

# About & Research



# Table of Contents



- 03** Objective & Target Audience
- 04** Body Wash Main Competition
- 07** Brand Personality
- 08** Package Design Objectives
- 09** Package Design Execution
- 10** Brand Name & Identity
- 11** Package Design & Identity
- 12** Attributes

# Objective & Target Audience

## Objective

To communicate that the body wash products are exotic (scent) and high-quality (organic ingredients) that will make women feel fresh and empowered in their own skin.

## Target Audience

- Female Millennials 18-30 Primary
- Older Female Adults 31-50 Secondary
- Non-users of Naturally Feminine



*Naturally  
Feminine*



# Body Wash Main Competition

## MAIN COMPETITION #1: Love Beauty & Planet – Organic Feminine Body Wash Line

### STRENGTHS

- Clear and balanced hierarchy of information
- Background imagery communicates scent
- Solid pink background colour codes scents and harmonizes with the imagery
- Pump is easy to use and controls amount of product use

### WEAKNESS

- Does not specify that it uses organic ingredients
- Different lids makes it inconsistent



# Body Wash Main Competition

## MAIN COMPETITION #2: Dove – Go Fresh Feminine Body Wash Line

### STRENGTHS

- Splashing fruit imagery communicates the scent and freshness of the product
- Use of colour on the lid and label colour codes the scent

### WEAKNESS

- Gold colour bar reflects light, making it hard to read
- Lack of hierarchy – name of scent is too small to read and gets lost with bilingual translation



# Body Wash Main Competition

## MAIN COMPETITION #3: Aveeno – Skin Type Body Wash Line

### STRENGTHS

- Clear and balanced hierarchy of information
- Nature imagery communicates the use of natural ingredients to revitalize skin
- Coloured lid and colour bars differentiates the types of skin

### WEAKNESS

- It's very wide, making it hard to hold/use





# Brand Personality

## Advertising Main Message

A Scent that Defines your Femininity

## Support

- All-natural ingredients to revitalize and maintain your skin's pH balance
- Scent that last up to 12 hours

## Brand Character

- Fresh
- Female-Empowering
- Exotic
- Natural



# Package Design Objectives

## Packaging Design Objectives

1. To provide packaging graphics for 'Naturally Feminine' that reach the female millennial consumer. Position the product as "natural" and "female-empowering" for them.
2. Need to emphasize the uniqueness of the product and the exotic scents for females through flower/fruit imagery.
3. Need to provide strong differentiation between the different scents, as well as maintain a consistent look.

## Communication Priorities

1. Brand name
2. Scent
3. Use of natural ingredients
4. Long-lasting scent



# Package Design Execution

## Executional Considerations

### 1. Six Scents

Classy cucumber orchid (green/pink)

Sassy orange bellflower (orange/light blue)

Ambitious lemon lavender (light yellow/lavender)

Dazzling blueberry rose (medium blue/red)

Sensuous dragon fruit lily (fuchsia/medium yellow)

Passionate guava mint (coral/medium green)

2. Silk screen printing on recyclable plastic bottles

3. Package front in English, French on the side

4. Brand name logo remains the same size

5. Declared weight/quantity

6. Competitors at shelf

Body wash

Soap bars

# Brand Name & Identity

'Naturally Feminine' emphasizes that the body wash is a natural product for women. The natural scent and quality of the product will empower women to feel proud and confident in their own skin. The typographic brush font for the logo evokes an elegant, ladylike personality, with thick and thin brush strokes that portrays the gentleness and organic quality of the product.

*Naturally  
Feminine*



# Package Design & Identity

In addition to emphasize that the body wash is a natural product for women, each scent is color coded and describes an emotion that a woman were to feel using the product such as 'Classy Cucumber Orchid,' using green and pink. The focal point of the package is an illustration of a lady with the scent nested in her hair to show it's an organic and elegant body wash.



# Attributes

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