



## **THINKFARM** Tiktok

CASE STUDY

**Brand Identity and Product Design**  
When a global brand wanted to launch a completely new concept it needed fresh thinking.

Thinkfarm created a brand identity and product design for every street corner around the world...  
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1.



2.



3.

**Background**

As part of its 'Expanding Our Horizons' business review process, the new product development team of McDonald's identified the commercial potential for a 'chain' of large automated self-service machines, selling a variety of foods or goods. The team's long-term aim was to roll out a 'self service retail' brand across many international territories, allowing 24-hour access to foods and other essential convenience items.

**Brief**

The new brand would need to sit comfortably alongside the McDonalds identity when units were installed in or nearby existing outlets, but it should have its own distinct identity because it was also going to exist as 'street furniture' on its own. This would also allow the brand language to play a significant part in the process of explaining the concept to consumers.

**Our Response**

With a tight, four-week deadline to the installation of the first test units, Thinkfarm was engaged to conceive of an appropriate identity, graphic system and three-dimensional form for the retail units. From initial development of a consumer-oriented 'brand map' which allowed us, along with the McDonald's team, to evaluate our creative responses against marketing objectives, we quickly established a name and identity for the new brand. As well as being pronounceable in many languages, 'Tiktok (Easy Shop)' clearly evokes the core brand value ('It buys me time') and works with a series of other descriptors ('Just around the block', 'Full of the stuff you need') to support and expand on the customers' decision to purchase.

On a primary, functional level, the test units had to look like they were from a complete, real self-service business. Any graphical signage therefore needed to be more than just informational - it had to feel credible. The identity of the brand had to exude a clear character so that it engaged passers-by in a helpful 'dialogue'. A consumer ought to feel like they'd get something useful from it, in a way that affirmed their decision to live their 'on-the-move' life in the way they want to.



4.

1. The central ICAP logotype.

2. 3D model.

3. Sign Construction.

4. Tiktok sub-branding.

For further information please contact:

**STEPHEN IZATT** MANAGING DIRECTOR

E: [stephen.izatt@thinkfarm.co.uk](mailto:stephen.izatt@thinkfarm.co.uk)

T: +44 (0) 20 7383 8838

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**THINKFARM** 84 Marchmont Street, London, WC1N 1AG  
e: [enquiries@thinkfarm.co.uk](mailto:enquiries@thinkfarm.co.uk) T: +44 (0) 20 7383 8838

[www.thinkfarm.co.uk](http://www.thinkfarm.co.uk)