



Creating emotionally-connected FMGC brands

Stand-out packaging design

- Range of personal care products
- Four months to design and develop
- New brand origination
- Licensed character based graphic design
- Consumer research
- Extensive liaison with licence owner
- Copywriting and finished artwork
- Production supplier liaison

The Situation

Faith Products is an award-winning manufacturer of natural beauty and household-cleaning products. With its primary market in independent health food retail, Faith's expansion strategy into mainstream retail involves licensed brands that Lucid has developed.

The Challenge

Faith Products obtained the WWF brand license, with the aim of applying the brand over a range of FMCG products ranging from body wash to deodorant, and shampoo to facial wipes.

The brand and pack development objective was to create connection. Ideally, both Faith's current and prospective customers would be motivated to reduce their individual impact on the natural world and support the work of WWF in global projects to do the same.

Our Solution

Analysing the competition on shelf, we discovered opportunities to differentiate, and matched them with both the positive attributes of the ingredients and WWF's work.

Several alternatives were presented and refined before Faith and WWF chose the Panda theme and Good Natured brand name. Key assets and their best use were identified in brand guidelines before application across the range.

The Result

WWF Good Natured products will be available in supermarkets during 2013 and are already on sale at amazon.co.uk.

