



WILLIAM CAVALCANTI

PORTFOLIO 2019

DORITOS RAINBOW 2019 / PEPSICO / DESIGN LIMITED EDITION



NEW CONCEPT
NEW LOGOTYPE
NEW ARCHITECTURE
ART DIRECTION
PHOTOGRAPHY
ILLUSTRATION
ADAPTATION
AW EXECUTION

LAUCHED: 2019

OVERVIEW

In the third year of product launch, the challenge was to engage more people in the cause, including those who are not LGBTQI+.

Inspired by the aesthetics of graffiti, the colors of the flag were resigified in expansive movements of spray paint.

The CSI, Marketing and Sales teams captured the essence and connected emotionally with the message. Results will be measured in the second semester of 2019.

BRAND OWNER:
Carolina Frydman - Doritos Brand Manager

DESIGN OWNER:
William Cavalcanti

ILLUSTRATOR STUDIO:
Nort Art BR



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LAUCHED: 2019

OVERVIEW

Toddy is an iconic brand and was present throughout the childhood of many children in the 80's. In this campaign, the goal was to use design as a tool to arouse feelings of nostalgia. The product pot had the shape remodeled to remember the glass version of the time.

When the consumer buys a Toddy 800g, he gain the historic pot and can use it as a decoration object.

BRAND OWNER:
Cintia Spielmann - Toddy Brand Manager

DESIGN OWNER:
William Cavalcanti

CHEETOS ANITTA 2018 / PEPSICO / DESIGN LIMITED EDITION



NEW CONCEPT
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LAUCHED: 2018

OVERVIEW

Cheetos is one of the brands most loved by Brazilians. In the Carnival campaign of 2018, the proposal was to develop a limited and memorable packaging to celebrate the partnership with the pop star Anitta.

In one of her clips the singer dressed a texture of the Chester Cheetah. It generated a lot of impact on social media. Inspired at that time, the design experience was to wear the Cheetos Lua packaging with the texture of Chester Cheetah's hair. A great challenge to illustrate the hyperrealistic texture and ensure color consistency and print quality.

Thousands of consumers were impacted by the action that brought a substantial increase in the brand's share of voice.

BRAND OWNER:
Isabella Castilho - Cheetos Brand Manager

DESIGN OWNER:
William Cavalcanti

ILLUSTRATOR STUDIO:
6B Studio

CHEETOS ESQUELETOS 2018 / PEPSICO / DESIGN LIMITED EDITION



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LAUCHED: 2018

OVERVIEW

On Halloween in 2018, Cheetos brand innovated by using glow in the dark technology for the first time in the Brazilian snack market. In addition, the product was also customized to the skeleton's shape.

The challenge of the briefing was to generate a great experience for consumers to interact with the brightness of the packaging. Assuming that Halloween is not yet common in the Brazilian culture, I explored several visual codes to compose the scenario.

The character Chester Cheetah runs behind the skeleton and he try to escape of him. The size exaggerated of the moon was purposeful to increase the area of white and, in the dark, shows the silhouette of the character.

Thousands of consumers reacted positively on social media and many articles were published spontaneously about the innovative campaign.

BRAND OWNER:
Isabella Castilho - Cheetos Brand Manager

DESIGN OWNER:
William Cavalcanti

ILLUSTRATOR STUDIO:
Narita

ORCHID HOUSE COLLECTION / TÂNIA BULHÕES STORE / INDUSTRIAL DESIGN



NEW CONCEPT
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LAUCHED: 2016

OVERVIEW

Tânia Bulhões is a benchmark in the Brazilian luxury market. To develop the products, you need to visit design fairs in France and Germany and find the best partners to produce each piece.

The collection Orchid House was inspired by the lush oriental orchid gardens. The brush strokes range from deep blue going through various shades until it reaches the clear turquoise blue, bringing freshness and life to the French porcelain of Limoges. A design that brings to the house the beauty and aroma of these orchids.

DESIGN OWNER:
William Cavalcanti
Tânia Bulhões

BUTTERFLIES COLLECTION / TÂNIA BULHÕES STORE / INDUSTRIAL DESIGN



NEW CONCEPT
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LAUCHED: 2015

OVERVIEW

Tânia Bulhões is a benchmark in the Brazilian luxury market. To develop the products, you need to visit design fairs in France and Germany and find the best partners to produce each piece.

The butterflies collection was inspired by the beauty of the gardens. A meeting place, to get peace and good conversations. In this context that sophistication is combined with the contemplation of a simple moment of nature: a butterfly on a branch of roses.

DESIGN OWNER:
William Cavalcanti

DONA BENTA 2012 / JMACÊDO / REDESIGN



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LAUCHED: 2012

OVERVIEW

Dona Benta is the leader brand in the wheat flour market in Brazil. The mills date back to the beginning of the century. Tradition is the emotional link and essence of the brand.

The white packaging on the left was already very consolidated in the consumer imagination. But the brand needed a revamp. After 40 years without changing the visual identity, the company opened a competition for the Design agencies. Two creative routes were selected for the new packaging. One of them from the French agency, Team Creatif and the other one from the internal design team.

Both proposals were submitted to qualitative and quantitative researches. The consumers preferred the packaging to the right, created internally by the Design team. The embroidery heart (characteristic of the northeast) was used for another five years and was part of the brand's history.

DESIGN OWNER:
William Cavalcanti

CAMP 2008 / DISNEY / CATEGORY EXTENSION



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LAUCHED: 2008

OVERVIEW

In 2018 Disney made the first licensing to beverages in Brazil. The local brand CAMP launched a line of ready-to-drink juices aimed at children.

The challenge was to use Disney's credibility to endorse the message of permissibility to mothers who buy the products to put in the children's lunchbox. The solution was design the graphic architecture to privilege the health attributes of the product and to present the characters always in movement, practicing sport or doing fun activities.

DESIGN OWNER:
William Cavalcanti

THANK YOU