

Is your package yesterday's news?

Revolutionary Pack Redesign

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Best practices: revolutionary redesign

This issue considers the type of packaging makeover that is more risky and less prevalent: **revolutionary redesign**. The rationale behind revolutionary makeovers generally falls into two camps:

1. Potentially more to gain, and
2. Maintaining a brand's leadership.

As was noted in our previous article on **evolutionary redesign**, the volume and frequency of redesigns has escalated in recent years to the point that change is expected in order to stay current. However, it is important to understand that the consumer can easily absorb evolutionary change, while revolutionary change involves decisions that affect the entire brand, with potential risk . . . and reward.

While lessons were learned from package makeovers that have been commented on by seemingly everyone in the CPG industry [Tropicana, Diet Coke, Kraft, Gatorade], let's look at how other marketers have totally revamped their brand image, why it was necessary, and the role of equity in the redesign.

The pack redesigns in this article represents work by many design firms.

1. Category uniqueness.

So many products, so little time...to help consumers see their brand quickly, some marketers have opted to buck the visual category trends:

GOOD EARTH® Teas, a manufacturer and marketer of specialty herbal and tea blends based in California, is no stranger to redesign. The tea category has exploded in recent years, and Good Earth has introduced a streamlined billboard for the brand. A unique, strong plum color claims visual brand space, while supporting warm tones from ingredient illustrations. In contrast, a stark white logo pops front and center. All the flavor messages are contained in the half-moon color-coded shape at the bottom of the pack.



before

after

GIFFORD'S® is a regional brand with a 30 year-old pack that looked old and quaint. The family-owned business decided that new packaging would help it go national. The logo redesign replaced the front-facing sign and boy with a side panel "G" graphic designed to look like an ice cream sundae topped with a cherry. Flavors were re-named in colorful language, and positioned bold and center. Replacing all equity elements was a risk that might have alienated existing customers, but same store sales grew in 2011, the year the design debuted.



The DULCOLAX® redesign incorporates the streamlined logo and font direction from the global brand. However, the use of foil in the US has greatly increased the brand's shelf pop. The foil reflects light as the consumer scans the section, catching the eye and gaining further examination.



2. Maintaining leadership.

In fast-moving categories like technology, the leading brands need to be perceived as being on top of their game. To stay ahead of the curve in a fierce competitive environment, hp® (hewlettpackard) Imaging and Printing Group wanted to improve their appeal to a younger audience, while retaining status as a category leader and innovator. How to execute this effectively across hardware and consumables packaging? hp relied on the strength of their logomark, and reduced the amount of messaging. The simplicity of the black pack improved the value perception, shelf impact and item find.



before

after

Parent company 3M consolidated their household products under brand umbrellas by usage, rather than using the 3M brand name. Adhesives are under the SCOTCH® brand-name. The products under the Scotch umbrella include everyday as well as infrequent purchases. Interestingly, many (but not all) of the products in this adhesives group retain a small reference to the iconic Scotch plaid and 3M brand. This pack and name change is all about the decision to build a stronger consumer brand and a visual brand umbrella, with less emphasis on the corporate brand.



before

after

While supplies are only one aspect of the Masco Corporation's ARROW® Fastener portfolio, pros and DIY-ers alike use the Brand's T-50 staples. This is a dramatic redesign, and could have left many users scratching their heads, not able to find the familiar black and yellow package. However, Arrow is the supplies category leader, with few competitors. Therefore, this new design with clear and helpful information, advances the perception of the brand as the "go-to" project partner. Note the inclusion of a "Made in USA" stamp, unique in this category.



AMY'S® is an organic, natural range of frozen vegetarian foods. It is the category leader in the US and is being introduced in the UK. The company is still run by the founders, who impose exacting standards of food quality, but products are sold in the frozen sector, an area not known for artisan quality. The redesign works by contrast, emphasising the difference of this range from established brands. Each package is personalized by family heirlooms, fabrics and colors. The signature logo was joined by a handwritten font for product benefits.



before

after

3. Icon as identifier.

Creation of a memorable device helps these brands stand out.

Founded in 1988, SEVENTH GENERATION® is the leading brand of household and personal care products (in the US) that help protect human health and the environment. The redesign streamlined the pack communications and afforded a cleaner image, while maintaining consumer trust in “the green leaf.” Note: the much-publicized fiber-based bottle is currently available for 4x concentrated laundry detergent.



before

after

JUSTIN'S® brand of organic and natural nut butters started in 2002, and has discovered that consumers feel this is a brand they can trust. The original pack had a playful, farmers' market image that represented the grassroots nature of the brand at that time. For national expansion, a universal visual image was created, of a simple and clever illustration. The main ingredient (the nut) became the focus of the pack. Concurrently, the jar structure was changed from round to square. The 1.15-ounce squeeze pack is shown.



before



after

The redesigned packaging for CORAZONA'S® line of cholesterol-reducing snacks increases shelf visibility for the line's health benefit. The focal point is a heart-shaped icon/tag stating “Love your Heart. Love the Taste,” supporting the consumer benefit of reduced cholesterol. In a sea of snacks, the old pack was lost in the crowd with an appealing product photo. Now, the point-of-difference is seen quickly and clearly.



SEATTLE'S BEST COFFEE® introduced a radically simplified packaging designed to change the conventions of the coffee category. The brand logo was given a drastic overhaul, with a new icon of a coffee cup with a drop of coffee. The new “Level” System's unique array of numbers and vivid colors tell consumers exactly what they want to know: which type of coffee fits their taste profile (from a mild Level 1 to a bold Level 5). Seattle's Best Coffee is the first brand in the coffee category to offer this unique segmentation. While this redesign garnered strong comment from polarized camps, the brand is being aggressively distributed in retail. Starbucks doesn't publicly release revenue for Seattle's Best, but reports that the brand is critical to Starbucks' grocery business. Revenue for the company's consumer packaged-coffee segment rose 22 percent to \$1.06 billion year-end Oct. 2, 2011.



before



after

4. More to gain.

These brands ease the consumer's shopping experience by either clearly communicating positioning, user-based segmentation, or improved messaging.

BARBARA'S® is a leading all-natural brand founded in 1971. Their colorful packaging had served this popular cereal & snack brand well as a dominant player in natural/specialty foods retail. However, with the migration of the natural foods category into mainstream retail, a visual identity was needed for the Brand that would communicate its positioning immediately on any shelf. The simplified image, recycled GreenChoice cartons, and nutrient call-outs build on the original brand positioning, while the brand name is elevated to center stage.

BACK TO NATURE® was another California start-up, making granola in 1960 with packaged products in health food stores in the 70's. However, while these products are free of artificial preservatives/flavors/colors, they are not all-natural. The recycled board and simple design might lead consumers to believe differently.

For almost 25 years, SESMARK® has baked crackers and snacks that are all natural, with no trans fats, hydrogenated oils, cholesterol, or preservatives. The former design on the left sported a tired snack image; the redesign's natural palette and heritage imagery are evidence to the brand's natural positioning and quality food.

Pfizer's redesign and repositioning of the ROBITUSSIN® brand started with a new segmentation strategy based on the lifecycle of a typical cold. This provided a way to simplify the product line under two new sub-brands: "Robitussin® Peak Cold" and "Robitussin® Lingering Cold." To help the brand break through an overcrowded and visually chaotic shelf at retail, the packaging was given a bold new look with vibrant green and blue graphics, unified by a large black background and white logo. The messaging language was simplified, making it easier to understand.



before

after



before

after

5. We understand you.

No longer hidden in the back of the closet, SUMMER'S EVE® feminine hygiene is a brand that successfully repositioned itself from solution provider to lifestyle routine. A primary goal was to reconnect emotionally to a consumer who had evolved over the years, who felt empowered and confident. Making the brand more relevant included new structures and matte finishes as well as graphics. The contemporary graphics, trend colors, and clean white background appeal to the user senses and sensibilities.



The redesign for Pillsbury's SWEET MOMENTS® uses proven cues from confectionery and bakery. The warm color palette, swirl motif and larger-than-life photo engage the senses, increase taste appeal and deliver a promise of sweet chocolate indulgence. Sold next to the Pillsbury refrigerated dough products, a challenge now seems to be communicating the ready-to-eat message in the brand's section of ready-to-cook.



Introduced in 1992, SNACKWELL'S® quickly became a leading brand of reduced fat snacks in both the cookie and cracker categories. Competing better-for-you indulgent snack brand introductions through the '90's, and parent company Kraft's 2004 introduction of the 100-calorie pack, caused sales of SnackWell's to plummet. But the brand name had 85 percent recognition, so the SnackWell's brand was re-introduced with new products, calorie specific packs, a new logo and a stylish package that appeal to the primary female target. [SnackWell's will continue to sell two older varieties, Devil's Food Cookie Cakes and Crème Sandwich Cookies, in the former packaging.]



Frozen yogurt has the perception of a fun, healthy lifestyle, as experienced at retail locations and in packaged goods. TURKEY HILL® research revealed no equity in the current pack, and a need to be more relevant. Nutrition callouts now attract the consumer searching for a healthier snack, and the redesign aligns with the consumer experience and expectation. A new color palette adds fun and personality to the healthful positioning.



Considerations, or HOW CAN WE PREVENT MAKING A BIG MISTAKE?

If you have questions that are not covered here, send them to info@brandesign.com and we will get back to you with an answer.

1. Know why you are making a change, and the ultimate goal against which decisions are made. Design by committee generally results in a lackluster solution 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.
2. Category leaders (brands that define a category), especially one with many facings, can play a different game, or reinvent the game. "Follow the leader" is not a packaging strategy.
3. The bigger the change, the more critical it is to get input (consumer, shelf, buyer, etc.) Major brand repositioning usually requires a revolutionary package change.
4. Find out if there is any equity in your current package (don't assume). 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.
5. Think of the package as a billboard. Do you have the discipline it takes to establish and execute a hierarchy of message and impression?
6. Remember the shopper! So little time, so much to see and do.
7. There are consumer trends that have a visual aspect. Your agency should inform you of these trends, but only incorporate trends that are pertinent to your brand.

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.



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.