

Mirinda – the refreshing drink



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My research dissertation titled “Mirinda – The Refreshing Drink” is being submitted for completion of MS Graphic Design degree from School of Textile and Design, University of Management and Technology, Lahore, Pakistan. Dissertation

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Declaration

I hereby declare that all the information in this thesis is the result of my concerted efforts and my original work. This research work, to the best of my knowledge, no material previously published or written, or that has been accepted for the award of any other degree or diploma, except where due acknowledgement has been made in the text. Certified that contents and form of thesis titled “Mirinda – The Refreshing Drink” submitted by Sara Hayat under the supervision of Madam Ayesha Hashmi has been found satisfactory for the requirements of the degree.

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Abstract

Mirinda is here for carefree laugh and out loud partner. The concept of redesign the posters, banners, web banner, website, hoarding and standee. Souvenirs and steamer. The new campaign of Mirinda will be launch in summer to give a feel of freshness and make one's mind cool in hot weather. Mirinda will encourage people to create something different than others by getting in touch with their creative side. The strong fruity taste and the vibrant bubble will remind everyone that don't take life too seriously. Mirinda helps to reliefthefull of fun side for everyone. Consequently, Mirinda agreed a bold and vibrant color, great taste of orange and sparkling bubblethat energized you quit offering on that one on a chance to be additional carefree, spontaneous refreshed one to be more playful.

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CHAPTER 1

Introduction

1. Introduction

1.1 Statement of problem

The brand recognition of Mirinda is very low among the target audience. It is eclipsed by its competitors. Further there has not been a strong advertising campaign for the brand in Pakistan.

1.2 Brief Perspective

In 1959, the Mirinda is created in Spain which is based on soft drink brand and in 1970 has been owned by Pepsico. The word Mirinda means "admirable" or "wonderful" in Esperanto. It became available in the United States in late 2003 and at first sold at a reduced price, to become a competitor against Coke's Fanta brand. Mirinda flavors have mostly been sold under the Tropicana Twister Soda brand in the United States since 2005. In late 1996 Pepsico also sell Mirinda in Brazil in late 1996, yet the brand was suspended in 1997 after feeble deals, keeping the nearby brand Sukita under creation. In Italy, it is sold under the brand Slam.