

**Result:**

Our team refined the nomenclature system for the brand and created names including; High and Mighty Gel, Take the Heat Styling Spray, Calm that Frizz! Styling Cream and Knot Forgotten Detangler. By unifying the brand's product lines and updating its image the brand exceeded all sales forecasts for the re-launch. The packaging design objective for the 36 SKU line was to leverage the brand's fundamental visual equities, while improving the consumer's ability to shop the brand's various product lines. Aussie's new packaging drives and increases purchase intent via stopping, holding and closing power.

*"GIRVIN's new design of the Aussie package has played a critical role in the re-launch of the brand, creating significantly greater impact and presence in a cluttered retail environment."*

Christopher Keith | Aussie Brand Manager

**Approach:**

Procter & Gamble wanted to grow the Aussie brand without losing its substantial loyal customer base. The business objective was to improve the overall consumer experience of the brand by clearly defining a richer, more relevant and compelling brand character. Having a strong historical following, the main challenge was to try and expand the brand's current strategic positioning and articulate key evolutions of the brand's architecture, nomenclature system and packaging. Giving Aussie the ability to gain new consumers without alienating loyal ones.



| Packaging