

wrap™



A new era in packaging research



A new approach to packaging research which is sensitive enough to guide change even for longstanding iconic brands whilst flexible enough to drive innovation for brands looking to evolve

equity

Safeguards brand equity using a visual hierarchy

Places new ideas in context to ensure changes are both powerful & relevant

context



change

Drives change using category audits, inventive stimulus & POS research

Measures success against brand objectives rather than simply likes & desires of consumers

success

step 1 brand equity

investigation

Identify current brand equity
using a visual hierarchy



core

Brand signature
SAVE & PROTECT



stretch

Important elements which
need to work harder - EVOLVE



incongruent

Items which work against the brand or are
simply visual noise - REDUCE OR REMOVE



fresh

Important imagery and associations which are not
currently part of the visual message - ADD & DEVELOP

visual hierarchy

Use this to map out where to go next & determine
which elements should and should not be changed

step 2 category inspiration

Look for inspiration &
new packaging directions
using category audits

inspiration

category audits



Role of packaging in the category?
What messages does it convey?
How are visual cues being used?
What are competitor brands doing?
What are the category rules?
How could these be challenged?

step

visual evolution

Inspire new
directions & explore
different solutions using
deconstructed stimulus

exploration

deconstructed stimulus



Ask consumers to evolve ideas
(inspired by audits) & determine
how far the brand should go
and in which direction

Emerge with strong
design options



assess final designs

i nformation

Ideas Group Australia
17 Timaru Street, Turrumurra, Sydney NSW 2074
Phone: 9440 4879 Fax: 9983 0725
www.ideas-group.com.au

Nancy Brown
Mobile: 0402 023 364 Email: nancy@ideas-group.com.au

Justine Clements
Mobile: 0402 475 616 Email: justine@ideas-group.com.au



Indigo™
A powerful new way of thinking about marketing. It shows how shared cultural values and expectation impact on the brand communication and identifies the emergence of new trends in your category.

Brand
We offer a host of qualitative methodologies designed to look at brand strategy - covering market mapping, brand positioning & consumer segmentation models.

Advertising
We provide the highest quality strategic and creative advertising research. Because we understand advertising we offer insightful and actionable solutions.

call
for more information

ask
for a view on your brand & category

be inspired
by an example relevant to your category

other services