

The background is a solid green color with a repeating pattern of various fruits and leaves in a lighter shade of green. The fruits include pineapples, watermelon slices, lemons, and strawberries.

Lumi

SAE 102 - CONCEVOIR UNE RECOMMANDATION DE COMMUNICATION NUMÉRIQUE

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SUMMARY :

1) CONTEXT

2) CHOICE OF A BRAND AND A GRAPHIC CHARTER

3) BENCHMARK (ANALYSIS OF THE OFFER + SOCIAL MEDIA)

4) CREATION OF PERSONAS OF YOUR CHOICE, BY COUNTRY

**5) DEVELOPMENT OF A COMMUNICATION STRATEGY
FOR THE 3 COUNTRY**

6) CREATION OF 1 DIGITAL CONTENT + 1 PRINTED + 1 FIELD ACTION

7) BUDGET

1) CONTEXT

We created an iced tea brand called “Lumi.” Our goal is to target young adults aged 18 to 35. We also aim to sell our product in three countries: France, the United States, and Japan. Our bottle will feature a collectible Panini card.

2) CHOOSING A BRAND AND A GRAPHIC CHARTER

The main color of our brand is green. The name LUMI refers to light, freshness, and purity. The “I” at the end represents the first letter of the word ICE, to emphasize the freshness of our drink. The green color reflects nature and the freshness of a healthy beverage. Yellow brings energy and warmth; it shows that the drink is made with citrus fruits and is therefore perfect for refreshing. Blue symbolizes freshness and trust. It balances the warm colors and suggests a thirst-quenching drink. Red is immediately associated with red fruits and is used to express energy, passion, and the intensity of the flavor.

The Lumi typography is simple and easy to understand. The handwritten style gives a natural and fresh feeling, which fits well with an iced tea. The rounded letters make the brand look softer and more pleasant. This choice also makes the brand feel closer to consumers, less strict, and more friendly. Finally, the typography is easy to read and remember, which is important for a brand sold in several countries.

We also created several variations by combining our logo with different colors that represent each flavor of our drink.

3) BENCHMARK (SUPPLY ANALYSIS + SOCIAL MEDIA)

We compared POPS and Lipton Ice Tea to see how these two iced tea brands position themselves in the market. We looked at their products but also at the way they communicate on social media. Lipton is a brand that everyone knows. It is very present in stores and mainly offers fairly classic flavors, often quite sweet. On Instagram and TikTok, the brand publishes a lot of content, often simple and playful. That allows it to be very visible, especially among young people, but the natural side is not really what stands out the most. POPS, on the other hand, is much more discreet. The brand rather tries to stand out through its image and the quality of its recipes. There are fewer products, but they are designed to be more original and more “natural”. On Instagram, POPS posts less than Lipton, but the photos are polished and give the brand a real identity. In the end, Lipton is mainly strong thanks to its brand awareness and its presence everywhere, whereas POPS stands out mainly through its style and its more premium side. We were also inspired by Coca-Cola in 2016 with their bottles containing a Panini sticker on the bottle label.

4) CREATION OF PERSONAS OF YOUR CHOICE, BY COUNTRY

These personas were selected because they reflect realistic profiles that match the consumers the iced tea brand targets in each country. Léa, who lives in France, represents a young and active adult who spends a lot of time outdoors and pays close attention to what she consumes. Her regular physical and sports activities lead her to choose a refreshing drink that is low in calories and not too sweet, in line with her nature-focused lifestyle and environmental values. The fact that she discovers the drink through Instagram and advertising perfectly matches the communication strategy used in France.

Haruto, who lives in Japan, represents a consumer fully integrated into everyday urban life. He has a stable and organized work routine, and iced tea is already part of his daily habits, especially at lunchtime. He prefers fruity, non-carbonated, and lightly sweetened drinks, which fits the product perfectly. Discovering the drink through vending machines reflects Japanese consumption habits and shows that the can format is well suited to this market.

Jordan, in the United States, represents a young person whose life strongly revolves around sports. Between his studies and football training sessions, he needs a drink that refreshes him after physical effort without the high sugar content of sodas or energy drinks. He becomes aware of the brand while watching professional football matches, which immediately resonates with him since sports are a key part of his daily routine. The strong connection between the product, football, and the 2026 World Cup gives the brand credibility in his eyes. Overall, these three personas show that the drink can adapt to different lifestyles and cultures while meeting the same basic need: staying refreshed with a light and easy-to-consume drink every day.

5) DEVELOPMENT OF A COMMUNICATION STRATEGY FOR THE 3 COUNTRIES

Our communication strategy relies primarily on our Panini sticker system. Having a Panini card on the can encourages people to buy again and again. They want to collect cards representing their countries. From a marketing perspective, a bottle featuring a French player might contain a Japanese Panini sticker. French people who want to collect cards of the French national team will therefore buy more bottles if they find a Japanese player on the can. This strategy allows us to sell more. We will also focus on social media, with advertisements and posts. In France, we will put up posters in participating stores, cafes, and gyms.

6) CREATION OF 1 DIGITAL PIECE OF CONTENT + 1 PRINTED PIECE OF CONTENT + 1 FIELD ACTION

- 1)** FOR OUR DIGITAL CONTENT, WE CHOSE AN INSTAGRAM POST TO REACH ALL THREE COUNTRIES, PARTICULARLY THE 18-35 AGE GROUP. THE GOAL IS TO GENERATE ENGAGEMENT (LIKES, COMMENTS, SHARES) THROUGH EASILY SHAREABLE CONTENT. THE AIM IS TO BUILD A COMMUNITY.
- 2)** LUMI IS A FRENCH BRAND, SO WE HAVE DECIDED TO ADVERTISE ONLY IN FRANCE TO INITIALLY DEVELOP OUR BEVERAGE THERE (SEE APPENDIX). THE POSTERS WILL BE DISPLAYED AT BUS STOPS, IN SUBWAYS, AND IN CITY CENTERS AND PEDESTRIAN ZONES OF MAJOR FRENCH CITIES.
- 3)** THE FIELD ACTION PROMOTION IS A WHEEL GAME AT THE ENTRANCE OF A STADIUM DURING PROFESSIONAL MATCHES IN FRANCE, JAPAN, OR THE UNITED STATES. IN THIS GAME, YOU CAN WIN A FREE DRINK, A PACK OF PANINI CARDS, OR UNFORTUNATELY, NOTHING. BEFORE YOU CAN SPIN THE WHEEL, YOU HAVE TO FILL OUT A SHORT FORM INDICATING YOUR PREFERENCES FOR YOUR FAVORITE "LUMI" DRINK. THIS FORM IS ON A TABLET, AND YOU HAVE TO ENTER YOUR EMAIL ADDRESS AT THE END. AFTERWARD, WE WILL SEND YOU PROMOTIONAL EMAILS THROUGH A NEWSLETTER SYSTEM.

7) BUDGET

LUMI'S TOTAL COMMUNICATION CAMPAIGN BUDGET IS SET AT €50,000 AND HAS BEEN ALLOCATED TO COVER ALL PLANNED ACTIVITIES. APPROXIMATELY €8,000 IS DEDICATED TO CREATING THE GRAPHIC CHARTER AND VISUALS (LOGO, VARIATIONS, SOCIAL MEDIA CONTENT, AND POSTERS) TO ENSURE A CONSISTENT VISUAL IDENTITY.

DIGITAL COMMUNICATION, PRIMARILY ON INSTAGRAM WITH SPONSORED POSTS, REPRESENTS AROUND €12,000, EFFECTIVELY REACHING THE 18-35 AGE GROUP. OUTDOOR ADVERTISING IN FRANCE CONSTITUTES THE LARGEST EXPENSE AT APPROXIMATELY €15,000, INCLUDING POSTER PRINTING AND ADVERTISING SPACE RENTAL IN CITY CENTERS, THE METRO, AND BUS STOPS. ON-THE-GROUND ACTIVITIES AT SPORTING EVENTS ACCOUNT FOR APPROXIMATELY €10,000, COVERING PROMOTIONAL WHEELS, TABLETS FOR COMPLETING FORMS, PRINTING PANINI STICKERS, AND DISTRIBUTING FREE DRINKS. FINALLY, €5,000 IS RESERVED FOR UNFORESEEN CIRCUMSTANCES IN ORDER TO MANAGE ANY ADJUSTMENTS AND ENSURE THE SMOOTH RUNNING OF THE CAMPAIGN.

SOMMAIRE ANNEXES :

1) CHARTE GRAPHIQUE

2) PRODUCTIONS

3) PERSONNAS

4) BENCHMARK

5) MOODBOARD

CHARTRE GRAPHIQUE



Logo classique (moyen)



Logo noir sur fond blanc



Logo blanc sur fond noir



Déclinaisons



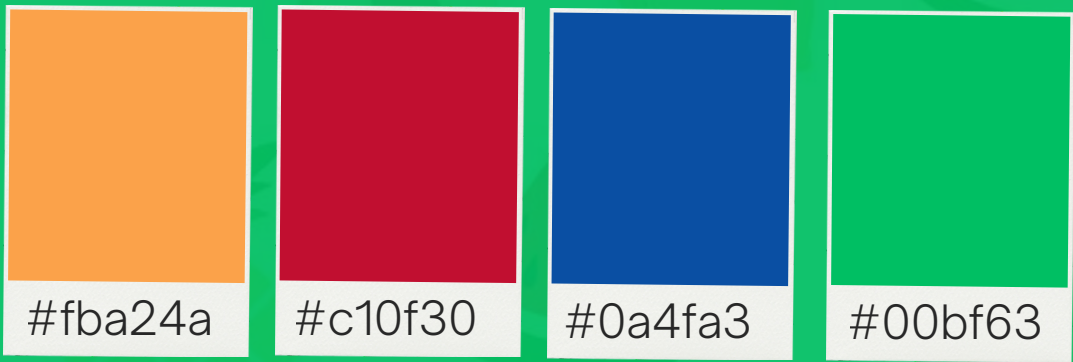
Propositions de goûts



Logo classique (petit)



Favicone



Couleurs

CERISE PASTÈQUE

Police d'écriture (Morganite)



Logo classique (grand)



Canettes classiques



Canettes spéciale Coupe du Monde 2026

PRODUCTIONS :

IMPRIMÉE :



DIGITALE :



ACTION DE TERRAIN :



PERSONNAS :



USA : Jordan is 18 years old, a student and a soccer player. His daily life revolves around classes and sports training. After his workout, he looks for a refreshing, fruity drink without excessive sugar as an alternative to sodas or energy drinks. He discovered the drink at professional soccer matches thanks to the advertising boards. The sporting world associated with the brand and the promise of a lighter drink perfectly matched his expectations and lifestyle.



FRANCE : Lea is 22 years old and lives in Troyes. She works as a landscaper and spends most of her days outdoors. She plays volleyball and lives a lifestyle close to nature; she is environmentally conscious and mindful of the products she consumes. After sports or a physically demanding day at work, she looks for a refreshing and light drink that isn't too sweet. She discovered the drink on Instagram and through advertising posters, and she appreciates its natural positioning, which aligns with her needs after exercise.



JAPON : Haruto is 32 years old and lives in Tokyo. He works in an office and his daily life is structured around work. He drinks a can of iced tea every day with his lunch, preferring fruity, non-carbonated, and low-sugar drinks. He discovered the beverage thanks to the vending machines at his workplace. The can format and light taste perfectly match his drinking habits and lifestyle.



Lumi

*Ils sont simples et universels, ils sont
compréhensibles sans texte et donc
adaptés à un public international*



PICTOGRAMMES



*Police moderne et facile à comprendre.
Elle est facile à lire de loin*



POLICES D'ÉCRITURE CERISE PASTÈQUE (MORGANITE)

*Jaune : Cette couleur apporte de l'énergie, de la
chaleur. Elle montre que cette boisson est composée
d'agrumes, et donc parfaite pour rafraîchir*

*Bleu : Il symbolise la fraîcheur, la confiance. Il
équilibre les couleurs chaudes et évoque une boisson
désaltérante.*

*Rouge : On l'associe immédiatement aux fruits
rouges. La couleur rouge est utilisée pour exprimer
l'énergie, la passion et l'intensité du goût.*

*Le nom LUMI évoque la lumière, la fraîcheur et la pureté. Puis le I à la fin représente la
première lettre du mot ICE qui signifie glace pour montrer la fraîcheur de notre boisson.
La couleur de notre marque montre la nature et la fraîcheur de notre boisson saine*



BENCHMARK :

