



Approach:

Bristol Myers-Squibb/Tokyo had repositioned Sea Breeze within the Japanese market as a sports-based youth/action-driven product. The line's shelf expression was flat and needed to do a better job of relating to an audience who would appreciate a brand that offered cleansers and sun protection.



Identity |



Packaging |



Result:

GIRVIN worked with the Bristol Myers-Squibb's Tokyo team in repositioning the Sea Breeze identity. GIRVIN also created new container closures and shapes that were more in line with a sports-based brand. This work, along with integrated advertising and shelf promotions, was successful in significantly increasing market share for the product.