

**Approach:**

GIRVIN's translation of the Encyclopædia Britannica's 240-year-old brand into a digital medium demanded proven attributes while refreshing its identity. GIRVIN's objective was to dust off the aged, yet venerable brand equity of Encyclopædia Britannica and give it a shelf impact that would capture a broad retail audience.



| Packaging

**Result:**

Our strategy was to leverage their huge store of knowledge that they currently had and include an amazing interactive and visual experience through a CD-Rom. The predominantly white cover differentiates the product on the shelf and its dynamic photo-illustration conveys the product concept, and the front cover flap opens to display a multi-page summary of features and benefits. The result was a new product interface and packaging. After the product launch, Britannica moved from number five in the category to number one.



*"We have received reports from PC Data which includes only the stores that send sales summaries. In those stores, we are the leading source of revenue, we have climbed every week over the last four weeks significantly. In fact, we are getting about the same amount of revenue as both Encarta products combined and, well, more than anyone – twice Collier's which is the next in line. So we're doing very well in retail and everyone should be very proud."*

Aline Lathrop | Britannica CD Marketing Manager | Encyclopædia Britannica



| Identity