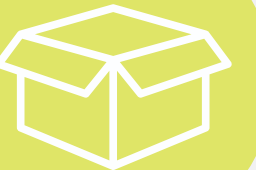




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Visual Market Research Summary

Summarize how the findings of visual market research have been considered in the mood board.

To grasp the visual market of meal kit delivery services, I researched ad campaigns from Blue Apron, HelloFresh, Green Chef, EveryPlate, and Marley Spoon. Each of these competitors had similar imagery choices, with inviting and friendly compositions of groups of people and top-down views of food. These companies used bright colors within their project, mainly because of their branding. They also lean towards casual text to accompany the graphics in the campaign. All the companies use sans serif fonts occasionally accompanied by a decorative font.

Because of the design choices by competitors, I looked for similar imagery and graphics for the mood board. I stuck with the bright colors from the color palette and added the more muted colors as secondary colors for the mood board. I found agricultural images that look and feel natural and fit the fresh produce aesthetic. For the cooking scenes, I tried to find images that looked candid and natural; pictures of groups of friends prepping or having dinner. This was something that was partially missing from other companies' marketing campaigns. Many of them used photography that was overtly staged and did not feel entirely natural. I chose images of friends eating together in very candid moments, which is something that other competitors did not do. Another style of image I searched for was the top-down imagery of a staged kitchen countertop to portray the cooking aspect of the meal kits. I feel that the choices for photography will properly target older Gen-Z and Millennials with the natural candid photography of friends. People in this demographic are more likely to marry when they are older and are living on their own in a non-family environment. Portraying friend gatherings as a marketing point is a great way to target that demographic specifically.