

package redesign for new demographic

problem Continued exploration into the tangible expression of a brand via its packaging, this project also examines a change in target audience as a company extends into a new sub-category. Specifically, a company is planning its launch into a soap for children. Demographics (and psychographics) and evaluation of primary vs. secondary targets will add to the marketing mix, both affecting design choices and strategic presentation of a visual communication.

objectives & schedule Marketing aspects are the common commercial application and further challenges to the art of visual problem solving. However, aesthetics and awareness of composition in three dimensions, as well as the tangible experience of the package, are of primary importance in this project. *Multiple steps will occur in this project:*

- 1 > Begin your research in regards to the health and beauty category of packaging, specifically lines of products specializing in kids, both in box and on shelf. Go to the supermarket, take pictures, and observe the genre in action, keeping in mind that northeastern Arkansas and/or specialty store vs. grocery vs. mega-store (WalMart) also affect this. Pick up boxes and explore what is on each panel and how all relate to the whole. Without opening the package, what is your experience? How would you imagine your target(s) to react? Take notes in your sketchbook and attach printouts of any photos, ads from magazines, website research etc. Take notes in your 3423 sketchbook and begin thinking about thumbnails.
- 2 > Lecture summarizing points covered in Project 1, including prototype building, software use and file preparation, and thinking about all sides of the design. The second part of the lecture will introduce Project 2 and together, the class will evaluate what the client has provided. Oftentimes, (smaller) clients do not realize all of the information that is necessary to create powerful designs. You, as a designer, must learn to be proactive in information gathering (first step of Design Process) before you begin to work. Efficiency saves clients money and allows more time for designers to do jobs well. **In-Class FRI Sept 5**
- 3 > Create 40 separate thumbnail sketches. Think about how all sides will work. You can do this by drawing on to a relevant rough of the provided dieline or by sketching something in perspective. You can also write notes as you think about these sketches, though words should not be a crutch to amateur drawing ability. **THINK ON PAPER.** (*Not creating at least 40 thumbnail sketches is not an option and will greatly reduce your grade if at least 40 are not provided. Not abiding by this design process will also ruin any chance at "The Second Try".*) **DUE MON Sept 8, 10am**
- 4 > Then take your **5** best ideas and provide tight sketches with color. Also consider what will be on the inside of the box. These must be done on the dieline template to spec, though I suggest also drawing 3-dimensional views of the box. Also for each of the 5 tight sketches, provide at least 5 thumbnails sketches of what will go on the inside. (These inside ideas may repeat between the 5 tight sketches.) Remember that these steps are all part of the design process as you get your head around the design choices you are making.
DUE WED Sept 10, 10am

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- 5 > Build your chosen design (inside and outside) on the computer using Illustrator or InDesign (Photoshop only to provide artwork to Place if needed for your design). Adhere to provided specs in regards to DPI if any raster images are used. All type and logos should be vector. A **midway critique** will provide feedback from others as they interact with your package design. Please print and create a rough prototype to spec (index paper weight is fine). Also be prepared to explain your design in reference to your assigned demographics, as well as how any ingenious designs would be worthwhile to exceed (or not) the client's discretionary budget. Remember that this is all part of the visual problem solving that is graphic design.
DUE for Midway Critique MON Sept 15, 10am

 - 6 > Revise and refine your file. You do not necessarily need to apply all feedback you received, especially because the majority of your feedback is from people who are not part of your target demographic. However, **listen** to what people are saying. Also listen to your intuition and personal design abilities (!!!!!), but run all choices through a mental filter of "does this answer all objectives?". Pre-press your **file to the specs** provided by the printer. You will hand this in, though you may have a slightly different file set-up in regards to how you will need to print your file for a correct prototype. **Be sure to give yourself enough time to build a perfect prototype** to hand in with your digital file. It takes time to develop the skill to build these with exceptional craft, and I expect exceptional craft. **DUE FRI Sept 19, 10am**

client information*



COLGATE-PALMOLIVE

Colgate-Palmolive Company is an American multinational consumer products company focused on the production, distribution and provision of household, health care and personal products, such as soaps, detergents, and oral hygiene products (including toothpaste and toothbrushes). Under its "Hill's" brand, it is also a manufacturer of veterinary products. The company's corporate offices are on Park Avenue in Midtown Manhattan, New York City. This company's long history began in 1806 when William Colgate, himself a soap and candle maker, opened up a starch, soap and candle factory on Dutch Street in New York City under the name of "William Colgate & Company".

The company further developed under multiple executives. Over 100 years later in Milwaukee, Wisconsin, the B.J. Johnson Company was making a soap entirely of palm oil and olive oil, the formula of which was developed by B.J. Johnson in 1898. The soap was popular enough to rename their company after it - "Palmolive". At the turn of the century Palmolive, which contained both palm and olive oils, was the world's best-selling soap. A Missouri-based soap manufacturer known as Peet Brothers merged with Palmolive to become Palmolive-Peet. In 1938, Palmolive-Peet bought the Colgate Company to create the Colgate-Palmolive-Peet Company. In 1953 "Peet" was dropped from the title, leaving only "Colgate-Palmolive Company", the current name. Colgate-Palmolive has long been in fierce competition with Procter & Gamble, the world's largest soap and detergent maker. P&G introduced its Tide laundry detergent shortly after World War II, and thousands of consumers turned from Colgate's soaps to the new product. Colgate lost its number one place in the toothpaste market when P&G started putting fluoride in its toothpaste.

client information* (cont.)

George Henry Lesch was president, CEO, and chairman of the board of Colgate-Palmolive in the 1960s and 1970s, during that time transformed it into a modern company with major restructuring. In 2005, Colgate sold the under-performing brands Fab, Dynamo, Arctic Power, ABC, Cold Power and Fresh Start, as well as the license of the Ajax brand for laundry detergents in the U.S., Canada and Puerto Rico, to Phoenix Brands, LLC as part of their plan to focus on their higher margin oral, personal, and pet care products.

In 2006, Colgate-Palmolive announced the intended acquisition of Tom's of Maine, a leading maker of natural toothpaste, for US \$100 million. Tom's of Maine was founded by Tom Chappell in 1970. Today, Colgate has numerous subsidiary organizations spanning 200 countries, but it is publicly listed in only two, the United States and India.

Colgate now markets a broadly diversified mix of products in the United States and other countries. Major product areas include household and personal care products, food products, health care and industrial supplies, and sports and leisure time equipment.

ABC (Turkey)	Dermassage	Hill's (pet food)	Softsoap
Afta Lotion	Dentagard (toothpaste) (Germany)	Hurricane (detergent) (Australia)	Soft As Soap (Liquid Soap): (Australia)
Anthony longlife soap	Dynamo (detergent)	Irish Spring	Soupline (France)
Anbesol	Elmex (toothpaste)	Kolynos	Speed Stick
Ajax	Fab (detergent)	La Croix (bleach), France	Spree (detergent) (Australia)
Axionic Chips	Fabulosos	Mennen	Suavitel
Caprice Shampoo (Mexico)	Fluffy (Australia)	Meridol (toothpaste)	Tahiti (Liquid Soap): France, Belgium, Switzerland.
Cibaca (India)	Fresh Start (detergent)	Murphy Oil Soap	Teen Spirit
Cold Power	Freska-Ra (Mexico)	Palmolive (soap)	Tender Care Soap
Colgate (toothpaste)	Gard Shampoo (Germany, Philippines)	Profiden (Toothpaste, Spain)	Tom's of Maine
Colodent (Poland)	Haci Şakir (Turkey)	Protex (Latin America)	Ultra BriteABC (Turkey)
Crystal White Octagon		Sanex	
Cuddly (Australia)			

**All of the above information compiled from multiple web sources on 4 Sept 2012. This information may not be up-to-date, but is sufficient for this project. If this were a real project with a real client, you (of course!) would find more reliable sources of information.*

Hoover's Company Profiles: Colgate-Palmolive Company

Top

[Home](#) > [Library](#) > [Business & Finance](#) > [Hoover's Profiles](#)

(NYSE:CL)

Type: Public

On the web: <http://www.colgate.com>

Employees: 37,400

Employee growth: (0.8%)

Colgate-Palmolive takes a bite out of grime. The company is a top global maker and marketer of toothpaste and soap and cleaning products. Colgate-Palmolive also offers pet nutrition products through subsidiary Hill's Pet Nutrition, which makes Science Diet and Prescription Diet pet foods. Many of its oral care products fall under the Colgate brand and include toothbrushes, mouthwash, and dental floss. Its Tom's of Maine unit covers the natural toothpaste niche. Personal and home care items include Ajax brand household cleaner, Palmolive dishwashing liquid, Softsoap shower gel, and Sanex and Speed Stick deodorants. The company has operations in 70-plus countries and sells its products in more than 200 countries.

Contact Information

Colgate-Palmolive
Company
300 Park Ave.
New York, NY 10022
NY Tel. 212-310-2000
Toll Free 800-468-6502

Key numbers for fiscal year ending December, 2013:

Sales: \$17,420.0M

One year growth: 2.0%

Net income: \$2,241.0M

Income growth: (9.3%)

Officers:

Chairman, President, and CEO: Ian M. Cook

CFO: Dennis J. Hickey

Chief Marketing Officer: Nigel B. Burton

Competitors:

[Church & Dwight](#)

[Clorox](#)

[Procter & Gamble](#)

Palmolive

client information*
(cont.)



§ [http://www.ehow.com/
about_4779997_childrens-
hand-soap.html](http://www.ehow.com/about_4779997_childrens-hand-soap.html)

The client has recently introduced a new product line that is “For Kids”. Though liquid cleansing products are beginning to appear on shelf in certain markets, there is nothing yet for bar soap. [Also for the sake of this project, ignore any style on existing Palmolive For Kids products. In other words, your design does not need to have a cartoon character drawn quoting the existing style. You don’t even need a cartoon character at all.] “Foaming soap is one of the most common types of children’s hand soap, since the foaming action is tons of bubbly fun. Kooky scents and alluring names give parents a whole pallet from which to choose. Examples include Johnson’s Kids Foam Blaster Hand Soap in Jazzy Blue Raspberry, Rose & Co’s Cherry Kiss Hand Soap, Huggie’s Blue Melon Children’s Hand Soap and Squid Soap, on which kids may be sold from the name alone.”§

Palmolive®

kids



Download **Palmolive_KIDS_logo.pdf** on nikkiarnell.net. See all colors are the exact CMYK breakdown. However, any “drop shadow” can be created and not considered a violation of the logo. In fact, the client is completely open to seeing treatments (even textures!) to the KIDS part of the logo. Palmolive cannot be touched and, as with all legal marks, be aware of the ® mark’s relation to the logo when you create final art. There are no existing mascots or similar identity beyond this logo. The client is not insisting on a mascot, though this is common in the Health and Beauty for Children category. *See information above in regards to the cartoon style of characters on present products.*

client information*
(cont.)

Though people purchasing this product are from both genders and not necessarily the immediate parent, the primary target appears to be female, age 24-34, from middle-class combined income level not exceeding \$60,000/yr., 75% holding at least baccalaureate level degree. (Note: this is fabricated and built from my knowledge of the industry. For the amount of marketing information you would receive in regards to such a substantial client, please see the following link posted on FB. <http://www.franklincollege.edu/pwp/kpauszek/Marketingplan.pdf>)

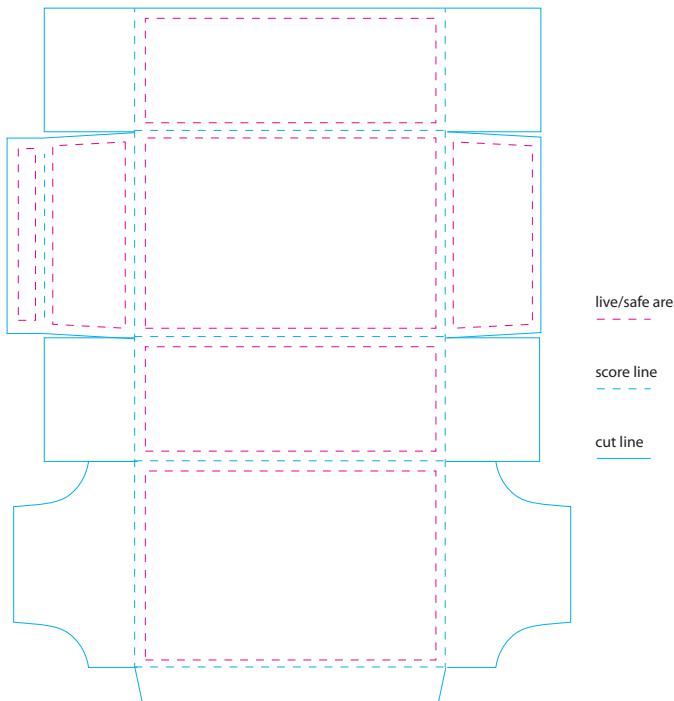
Consider who is the primary and secondary target in this situation?

The following package will be created. The weight of paper is similar to what is being used presently for Palmolive bar soap (see sample). It will fit on shelf like a normal soap package; however, it will unfold and lay flat when opened. The outside of the package will print 4 color, full bleed. Instead of leaving the inside of the package blank, non-toxic black ink will be used. This side of the box will be for children to color and parents to hang on the refrigerator (or similar), keeping the artwork and the branded package close. The goal is to build brand loyalty by showing our care for children's artwork, as well as reinforcing the green trend to re-purpose materials. As the box holds the soap, versus a wrapper hugging it, the ink should not transfer to the soap. This is still being tested and the client would like us to go forward with our designs.

Dieline shown not actual size. Final specs and dieline to be posted on nikkiarnell.net.

Download **SOAP_Dieline_FIN.pdf**. Open this in Illustrator or InDesign and lock down the layer. Add another layer below and begin to build your artwork. Keep the measurements on dieline provided.

s p e c s From print vendor based on box shown:



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- specs (cont.)**
- Dieline built to spec, please follow.
 - Keep provided PMS colors in separate layers, titled “dieline”.
 - Live Area: .25 inch from edge on all panels; Bleeds: .125 inch (see dieline)
 - COLORS: outside CMYK, inside 100% Black
 - Raster images: 100% at 150 DPI. No Clipping Masks.; Vector: Please outline all type
(In reality, type beyond a headline or small amount of body copy is often left live and PDF checked on multiple computers to be sure file is correct before sending to a printer. Too many anchor points can add time to RIP files. Ask vendor to be sure what to do.)
 - File type: Provide both of the following:
 - 1) .AI (CS 5.5 or later) with dieline in separate layer and all other artwork in 1 layer. Embed all images. Provide any necessary font files.
or .INDD (CS 5.5 or later) with dieline in separate layer and all other artwork in 1 layer. Package file and provide.
 - 2) PDF with no dieline, all artwork in 1 layer, images and fonts embedded.

FYI: In this case, the printer is asking for the native file as well as the PDF because PDFs are self-contained and the closest thing to a soft copy of a printout. And RIP'ing – raster image processing – or similar is done to the file as it's created. Think about it...programs like Word previously would not save as PDF, but would PRINT: Save to PDF. InDesign EXPORTS, which is essentially equivalent to printing to file. Also realize that this is why InDesign's placed vector images and other Postscript – EPS is Encapsulated Postscript – appear blurry unless you ask it to upgrade the view. Quark does the same thing. Only when it processes the file and creates a PDF will those blurry images actually be true to form. If your brains are gooey, don't worry. You will understand this as you interact more with it. ☺ In the meantime, remember that your PRINTER or other vendor IS YOUR FRIEND. Ask questions. Ask lots of them until you understand.)

- required information**
- Palmolive For Kids logo (see nikkiarnell.net)
 - Net Wt. 3.2 oz. (90 g) (*remember FDA information page provided on Proj 1*)
 - Colgate-Palmolive logo (see nikkiarnell.net) .25" at its longest edge
 - UPC code (see nikkiarnell.net; must be visible to scan, unlike original Palmolive box)
 - “Lift Here to Open” on at least one flap
 - “No Tears Bar Soap” *You may adjust this copy slightly to fit your concept.*
 - *Optional: make up a scent if you would like, assuming soap can be any color you would like.*
 - Something to hint at the inside coloring page (importance/placement up to you!)
 - “Ingredients: Soap (Sodium Tallowate, Sodium Cocoate, and/or Sodium Palm Kernelate), Water, Glycerin, Fragrance, Sodium Chloride, Hydrogenated Tallow Acid, Coconut Acid, Titanium Dioxide, Pentasodium Penetate, Pentaerithritol Tetra-di-t-butyl Hydroxyhydro-cinnamate, D&C Yellow No. 10, D&C Green No. 5.” in sans serif, all caps optional, 6-10 pts.
 - Coloring Page on inside is up to you, but should probably correlate with/complement the outer package. Be sure to add directions to this page if they are necessary.

- materials due**
1. AI or INDD file to spec, named **YOUR LAST NAME_Proj2_3423.AI** (or **.INDD**).
 2. PDF to spec, named **YOUR LAST NAME_Proj2_3423.PDF**.
 3. **Flat art of both sides**, full color, index weight paper, guides printed.
 4. **Dummy of package**, full color with no guides. Craft must be perfect.
 - > The best way is to print color on card stock and attach index sheet inside with spray mount. Then cut dummy, score before folding, and assemble.
 - > The cheaper way is to print both sides on index and hope that the resulting material is substantial enough for a clean build.

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- materials**
- ART3423 sketchbook (remember you must have this and use it only for this class)
 - Xacto blades and Self-Healing Cutting Mat (if not using one at school)
 - Metal ruler
 - Contact Cement and/or Tape
 - White card stock (often supplied at place you will print final prototype page) or other mid- to heavy-weight paper stock per design. See “materials due” section if you are very short on cash.
 - PATIENCE and TIME to allow for perfect craft!

- evaluation**
- You will be graded on the following:
- Directions were followed accurately with absolutely no errors.
 - All steps of the design process adhered to, including all required research documented in sketch book.
 - Panels relate to the whole providing an experience that supports brand promise.
 - All visual elements support the existing brand.
 - All visual elements support the new product in regards to the demographic data of the primary and secondary targets.
 - All required information included.
 - Visual hierarchy is used to allow for the successful and inviting delivery of information.
 - Excellent craft. The final prototype is clean and built to spec.
 - Ambition - How much did you challenge yourself? Did you plan your time well?
 - Participation in critique.