

## INTRODUCTION

# Concept & Design Proposals

### PROPOSAL 1

**Introduce Ishiwata's Milky Oyster Sauce  
in Singapore**

### PROPOSAL 2

**Introduce a preliminary education campaign  
effort in Singapore for public to better understand  
shark consumption in products**



石渡商店  
Ishiwata Co. Ltd.

# Introduce Premium Milky Oyster Sauce in Singapore

Oyster sauce is popular in daily Chinese cuisine cooking in Singapore. There are variety of oyster and oyster flavored sauces in the market. Yet, premium oyster sauce is a largely untapped product category with few genuine product offerings.

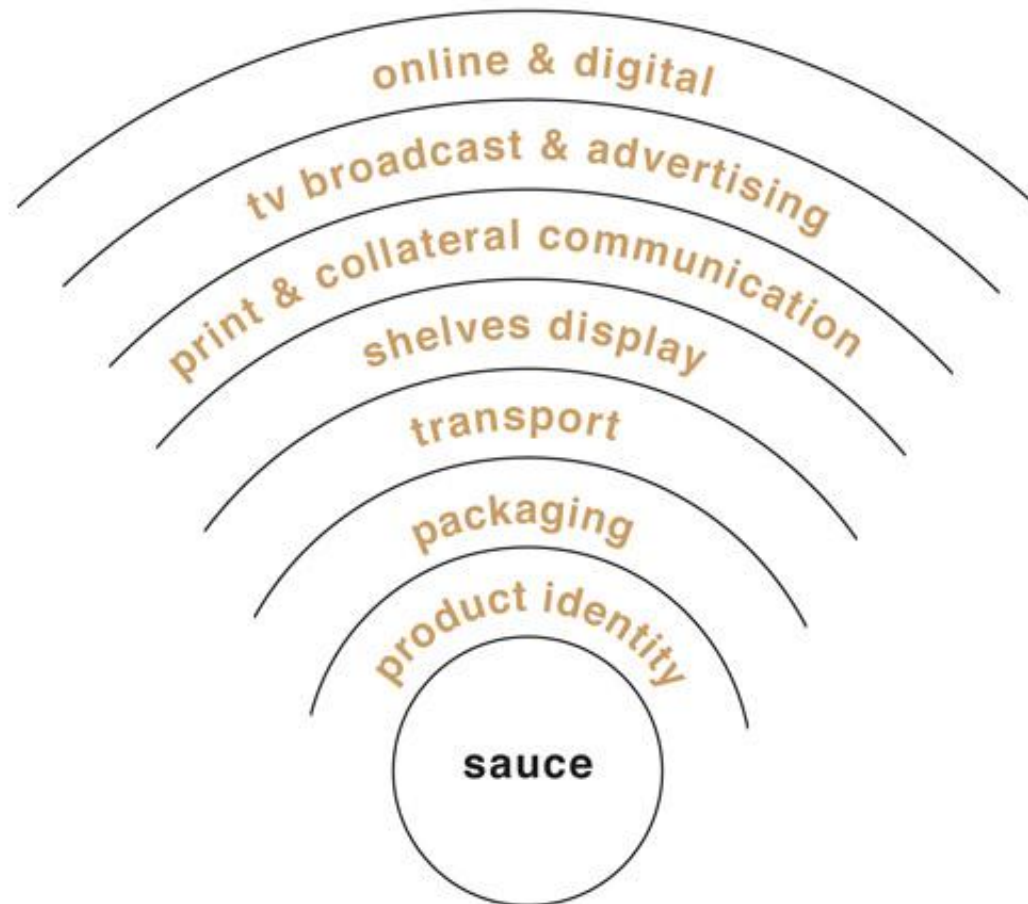
Ishiwata's Milky Oyster Sauce is poised to make a deep market impression with its well-known quality.



**We want to tell all the stories about Ishiwata's Milky Oyster Sauce that made it a quality and unique product from a Japanese perspective.**



## Communication layers



**X.O. sauce**

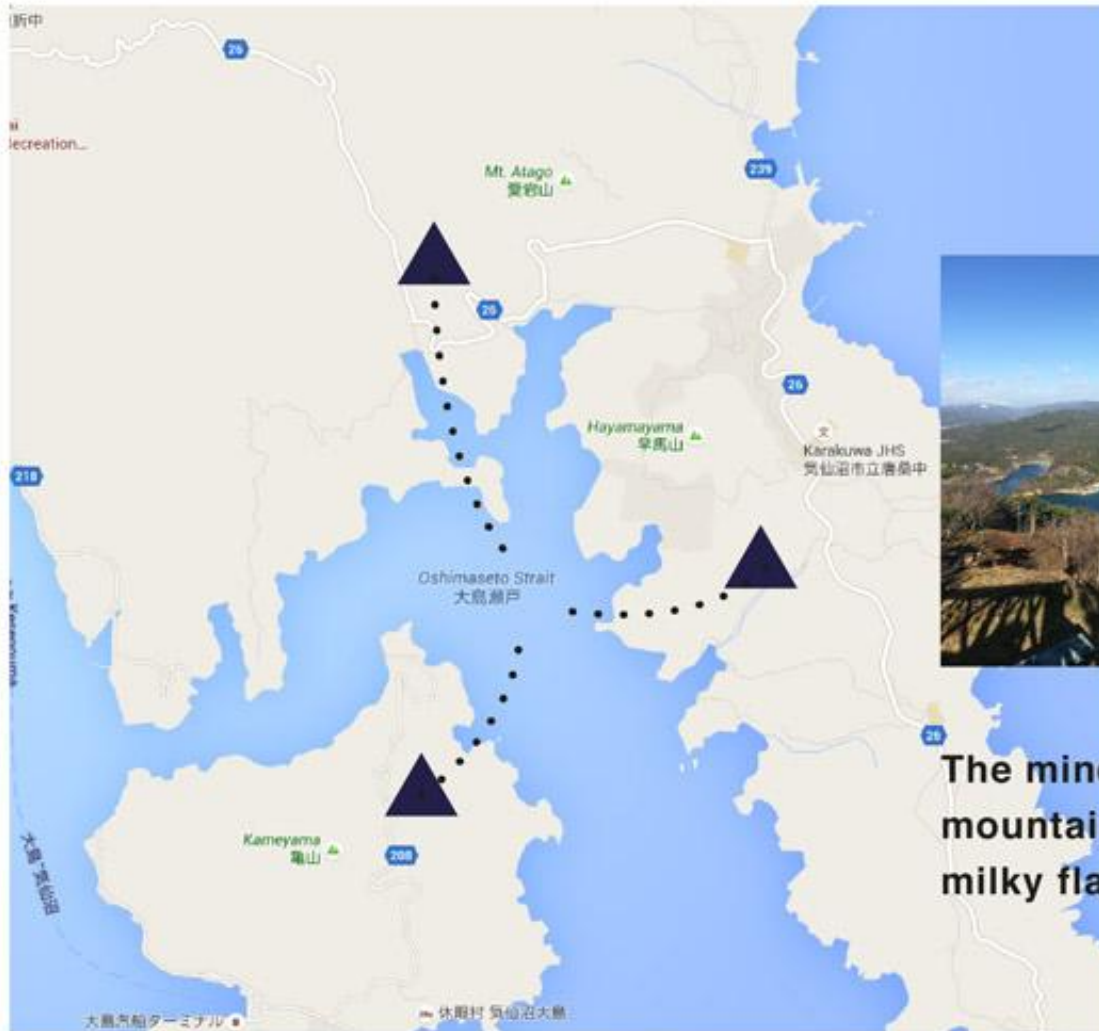
**M.O. sauce**

Milky Oyster sauce

**Create a new catchy term locally for this  
premium category and owns it.**

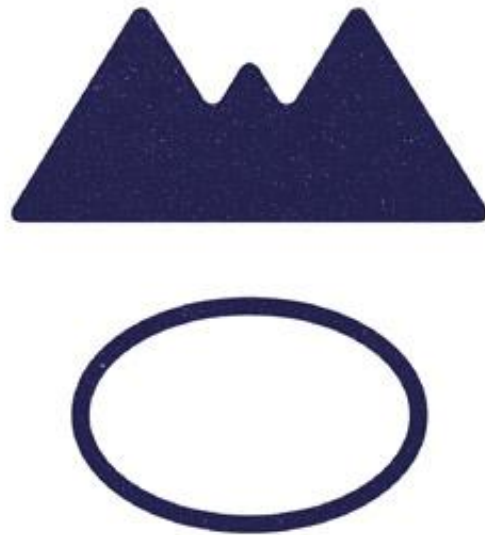


## PROPOSAL 1 - PRODUCT IDENTITY



**The minerals from the surrounding three mountains give the oysters the richness and milky flavors unique to Kesennuma region.**

## PROPOSAL 1 - PRODUCT IDENTITY



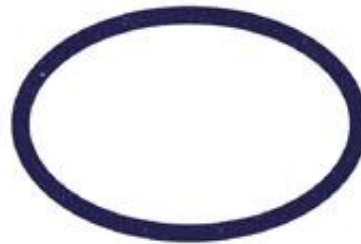
## PROPOSAL 1 - PRODUCT IDENTITY

**M**



**Mountains**

**O**



**Oysters /  
Gulf**



## PROPOSAL 1 - PRODUCT IDENTITY



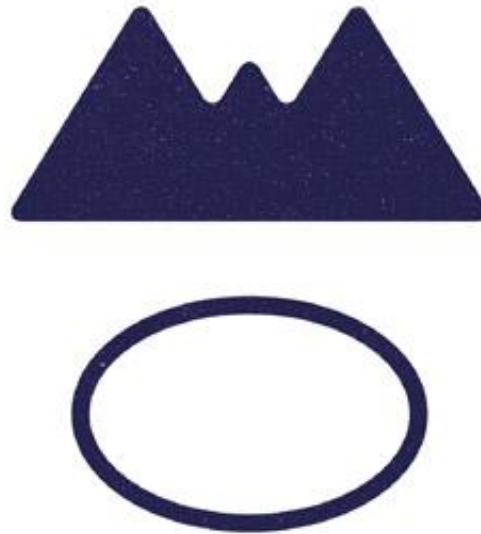
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PROPOSAL 1 - PRODUCT IDENTITY

PREMIUM  
MILKY OYSTER SAUCE

From Japan  
Kesennuma



気仙沼  
完熟牡蠣の  
オイスターソース

Since 2013

## PROPOSAL 1 - STORY MOTIF

**Forest**



**Mountains**



**Ocean**



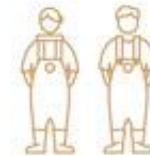
**Minerals**



**Oysters**



**Oyster couple**

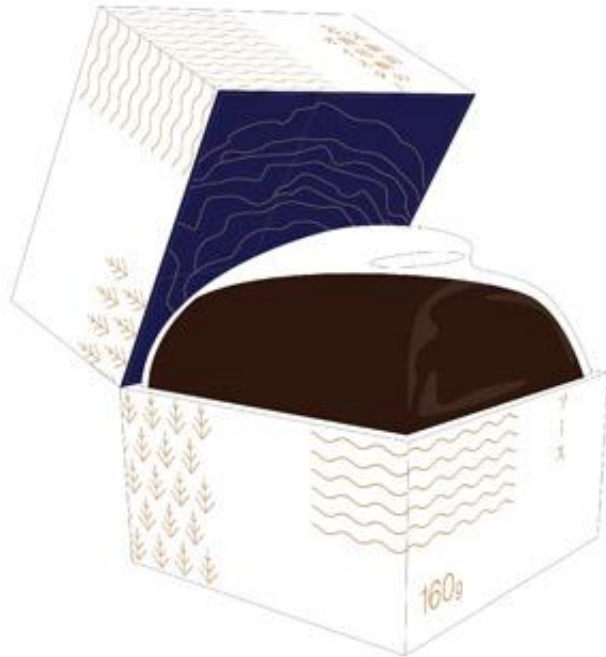


## PROPOSAL 1 - PACKAGING CONCEPT

**Story motifs are wrapped around the packaging, creating an arresting and unique visual identity for the M.O. sauce.**



## PROPOSAL 1 - PACKAGING CONCEPT



**The packaging form factor  
invokes the relationship back  
to the ingredients.**

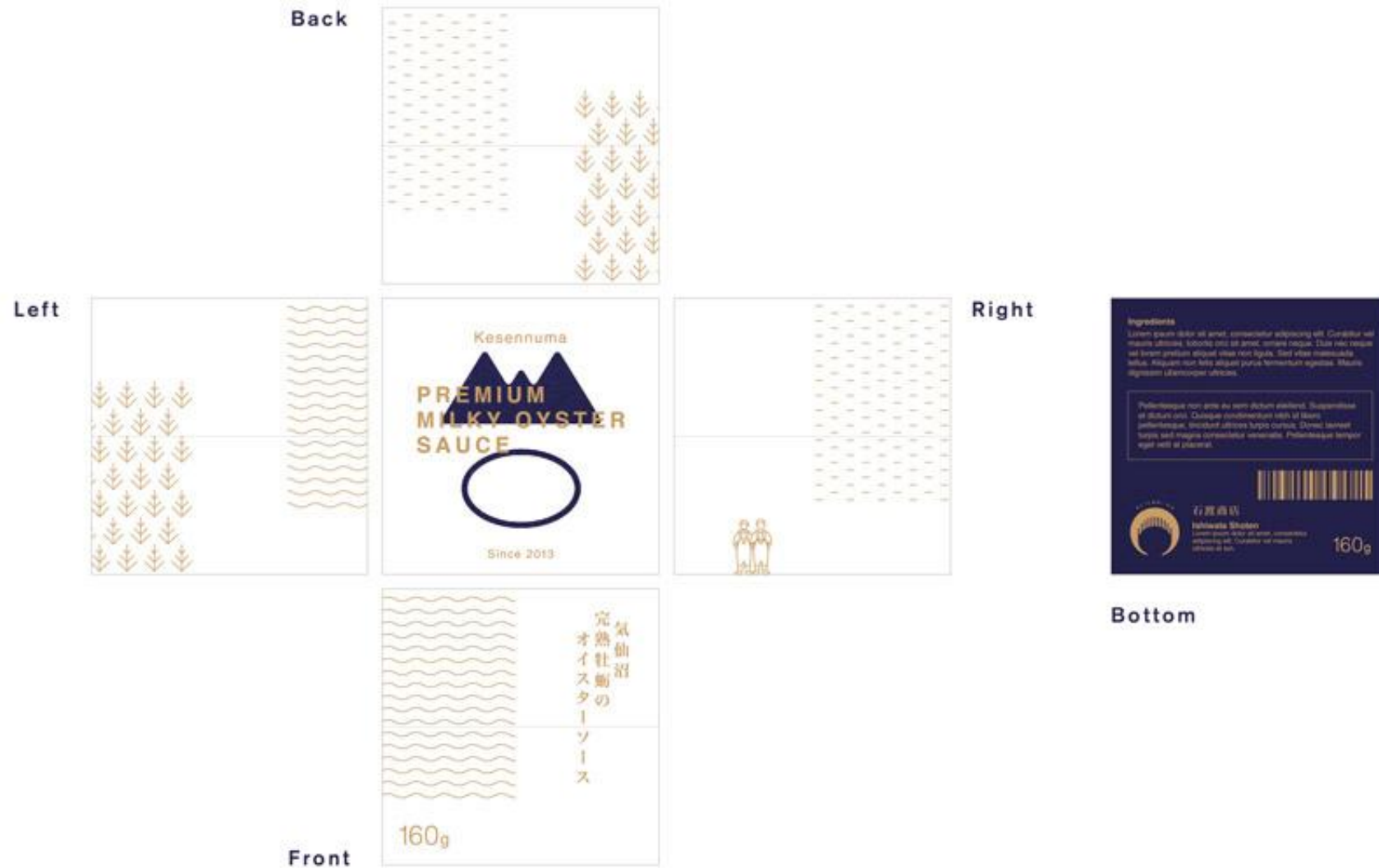


## PROPOSAL 1 - PACKAGING CONCEPT





## PROPOSAL 1 - PACKAGING CONCEPT



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## PROPOSAL 1 - PRINT ART DIRECTION



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## PROPOSAL 1 - BRAND EXTENSION

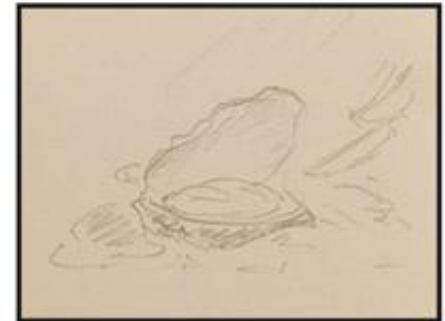
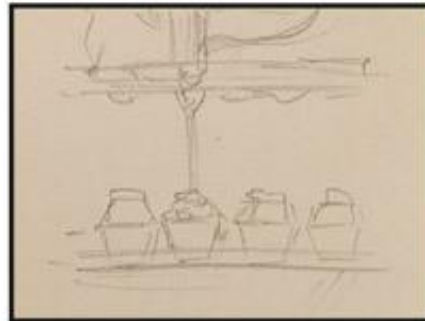
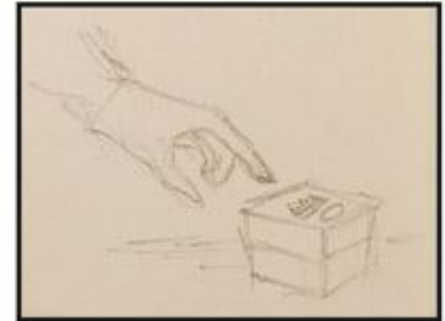


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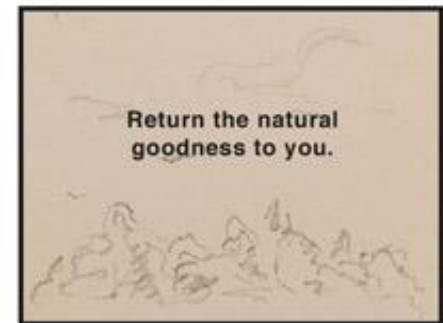
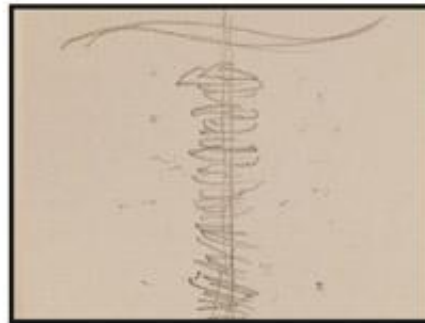
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## PROPOSAL 1 - TV COMMERCIAL CONCEPT

The TVC runs in a reverse-time treatment, progressively showing how the MO sauce came about all the way through the forest to the beginning. The sequences show the unique locations and environments of the oysters the sauce is made from.



## PROPOSAL 1 - TV COMMERCIAL CONCEPT



**Introduce a preliminary education campaign effort in Singapore for public to better understand shark consumption in many common products.**



**To make public realise that,  
a responsible shark farming and  
consumption is no different than  
any other fisheries.**

**The key acceptance is the ethical  
conduct of the producers.**

**Young generations that are frequently exposed to, and influenced by anti shark fins campaign and opinions.**

**15 - 35 yers old**

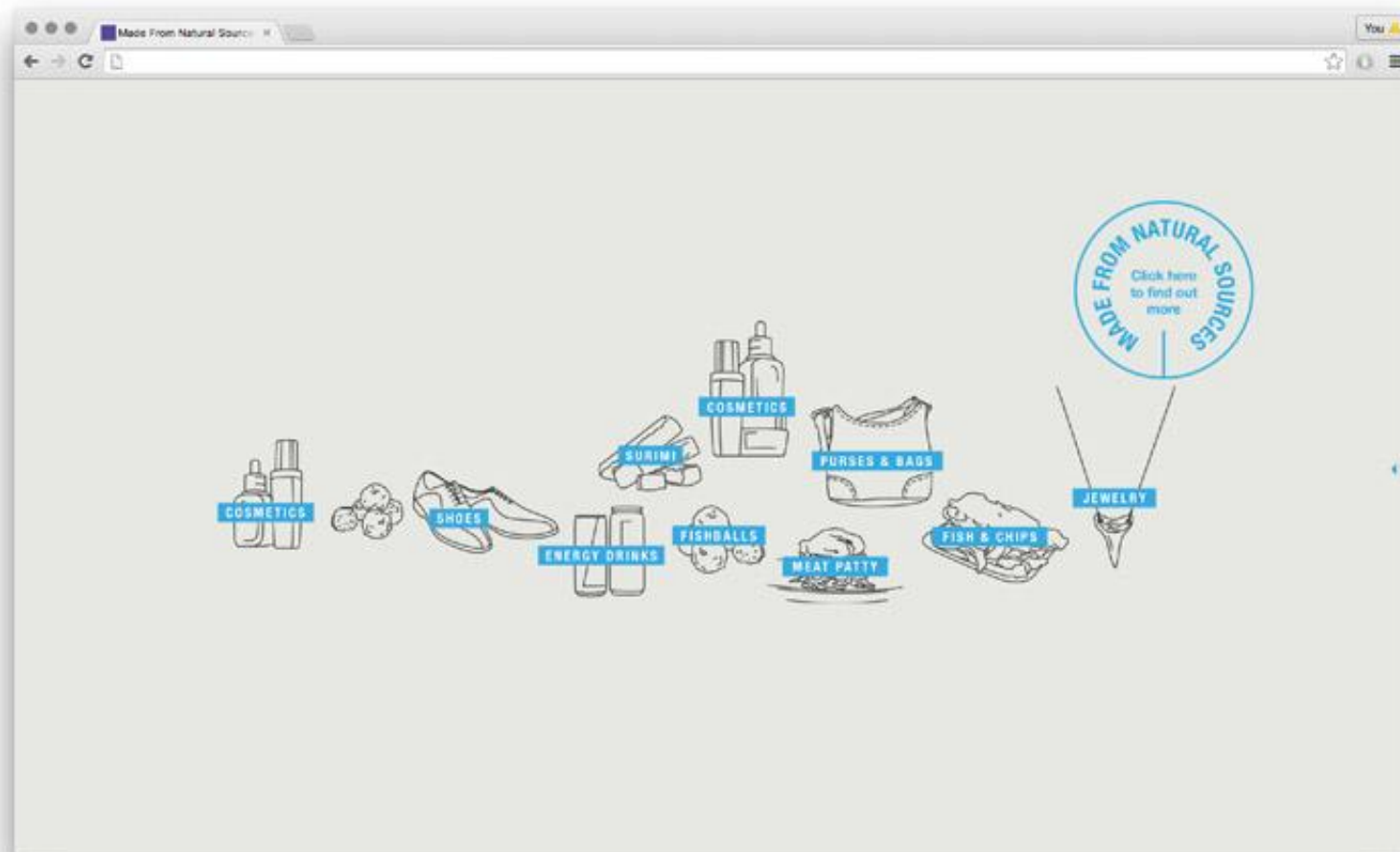
**Educated**

**Tech savvy or connected**

**Drive an online campaign by exposing food, wearables and products used by them in daily basis that could contain parts from shark. The objective is to get them find out more to educate themselves.**

## PROPOSAL 2 - CONCEPT PROTOTYPE

Live demo: [http://www.whererootsare.com/\\_\\_\\_tmp/dta/](http://www.whererootsare.com/___tmp/dta/)

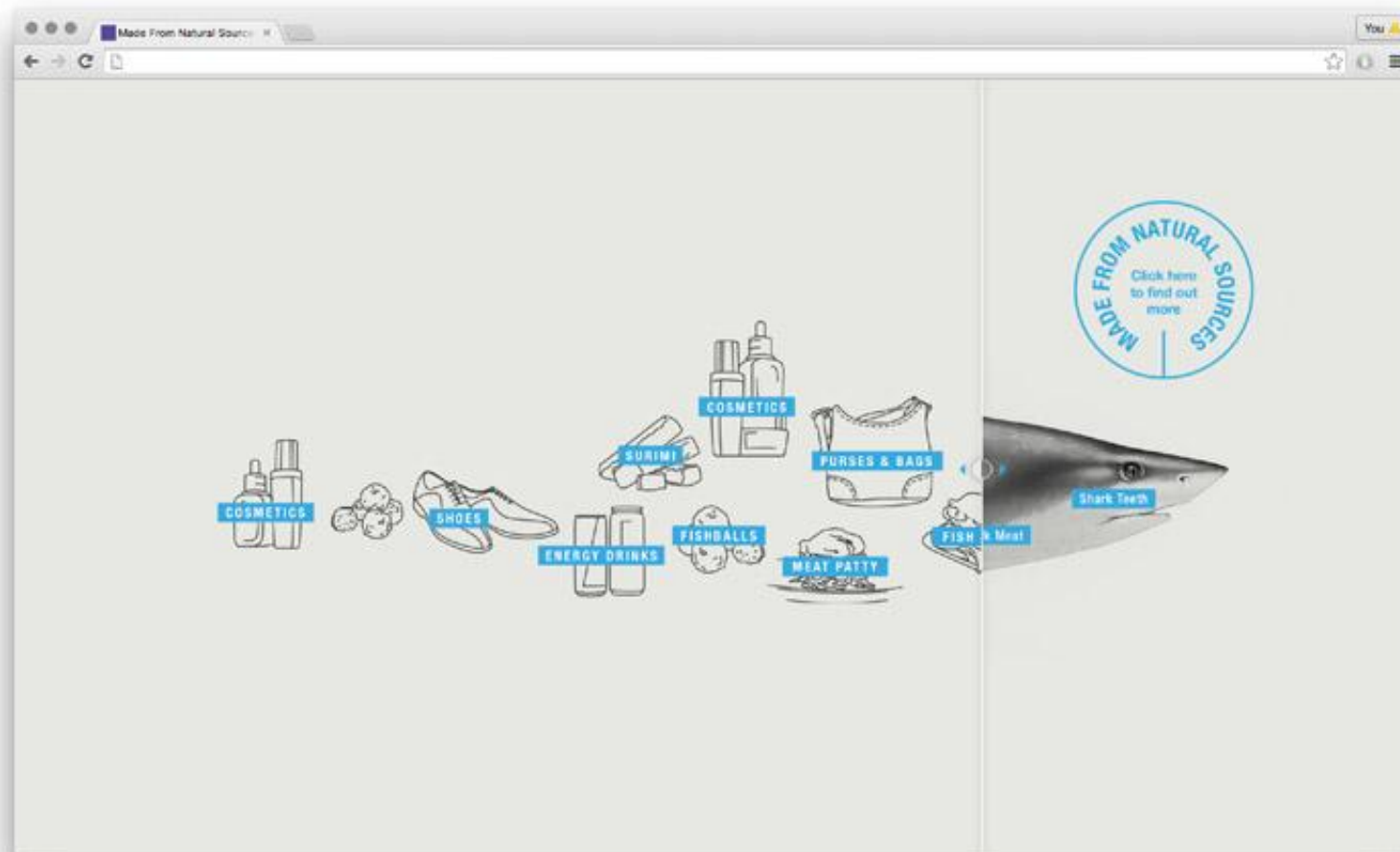


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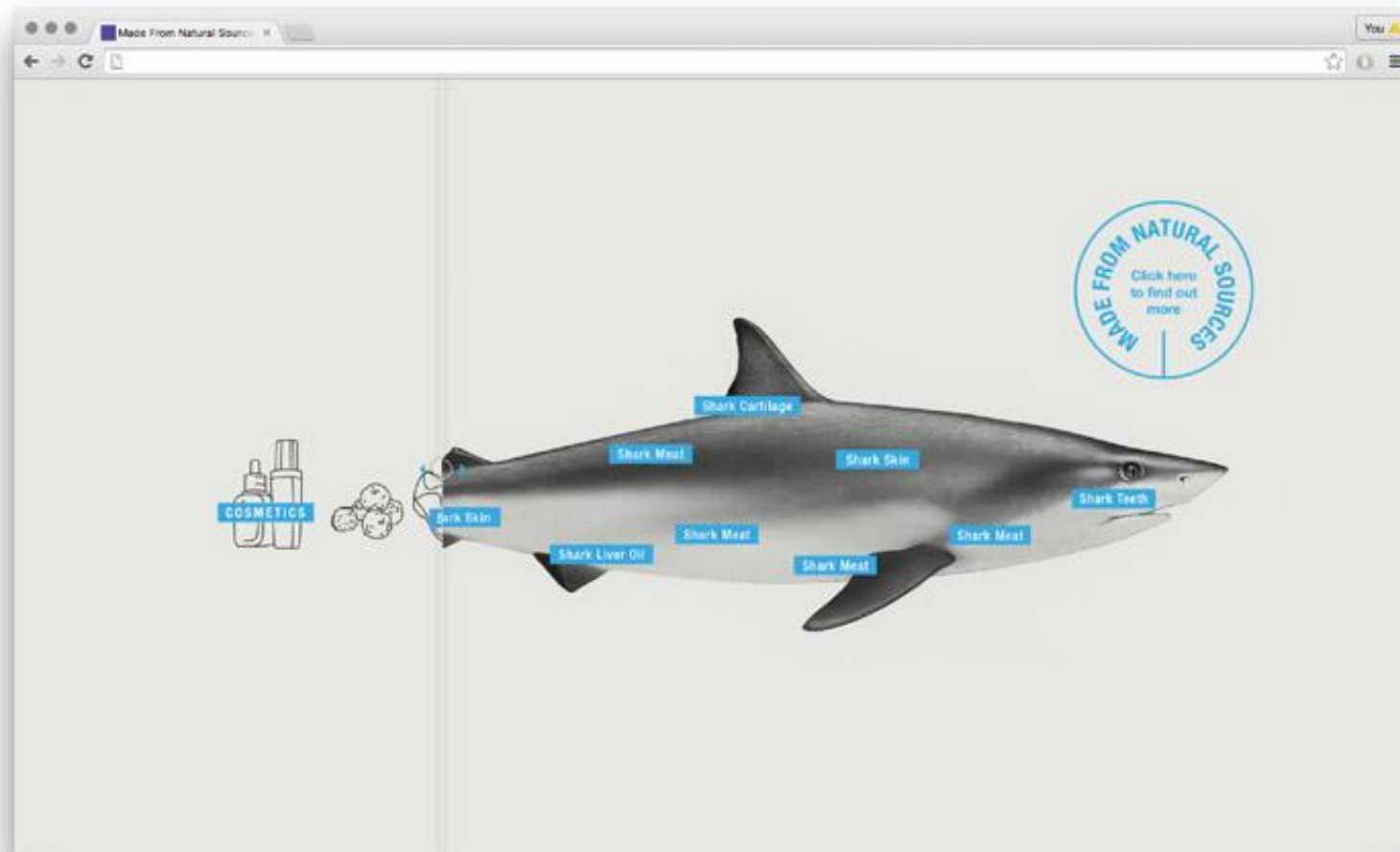


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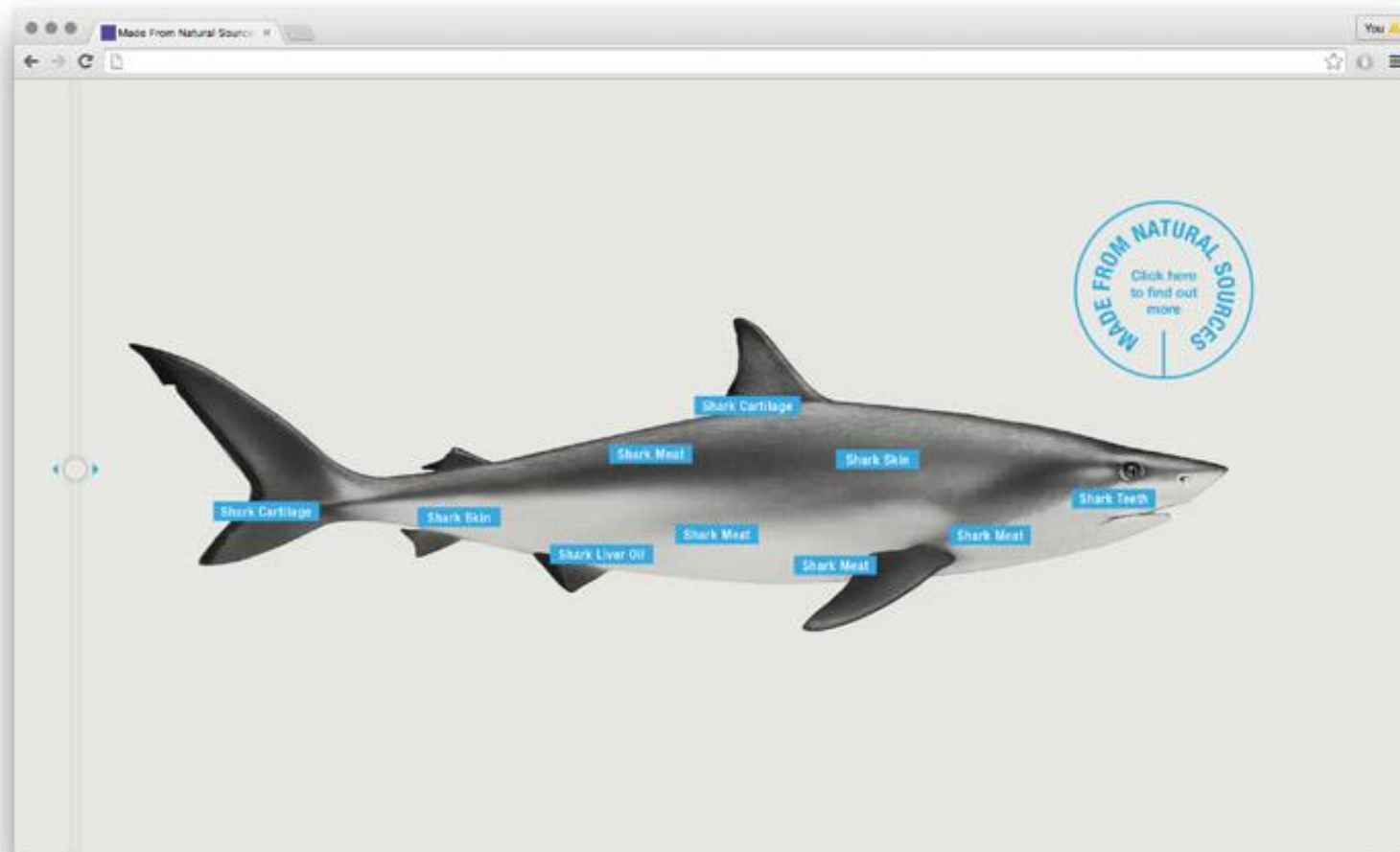
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## PROPOSAL 2 - CONCEPT PROTOTYPE

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**The execution is then linked to website with more shark product information, or an Ishiwata's microsite that provides more information on its responsible shark fin processing and products.**

# Thank you!

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Website

**[www.whererootsare.com](http://www.whererootsare.com)**