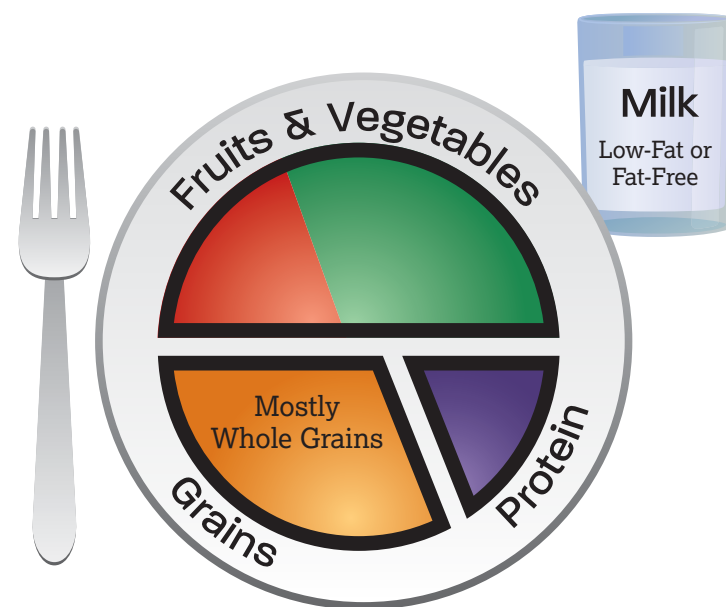


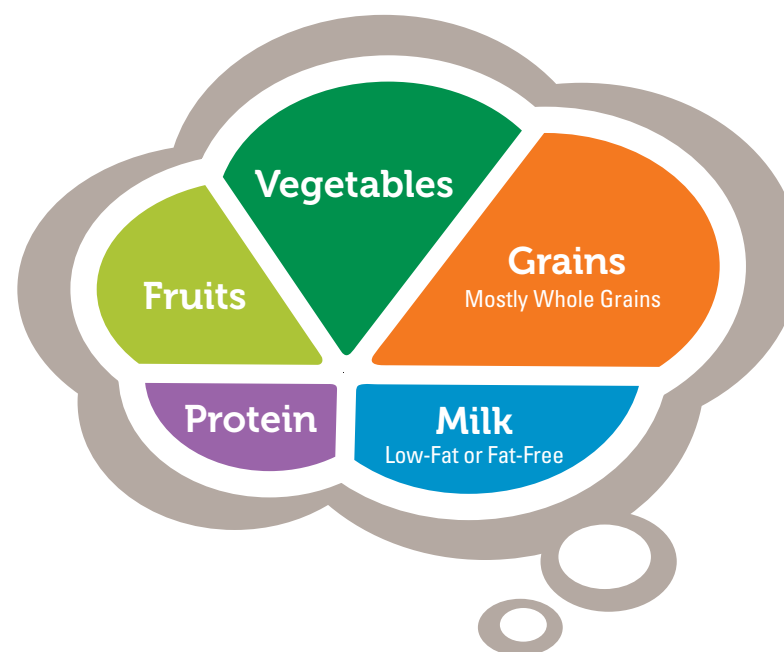
Key Considerations:

- Each of the following graphic concepts has been developed as very preliminary directional/“starter” ideas (not definitive graphics) to probe and prompt explorative discussion in consumer research.
- The discussion during our formative research will cover comprehension and importance (or not) of food groups, food group proportionality to eat and brief behavioral rules of thumb to use.
- The consumer feedback will inform the next stage of design, where we will refine the concepts into more concrete graphics for the next stage of consumer testing (online immersion).
- The artwork thus far is for conceptual purposes only. We will refine the artwork and style post-formative research upon approval of the concepts to move forward with.



A. Half Your Plate F&V

The focus of this concept is proportionality of the food groups (since calorie limits/serving sizes are not one-size-fits-all), with an emphasis on eating fruits and vegetables.



B. Think Before You Eat

This concept focuses on mindfulness and explores emphasis on fruits, vegetables and grains/the more plant-based food groups (top half of bubble). The design is also meant to explore whether consumers relate the food group proportions it to a plate/their day.



C. Rocky

Unlike Concepts A and B, which are purely informational, this concept focuses on the emotional connection of victory/I can do this/I did it with the “Rocky”-like figure on top of the (now draft) three key “what” messages. It also is designed to be a visual linkage to a pyramid to leverage the brand equity of the general food pyramid concept.