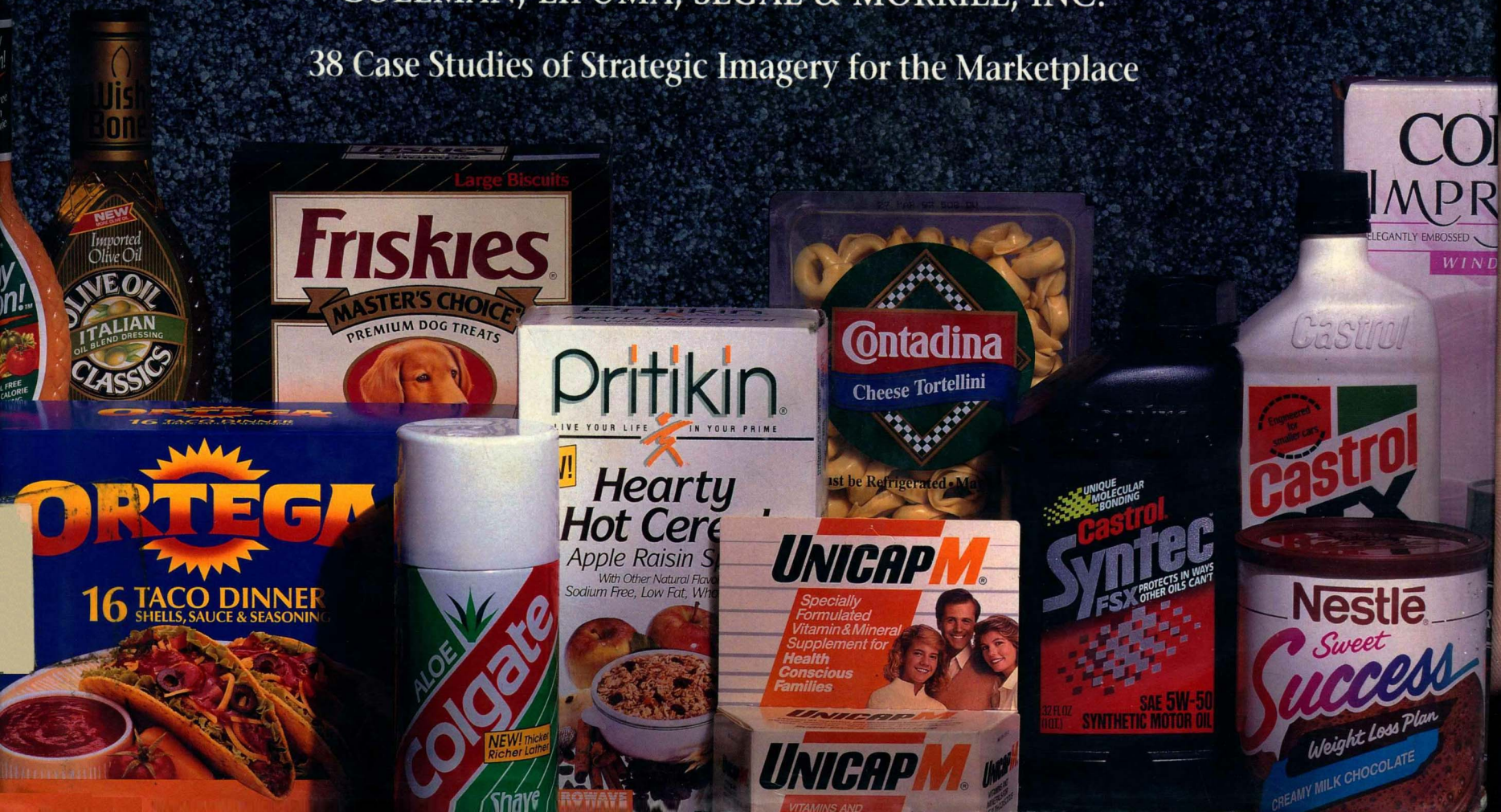


# PACKAGE *d e s i g n &* BRAND *i d e n t i t y*

COLEMAN, LIPUMA, SEGAL & MORRILL, INC.

38 Case Studies of Strategic Imagery for the Marketplace





0051826

# PACKAGE *design &* BRAND *identity*

COLEMAN, LIPUMA, SEGAL & MORRILL, INC.

38 Case Studies of Strategic Imagery for the Marketplace





Copyright © 1994, by Rockport Publishers, Inc.

All rights reserved. No part of this book may be reproduced in any form without written permission of the copyright owners. All images in this book have been reproduced with the knowledge and prior consent of the artists concerned and no responsibility is accepted by producer, publisher or printer for any infringement of copyright or otherwise, arising from the contents of this publication. Every effort has been made to ensure that credits accurately comply with information supplied.

First published in the United States of America by:  
Rockport Publishers, Inc.

146 Granite Street  
Rockport, Massachusetts 01966  
Telephone: (508) 546-9590  
Fax: (508) 546-7141  
Telex: 5106019284 ROCKORT PUB

Distributed to the book trade and art trade in the U.S. and  
Canada by:

North Light, an imprint of  
F & W Publications  
1507 Dana Avenue  
Cincinnati, Ohio 45207  
Telephone: (513) 531-2222

Other Distribution by:  
Rockport Publishers, Inc.  
Rockport, Massachusetts 01966

ISBN 1-56496-041-2


10 9 8 7 6 5 4 3 2 1

Package Design Concepts:  
Coleman, LiPuma, Segal & Morrill, Inc.  
Editor: Joyce Forrester, CLS&M  
Product Photography and Office Interiors:  
Michael Anthony Studio  
Production Manager: Barbara States  
Layout/Mechanicals: Sara Day Studio  
Printed in Singapore



<b>BRAND EQUITY RESEARCH</b>	<b>6</b>	<b>NESTEA ICED TEA</b>	<b>60</b>
		Nestlé USA, Inc.	
<b>CLS&amp;M PHILOSOPHY OF DESIGN</b>	<b>8</b>	<b>THE TRANSFORMERS</b>	<b>64</b>
		Hasbro Industries, Inc.	
<b>SWEET SUCCESS WEIGHT LOSS PLAN</b>	<b>10</b>	<b>TASTYKAKE</b>	<b>66</b>
Nestlé USA, Inc.		Tasty Baking Company	
<b>SPARKLETTES, CRYSTAL, ALHAMBRA</b>	<b>14</b>	<b>REYNOLDS CONSUMER PRODUCTS LINE</b>	<b>72</b>
McKesson Water Products Company		Reynolds Metals Company	
<b>PURINA DOG FOOD</b>	<b>18</b>	<b>POTATOES EXPRESS</b>	<b>74</b>
Ralston Purina Company		General Mills Inc.	
<b>SCULPTURED PYREX</b>	<b>24</b>	<b>CONTADINA REFRIGERATED PRODUCTS</b>	<b>76</b>
Corning, Inc.		Nestlé USA, Inc.	
<b>FANCY FEAST DRY CAT FOOD</b>	<b>26</b>	<b>3M WOOD REFINISHING LINE</b>	<b>82</b>
Friskies Petcare Company		3M Consumer Products Group	
<b>ORTEGA MEXICAN FOODS</b>	<b>32</b>	<b>PRITIKIN PRODUCTS</b>	<b>90</b>
Nabisco Foods, Inc.		The Quaker Oats Company	
<b>UNICAP VITAMINS</b>	<b>38</b>	<b>FRENCH'S SPICE LINE</b>	<b>96</b>
The Upjohn Company		Durkee French Foods	
<b>AUNT JEMIMA BREAKFAST FOODS</b>	<b>42</b>	<b>ULTRA TREND</b>	<b>100</b>
The Quaker Oats Company		The Dial Corporation	
<b>DEER PARK WATER</b>	<b>44</b>	<b>GREEN GIANT INTERNATIONAL MIXTURES</b>	<b>102</b>
Deer Park Spring Water, Inc.		Pillsbury Company	
<b>WISH•BONE SALAD DRESSING</b>	<b>46</b>	<b>CORELLE LINE RESTAGE</b>	<b>106</b>
Thomas J. Lipton Company		Corning Inc.	
<b>WISH•BONE LITE SALAD DRESSINGS</b>	<b>48</b>	<b>SNOWBIRD</b>	<b>108</b>
Thomas J. Lipton Company		Filtered Water Service Corporation	
<b>WISH•BONE OLIVE OIL CLASSICS</b>	<b>50</b>	<b>TAMPETS FEMININE HYGIENE PRODUCTS</b>	<b>112</b>
Thomas J. Lipton Company		Tambrands, Ltd., U.K.	
<b>WISH•BONE-HEALTHY SENSATION!</b>	<b>52</b>	<b>FINDUS CRISPY PANCAKES</b>	<b>118</b>
Thomas J. Lipton Company		Nestlé U.K., Ltd.	
<b>KONICA CAMERA LINE</b>	<b>54</b>		
Konica U.S.A., Inc.			





**CROSSE & BLACKWELL SEASONING MIXES** 120  
Nestlé U.K., Ltd.

**FIGOLU & BARQUETTES** 124  
BSN Company

**COLGATE SHAVING CREAM** 126  
Colgate-Palmolive Company

**CONTADINA DRY PASTAS & TOMATO SAUCE PRODUCTS** 128  
Nestlé USA, Inc.

**CASTROL GTX** 130  
Castrol Inc.

**SYNTEC** 132  
Castrol Inc.

**ROBITUSSIN** 136  
A.H. Robins Company

**ZODIAC** 140  
Zoecon Corporation

**THE DRY LOOK** 146  
The Gillette Company

**MAGIC SIZING** 148  
The Dial Corporation

**FRISKIES TREAT LINE** 150  
Friskies Petcare Company

**CORELLE IMPRESSIONS** 156  
Corning Inc.

**CLS&M HISTORY** 158

**CLS&M CREDITS** 160



0051826

# PACKAGE *d e s i g n &* BRAND *i d e n t i t y*

COLEMAN, LIPUMA, SEGAL & MORRILL, INC.

38 Case Studies of Strategic Imagery for the Marketplace





Copyright © 1994, by Rockport Publishers, Inc.

All rights reserved. No part of this book may be reproduced in any form without written permission of the copyright owners. All images in this book have been reproduced with the knowledge and prior consent of the artists concerned and no responsibility is accepted by producer, publisher or printer for any infringement of copyright or otherwise, arising from the contents of this publication. Every effort has been made to ensure that credits accurately comply with information supplied.

First published in the United States of America by:  
Rockport Publishers, Inc.  
146 Granite Street  
Rockport, Massachusetts 01966  
Telephone: (508) 546-9590  
Fax: (508) 546-7141  
Telex: 5106019284 ROCKORT PUB

Distributed to the book trade and art trade in the U.S. and Canada by:  
North Light, an imprint of  
F & W Publications  
1507 Dana Avenue  
Cincinnati, Ohio 45207  
Telephone: (513) 531-2222

Other Distribution by:  
Rockport Publishers, Inc.  
Rockport, Massachusetts 01966

ISBN 1-56496-041-2

10 9 8 7 6 5 4 3 2 1

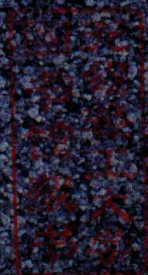
Package Design Concepts:  
Coleman, LiPuma, Segal & Morrill, Inc.  
Editor: Joyce Forrester, CLS&M  
Product Photography and Office Interiors:  
Michael Anthony Studio  
Production Manager: Barbara States  
Layout/Mechanicals: Sara Day Studio  
Printed in Singapore



# PACKAGE *d e s i g n &* BRAND *i d e n t i t y*

COLEMAN, LIPUMA, SEGAL & MORRILL, INC.

38 Case Studies of Strategic Imagery for the Marketplace




ROCKPORT

ROCKPORT PUBLISHERS • ROCKPORT, MASSACHUSETTS



<b>BRAND EQUITY RESEARCH</b>	<b>6</b>	<b>NESTEA ICED TEA</b>	<b>60</b>
		Nestlé USA, Inc.	
<b>CLS&amp;M PHILOSOPHY OF DESIGN</b>	<b>8</b>	<b>THE TRANSFORMERS</b>	<b>64</b>
		Hasbro Industries, Inc.	
<b>SWEET SUCCESS WEIGHT LOSS PLAN</b>	<b>10</b>	<b>TASTYKAKE</b>	<b>66</b>
Nestlé USA, Inc.		Tasty Baking Company	
<b>SPARKLETTES, CRYSTAL, ALHAMBRA</b>	<b>14</b>	<b>REYNOLDS CONSUMER PRODUCTS LINE</b>	<b>72</b>
McKesson Water Products Company		Reynolds Metals Company	
<b>PURINA DOG FOOD</b>	<b>18</b>	<b>POTATOES EXPRESS</b>	<b>74</b>
Ralston Purina Company		General Mills Inc.	
<b>SCULPTURED PYREX</b>	<b>24</b>	<b>CONTADINA REFRIGERATED PRODUCTS</b>	<b>76</b>
Corning, Inc.		Nestlé USA, Inc.	
<b>FANCY FEAST DRY CAT FOOD</b>	<b>26</b>	<b>3M WOOD REFINISHING LINE</b>	<b>82</b>
Friskies Petcare Company		3M Consumer Products Group	
<b>ORTEGA MEXICAN FOODS</b>	<b>32</b>	<b>PRITIKIN PRODUCTS</b>	<b>90</b>
Nabisco Foods, Inc.		The Quaker Oats Company	
<b>UNICAP VITAMINS</b>	<b>38</b>	<b>FRENCH'S SPICE LINE</b>	<b>96</b>
The Upjohn Company		Durkee French Foods	
<b>AUNT JEMIMA BREAKFAST FOODS</b>	<b>42</b>	<b>ULTRA TREND</b>	<b>100</b>
The Quaker Oats Company		The Dial Corporation	
<b>DEER PARK WATER</b>	<b>44</b>	<b>GREEN GIANT INTERNATIONAL MIXTURES</b>	<b>102</b>
Deer Park Spring Water, Inc.		Pillsbury Company	
<b>WISH•BONE SALAD DRESSING</b>	<b>46</b>	<b>CORELLE LINE RESTAGE</b>	<b>106</b>
Thomas J. Lipton Company		Corning Inc.	
<b>WISH•BONE LITE SALAD DRESSINGS</b>	<b>48</b>	<b>SNOWBIRD</b>	<b>108</b>
Thomas J. Lipton Company		Filtered Water Service Corporation	
<b>WISH•BONE OLIVE OIL CLASSICS</b>	<b>50</b>	<b>TAMPETS FEMININE HYGIENE PRODUCTS</b>	<b>112</b>
Thomas J. Lipton Company		Tambrands, Ltd., U.K.	
<b>WISH•BONE-HEALTHY SENSATION!</b>	<b>52</b>	<b>FINDUS CRISPY PANCAKES</b>	<b>118</b>
Thomas J. Lipton Company		Nestlé U.K., Ltd.	
<b>KONICA CAMERA LINE</b>	<b>54</b>		
Konica U.S.A., Inc.			





**CROSSE & BLACKWELL SEASONING MIXES** 120  
Nestlé U.K., Ltd.

**FIGOLU & BARQUETTES** 124  
BSN Company

**COLGATE SHAVING CREAM** 126  
Colgate-Palmolive Company

**CONTADINA DRY PASTAS & TOMATO SAUCE PRODUCTS** 128  
Nestlé USA, Inc.

**CASTROL GTX** 130  
Castrol Inc.

**SYNTEC** 132  
Castrol Inc.

**ROBITUSSIN** 136  
A.H. Robins Company

**ZODIAC** 140  
Zoecon Corporation

**THE DRY LOOK** 146  
The Gillette Company

**MAGIC SIZING** 148  
The Dial Corporation

**FRISKIES TREAT LINE** 150  
Friskies Petcare Company

**CORELLE IMPRESSIONS** 156  
Corning Inc.

**CLS&M HISTORY** 158

**CLS&M CREDITS** 160



Shopping can be a remarkably intense experience.

Even if you merely stop by the market to pick up a quart of milk or laundry detergent, you pass aisles and aisles of brightly colored boxes, jars, cans, tubes, and cartons. In these brief five seconds of your shopping experience, the packaging becomes the ultimate selling vehicle. The package is the message. The package is the product you will ultimately select or perhaps ignore and pass by. When shoppers think about products, they don't think of the color in the Jack Daniel's bottle, they don't think of the applesauce inside the Gerber Baby Food jar, they don't think of the powder in an Arm & Hammer package. Close your eyes and visualize Coca-Cola, Tide, and Campbell Soup. The first things that come to mind are the colors and the symbols on the packaging. The package is what grabs the shopper's attention, and within those precious five seconds the package has to communicate a wealth of information.

In reality, most shoppers do not decide exactly what to buy until they reach the shelves in their local supermarket. That means that a great deal of advertising is going on in the last five seconds before a sale.

It's no wonder then that manufacturers devote so much attention to the design of packages. The package protects, contains and, perhaps most importantly, promotes a product.

The challenge is to design a package that:

- Instantly grabs the shopper's eye, even when it is shelved alongside hundreds of competing brands.
- Identifies the product.
- Reflects the quality of the product.

The creative challenge to fulfill these criteria of packaging effectiveness can be especially demanding

when faced with the proposition of redesigning existing packaging. Experience has shown that packaging change for an established product can pose a significant risk--as well as an opportunity-- if the designer fails to recognize the packaging elements that hold equity for the brand. Whether shape, color, typeface, illustration or other unique graphic element, it is crucial to know, prior to the start of the redesign process, which, if any, of these elements triggers shoppers' recognition of the brand.

As mentioned, from the shopper's point of view, the package is the product. For this reason, even when the redesign is intended to give the brand's package a "new," more contemporary look, the intrinsic brand identifying elements must be retained.

Making a packaging change that delivers effectively in each of the key areas that lead to sale is indeed a tall order for the designer. Consumer research has become a valuable tool at the various stages of the design process. At the start, it provides designers with an understanding of the strengths and limitations of existing packaging and the primary "equity" elements on the packaging. Towards the end of the process, it serves client companies in establishing the extent to which the design objectives have been achieved.

CLS&M "Upfront" packaging equity research is conducted by Perception Research Services (PRS) United States and United Kingdom. "Upfront" is a cost efficient program that helps both brand management and design teams in structuring the design objectives.

It also helps isolate the elements on the current packaging that are contributing to recognition on-shelf and positive brand perceptions -- the elements which must be retained as the redesign process begins.





*Measuring stopping power  
A target shopper seated at  
a PRS eye tracker viewing  
typical shelf-set image.*



*Computer instantaneously  
displaying and recording  
where she's looking.*

CLS&M Management & Elliot Young, President of PRS, designed the research procedure to evaluate the overall strength of existing packaging in the key areas of:

- Shelf impact.
- Recall and identification of brand's salient package elements.
- Overall likability.
- Aesthetic appeal of the packaging.
- Effect of the current packaging on brand image.

This CLS&M "Upfront" equity research also quantifies the relative importance of equity elements in generating brand identification and message delivery. Accordingly, the input from brand equity research insures that the design team has the necessary insight at the start of the design process that avoids the risk of franchise loss, and also leads to development of effective packaging and purchase increases.

It's generally acknowledged that in-store impulse purchases account for 65% of the shopper decisions and that the average supermarket now contains more than 20,000 Stock Keeping Units (SKU's). Given this massive clutter, plus the reality that the average shopper is spending only 22 minutes in the supermarket, we come to the realization that 1320 seconds is a brief time period to examine more than 20,000 items. In actuality, approximately one-third of all these items are being totally ignored by the shopper.

In the final five seconds, as the shopper moves through the store, the packaging must "pop" off the shelf, convey valuable information, and entice the shopper to pick up and purchase the product. Deficient packaging can result in another product failure. Effective packaging can insure a product's success.



Since its founding in 1966, the international marketing communications and design firm Coleman, LiPuma, Segal & Morrill, Inc. (CLS&M) has provided award-winning, innovative and successful design solutions to over 100 corporate clients in the United States and abroad. CLS&M represents a unified body of services which includes package design development and corporate, retail and brand identity design.

The firm supports its creative experience and expertise with a strong marketing component. Its management team includes senior marketing professionals with over 30 years of experience in both product and image marketing in the United States and Europe. The blending of both creative and marketing talents insures that clients receive creative solutions based on a firm strategic marketing foundation.

Understanding the marketing dynamics is the first step in a successful development process. We work with clients to accurately define project problems, opportunities and objectives, to conduct CLS&M "Upfront" pre-design evaluative research, and to audit the competitive retail environment. A thorough knowledge of the retail setting is a key factor in the success of packaging design.

We were pioneers ten years ago in introducing computer-aided graphic design for packaging. Today, CLS&M continues to introduce new computer-aided methodologies into the design process, but we haven't lost sight of the fact that the creative process starts in the mind and on the drawing board. This process allows us to integrate superior design done by hand--or marker, or pen, or brush--with that done by



**Ed Morrill, Abe Segal, Sal LiPuma, Owen W. Coleman**  
Founders and partners of CLS&M (left to right).



**Richard C. Roth**  
Vice President  
Marketing/Sales



**Karen Corell**  
Vice President  
Creative Director



computer. The choice of traditional or computer methodology is made based on the needs of each project and each client.

Every project can become fully computerized before it reaches the refinement stage. High-end Macintosh equipment, linked to a high resolution, color-accurate Fiery printer, is used to develop each design to its fullest communication potential.

The computer systems also provide a very important marketing/creative capability--the ability to view the new design concepts (even in the early stages) in a simulated planogram of competitive products at point of purchase. By studying proposed designs in the context of competitive packages in a near-real environment, we can select and fine-tune those designs that maximize shelf impact.

Our firm has also been a part of the great changes in the client approval process. Some clients have had remote viewing systems installed at their offices matched by comparable systems in our offices. The clients can view full-color packaging designs transmitted over telephone lines to give their approval, or to make annotations directly on the screen in "real time" to expedite refinements.

Direct involvement by senior management, a strong foundation in solid marketing principles, a reputation for fresh creativity, our leadership in pioneering the use of computers in graphic design and our flexibility to match our variety of talents to each different client's challenges are the hallmarks of CLS&M's brand design philosophy.



**Joyce Forrester**  
Director of Public  
Relations



**Steve Merry**  
Managing Partner  
CLS&M Europe



# Nestlé®

Nestlé, a company whose name is synonymous with chocolate, created a new diet product designed especially for chocolate lovers and named it Nestlé Sweet Success. Part of a weight loss program which includes luscious easy-to-prepare shakes, low fat snacks and well balanced meals, the product enables dieters to indulge in the rich chocolate taste which has long been forbidden to them.

# Sweet Success

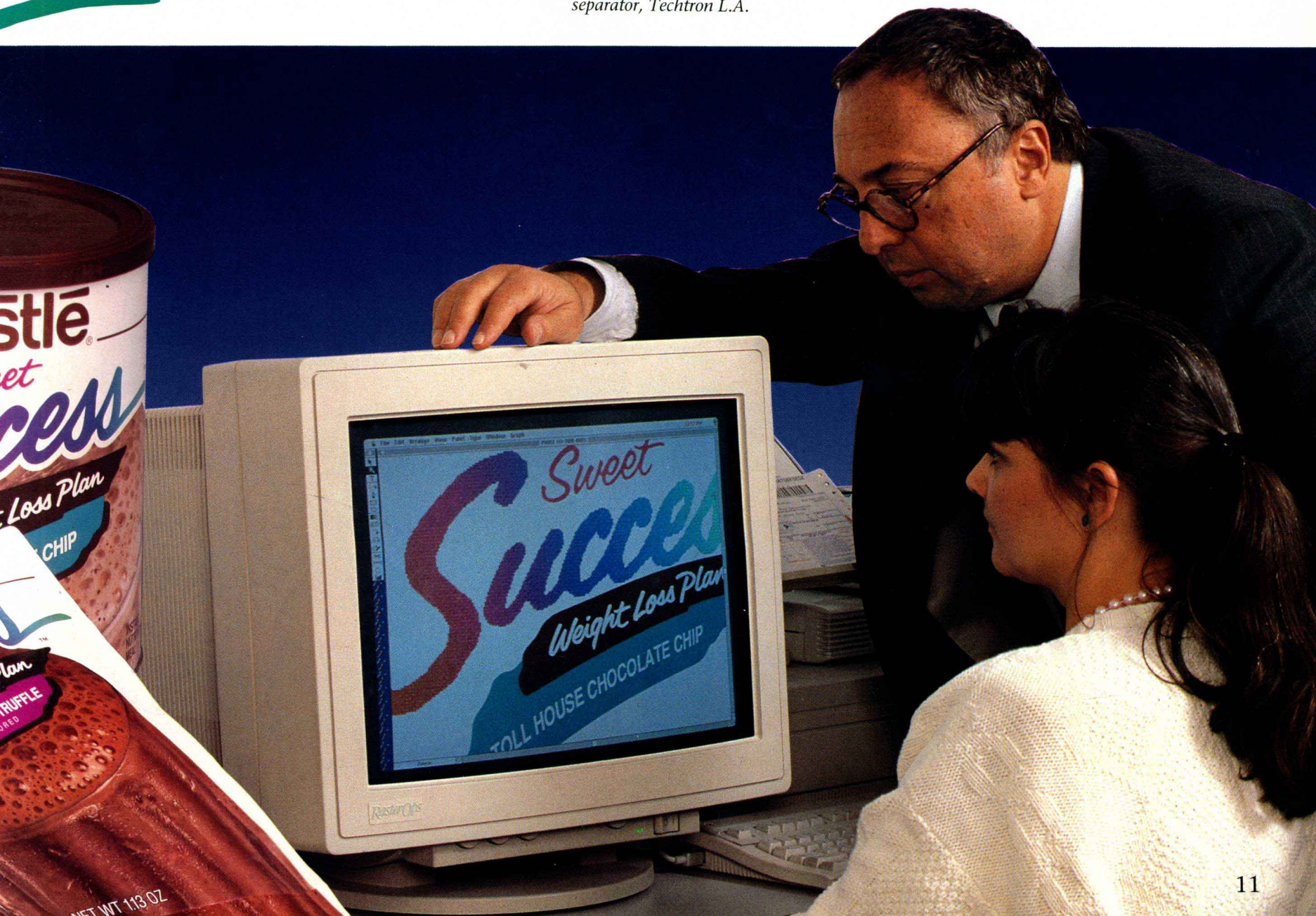




TM

*The development of the Nestlé Sweet Success brand image was greatly facilitated by the use of computer technology. The smooth, multi-color blend in the word "Success" helps communicate the variety of flavors available in the product line.*

*The logo, which was executed initially at CLS&M on a Mac Quadra computer as a low resolution file, was recreated on Scitex equipment for final reproduction. Owen Coleman and assistant Pat Martin review the final logo execution before sending the Mac disk to the electronic separator, Techtron L.A.*





Initial rough concepts explored the combination of contemporary images with the equity of the Nestlé logotype.



All design concepts were extended to a variety of different product forms and package configurations. They were then computer-cloned to provide multiple images and positioned in rough shelf sets alongside competition.

Design and marketing management has the opportunity to more fully evaluate and select the most effective concepts at an early stage of packaging image development.

