



hoi man mak



# Awol Expert

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## promotional package brochure design

### Design Objective

Awol Expert is a unique traveling path for guests that want to experience the unusual and unshown place of the world. With a personal tour guide that will bring our guest on different excursions. By exploring the Awol extreme tours to any six different zones in the world. The six categories of theme zones: water, sand, air, ice, space, and fire. A customized tour to let people go on a path and see the unseen. The project needs to create promotional material that introduces the tours to our potential clients.

Based on the concept of extreme tour travel, the brochure is categorized into six chapters and each about a theme zone. For instance, the first chapter is about the topic, water. Based on the theme, those pages will introduce the unique travel spot related to sea, lake, or river, like the underwater museum tour.

### Solution

In order to promote the new tour collection of the company, there would be a need to create a new branding identity and a whole set of promotional material for sales and employee to introduce the program.

### Target Audience

Pescetarian aged between 20 - 50. People who are interested in challenging situation and solve those problem. They had high salaries and overwhelming income for travel.

### Psychographic

Group of people who travel a lot and wanted to see new and hidden locations for an inovative experience. They value the excitement in challenging issue and love socializing with people around them.

### Concept

Promoting an unexpected experience for people to travel in our tour collection. The use of branding and a set of print material to explain the unique interactive journey to the audience to try the experience.

### Creative Strategy

Travel industry is a competitive firm as people tend to enjoy new and interactive tour experience with a lot of freedom. Instead of joining tour guide, audiences like to travel alone and take challenges. The tour we provided was to guide users to travel somewhere that interested to them and willing to following our guide for a better tour.

### Direction + Design

The design is information based and attractive enough for audience to be interested into the tour. A feeling of luxury, professional, and interactive for people to join.

### Media 1: Tour Brochure

A promotional brochure to inform audiences about the upcoming tours to choose from. It has to include photography of the locations and basic detail of the tour.

### Media 2: Package

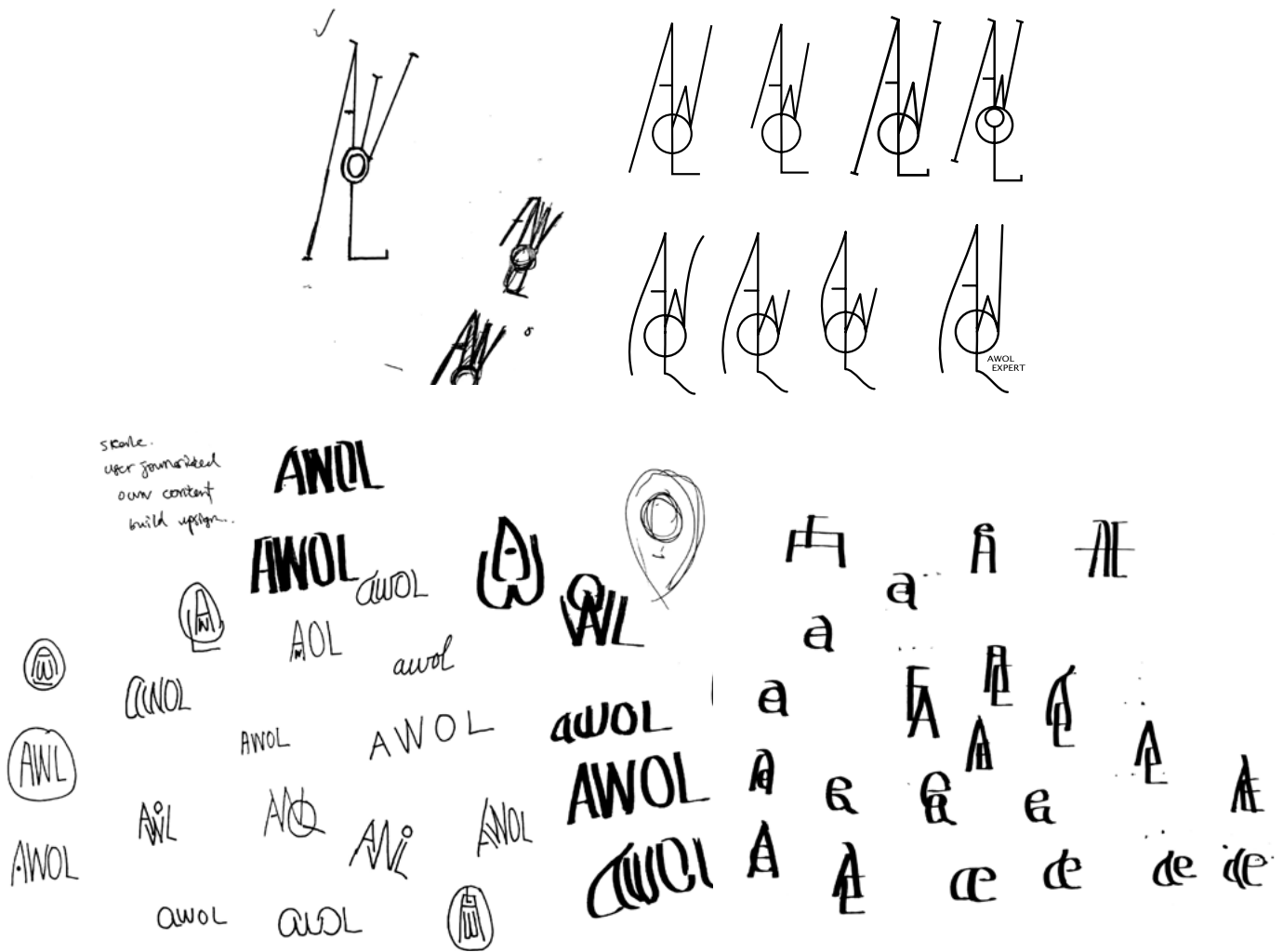
The sample package as an simplified version for the users to understand the main concept for the brand and the six different tours.

### Software

ai in xd



## Logo Sketches

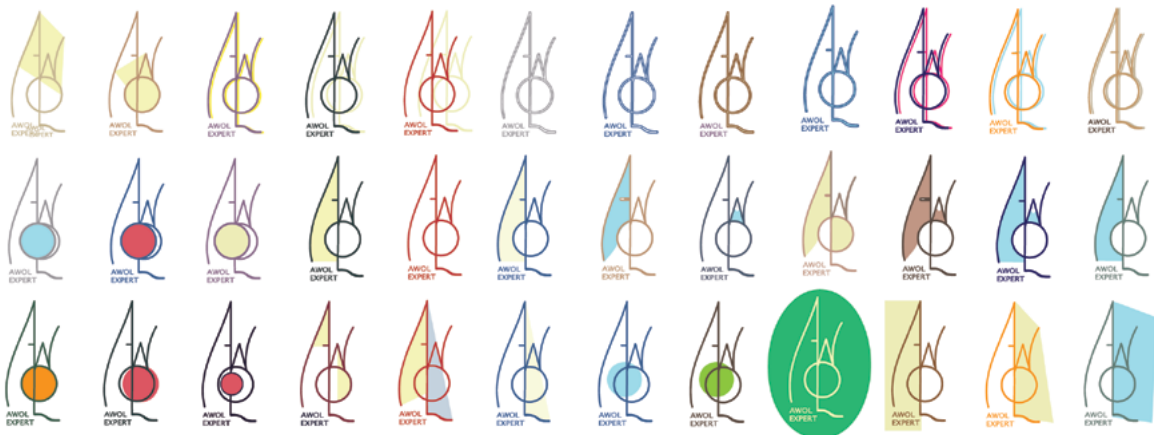


### logo

As the brand logo, it would be better if the logo used the "A" or the whole name "AWOL" as the monogram of the brand. It created a straight connection from the logo to the brand itself and brought a public recognition to the company.

### Problem

As the logo aimed for upper high market, it had to be elegant and luxurise in some ways. The logo here lack of power as a tour company and could not match the marketing need.







### First Version Of Brochure Inner Page

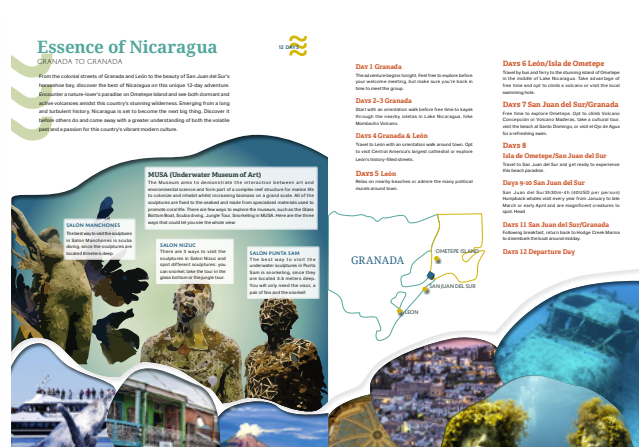


## Introduction Page

An opening for the concept about the six element, water, sand, air, light, ice, and fire. A page that include all the symbols and explanation for each. The brief content about all pages.

## Concept Page

Each element included a spread as concept introduction pages. An idea statement that told the audience the overall tour theme and places to go.



## Problem on Typography

The overall typeface that used on the huge spread—concept spread and the introduction spread—were too crowded and lack of order. The spacing between the front were not balance.

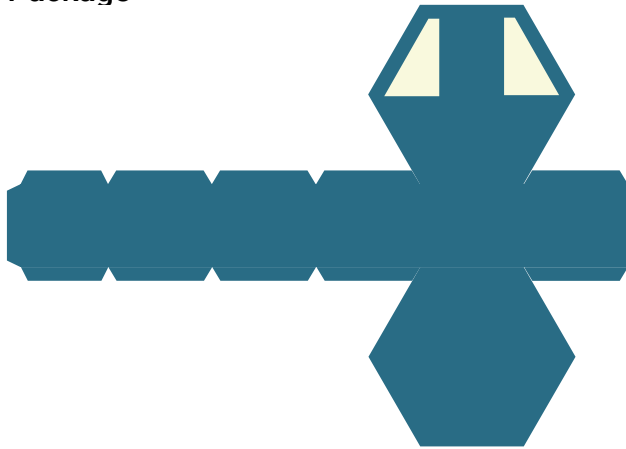
## Problem of the photography and layout

The inside spread with content about the tour detail and photography delivered a over amount of information. Content overlapping to each other proided multi-attraction to the audience to read.



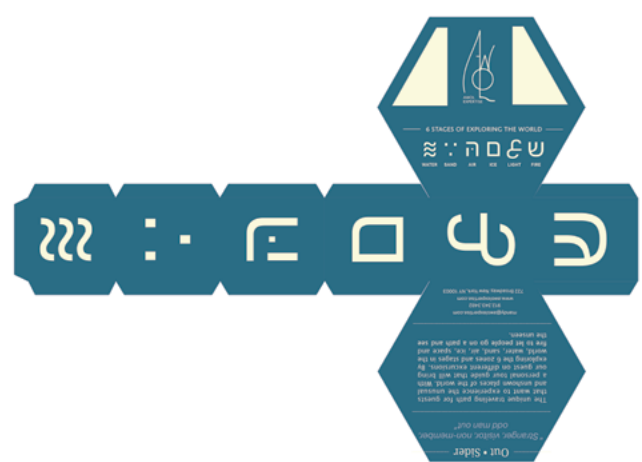


## Package



### Structure

The concept was combining the six elements of traveling to a package, which made audience understand more on the brochure. Although a rectangular box could easily construct, the hexagon shape perfectly match with the features on each.



### Problem

The original thought was to interget the six elements as icon on each side of the hexagon package. However, the mockup print gave a information overload feeling. It was too complicated for audience to understand the use of the six elements.

## Second Version of Brochure



### Solution

In order to get a higher readability, the design had to used another copywriting for better delivery for the message. I provided more space in the text kerning and leading.

### Exploration

By changing the content and structure of the design, I experience more on sketching, organization, and developing the suitable layout for the brochure.