



LONELY GIRL



ICE CREAM



Introduction

ICE CREAM IS CONSIDERED A COMFORT FOOD. TASTY, SWEET AND DELICIOUS

I was inspired by what makes someone want ice cream for everyday life challenges.

I was inspired by what makes someone want ice cream for everyday life challenges. I seem to always want ice cream when I am having a bad day. We all face every day tasks and may it be in relationships, diets, work or just wanting some ice cream. I wanted to personalize just that, making a stronger connection with the product and the consumer.



Why Ice Cream?

Ice Cream is that comfort food that just makes everything better. When having a bad day. When alone on a weekend night, not really “feeling it”. Bad break ups. Even just hanging around with friends, gossiping, having a good time. It’s there when you need it most.

How is Lonely Girl Ice Cream Different?

It is different because, it is geared toward that customer that wants humor, detail or even more of a connection with a product. Contenting with them in a different way and having a more personality with the flavors.

When seeing and enjoying Lonely Girl Ice Cream:

I want the customer to not only enjoy the yummy ice cream but also connect with the packaging, illustration and feel that this comfort food understands their need and that moment in time.

Lonley Girl Flovors:

Double Dark Chocolate Cheater

It was not Mint to be

Boyfriend banana split on me

Blueberry very over it

Coffee flannel pajama day



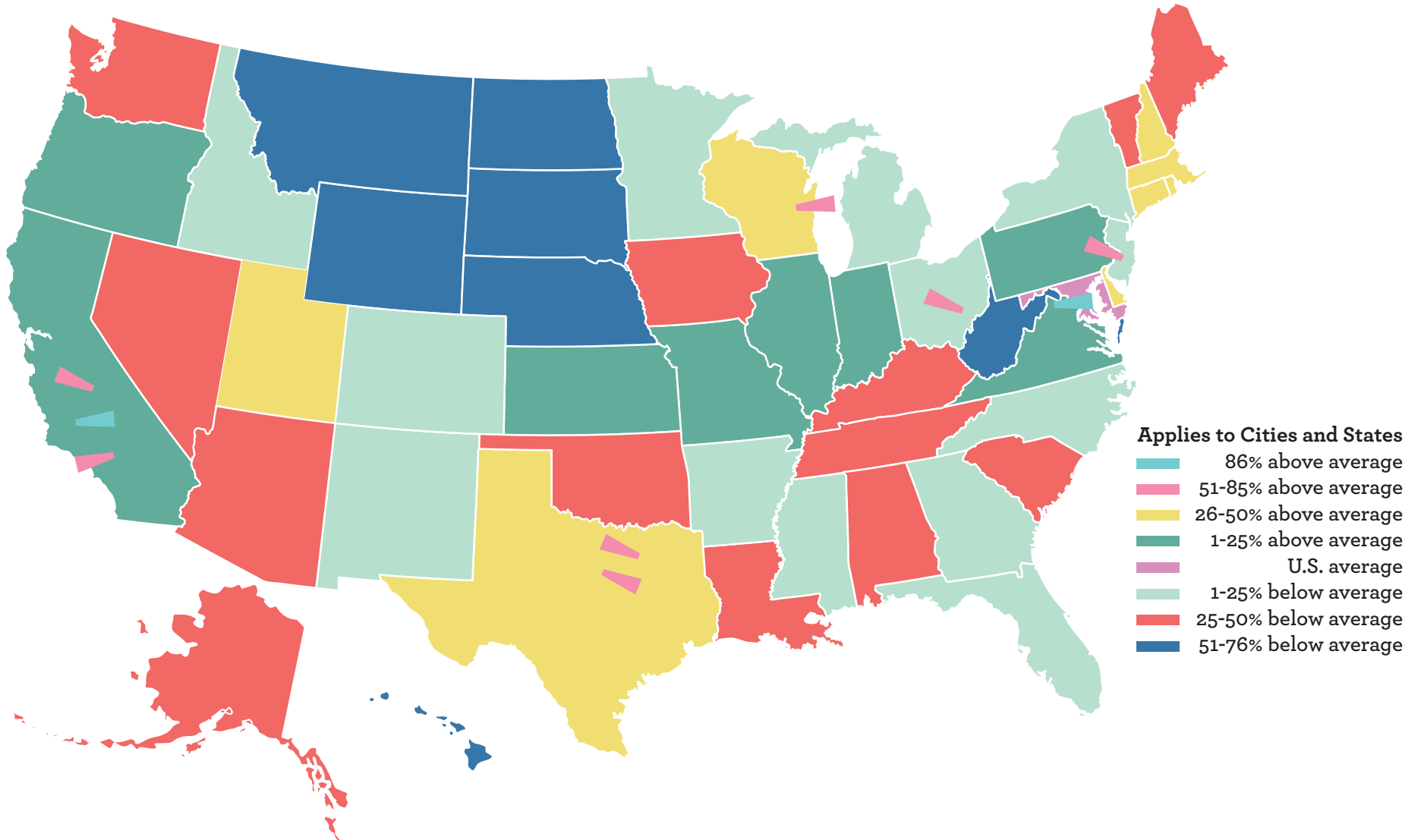
- President Ronald Reagan declared July National Ice Cream month.
- Top 10 Cities who spent the most on Ice Cream in 2012.

- | | |
|---------------------|--------------------|
| 1. Long Beach, CA | 6. Fort Worth, TX |
| 2. Dallas, TX | 7. Washington, DC |
| 3. Philadelphia, PA | 8. Bakersfield, CA |
| 4. Columbus, OH | 9. Fresno, CA |
| 5. Milwaukee, WI | 10. Portland, OR |

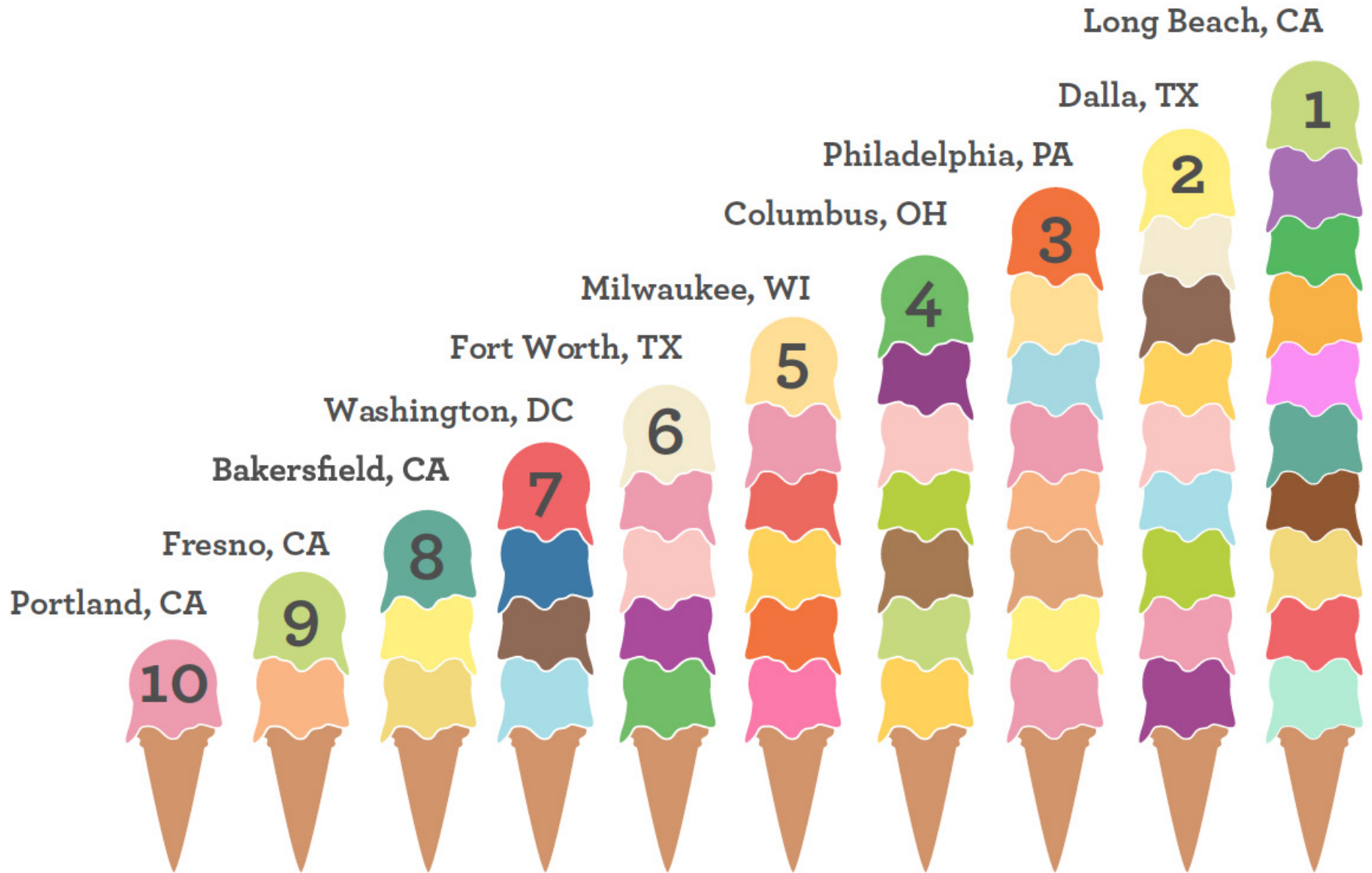
- Each American consumes a yearly average of 23.2 quarts of ice cream.
- More Ice Cream is sold on Sunday than any other day of the week.
- Ice Cream consumption is the highest during the months of July to August.
- Children ages two through 12, and adults 45 plus, eat the most ice cream per person.
- Average number of licks to polish off a single scoop of ice cream is approximately 50.
- 98% of all households purchase ice cream.
- Most popular flavor is Vanilla.
- According to a 2008 study, 70% of men prefer plain ice cream, like chocolate or vanilla, while 74% of women would rather grab a scoop of ice cream with chocolate or candy bits in it. Also women purchase ice cream more than men.



The Cities & States : That Eat the Most Ice Cream



Top Ten Cities



Target Audience

Mature audience

Ages of 17 and up

Women & Ladies

Women on the go

Career Driven

Students

Emotional and those who hold emotion in

Have a sense of humor

Like detail

Independent

Single or in a Relationship

Out going or the homebody type

Has a lot of friends

Movie Lover

Head Strong



Word Board

yummy	solitary	creamy	always there	entertaining
delicious	unfrequented	lover	always	hilarious
luscious	unbelievable	other half	in need	ludicrous
tasty	enjoyable	dessert	love making	merry
appetizing	revel	love hate	addition	playful
scrummy	like	personal touch	satisfaction	priceless
lip-smacking	ease	cows	seduction	waggish
mmm-mmmgood	relate	whole milk	flavorful	witty
delectable	interact	non fat	mouthwatering	amusing
lonley	love	gelato	die for	sad
alone	full-feel	cones	need	want
different	only boo I need	pint	funny	must have
comfront	hubby	dessert	humorous	life changing
lonesome	mate	pleasure	amusing	powerful



Custom Type

A B C D E F G

H I J K L M N

O P Q R R S T

U V W X Y Z

A B C D E F G

H I J K L M N

O P Q R R S T

U V W X Y Z



Archer

Label-Poster-Web

Medium.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semibold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semibold Italic.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Gotham Condensed

Label-Poster-Web

Thin.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Book.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Medium.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



Design Rounds

LONELY GIRL 

LONELY GIRL 

LONELY GIRL

LONELY GIRL

LONELY GIRL

Round 2.1

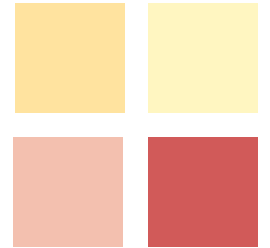




Design Flavor Treatment

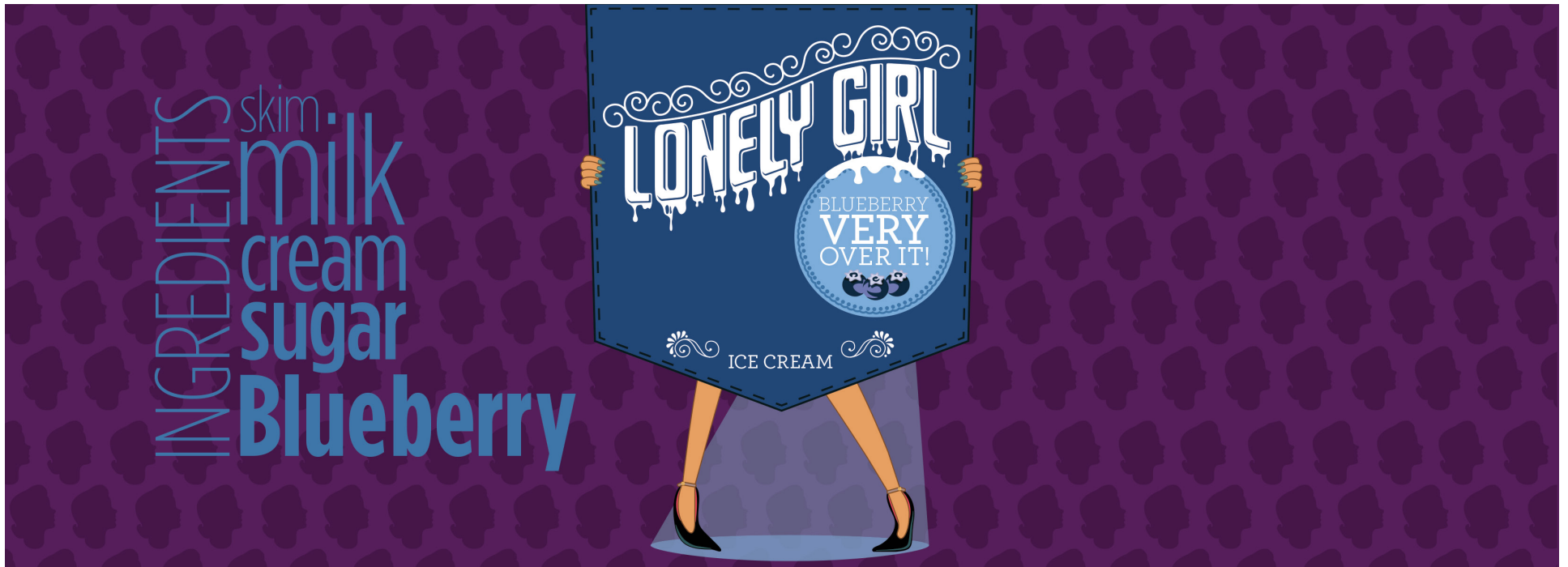
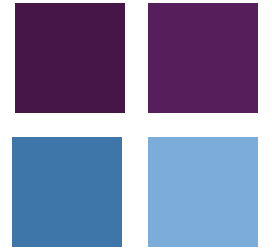


Flavors 1



Design Flavor Treatment

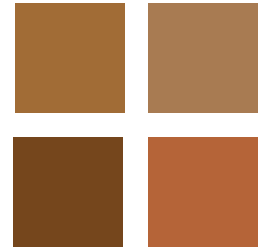
Flavors 2



Design Flavor Treatment



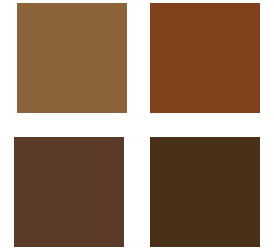
Flavors 3



Design Flavor Treatment

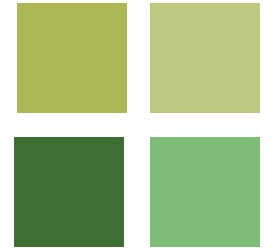


Flavors 4



Design Flavor Treatment

Flavors 5



I wish the *Banana*
was the only thing
that split on me!



Blueberry ain't got
nothin' on him!



Café-no-Lait
Coffee all Day



I am a *Double Dark
Chocolate Cheater...*
but only on my diet!



Edward and me,
not mint to be!



Get The App Web Page

Send Tweet 65

LONELY GIRL ICE CREAM

LONELY GIRL ICE CREAM

LONELY GIRL ICE CREAM BANANA SPLIT ON ME

LONELY GIRL ICE CREAM

LONELY GIRL ICE CREAM

LONELY GIRL ICE CREAM

LONELY GIRL ICE CREAM

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Enter

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ICE CREAM

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ANDROID APP ON Google play

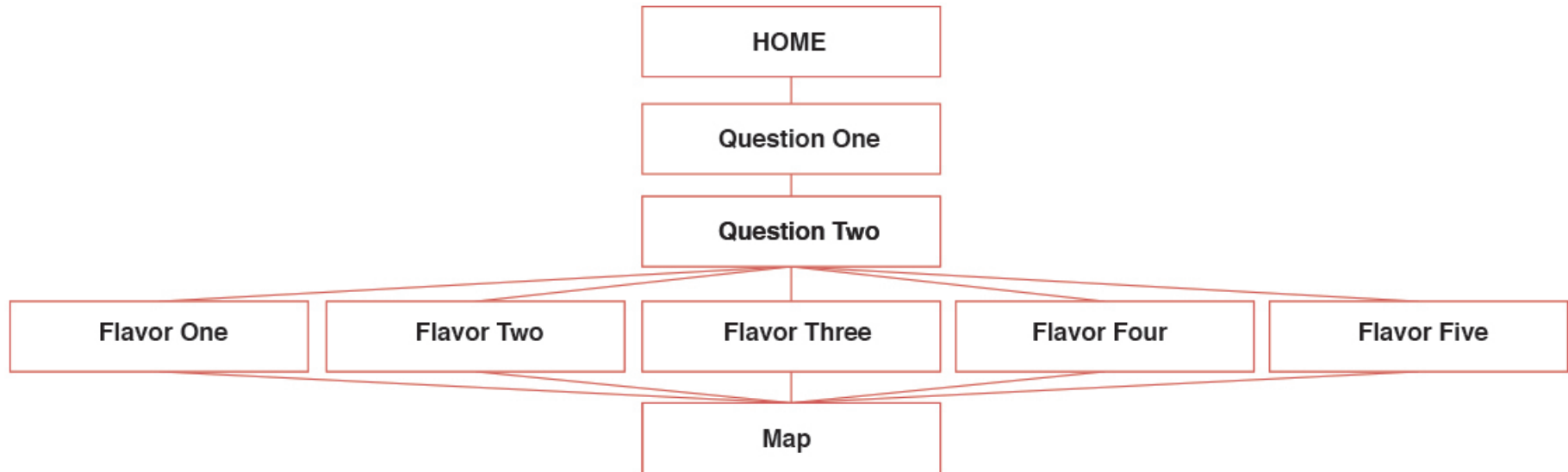
Your Lonely flavor is

Edward and me,
not mint to be!

LONELY GIRL ICE CREAM

IT'S NOT MINT TO BE





Question One:

What is your mood right now?

<i>Feeling</i>	<i><u>Flavor Answer</u></i>
Sad	Mint
Lazy	Coffee
Hungry	Banana
PMSing	Double Dark
Relieved	Blueberry

Question Two:

What type of clothing are you wearing?

<i>Clothing</i>	<i><u>Flavor Answer</u></i>
Pajamas	Coffee
Fancy Dress	Blueberry
Yoga Gear	Banana
Mix Match	Mint
All Black	Double Dark



Questions(x2)

LOGO
(drops down
ease animation)

Splash Page

Enter

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum >

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Lorem Ipsum >

Flavor(x5)

◀ Lorem Ipsum ▶

Lorem Ipsum
Lorem Ipsum

Flavor Art



Map Locations

◀ Lorem Ipsum ▶



Information Architecture

