



## **Best practices: evolutionary redesign**

Fearful of making a change? You're not alone...even for brands that have the budgets to define and verify change with eye tracking, consumer and retail research, the idea of changing a brand's imprint is both exhilarating and slightly terrifying. It might help to know the thinking and fallout behind other brands' pack makeovers, and how far they have successfully "pushed the envelope" of their brand image at shelf.

### **Evolutionary or revolutionary?**

This month we will talk about the type of change that accounts for the majority of pack makeovers: evolutionary change. These are improvements that keep the brand competitive or improve the delivery of the brand's message. What was the criteria for rating the redesigns as evolutionary? The prime considerations were fast find at shelf, easy brand recognition and support of brand positioning. While you (or management) may consider some of these changes to be extensive, our point-of-view is that of the consumer, who easily absorbs evolutionary change. The volume and frequency of redesigns has escalated in the last 10 years; change is expected, as is staying current.

Below are package redesign FAQ's. If you have questions that are not covered here, send them to [info@brandesign.com](mailto:info@brandesign.com) and we will get back to you with an answer.

### **What triggers the need for a package design change?**

- Brand growth calls for clear segmentation that hadn't been considered in the original design.
- Growth of brand assortment needs visual unification.
- Recent competitive activity has changed the context.
- Product has changed.
- New government regulations.
- New foreign language requirements.
- Appearance and/or message is dated.
- New consumer insights have been revealed that impact your brand and/or category.
- A dramatic change in the target market.
- Declining sales, loss of share.
- Brand repositioning.

### **Do all these scenarios result in evolutionary change?**

No. Major brand repositioning usually requires a revolutionary change. The degree of change for the other scenarios are dependent on their extent.

### **What are critical factors for successful pack redesign?**

Key here is a comprehensive understanding of the brand's equity, and the visual acumen to interpret that equity for today's audience. Equally important is understanding hierarchy; in terms of messaging, think of the package as a billboard, rather than a print ad.

*continued >*



## **How do you know what brand elements are important to keep?**

Research can point the way by clarifying how consumers identify the brand.

However, there are a few “industry insider tips” that are helpful:

1. The key visual identifiers are shape and color. These two visual cues trump any words that are on the pack. They are also two of the biggest opportunities if they are not already owned in your space. However, equity cannot be assumed just because a shape or color exist, they need to be meaningful and ownable.
2. It is not just about what to keep, but also what to create and establish for the brand to own moving forward. This balance of retention and invention is seen in the most successful redesigns.

## **What are the pitfalls?**

1. Lack of certainty as to why you are making the change, and the ultimate goal.
2. Not moving the needle far enough to make a difference to the consumer. Your perceived equities of the brand may not parallel those of the consumer. This can lead to an error in retaining too many elements that do not contribute to the brand’s equity, and may keep the brand from moving forward. (To use an old cliché, no one is advocating “throwing the baby out with the bath water,” but you should be able to tell that the baby has had a bath.)
3. Design by committee, which generally results in a lackluster image that misses the mark in either brand leadership, message or consumer desire. This is most often seen when decisions are influenced by either fear, or subjective opinions rather than objective goals.
4. Not understanding brand equity or consumer behavior. We don’t need to revisit the flawed redesigns that have been allowed to reach the shelf in recent years which presented a substantial risk for the brands.
5. Playing follow the leader. Remember: a solution or approach that is perfect for one brand may be completely wrong for another brand, even in the same category.

## **What are the opportunities?**

By far the biggest opportunity today is looking at the brand and package within a much larger framework. Think of the context beyond the shelf, to the store aisle and retail in general. This is [literally] the “big picture.” Your brand can (and should) make a statement at every sightline and within all contexts. For the consumer, your brand exists beyond the store...it is taken to the home, car, backyard, office, or packed in the laptop bag, purse or diaper bag; a different context entirely. What kind of reaction can your package elicit from the consumer after the purchase? [Some revolutionary designs include this broad context in their design thinking, which will be shown in our next report.]

Below are examples of **evolutionary** package redesign. With so many redesigns to choose from, we limited the samples to US brands, and tried to highlight as many different needs and solutions as possible, across categories. *Please note that the work of many design firms is represented here.*

ALKA-SELTZER USA: To align with the new global image and connect with target in US. Note the retention of the blue color and tablet icons. The consumer sees these changes as natural progression/improvement for the brand, but does not think that the product has changed.



decades of change: original, 1995, 2005, 2010

CAMPBELL'S CONDENSED SOUP: Retained red and white iconic image. Improved product photography with added sensory cues "speaks" to the consumer and differentiates from private label. New sodium message on front panel. Note that the three flavors that account for the largest percentage of sales have not been revamped.



before

after

untouched



before

after

DEL MONTE FRUIT NATURALS: Utilizing the power and recognition of the brand owner, Del Monte. Streamlined, quality graphics on new pack allows the product to be seen and indicate a premium product that justifies the cost.

WHISKAS TEMPTATIONS CAT TREATS: Treats are fun food, and now the cats on the packs are happily engaged in activities, rather than the pet version of couch potatoes. (Will the owner feel less guilty now?) All messaging in one area. Less emphasis on Whiskas brand.



before

after



**CHEER LAUNDRY DETERGENT:**

New identity better communicates the brand promise and “bright-clean” equity. Redesign has more authenticity and an emotional story for the consumer. Structure and label droplet update the shelf view. Consumer will be happier buying this brand now, and will find it easily in store.

**SUNKIST SODA:**

What can be learned from tracking evolution? That it isn't easy getting it right! While each design smartly retained the equity orange and blue, the supporting elements were developed over time to communicate the brand's attributes and keep it current.



tracking change: original, 2002?, 2008, 2010



**GLIDDEN PAINT:**

Loss of share, recognition and sales volume necessitated a change. The redesign retained the only equity element, the Glidden logo, while creating a new color-coded segmentation system and a clean, premium, fresh image. Why does the logo appear three times on the pack? (Have you ever seen a perfectly aligned store shelf?) This allows the brand name to be seen from all angles.

**DENTYNE ICE GUM**

Gum category has become as much a social as functional product. The images below show the progression of the Dentyne brand as it changes to relate to its market. Note the re-inclusion of the sub-brand “ice” in the most recent redesign.



original

2010

**CASCADE DISHWASHING DETERGENT:**

This recent redesign for the Cascade brand reveals the trend in cleaning toward sophistication. The brand has streamlined its message and segmentation. The brandname is positioned horizontally on all formats, and in an elevated position on the package. The plate graphic behind the logo is an elegant solution for messaging as well as the introduction of a defining icon for the brand moving forward.



2011

OSCAR MAYER DELI MEATS: This is a redesign of the brand, presenting a better retail "Brand Block," which allows for an easier shopping experience for the consumer. For some of the sub-brands like *DeliFresh* and *Carving Board*, this is an evolution. For *Deli Creations*, this is a revolution, as the palette, structure and imagery have changed significantly.



before

after



after



before

after

GERBER JUICE:

Minor change with major impact...More emphasis on the message that Mom is looking for, and a boost to the flavor impression with the change to the apple illustration. There is an understanding that the consumer can absorb three communication points; without reading, she will take in the apple, the Gerber baby icon, and the number 100%.

HAAGEN DAZS: The latest in a continual evolution (more of which can be viewed on Haagen Dazs site), the goal was to improve shoppers' experience with the brand on-shelf while retaining its aspirational and super premium positioning. The equity of the logo and color scheme remained. The background is gold instead of burgundy which appears fresher, and makes the text easier to read in the freezer case. Burgundy was used for the lid to offer a contemporary style to the brand. The all-natural benefit is more prominent.



2010

before



after

HILL'S PRESCRIPTION DIET PETFOOD:

Bringing clarity to the messaging and ease to the shopping experience. Fast selection with new location & icon for feline/canine usage.

SUAVE:

America's #1 hair care brand, Suave is over 70 years old. Over time, Suave has made a successful transition from value brand to value-added brand. With an ongoing goal of delivering a quality perception of the brand and the product inside the package, Suave continues an evolutionary improvement of the pack structure and image. Shown is one of the haircare sements, Naturals, which delivers on fresh fragrance messaging. This redesign introduced a slender, elegant bottle shape and sophisticated illustration style and messaging. The consumer feels good *and* smart about her choice.



before



after

## ANNIE'S NATURALS:

Effectively cleaned up the pack without losing sight of the brand's core values. Brand's grass roots authenticity is preserved primarily via the illustration style, while a structured architecture for brandname and flavor smooths the shopping experience. The unified color for the cap overwrap contributes to the brand block on shelf.



## Preen Vegetable Garden:

Less is more! Too much communication can make a package very confusing. Weed prevention is a confusing concept for consumers and clarity is a mandatory. This redesign retains the brand's equity yellow color and the healthy vibrant vegetable photography. The organic message is contained in an effective bullseye, while a more approachable, caring font was introduced. The clean layout affords a more contemporary image.



Feeling overwhelmed?

### **Remember the following when you undertake the task of redesign:**

- Use shopper and consumer insights to inspire and inform the design, but not dictate the solution.
- Assure that your visual strategy evokes the same consumer perception & response as your positioning.
- Using equity and other design cues, embody the spirit of the brand.
- Communicate with imagery first, words second.

Packaging plays a pivotal role in retail sales; dollar for dollar, the return on investment is extraordinary. Your package also plays a critical role in consumers' perception of the brand.

Our next report will uncover some amazing truths behind REVOLUTIONARY pack redesigns.

For more information about evolutionary package redesign, email Brandesign: [info@brandesign.com](mailto:info@brandesign.com)

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