

DEKUNOBONZ

デクノボonz

DESIGN PROPOSAL

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BY
ELLIE SEE

THE BACKSTORY

方法
目的
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バリュー

CORE VALUE
OBJECTIVE
APPROACH

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JIABURA FACTORY

was setup in 2005 with 5 members
and the representative director –
Shinngo Onedela.



2005



2009



It started as a small factory that collects
fees for processing local farmers' rapeseed.
They later produced its own house brand of
rapeseed oil called 'Magodosa'.

DEKUNOBONZ

In 2009, he registered the business under the name Dekunobonz.

Shinngo-san is currently working on a new product development and is an advocate in sustainable solution for the environment.

2009

NOW

Shinngo-san works independently, from sourcing, roasting, processing and even delivering orders – he wants to keep the factory small and focus on producing quality oil.

DEKUNOBONZ'S **CORE VALUE**

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OBJECTIVE

目的

Dekunobonz wants to expand their business and create a greater brand recognition.

To create a distinctive brand image for the oil mill.

方法

APPROACH

DESIGN PROPOSAL

PROPOSAL

PART 1 /

Branding
Packaging
Website

PROPOSAL

PART 2 /

PR Initiatives

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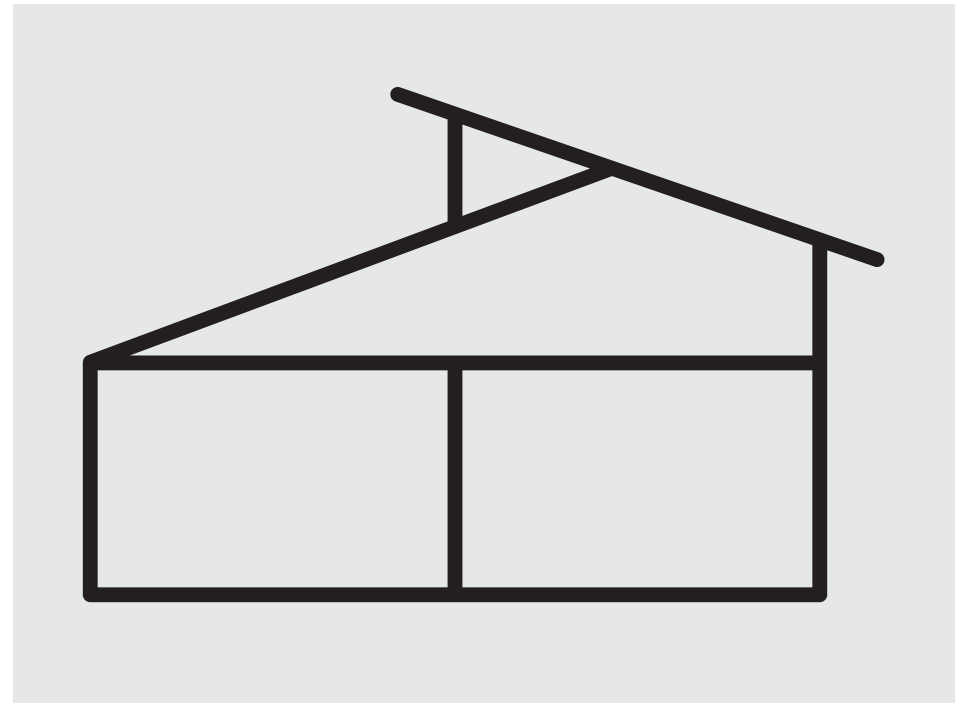
PART 1 / BRANDING

Design Inspirations

Ziabura Factory – Ichinoseki, Iwate.



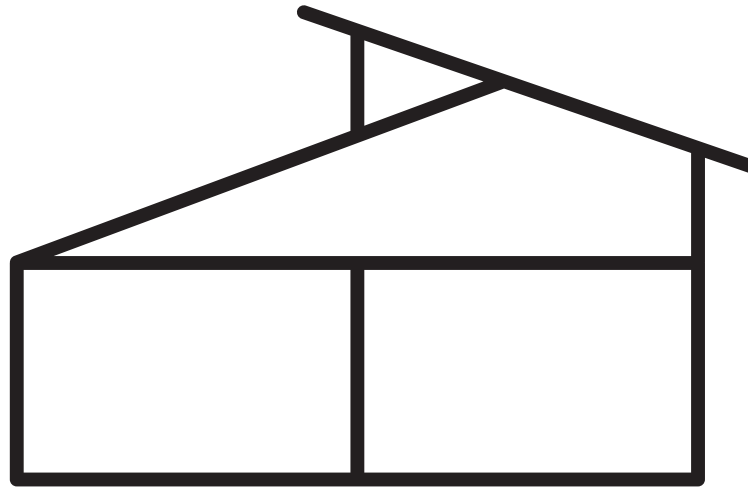
PART 1 / BRANDING



**The factory as the symbol
of Dekunobonz**

PART 1 / BRANDING

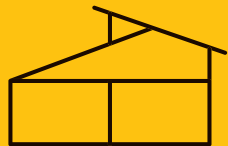
Logo



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DEKUNOBONZ

PART 1 / BRANDING

Business Card



デクノボンズ
DEKUNOBONZ

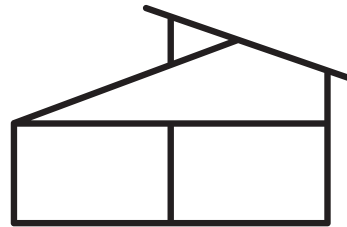
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Product Range & Naming Convention



デクノボンズ
DEKUNOBONZ

菜種油
Rapeseed Oil
(current name
Magodosa)



Natane Oil

ひまわり油
Sunflower Oil
(coming soon)



Himawari Oil

油かす
Oil Cake



Aburakasu

PART 1 / BRANDING

Current Packaging



Inconsistent look and product naming.



Oil packagings in the market are sales driven and doesn't tell a story.

PART 1 / PACKAGING

Natane Oil Label Sticker

Flexible system
with multiple design
permutations



PART 1 / PACKAGING

Himawari Oil Label Sticker

Flexible system
with multiple design
permutations



PART 1 / PACKAGING

The paperbag completes the packaging



PART 1 / PACKAGING

The paperbag completes the packaging



PART 1 / PACKAGING

The products mimic a rapeseed/sunflower field when put together on the product shelves.



PART 1 / WEBSITE & BLOG

Conversation with consumers

A digital platform where Dekunobonz interacts with their consumers. Bottling Goodness is about empowerment and celebrating positivity in the community.

The website will also be updated constantly with the production timing so that consumers can order the freshest batch of oil, exchange new recipes and discover new things about the brand.



PART 2 / PR INITIATIVES

Little Cook Workshop

One of the many gifts parents can gift to their children is good health. By teaching children how to cook, they can in turn learn about ingredients (local produce) and the benefits of eating healthy, as well as food traditions and family values.

Dekunobonz can conduct cooking lessons with local schools or restaurants, promoting their brand while giving back to the society.



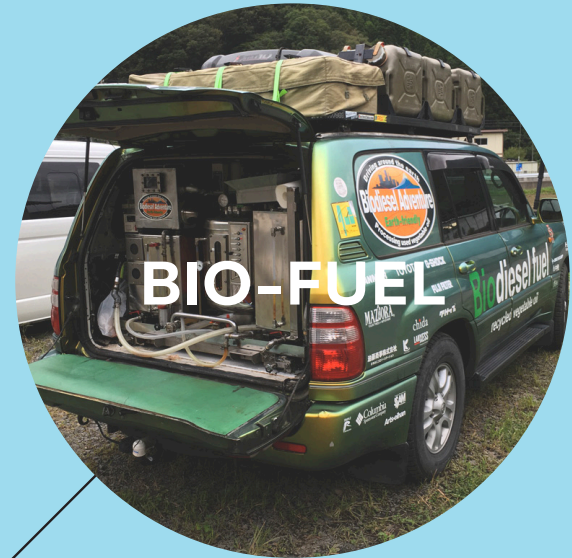
PART 2 / PR INITIATIVES

Oil Cycle Program

The benefits of oil cake (aburakasu) are still unknown to many. Dekunobonz can lend their expertise in educating the farming community while promoting sustainable environmental solutions.



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DEKUNOBONZ



OIL CAKE



FERTILIZER

oil
cycle

プログラム

Activities like 'Oil Cycle' & 'Little Cook' are designed to foster a sustainable relationship between the 3 entities.



**Gradual improvement
is key to a sustainable
business/brand.**

—

So, keep improvising.

**穏やかな成長がビジネスそして
ブランド維持の鍵となります**

**TERIMA
KASIH**

ありがとうございました