

# Redesign of

Sunmi's Lightstick for ABYSS Company

# The Brief



**Client:** Sunmi/Abyss Company

**Client Background:** Sunmi is a South Korean singer who is part of the Kpop genre and works under Abyss Company (formerly known as Blue Entertainment). Abyss Company merged with MAKEUS Entertainment on February 8<sup>th</sup>, 2021.

Sunmi herself initially debuted in 2007 under JYP Entertainment as part of the girl group 'Wonder Girls', but left in 2010 to pursue academics. She debuted as a solo artist in 2013 with MAKEUS Entertainment with the single '24 Hours'.

On March 21<sup>st</sup> 2019, Sunmi's official fan club name and colours were announced. The fans were to be called 'Miya-ne' which means 'Sunmi's Home' and the official colours are a gradient mix of Pantone 2347C, Pantone 2587C and Pantone 2172C (a mixture of red, purple and blue). The Abyss Company website describes Sunmi as "Iconic global Kpop queen with gorgeous looks and talent."

**Project Aim:** To redesign Sunmi's fan club lightstick for use in concerts and at venues.

**Budget:** £3'000 - £4'000

**Unique Features:** The lightstick is a key piece of merchandise that fans covet in order to be able to show support for their favourite idols or groups at events. During a concert, an official lightstick will generally light up and have a flashing sequences function that will sync up in time with the live music.

**Mandatory Elements:** Brand colours (aforementioned Pantones)

**Target Audience:** 16-25 year old women. Sunmi features a lot of songs with lyrics promoting femininity and girl power, having fun as well as empowering break up songs.

**Deliverables:** A 3D model of the redesigned lightstick, along with developed 2D concept sketches.

**Deadline:** Mid-late August 2022

# Existing Branding

Font = Medula One

**SUNMI**  
**OFFICIAL FANCLUB**

“미야네(miya-ne)”  
선미에게 집과 가족이 되어주는 팬

—  
‘선미네 집’, ‘식구들’의 의미  
선미의 울타리 안에 있는 팬 여러분들을 지칭하는 의미



## Colours



**PANTONE**  
2347 C  
#E10600

RGB: 225, 6, 0  
CMYK: 0, 88, 100, 0



**PANTONE**  
2587 C  
#8246AF

RGB: 130, 70, 175  
CMYK: 59, 83, 0, 0



**PANTONE**  
2172 C  
#147BD1

RGB: 20, 123, 209  
CMYK: 81, 48, 0, 0

## Fandom name & logo



**miya-ne**



[MIYA-NE] is 'home' .

미야



[MIYA] consonants give a shape to 'window' .



[LOVE] gesture embodies 'fence'.

LOGO MEANING

[MIYA] + [LOVE]

It means to protect each other, to love and to be together forever with SUNMI in MIYANE.



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# Logo Brand Guidelines

Font = Medula One



The logo may be coloured using either black, white or any of the branding colours (found on previous page), including a gradient combination, as seen below.



The logo must always be in all capitals and there must be adequate space on all sides.



Minimum height of logo = 150px  
The logo should not be distorted or stretched and should always be legible.

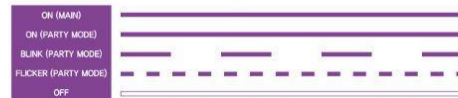
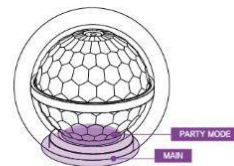
# Existing Lightstick & Packaging



구성품 : 충전본, 스트랩, 상품보증서

라이트 모드 LIGHT MODE

일반모드 ON (MAIN) / ON (PARTY MODE) / BLINK / FLICKER 총 4가지 라이트 모드 작동



중앙제어모드 공연 현장에서 중앙 제어에 의한 작동이 가능 (본 모드 사용 시 일반모드 사용 불가)



# Existing Lightstick & Packaging



Research

# Other Artist's Lightsticks



# Shop Displays

Mostly either hanging on a wall or stood beside their packaging. The bottom right is most interesting to me but I feel it could still be done in a better way.



# Competitors

Competitors → Twice 'Candy Bong' (Version 1)

Competitor name/company:  
Twice/JYP Entertainment.

Competitor Background: Twice is a 9 member group that debuted on October 20<sup>th</sup> 2015 under JYP Entertainment. They were formed from a Korean TV 'survival' show called Sixteen, wherein candidates fought to debut as an idol group. They are considered one of the most popular and successful Kpop groups in Korea and are also internationally successful, with JYPE having announced its expansion to Republic Records in February 2022.  
↳ (US music label owned by Universal Music Group).

Product Design:

The design for this lightstick was inspired by a song on the Kpop girl group Twice's debut album called 'Candy Bong'. It was introduced on social media on October 18<sup>th</sup>, 2016 and features the brand colours of the group - apricot and neon magenta. It has a dock system that turns the lightstick into a mood light that you can control through your phone.

Target Audience: Initially I would have estimated that due to the cutesy and childish nature of the debut album and the design of the light stick, I would have said that Twice was targeting young girls aged 11-16 years, but statistically it's divided almost equally between male + females, with 40% of audiences at concerts being aged 20-29 years.

Conclusions: Twice is a 9 member group, as opposed to soloist Sunmi. They also arguably appeal to a slightly younger female demographic and thus have a more child-like approach to their lightstick design. It is, however, very appealing to look at with its minimal handle and accents alongside its very colourful and eye-catching light section. It also provides use when not at events via the docking function, which is appealing as it adds value for money. The design was inspired by a specific song, so perhaps this is a potential route to try.

TWICE  
OFFICIAL LIGHT STICK & MOOD LIGHT  
CANDY BONG



2016.10.21 - 10.30

ONLY @ TWICE POP-UP STORE  
COMMON GROUND 서울특별시 용인구 이파리로 200  
30,000 WON



# Competitors

Competitors → Blackpink 'Bl-ping-pong' Lightstick

Name/Company: Blackpink/YG Entertainment

Background: Blackpink is a 4-member KPop girl group that debuted in 2016 under YG Entertainment. Blackpink, alongside girl group Twice, are arguably the most popular KPop girl groups in South Korea. Blackpink have seen massive international fame, having collaborated on songs with Lady Gaga, Dua Lipa, Cardi B and Selena Gomez.

Product Design:  
The members of the female KPop group Blackpink designed their own fan club lightstick, which they named 'Bl-ping-pong'. It's designed to look like a squeaky hammer, frequently used as a toy or even a punishment on Korean TV and variety shows. The pink silicon hearts squeak upon impact.

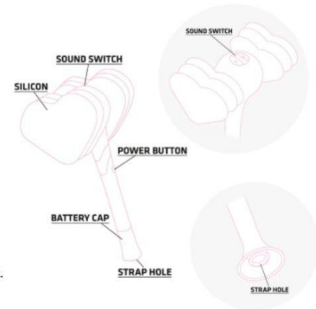
Target Audience: 13 - 24 year old women. Similar girl-power, empowering vibe as Sunmi's music, but with more hip-hop influences.

Conclusions: Both the lightstick and packaging are clearly branded with their logo and signature brand colours. This lightstick has more of a 'playful' feel to it than I'd like for Sunmi as it is based on a literal toy design. Also could the pink colour hinder the light?



The strap for the light stick is inside the box.

- KC Certification number:
  - Battery Specifications
  - Battery Usage Time : 5 - 10 hours
- The battery usage time depends on the features of the light stick used.



#### User's Guide.

1. If the direction of the squeaky hammer's sound switch is vertical as shown in the figure, the squeaky hammer sound is heard.
2. If the direction of the squeaky hammer's sound switch is horizontal as shown in the figure, the squeaky hammer will not sound.
3. Press the power switch once to turn on the power, press it one more time to change the music response mode, and press it once again to turn off the power. (It is not recognized when pressing the button 3 times continuously.)
4. The battery cap can be removed to replace the AAA battery. (When replacing the battery, please check the + / - terminal.)
5. The enclosed hand strap is used in the lower strap hole.

# Competitors

Competitors → Itzy Ring Lightstick

Name/Company: Itzy/JYP Entertainment

Background: Itzy is a 5 member girl group that debuted in February 2019 under JYPE (the same label as the other competitor group Twice.) They have what is commonly referred to in the industry, as a 'girl crush' aesthetic and sound, meaning that they appear as the cool girls that you'd want to be friends with. They are very successful within Korea, but less-so internationally in comparison with the other competitor examples.

Product design: The lightstick for the 'MIDZY' fandom was announced in July of 2020. Instead of the usual stick shaped handle that most lightsticks have, this one is a ringed shape, designed to be held like a tambourine. It also has a dock that enables it to be used for mood lighting at home - similar to the Twice design.

Target Audience: 11-16 year old girls.

Conclusion: It's one of the most unique lightsticks as I don't believe that I've ever seen a 'ring' light in the industry. They've also managed to make theirs more interactive than most with the idea of using it like a tambourine. However it doesn't feel like it's distinctly branded, so in my opinion it could belong to any group, and also gives off a slight 'Apple product' vibe which you could argue completely contradicts their target audience.



#### PRODUCT COMPONENTS

Dot Box · Light Ring · Cradle · GSO · Strap



#### DETAIL



크래들을 벽에 부착 후 라이트링을 결합하여 무드등으로 사용할 수 있습니다.  
You can attach the cradle to the wall and combine the Light Ring to use it as a mood light.

#### LIGHT MODE

- Normal Mode

ON → BLINK → FLICKER → RAINBOW FLOW → OFF



- Central Control Mode

공인 행사에서 중앙 제어에 의한 작동이 가능 (본 모드 사용 시 일일모드 사용 불가)  
Capable of functioning by central control at show  
(Normal mode becomes inoperative when this mode is on)

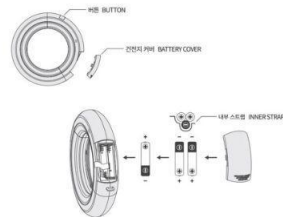
#### HOW TO USE

- Replace Batteries

Remove the battery cover on the side of the product.  
Insert the three batteries in the correct orientation above the strap connected inside.

- 건전지 교체

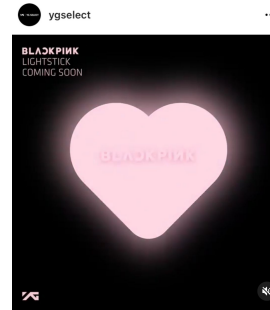
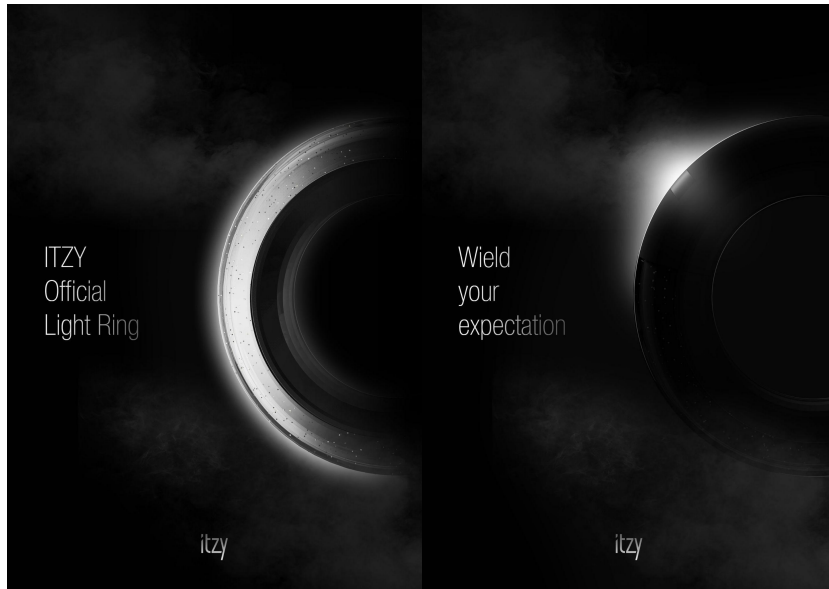
제품 측면에 위치한 건전지 커버를 분리합니다.  
내부에 연결된 스트랩 위로 3개의 건전지를 방향에 맞추어 삽입합니다.



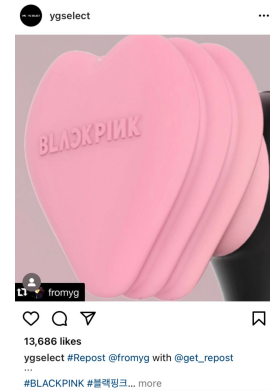
# Marketing & Advertising

## Social Media:

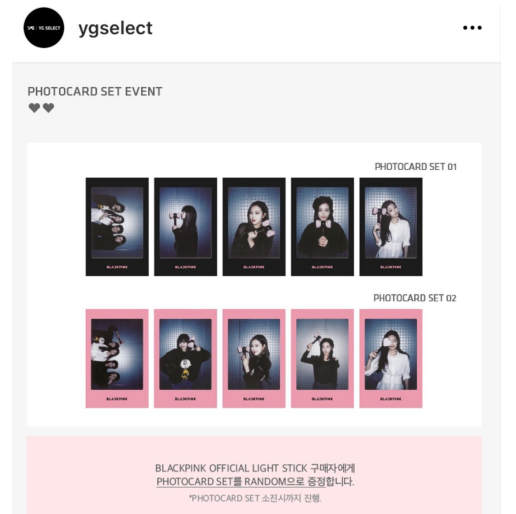
Promotional posters and teaser images of just a part of the lightstick to create anticipation/promote engagement on social platforms.



119,397 views · Liked by blinkpofficial  
ygselect #BLACKPINK  
BLACKPINK OFFICIAL LIGHT STICK  
Coming Soon 🍷

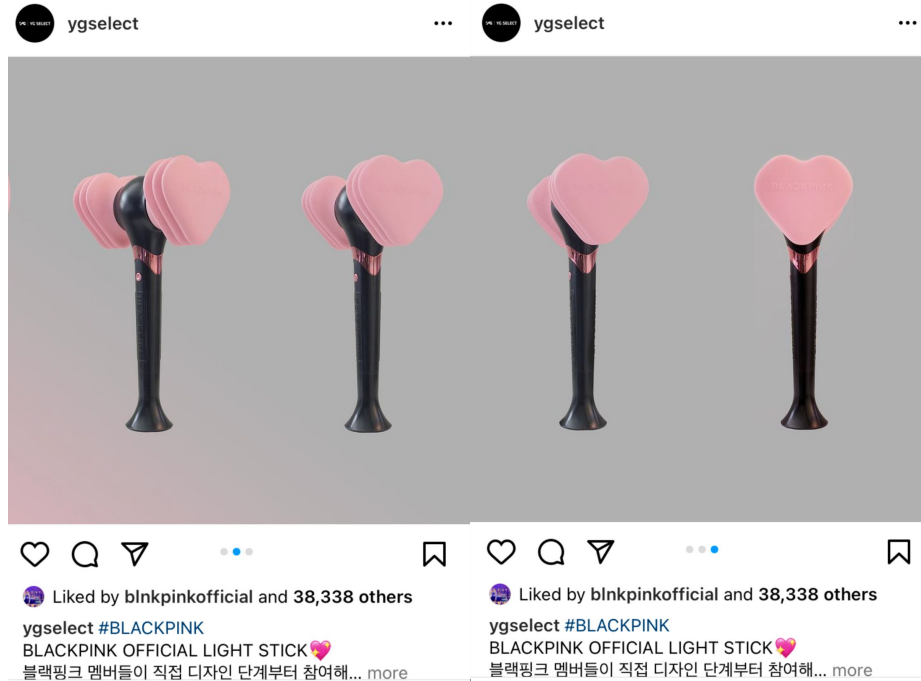


13,686 likes  
ygselect #Repost @fromyng with @get\_repost  
...  
#BLACKPINK #블랙핑크... more



Blackpink also did a photocard 'event' alongside the promotions for additional excitement/incentive to buy.

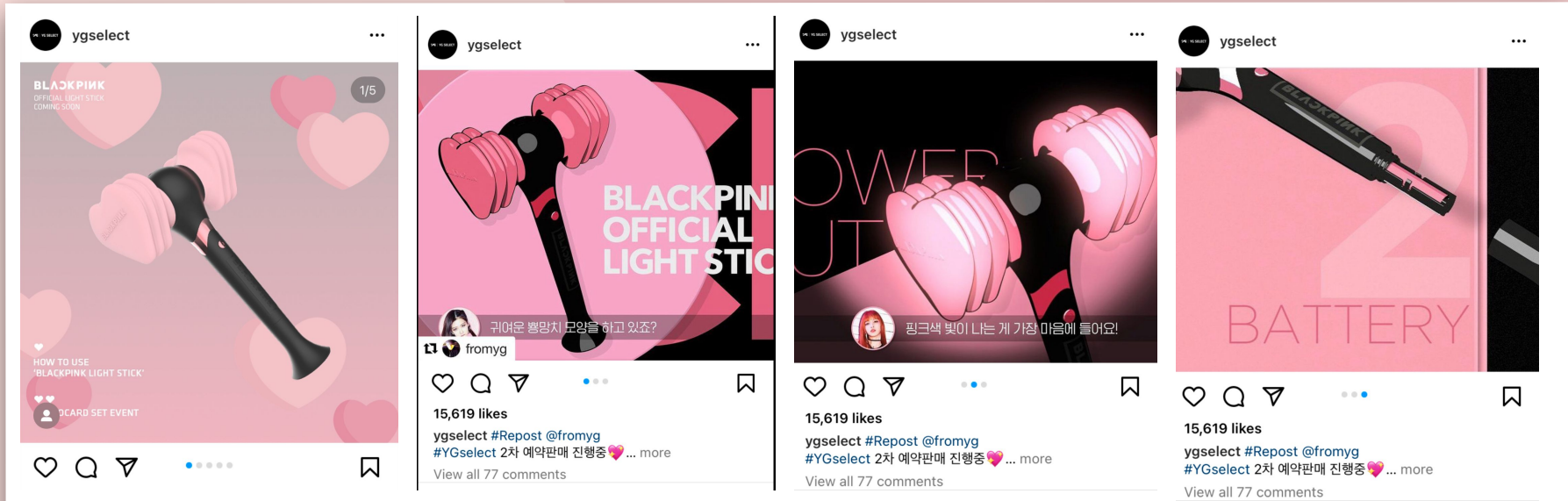
# Marketing & Advertising



They've taken advantage of the multiple slides in a single post and the grid format of Instagram to make it so that the individual slides (left) show off the stick where the posts together in the grid (right) create one whole image.



# Marketing & Advertising



Lots of using the grid format on Instagram to both inform about the functionality of the lightstick, and also make the overall page consistent and attractive as well. You can see here that Blackpink have not only included photos of the stick at 360 degree angles across two slides in a single post (on previous slide) but have also had an illustration done for the stick to show its different functions.

# Packaging Inspo

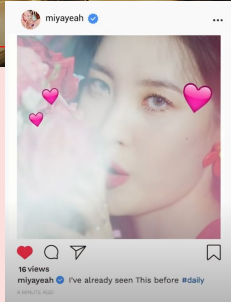
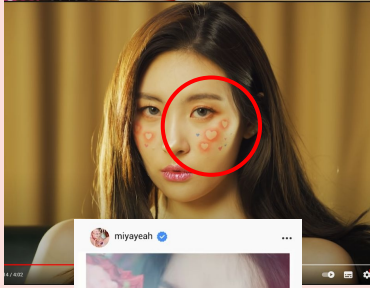
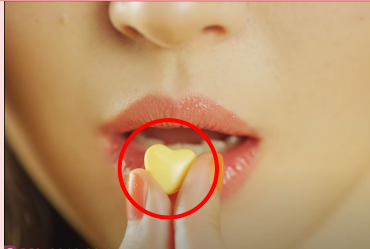


I'm obsessed with the holographic gradient on the top middle and bottom left photos, and also love the papercraft in the image on the right hand side. I figure I could use aspects from all of these when considering both packaging and product display, however the top middle inspires me the most with regards to packaging and I will take inspiration from this when designing mine.



# Other Motifs/Themes throughout Music Videos

In comparison to the flowers, the theme of the ocean only really appeared during the 'Siren' video, the butterfly motif appeared largely only in the 'LaLaLay' video (although also more subtly across others) and the hearts mostly in the 'Noir' video - however the heart is arguably the most generic motif of the three and therefore wouldn't be as unique as a brand. As a result I felt the most compelling motif would be the flower/rose, closely followed by the butterflies.



Hearts



Butterflies



Sea, Coral, Underwater

# Further Mood Boards

I also looked at images to do with hands holding or touching things to try and garner some inspiration for ways that we interact with objects through our hands, and also things that light up.



# Concept Development

# Initial Concept Sketches

## Things that emit light:

Candles, Fireworks, Lighters, Match, fire, light bulbs, torches, lasers, glow sticks, neon, LED, Sun, stars, lightning, fireflies, glow worms, jellyfish, angler fish, bioluminescence, aurora, olympic torch, projectors

## Things that we hold: → Hands

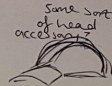
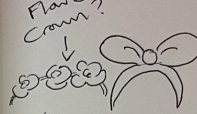
Phones, hands, handles, pens/pencils, cutlery, mug, drill, gun, petrol, gaming mouse, food → pizza, burger, baseball bat, golf club, balloon?

\* Could it be an accessory like a headband/hair clip?

A bracelet?

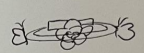
\* Sensory light.

Flower crown?



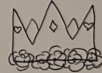
Some sort of head accessory?

↳ Chargeable via USBc rather than batteries?

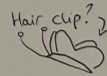


← Bracelet?

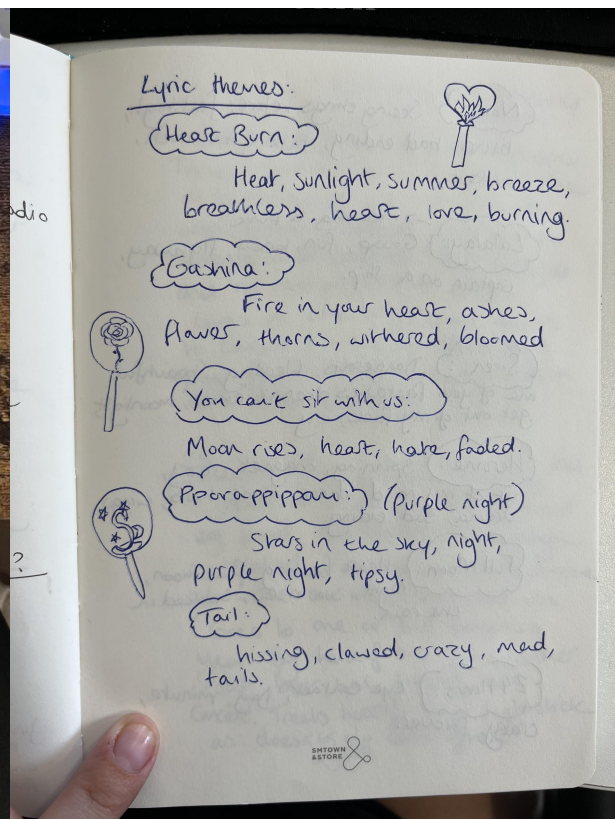
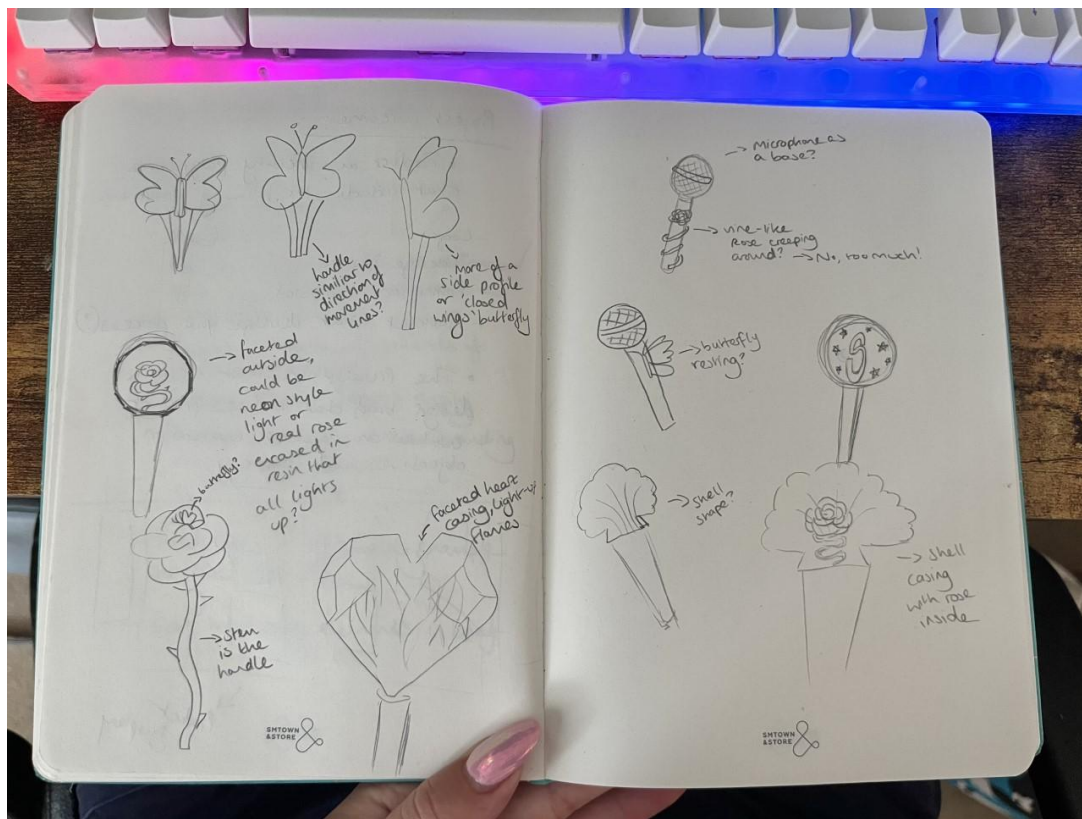
Some sort of crown?  
or tiara?



Would need to be the upper half of the body to be seen. Earrings → except not as accessible to male fans?

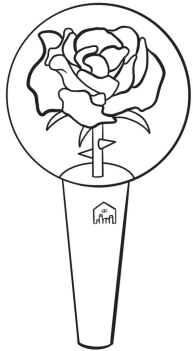
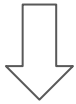
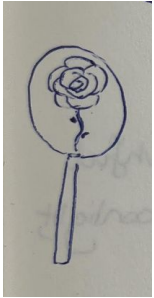


# Initial Concept Sketches



# Idea Development from Rough Sketches

1

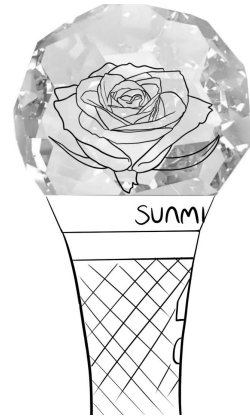
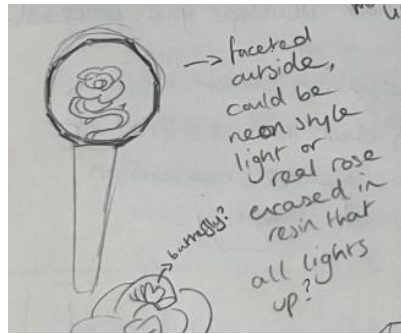


Here I narrowed down my initial sketches into 3 ideas that I felt were the strongest. I left colour out of these to prevent that from being a factor when choosing a design.

Design 1 felt very simple and not very transformative from the original design. It felt like the most obvious and easy way to redesign the piece.

With design 2, I liked the idea of encasing a real rose inside of resin, so that every lightstick would be unique, but it also posed issues regarding weight, and also still felt a bit simple.

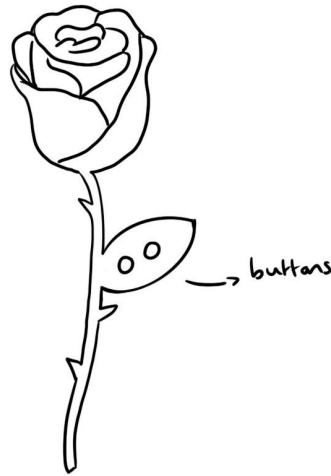
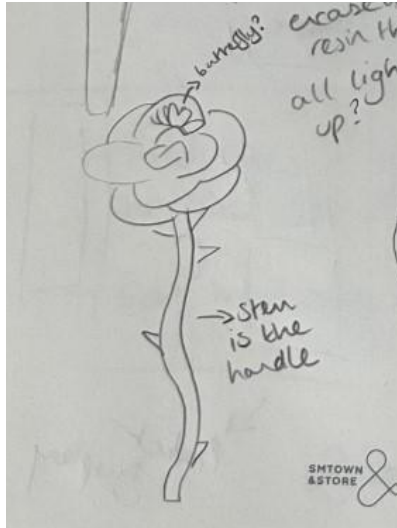
2



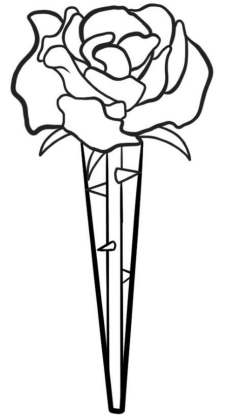
# Idea Development from Rough Sketches

For the 3rd idea, I liked the unconventional design of a singular rose. I also thought of a variation that could also work along the same lines - a single rose in cellophane, as if in a bouquet.

3



OR

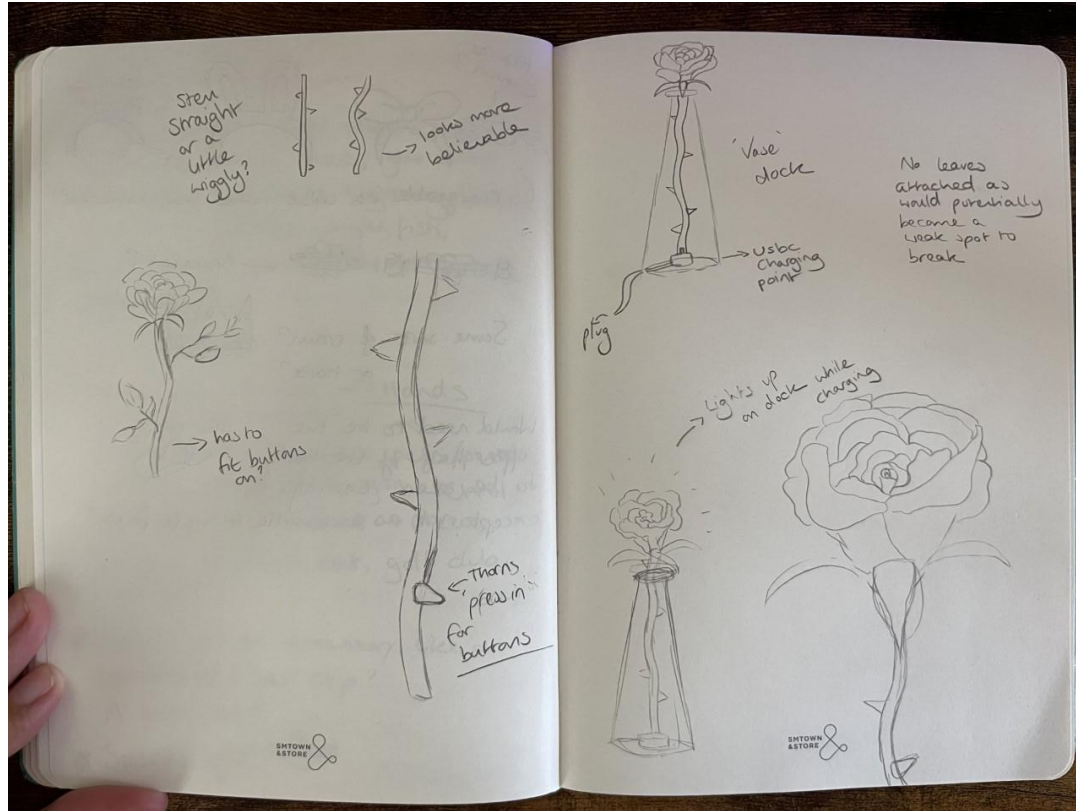


# Further Development

I found that in the end, I was repeatedly going back to the idea of a flower with its stem (idea 3). I took a trip to the local garden centre as well for some reference pictures that might help, and also of some vases that I was hoping to use as a 'dock' for the lightstick whilst not in use.



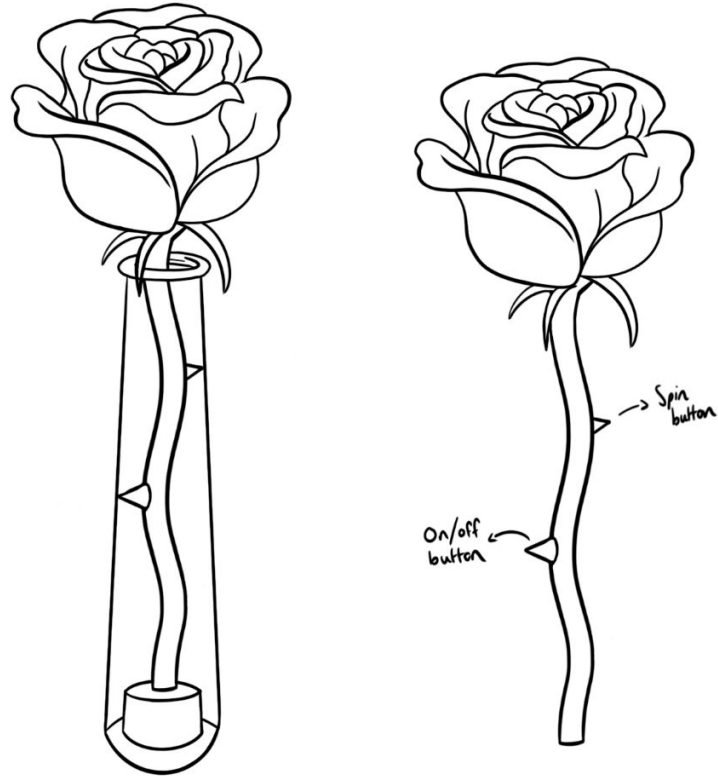
# Developed Sketches



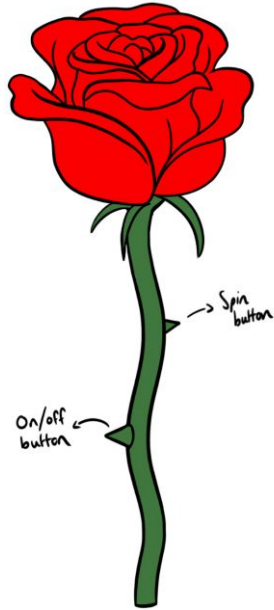
# Final Design

The flower on the right is the light stick alone that would be held by the stem and turned on and off via a button that looks like a thorn on the side (which would have softened, rounded edges for smooth usage). Further up the stem is another thorn that controls the 'spinning' function which spins the actual rose flower. The material would be similar to acrylic plastic in that it could be coloured but also let light through.

The left is the lightstick on the charging dock (designed to look like a simple but elegant vase) which would be mains powered with a wire exiting the central compartment at the base. The stick is USB-C charged via this and the vase dock is slim (and heavy) enough to hold up the flower securely without toppling over the lightstick as it would be slightly top heavy due to its shape.



# Colours



## Original Branding



**PANTONE**  
2347 C  
#E10600



**PANTONE**  
2587 C  
#8246AF



**PANTONE**  
2172 C  
#147BD1

+



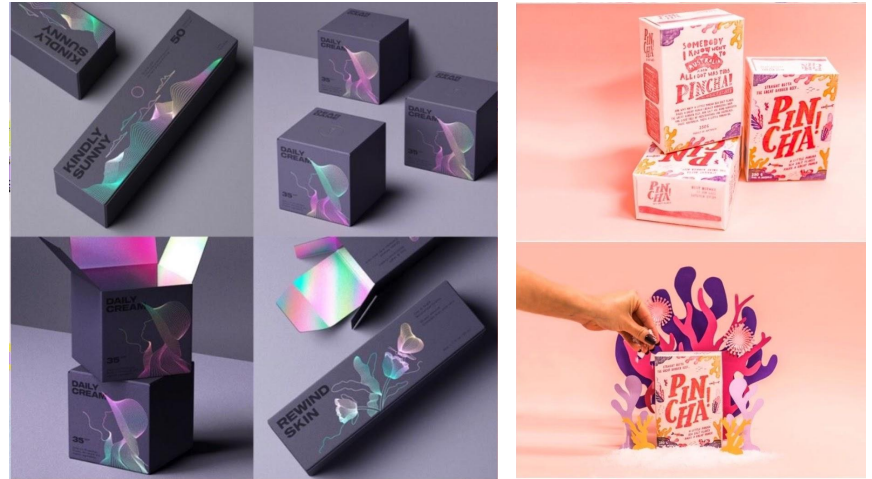
**#40773e**  
RGB: 64, 119, 62  
CMYK: 46, 0, 48, 53

For colours, I used the red of the original branding for the rose, and the purple of the original branding for the vase, though this would be semi transparent. The stem would be green as it seemed like it would be more distracting to use the final brand colour of blue, but I'll be using the blue across my marketing and advertising materials.

# Execution & Presentation

# Packaging Design

In terms of shape, the packaging of the lightstick and dock will be cylindrical [see below] instead of a cuboid shape as the original was, purely because I feel that the design is more fluid and elegant and therefore matches the new design of the lightstick better than the previous.



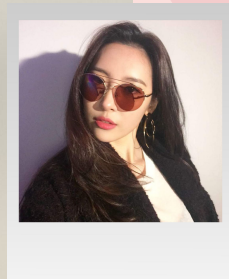
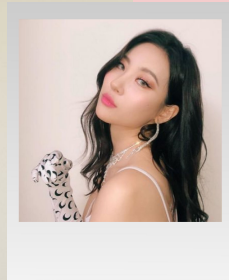
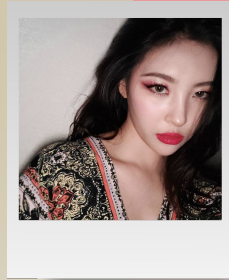
I also wanted to incorporate aspects from these images in my mood board; namely the holographic touches seen in the left hand image, and the 3D papercraft elements in the right image for product displays.

# Packaging Design



For the redesign of the packaging, I wanted to incorporate together the influence of the mood board images that inspired me in order to create a final product that looked and felt both on brand with the lightstick redesign and also elegant and luxurious. I opted for a cylindrical package as it felt more sleek and inviting when compared to the older, rectangular packaging.

Simple and clean, yet detailed and unique was the impression I was going for, to compliment the intricacies of the lightstick.

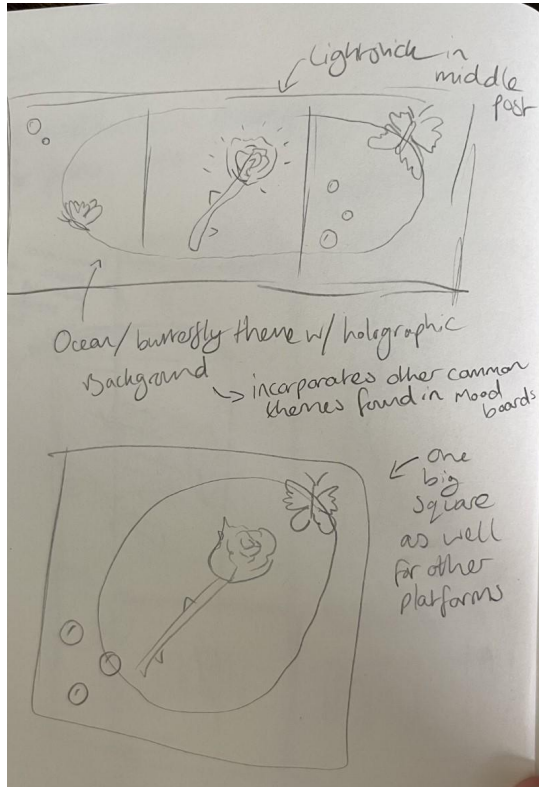


# Packaging Design Mockup

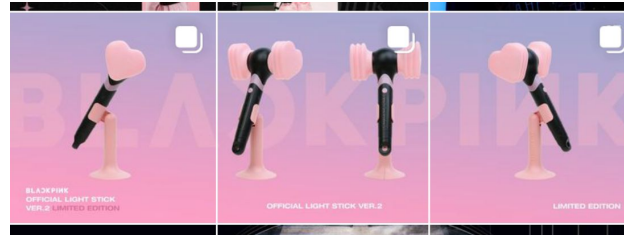
The layout of this packaging would also allow for extras such as a poster/polaroids etc to be included within the tube. For example, the poster I put together below: using a photo from her Pporrappippam promotions (as it had a similar colour scheme to the holographic elements found in the packaging), and editing in her name and holographic butterfly cutouts, and the limited edition polaroids to the left that could be a sort of 'collect them all' promotion.



# Social Media Marketing



For the social media marketing of the lightstick, I plan to create three posts for Instagram that will spread across the screen as one image when viewed via the profile page, in the same way that Blackpink did here:



Then I will also adapt that same image into one, square post for use as a second slide on each of those three posts, and to post alone to all other social media platforms that don't support the grid layout of Instagram.

# Instagram 3-across Grid



# Social Media Stand-alone Posts

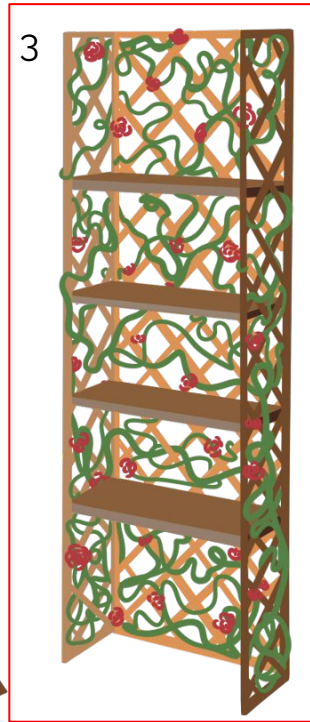
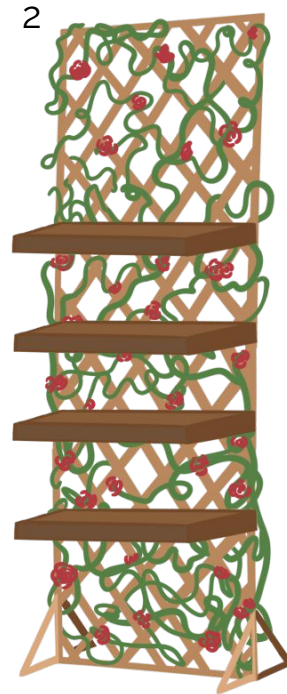


# Shop Display

For displays, I didn't want to go the usual route that the research showed. Instead I was inspired by more creative displays like the bottles on the left. I wanted to create a display that looked like an actual object that related to the lightstick, rather than a regular cardboard shelf. I decided to design mine like a trellis as it had the structure that I needed for the display to be functional, but would also look visually unique and relevant.



# Shop Display Design

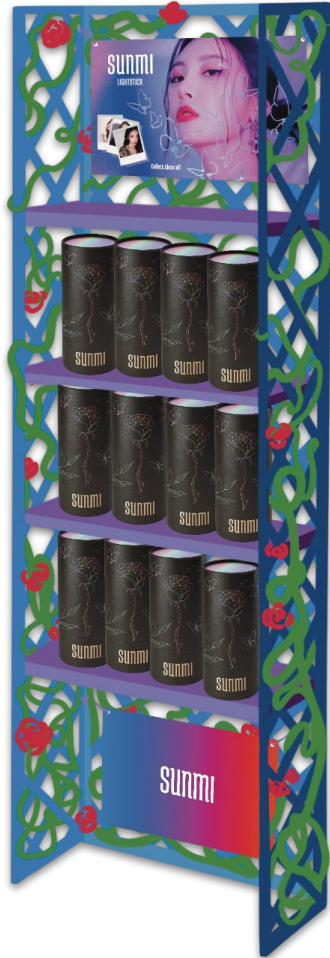


I designed three variations with the trellis theme. Number 1 shows how it would look if there was a relatively common cardboard standee with the trellis pattern simply printed on top. I felt that this looked cheap but could also be a more cost-effective way of achieving the effect.

Number 2 I liked more, but felt less stable physically, so I also designed number 3 as an alternative.

Based on its ability to effectively convey the intended effect of a trellis whilst also being structurally sound, I chose number 3 as my final design.

# Shop Display Final Design



For the final design, I changed the colour of the wood in order to more closely match to the branding, and also added some signage to make it clearer what it was advertising.

Below is the promotional poster that would feature on the trellis display in order to advertise the lightstick, the promo poster and random polaroid that come with it.

