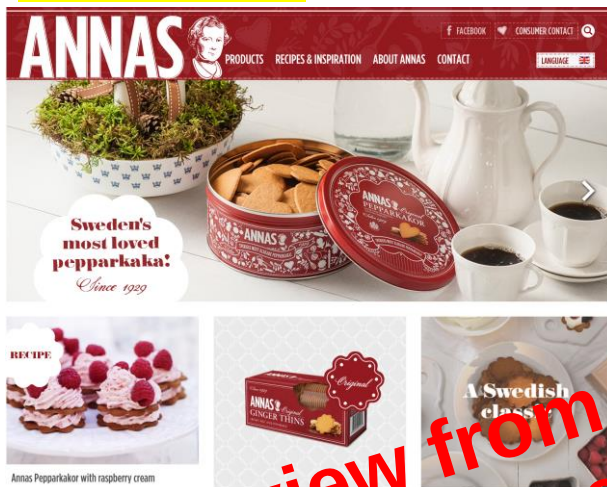
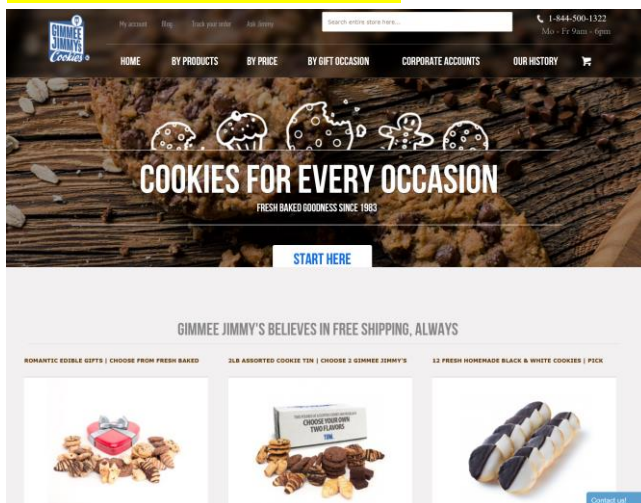


Annas Pepparkaka



Next is Annas Pepparkaka, a Swedish traditional biscuit brand. I really like how on this web-page the color scheme is consistent with the product's actual packaging color scheme: red. It is prominent from the top to the bottom of the page. Furthermore, I like how bold the logo is, it reminds us what the product brand is at all times. Additionally, the format and font of the letters is one very traditional, again consistent with the theme. The pictures also work to enhance the page – the marketing team definitely took care to continue the image of traditional and calming morning breakfast theme. Another thing I really enjoy about this page is because it is also mainly appealing to the Swedish community, there is a translation option. One thing I don't like so much is the lack of originality, and 'POP' of the page, the kind of thing that would catch a person's attention immediately.

Gimmee Jimmy's Cookies



Next is Gimmee Jimmy's Cookie's advertising website. First and foremost I like about this website is the theme it establishes from the top of the page. We immediately get that this brand produces rich chocolate biscuits, with a slight rustic edge. Also I like how the tab bar is blurred out from the picture, and the way the simplistic drawings were incorporated on the picture. However, I don't find the way the page seems to be divided – the top half has a rustic brown theme, with the picture and white highlights with the letters, and suddenly it goes to a light grey bottom half where the picture of promotions of the product are advertised, it really seems like a very sudden schism of the page. On another front, I like that through tab bar you can directly search the inventory through filters to find the right product. Finally, I find it sort of inconsistent that the logo is quite small and insignificant and the color of – blue is not really incorporated anywhere else.

Conclusion: By researching and analyzing different promotional websites I can guarantee that I have expanded my knowledge. I analyzed the advertising techniques used on each page, and so was able to learn the effective and useful things to do, like have a consistent theme and prominent logo, which I could reproduce on my own website, and also learned some things that weren't as effective or useful, like having too many things going on at once or having contrasting colors. By analyzing these I will definitely be able to use this knowledge in my own website to create a successful website. I can guarantee that my website inherits the most effective aspects and is in sync with the image promoted on the packaging.

Bisson has a trademark packaging for its Sable Caramel Crousti biscuits which a lot of thought in terms of marketing was put into. First of all, the main color is clearly a warm orange, advertising the 'delicious caramel' flavor. Second, the title is placed on Sable biscuit shape, the traditional French biscuit, the shape of these specific cookies, reminding the audience of the actual product. A good image of the Sables is provided with individual caramel pieces leaning of the side, a clear visualization of the ingredients within. Furthermore, there is a very prominent, if secondary, color to the overall theme: green. The green color is shown in the logo (which is quite large) and in the bottom in the organic label. I think the slight green detail influences the idea of an organic 'green' product. Finally, the setting of the picture is on a simple wooden table, further reminding the 'natural' 'organic' idea.



Potential Content

Infos nutritionnelles

Bio and Co - Bisson - Sable Bio Crousti Caramel

Portions: 1 100 g

Calories	472	Sodium	480 mg
Total lipides	17 g	Potassium	0 mg
Acides gras saturés	0 g	Total glucides	71 g
Acides gras polyinsaturés	0 g	Fibres alimentaires	3 g
Acides gras monoinsaturés	0 g	Sucres	18 g
Acides gras trans	0 g	Protéines	7 g
Cholestérol	0 mg		
Vitamine A	0%	Calcium	0%
Vitamine C	0%	Fer	0%

Nutritional Information for Product

"Why Organic Foods Are Better Videos"

- <https://www.youtube.com/watch?v=lzOaB0MQVlw>
- <https://www.youtube.com/watch?v=gl5GXArC134>
- <https://www.youtube.com/watch?v=tYaXmiP9RXc>

Poster Explain Brand And Product (ingredients, manufacture etc.)"

<http://www.bioalaune.com/fr/exposant/552/alimentation/produits-alimentaires/bisson>

Conclusion: Having completed this piece of research I feel like some of these sources and information will be very important and a huge time-saver in the future when I will be evaluating what parts of this content would be most effective for my project based on what my target audience has said to prefer, and my personal opinion based on analysis of other websites.

Coding Tutorials/Tutorials on Usage of Chosen Software

