

sonicare

Name |

Identity |



Packaging |



Approach:

Optiva was ready to introduce the first sonic toothbrush to the marketplace, and hired GIRVIN to establish a premium quality identity and packaging solution for the Sonicare brand in boutique, drugstore and mass market channels. Because dentist endorsement was critical to gaining credibility with consumers, all forms of communication had to speak to the benefits of a new level of hygiene and the technological innovation that makes that possible.

Result:

Focusing on the advanced technology, GIRVIN offered name consultation and designed the memorable landmark still in use today. We also developed a color palette, photographic style and the packaging that launched the product line. Sonicare immediately became the undeniable market leader in its category with a 40% marketshare and was later acquired by Philips.