

CASE STUDY /

EGO PHARMACEUTICALS / EGO QV

GRAPHIC DESIGN / PACKAGING



BACKGROUND

Ego Pharmaceuticals is an established player in the Australian skincare market, with leading products in both the sun care and aqueous creams markets.

The QV range has a fiercely loyal customer base. This loyalty had been built up over the years as customers tried numerous products before either finding or coming back to QV. These consumers were also excellent at recommending QV over the competition. However this loyalty also restricted the brand, and its dated design was becoming less approachable to new consumers. UNO suggested that with the growth of 'sensitive skin' products that QV, with its incredibly gentle and superior formulations, could also reach out to this market.

SOLUTION

In re-designing the brand we first had to identify the key recognition elements. These were the colour palette and the brand logotype for 'QV'. However the bottle and label design were very anonymous and gave the pack a medicinal and down market feel. We wanted to create a pack that was confident in the company of mainstream and upmarket personal care products, and would not end up shamefully hidden in the bathroom cabinet.

The packs also had to evoke the soothing and moisturising nature of QV. The 'teardrop on plinth' shape was both an aesthetic and practical solution with the label design created in parallel so that the communication was reinforced, rather than pack and label created separately as is often the case. The label was completely re-designed, the new design echoing

the bottle shape and clearly referencing the QV blue to the cooling and soothing action with the addition of a subtle wave illustration. The 'ego' word mark was dropped back on to white, outside the teardrop, and so branded the bottle and the product in a reinforcing role.

SERVICES

- Brand Development
- Label Design
- Structural Packaging Design



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