

Digital Design Case Study

Introducing:

Zesty

**Fresh healthy natural mix
delivered in your doorstep.**

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BRAND DESIGN

Zesty was designed as an extension of the HelloFresh ecosystem rather than a standalone juice brand. The creative direction is built around the idea of vibrant, fluid and fresh highlighting the unique experience of transforming real fruits and vegetables into fresh juice at home.

Product Overview

Zesty is a new home-pressed juice experience from HelloFresh that brings the freshness of real fruits and vegetables directly into consumers' kitchens. Each Zesty kit includes carefully selected ingredients and easy-to-follow recipe cards, allowing customers to create nutritious, flavorful juices at home in just a few simple steps.



Target Audience



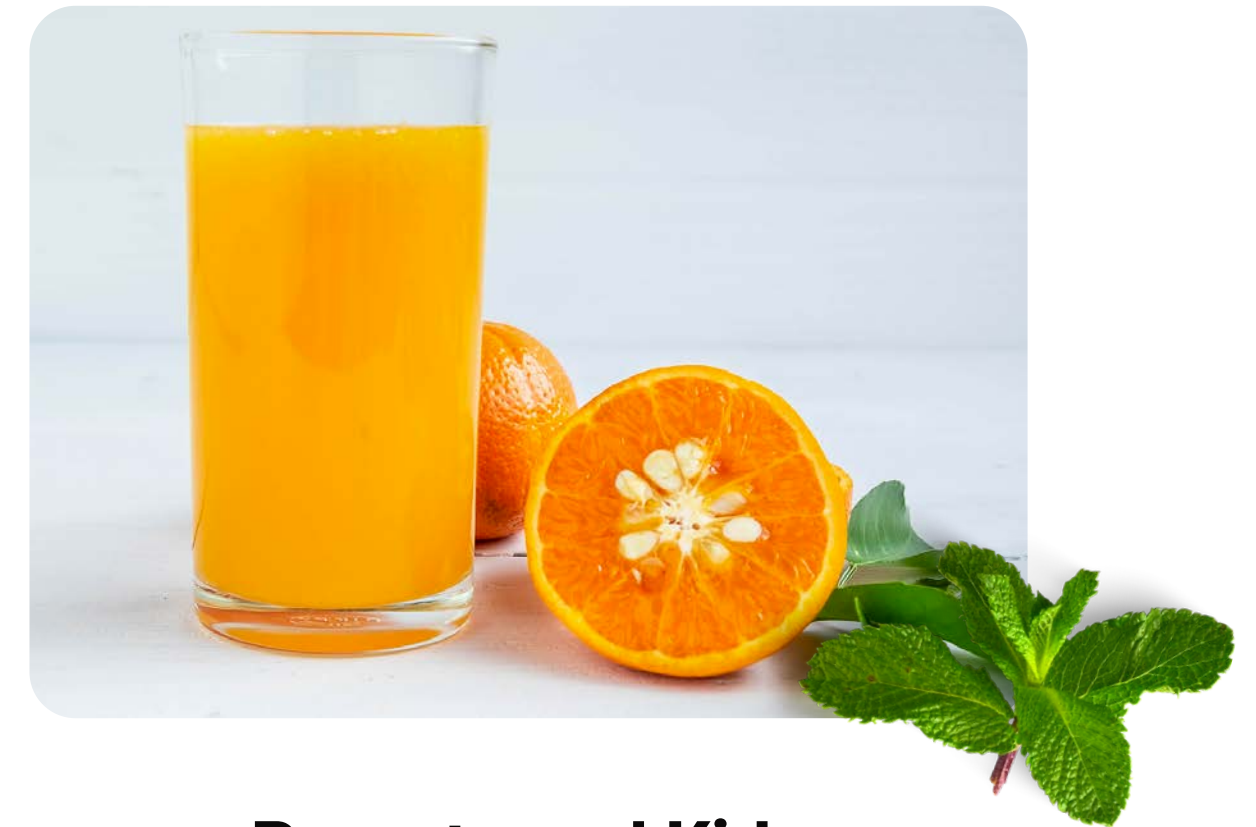
Fitness Enthusiasts

Seeking post-workout hydration and vitamin replenishment.



Busy Professionals

Wanting quick, healthy choices during their workday.



Parents and Kids

A family-friendly drink option without added sugar or artificial ingredients.



Key Visual



Brand Deriviation



Yellow-Green Blurb

To create a feeling of fruit freshness and fluid motion of drinks



Compressed Text Leading

to create a pressed, crushed or fruity mixed feeling



White Background Motif

Mixed fruits and vegetables are vibrant as it is, making the background plain white ease in to the eye and make it cleaner

Other key visual studies



Opt 2



Opt 3



Opt 4



HELLO FRESH
Zesty

PICK YOUR FAVORITE BLEND

A vibrant blend of four fresh fruits bursting with natural goodness.

NEW LAUNCH SPECIAL
30% OFF
LIMITED TIME ONLY

Zesty
Philippines

HELLO FRESH
Zesty

PICK YOUR FAVORITE BLEND

A vibrant blend of four fresh fruits bursting with natural goodness.



♥ 212 Likes

Zesty Check this healthy fresh option delivered straight to your door step. #zesty #hellofresh

HELLO FRESH
Zesty

NOTHING TO HIDE

Every ingredient arrives fresh. Every sip starts from scratch.

NEW LAUNCH SPECIAL
30% OFF
LIMITED TIME ONLY





Social Media Lay-Out 1

AWARENESS FOCUS

As a completely new product category for HelloFresh, the first challenge is awareness. This asset focuses on introducing Zesty and clearly communicating that it is a home-pressed juice experience rather than a traditional bottled beverage. By showcasing vibrant ingredients and a fresh visual identity, the post creates intrigue and establishes an immediate connection between Zesty and the HelloFresh brand. The goal is to maximize reach and brand recall while encouraging audiences to learn more.



REAL INGREDIENTS.



REAL BENEFITS.



Social Media Lay-Out 2

CONSIDERATION FOCUS

Once awareness has been established, the next step is helping consumers understand why Zesty is different. Research indicates that customers increasingly prioritize real ingredients, reduced sugar, and functional health benefits. This asset focuses on ingredient transparency and nutritional value, reinforcing trust and positioning Zesty as a healthier alternative to conventional juices. The objective is to move consumers from curiosity to genuine interest by answering the question, "Why should I choose Zesty?"





HELLO FRESH
Zesty

NEW LAUNCH SPECIAL
30% OFF
LIMITED TIME ONLY

A BALANCED MORNING?

Start with a fresh juice in minutes.

Social Media Lay-Out 3

INTENT FOCUS

At the intent stage, consumers understand the product and its benefits but need a reason to imagine themselves using it. This asset places Zesty within a relatable lifestyle context, such as a morning wellness ritual or an afternoon energy boost. By showing the finished product alongside fresh ingredients and an aspirational moment, the content helps consumers visualize ownership and consumption. The goal is to strengthen emotional connection and increase purchase intent.



READY TO PRESS?

Try Zesty in your next HelloFresh box.



Social Media Lay-Out 4

CONVERSION FOCUS

The final stage focuses on driving trial and conversion. This asset brings together the strongest product benefits, including freshness, convenience, and variety, while introducing a clear call-to-action. By showing the complete Zesty experience, from ingredients to finished juice, the post reinforces the product's value proposition and reduces uncertainty around purchase. The goal is to convert interested consumers into first-time buyers by making the next step feel simple and rewarding.





Instagram Reel

Hook Focused

As a launch asset, the reel is designed to stop users mid-scroll and create an immediate emotional response. Rather than explaining every product feature, the content focuses on a universally relatable feeling: craving something fresh, vibrant, and energizing. Through dynamic stock footage, ingredient motion graphics, and refreshing juice visuals, the reel positions Zesty as the answer to that craving. The goal is to build intrigue and brand recall while introducing consumers to a new category experience from HelloFresh.





Grid Alignment



Thank you

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