



CREOM Cosmetics: Brand re-styling

Deadline: 01.11.2008 23:59 GMT

Brand: CREOM

Sector: Personal & Beauty Care

Country: Russian Federation

Category: Branding : Brand Positioning, Brand Development, Brand Logo, Re-Branding, Re-Styling, Brand Slogan

Published: 07.10.08 08:40 GMT

Budget: \$10 000

Status: Closed

Language of Solutions: English, French, Russian

1 Step Brand Builder

[who is writing a BootB Brief for BootB Creators ?]

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

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

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 Target Audience

[who should you influence ?]

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

4 Step Proposition

[what does the Brand wants the target audience to get / understand / do ?]

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 Support

[why should the target audience believe in the proposition ?]

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 Character

[what are the features that define the personality of the Brand ?]

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

7 Step Media Plan / Placement

[where will your work appear?]

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

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

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)

Attachments

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138947/0003.JPG.....	1.74 Mb
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