

Beauty

Approach:

When Dial came to GIRVIN, they had just purchased the Freeman Company. With that acquisition came a line of personal care products that needed refreshed packaging. The Freeman products needed to relate better to their target audience in order to improve sales and keep their hard won space on store shelves.



Result:

Freeman sought to develop a more innovative packaging expression, particularly for large-scale, mass channel enterprises like Target and Wal-Mart. GIRVIN partnered with the product development team particularly to focus on creating solutions that tested well with the buying groups. All of the products GIRVIN created successfully entered the channels for expanded sales nationally.