodboard

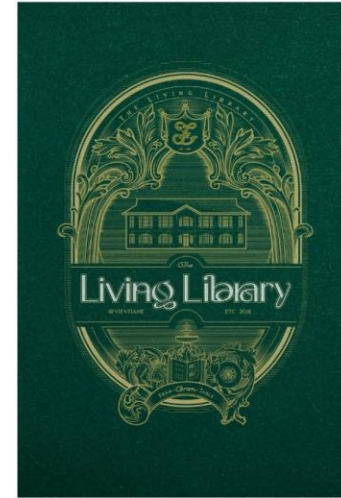
Form • Farm • To • Table

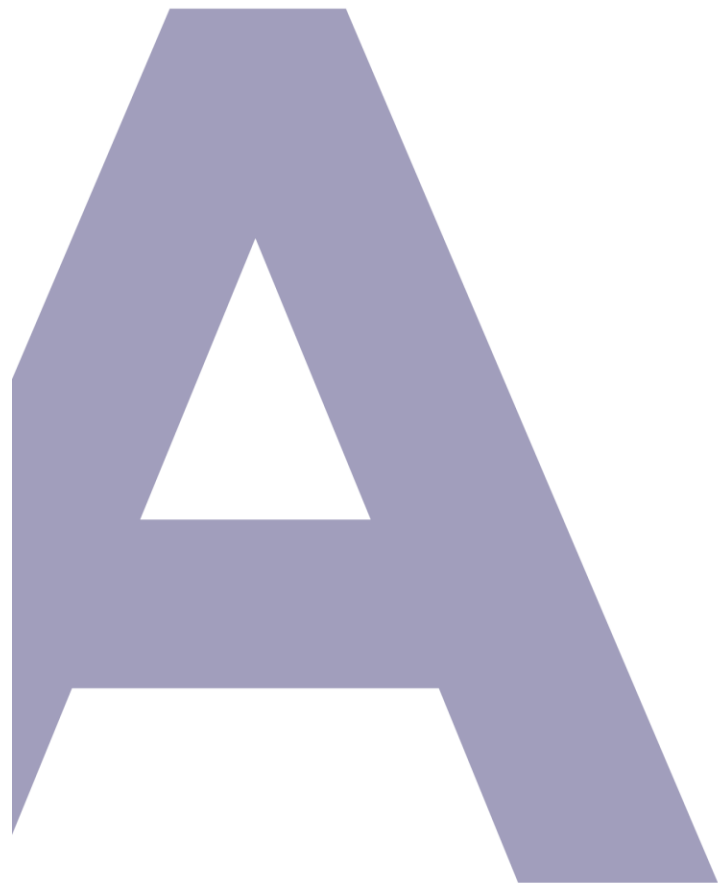


#Form Farm To Table



We took the slogan **"From Farm to Table,"** which the Living Library uses to depict the movement of products and production in every stage, to use as the concept of Branding development. We intend to make the image of the Slogan more evident in every point of the product.





PRESENT YOUR ARCHETYPE

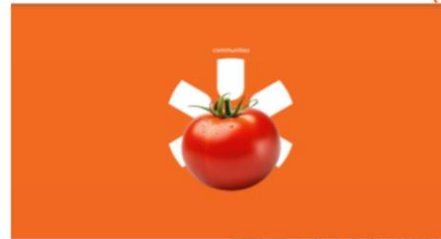
- ສ້າງອຸປະນິໄສເພື່ອການມອບ “ປະສົບການ” ໃຫ້ກັບລູກຄ້າ
 - Build a compelling brand character
 - Deliver memorable customer experiences

12 BRAND ARCHETYPES

- **INNOCENT** : ເປັນລັກສະນະທີ່ຮຽບງ່າຍ, ສ້າງມີຄວາມສຸກ, ສະບາຍ ແລະ ປົກປ້ອງເບິ່ງແຍງຄົນອື່ນ
- **HERO** : ເປັນລັກສະນະທີ່ສາມາດເອົາຊະນະອຸປະສັກ, ຝ່າຟັນໄປເຖິງຈຸດໝາຍທີ່ຕ້ອງການໄດ້
- **REGULAR MAN /EVERYMAN**: ເປັນລັກສະນະທີ່ທຸກຄົນສາມາດເຂົ້າໃຈໄດ້ທັນທີ, ບໍ່ຈຳເປັນຕ້ອງອະທິບາຍ
- **CAREGIVER** : ເປັນລັກສະນະທີ່ທ່ວງໃຍຄົນອື່ນ, ແບ່ງປັນຄວາມຮັກໃຫ້ກັບຄົນອື່ນ
- **CREATOR** : ເປັນລັກສະນະສ້າງສັນຈິນຕະນາການໃຫ້ເປັນຈິງ, ເໝາະສົມກັບເດັກນ້ອຍໄປຈົນເຖິງຜູ້ໃຫຍ່
- **EXPLORER** : ເປັນລັກສະນະທີ່ອອກໄປຜະຈົນໄພ, ຊອກຫາຄວາມທ້າທາຍໂດຍການຂັບເຄື່ອນທີ່ດີ
- **REBEL/OUTLAW** : ເປັນລັກສະນະທີ່ບໍ່ສົນໃຈກົດເກນ, ເຮັດຕາມໃຈຕົວເອງ, ເໝາະສຳລັບການເຈາະກຸ່ມເປົ້າໝາຍທີ່ເປັນໄວທຸ່ມ
- **LOVER** : ເປັນລັກສະນະທີ່ເພື່ອສ້າງຄວາມຮັກ, ສ້າງອາລົມຮັກໃຫ້ກັບຄົນອື່ນໄດ້
- **RULER** : ເປັນລັກສະນະທີ່ກຳນົດແນວທາງໃຫ້ກັບຄົນອື່ນ, ຊື່ເປົ້າໃຫ້ຖືກຈຸດ ກົງໄປກົງມາ
- **JESTER** : ເປັນລັກສະນະທີ່ໃຫ້ອາລົມຕາຫລົກ, ສ້າງອາລົມມ່ວນຊື່ນໃຫ້ກັບຄົນອື່ນດ້ວຍຕົວແບຣນ
- **MAGICIAN** : ເປັນລັກສະນະທີ່ສ້າງສັນຈິນຕະນາການໃຫ້ຄົນອື່ນ
- **SAGE** : ເປັນລັກສະນະທີ່ໃຫ້ຂໍ້ມູນຂ່າວສານ, ເພື່ອການຮຽນຮູ້, ການຄົ້ນຫາຄວາມຮູ້



megakr* hypermarket



megakr* customers communities planet



Brand Identity

Our brand identity is built on three key pillars: good products, individuality, and support. We offer a wide variety of high-quality products at competitive prices, catering to individual needs and preferences. We also believe in supporting local communities and sustainable practices, ensuring a healthy planet for future generations.

SERVING OUR CUSTOMERS, COMMUNITIES & PLANET A LITTLE BETTER EVERY DAY

Megakr.com



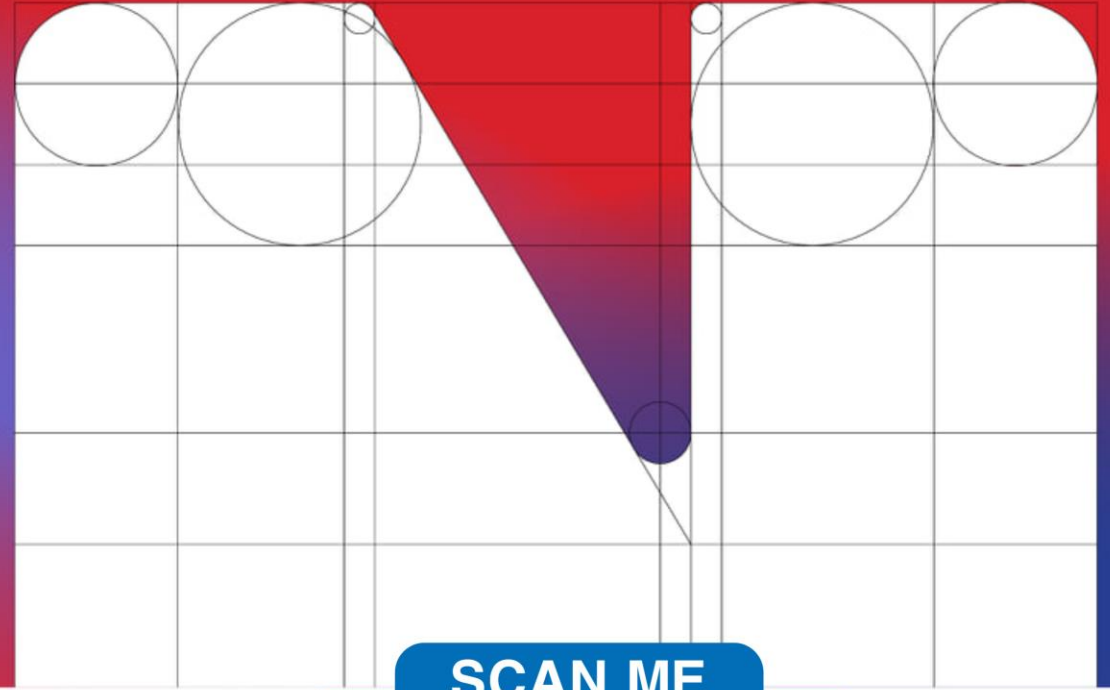
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THANK YOU



SCAN ME



Consult with us for expert branding design:

020 7785 5288 / 020 5481 9544

