



Packaging |

**Approach:**

Launched in April 2004, OT is a line of personal grooming products dedicated to capturing the attention of "tween-age" (ages 9-14) boys. Research had shown that this was a largely untapped market when it came to hair and body care products. To appeal to this group, the positioning, style and personality of this new brand needed to speak their language. Getting young boys excited about staying well groomed and clean was a distinct challenge. Young boys are passionate about many things, near the top of the list were most definitely sports.



| Print

**Result:**

With the idea of a sports-minded positioning, the brand name "OT", which stands for overtime, we embarked on the design of a complete identity program that included: the trademark, packaging design, product naming and point-of-sale concepts. The trademark leverages a major league look and feel with an iconic treatment and a simple color palette. The design works to anchor a brand that acts like a heavyweight in the sports arena. The OT product line-up includes products with such names as Lid Lock and Game Over (hair care), Pit Defense (deodorant) and Body Slam (personal cleansing) products. In addition, the packages utilized specialized texture sport grips reinforcing the brand's sports-minded position.