



# CREOM Cosmetics: Brand re-styling

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المشتري: CREOM

القطاع:

البلد: Russian Federation

المجال: Branding : Brand Positioning, إعادة التسمية, علامة الشركة , الحروف المطبعية للشركة ,

08:40 07.10.08 GMT تم نشره :

الميزانية: 000 10\$

الحالة: مغلق

(اللغة الحلول): Русский, الفرنسية, الإنجليزية

## 1 Step المشتري

[ BootB لمبدعي BootB من الذي يكتب ملخص ]

A premium cosmetic company, sold in drugstores/pharmacies and perfumeries.

## 2 Step هدف المشروع / الوصف

[ ما الذي تحاول تحقيقه؟ ]

We want to do a re-styling of an existing cosmetic range (see attachment). You are asked to bring the design of the brand logo and packaging into modernity. To build a new outstanding brand, with a great logo, image and packaging design.

## 3 Step الجمهور المستهدف

[ من الذين تحاول التأثير فيهم؟ ]

Women, 25-45 y.o., middle-upper class, dynamic style of life, mainly living in cities.

## 4 Step العرض

[ ما الذي تريد أن يحصل عليه الجمهور المستهدف أو يفهمه أو يفعله؟ ]

CREOM is devoted to making a difference to the way your skin looks and feels. Every product reflects this unwavering commitment to delivering the very best results for you. Always respecting and enhancing skin's natural defenses.

## 5 Step الأدوات المساندة

[ ما الذي يدفع الجمهور المستهدف إلى الثقة في عرضك؟ ]

Creom's formulas contains a cellular active complex regenerating cells - Bioacticum®: extract of DNA & RNA of sturgeon and soya embryonic cells. No better formulas in the world according to the most advanced researches in Immunology. Products are elaborated under Swiss technologies with Swiss, French and German components.

## 6 Step الشخصية

[ ما الملامح التي تميز شخصية العلامة التجارية؟ ]

- ∞ Exclusive
- ∞ Of uncompromised Swiss quality
- ∞ Effective, delivering visible results
- ∞ Easy to be identified (that stands out from the shelf)

## 7 Step الخطة الإعلامية / الموضع

[ أين سيظهر هذا العمل ]

- ∞ On packaging & products
- ∞ On all brand communication media supports
- ∞ On Point of Sales material
- ∞ On all advertising material

## 8 Step عناصر تنفيذية إضافية

[ الإبداعية؟ BootB ما الذي يجب توفيره أيضًا للمبدعين من أجل تنفيذ مهمة ]

### MUST:

1. Each packaging design should show: logo (new), brand name (CREOM), product name (same as on pictures), active complex (use always Bioacticum® as an example)
2. La Starta will not be part of the brand anymore
3. The packaging must not be heavy and baroque

### FREE CHOICES:

1. You can create icons or graphical elements to be added on top of what is written in paragraph MUST 1 (i.e.: It is possible to use the white cross on red background, typical of the Swiss cross to stress the Swiss heritage)
2. You can dedicate on the packaging a place for possible segmentation of the range (i.e.: type of skin: dry, normal, oily)

### مرفق

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