

TRESemmé

USED BY PROFESSIONALS



TEAM AMELIORE

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ABOUT THE SPONSORS:

UNILEVER

Unilever is the world's third-largest consumer goods company as measured by 2012 revenue. It has more than 400 brands, 15 of which generate sales in excess of €1 billion a year. Unilever organizes its brands into three main categories - Foods, Home Care, and Personal Care. Unilever's current largest-selling brands include: Aviance, Axe, Ben & Jerry's, Dove, Heart brand, Knorr, Lipton, Lux, Surf, Rexona, Sun silk, TRESemmé, Magnum and VO5. TRESemmé is a brand of hair care products first manufactured by Godefroy Manufacturing Company in St. Louis, Missouri, United States, starting in 1947. The TRESemmé brand was purchased by Alberto-Culver in 1968, who were subsequently taken over by Unilever in 2010.

AMERICAN PACKAGING CORPORATION

American Packaging Corporation (APC) was established in 1902, and has been **a leader in the packaging industry for more than a century.** The company is a flexible packaging converter specializing in flexographic and rotogravure printing, multi-ply extrusion and adhesive lamination of film, paper and foil. APC also fabricates pouches and bags with a variety of special features. During its long history, APC has been managed by only two owners. Today, the company is a privately held corporation owned by the Schottland family, and is led by CEO, President and Director Peter Schottland. APC operates three non-union facilities and employs over 600 quality focused individuals. APC is a top supplier to many of the world's most respected companies, and is committed to continual expansion of its technologies and capabilities.

PROJECT SUMMARY:

The primary goal of this project was to create a design for any two categories that **elevates the Tresemmé brand above the other national brands in terms of premiumization while utilizing materials and processes in a sustainable way.** Amongst all the products that were given, we choose Tresemmé Split Remedy Shampoo and Spray Conditioner as we found that there were many areas to improve in order to improve appearances and sustainability.

Before thinking of the designs for shampoo and spray bottle, **various considerations were taken into account such as: shelf presence, consumer satisfaction, functionality, sustainability, consumer survey, market survey and efficiency.** All of which would lead to making the pack appear premium but also sustainable. **Market research** was done to inform our team about how the current package designs appear on shelf as compared to the others competing brands such as L'Oréal and Pantene, as well as to learn about our target market's **buying decision** pattern.

A **consumer survey** was dispersed to get necessary information about what the consumers want from the proposed pack in terms of functionality, and what their views about the existing packs available in market are.

Mintel, which is an online database of new fast moving consumer goods (also known as consumer packaged goods) was used to find out information about product ingredients, packaging, distribution and pricing information. The CAPE was used to help

maximize the number of fixed size primary packages that could be loaded on to a standard pallet. The CASE design software allows you to specify the shape and size of the primary package, whether you want the product inside the primary package, how many you want in an arrangement, and if necessary, how the primary package should be bundled in groups within the arrangement. It determines the distribution efficiency of the package, stacking strength and the pallet pattern. The sustainability aspect of the design was determined by Walmart Scorecard and COMPASS which explains how the current design is sustainable mainly in terms of fossil fuel consumption and CO2 gas emissions.

Our **proposed pack for shampoo offers a unique feature of a frame and pouch assemble which enables the refill concept, hence making it very sustainable as the consumer needs to keep buying the refill pouches instead of buying the rigid bottles.** The frame provides rigid support to the flexible pouch which is a new concept altogether. We have introduced the **refill strategy as our sustainability quotient** to emphasize on how wastage of material and product can both be avoided. Our proposed pack for the spray conditioner is **smaller in size and weight** as compared to the current pack and has a more premium appearance. This design has enabled **more number of bottles to be stacked on the pallet** (as compared to the current design). This will enable a reduction in the amount pallets, and thus the number of trucks needed for shipping of goods will also decrease.

GOALS:

Our goal is to **redesign the Tresemmé Split Remedy Shampoo (32 fl oz) and Leave-in Conditioner spray bottle (10 fl oz)** through: graphics and form and function. Our goal is to initially **catch the buyers eye** with its premium look, and further persuade them to make the purchase with its comfortable to hold **form and ease of use**. By changing the form of the bottle material, product use will be optimized to address **sustainability** goals.

OBJECTIVES:

Our objectives for this project are as follows:

1. **Redesign the packaging form and the graphics** to enable our products to **stand out on shelf** as premium products, as compared to the competitors products.
2. Design the new bottles to be **sustainable** as compared to the previous pack **in terms of material, structure, innovation or distribution**. We will not use additional wrapping/packaging to enclose the bottle as this is a wasteful practice.
3. Strive to **add value to the consumer** in terms of functionality.

RETAIL AUDIT:

The following were the results of the retail audit that were done by our group:

Poor Shelf Presence

Tresemmé products blend in with L'Oréal and Pantene products when placed closely on retail shelves.

Poor Brand Visibility

The Tresemmé logo and the product name are often lost on the bottle.

No Form Variety

All bottles are the same cylindrical shape. There are no unique bottle shapes to differentiate the various product forms.

Does Not Look Premium

Tresemmé claims to give salon results, but the packaging does not reflect this notion. Looks too commercial/standard for a "salon quality" product.

Unattractive Package

The current packaging feels very heavy and clunky. The shampoos/conditioners take up a lot of space on shelf, which means the store cannot carry as much inventory as they could.

Brand Separation

With Tresemmé uses black and white bottles for the majority of their products, half of the brand is competitors. The shampoo's get lost in L'Oréal's all black products, and the other half with Pantene, being all white bottles.



As you can see, the Tresemmé products here blend in with their competitors products.



L'Oréal has a lot of shelf presence because of their striking, high contrast packaging.



Pantene typically has a large inventory in store, taking precedence over Tresemmé.

CONSUMER SURVEY:

Our survey was done in two parts to get information about the current Tresemmé products. The first part was **graphic-based survey** which helped us get information about how the current products look on shelf in comparison to its competitors. The focus of the survey was only on the graphics and brand loyalty because we wanted to learn more about the consumers buying decision in terms of size, typography, and colors on the product.

CONSUMER SURVEY RESULTS:

The following results were of the first survey:

- Most of our participants **shop at Walmart** or **Target** for personal care products.
- Our participants **use a wide variety** of products, Dove and Herbal Essence being the most prominent.
- **L'Oréal attracted participants the most** on the shelf and then herbal essence.
- **Consumers love** bottles with **bold color** and graphics on it.
- Most of the consumers **thought Tresemmé was not premium** looking at all.
- The majority of our participants said that price was a large factor in their buying decision, however they would **be willing to spend over \$10 for a product that they knew worked**.

The second part was a **functionality survey** which for instance, gave us information on which dispenser the consumers prefer, whether they prefer refill or not, what is their opinion about product wastage, etc. About **100 consumers were surveyed** and on the basis of the results obtained various bottles designs were sketched.

The following were the results of the second survey:

- **87% of the consumers prefer pump dispensers** for shampoo over the other type as they feel pump gives the required amount of product with ease.
- 54% of the consumers prefer pump dispenser for the spray bottle.
- All the consumers feel that **product wastage should be controlled** and that bottle design should enable complete removal of the product.
- About **63% consumers prefer the idea of refill** and wanted a pack which did not enable contamination of the product.

IN CONCLUSION:

Consumers are looking for a premium experience in their haircare routine, and are willing to pay a bit more for it if that is what it takes to achieve the results they want. They often shop at Walmart or Target for their personal care needs, and typically buy products such as Dove, Herbal Essence, L'Oréal and Pantene.

Consumers feel that Tresemmé is not premium looking yet, and are attracted to bottles with bold colors and graphics. They prefer pump dispensing systems for both shampoo and conditioner, and are open to the idea of a refill pack in which they are not required to pour anything/contaminate the product.

With these survey results, our team set out to create a product that encompasses everything consumers today are looking for including:

- Bold shelf presence
- Pump dispenser
- Clean refill system
- Low product wastage
- Premium appearance

PRODUCTS OF FOCUS:



SPLIT REMEDY COLLECTION

SHAMPOO (32 FL OZ)
CONDITIONING SPRAY (16 FL OZ)

PREMIUMIZE BY:

1. IMPROVING SHELF PRESENCE
2. IMPROVING PRODUCT FORM/FUNCTION
3. IMPROVING SUSTAINABILITY

PREMIUM STUDY:



POINTS OF FOCUS – SHAMPOO:

Bottle is too large to be so cylindrical throughout the entire form. It is extremely difficult to hold this bottle, especially in the shower as the bottle becomes slippery.



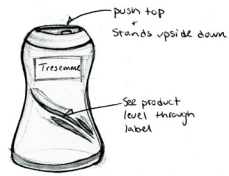
Cap dispenser is disliked by consumer. The bottle is too large/heavy to hold and have to flip to dispense product.

So much copy on the front of the bottle is confusing to consumers, and makes it hard to distinguish what this product is. There is little visual heirarchy.

INITIAL FORM IDEATION - SHAMPOO:



Angled Bottom
Soap flows to one
corner

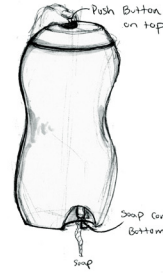


push top
stands upside down

see product
level through
label

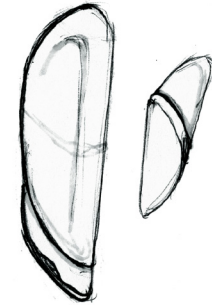


Angled Bottom
Soap flows to one
corner



Push Button
on top

Soap comes
Bottom



ONLY SEE
A LINE OF
THE CLEAR
BOTTLE

CLEAR BOTTLE
TREATS MOSTLY
COVERED



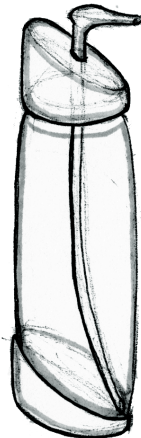
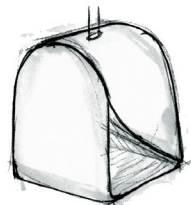
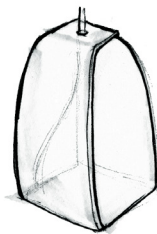
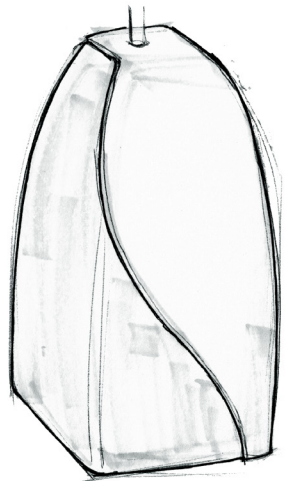
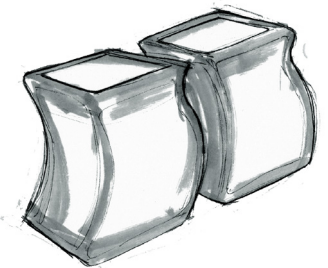
FLARE TO A
POINT OUTSIDE
OF BOTTOM FLAT



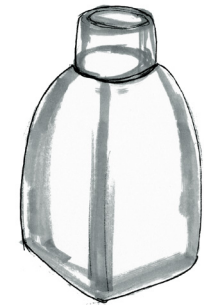
ANGLED
BOTTOM
TO HELP
PRODUCT
COLLECTION



Bottom comes up



ANGLED
BOTTOM
TO HELP
PRODUCT
COLLECTION



PUSH
CAP

ANGLED TO
HELP COLLECTION



LIP
CAP
FINE

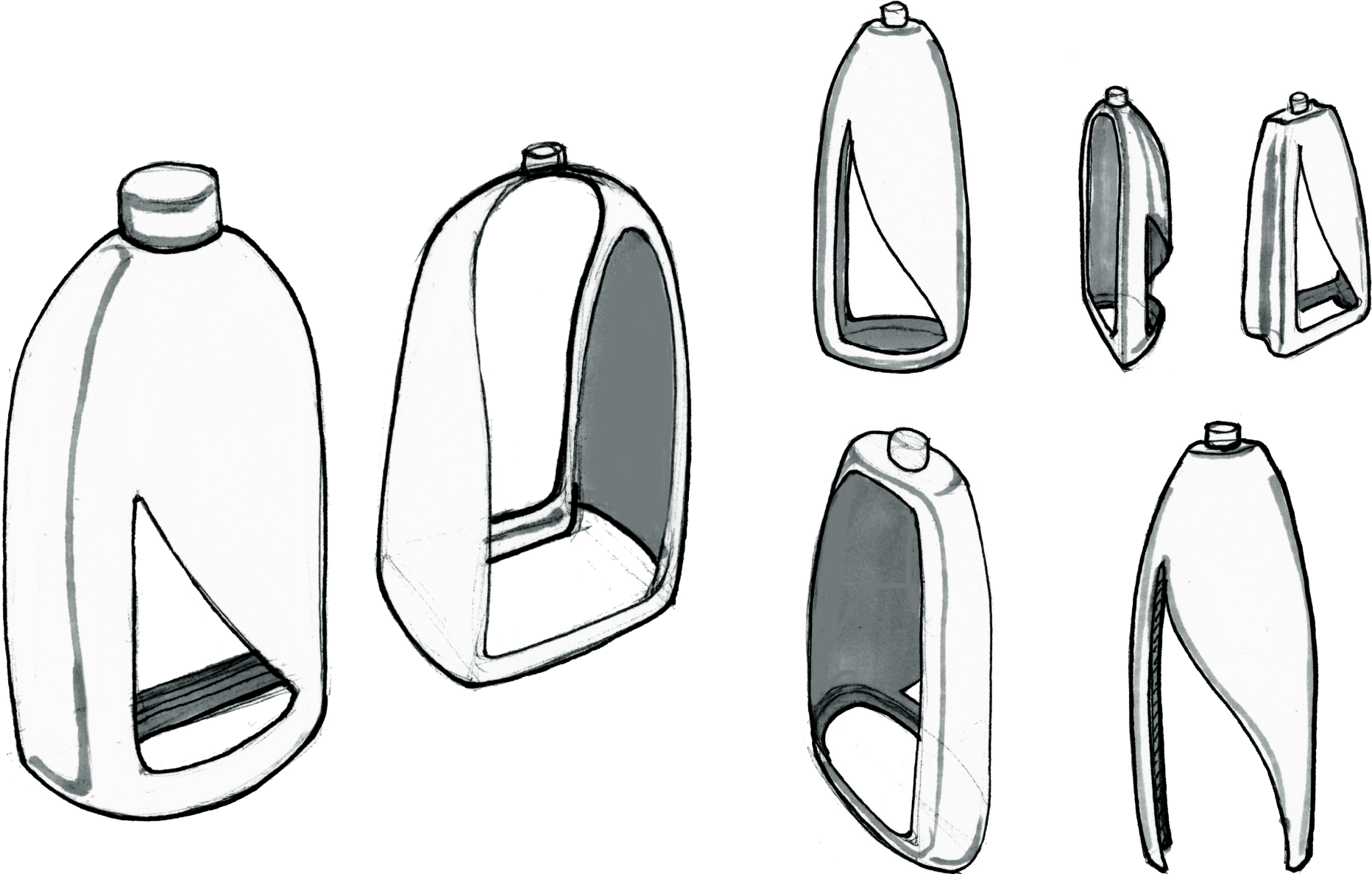
INITIAL FORM IDEATION – SHAMPOO:



FOAM MODELS:

Creating foam models in our shop allowed us to determine the appropriate scale for the shampoo bottle. By modeling various shapes, we were able to learn more about what forms were easiest to hold, how stable they would be with pressure pushing down, and how dynamic we could be in terms of scale, form and function.

INITIAL FORM IDEATION - SHAMPOO:



INITIAL GRAPHIC IDEATION – SHAMPOO:

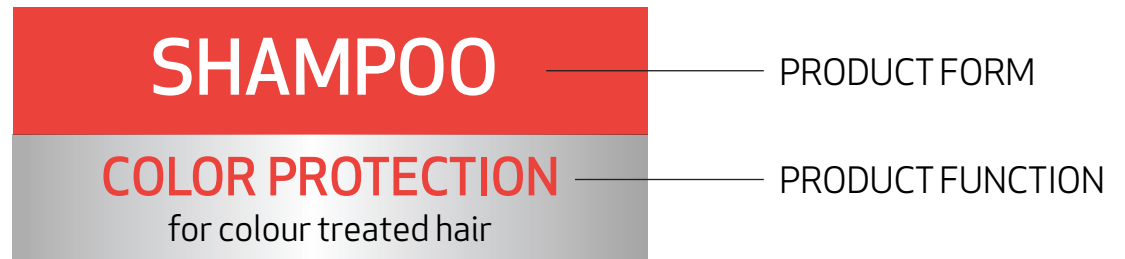


INITIAL GRAPHIC IDEATION – SHAMPOO:



WAY-FINDING SYSTEM ON SOLID BOTTLES:

Initial exploration with simplifying the "way-finding" process. The more copy there is on the bottle, the more difficult it becomes for the consumer to find out what the product is (ex. shampoo/conditioner) and what it does (ex. color protect, mend split ends, etc). We did graphical exploration with solid bottles. At this time, we had not yet determined our sustainability method of using refillable shampoo pouches.



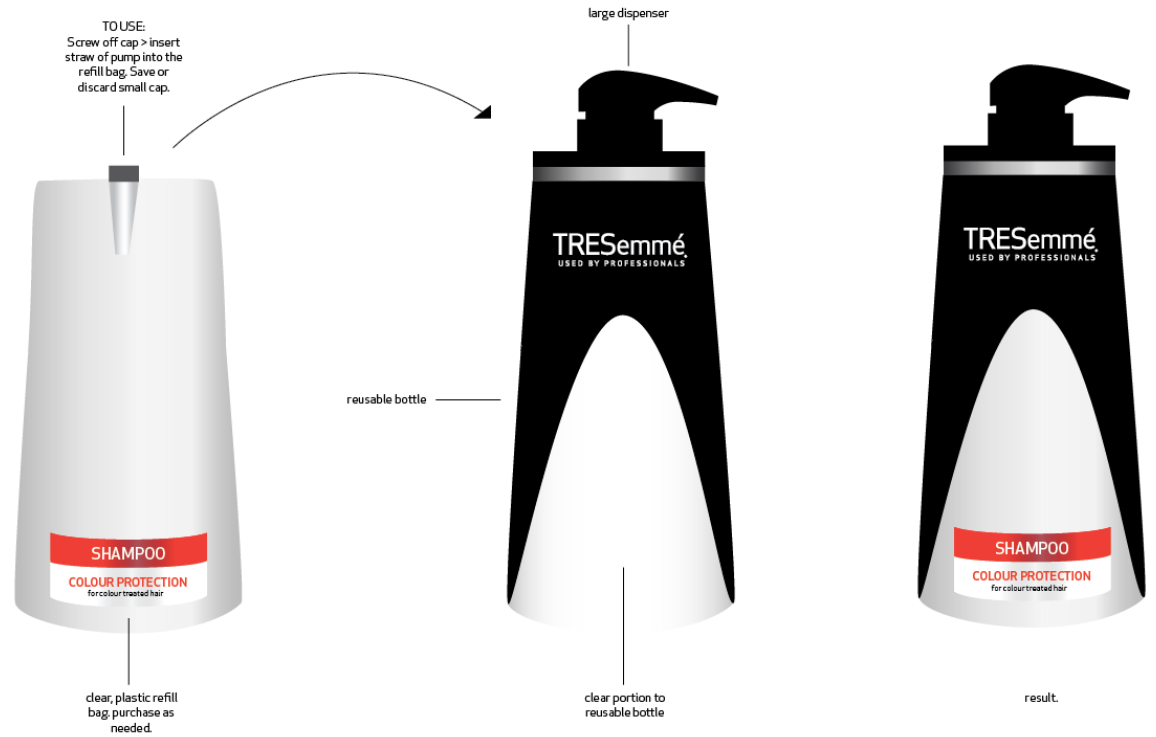
INITIAL GRAPHIC IDEATION – SHAMPOO:

FRAME + POUCH ASSEMBLY:

Here, we explored how the shampoo might appear if it was part of an assembly, consisting of a pouch and a shell-like structure. This was shortly after we determined our sustainability method of using refillable flexible pouches.

The refill pouches would be offered separately (in addition to bundlepacks), and clearly labeled with the product form (shampoo/conditioner). The consumer would assemble their refill pack into their existing frame, which would have a portion of it clear, so when you inserted the pouch, you would be able to see it's product form.

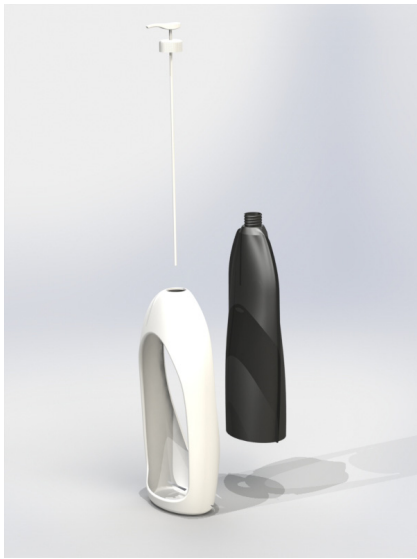
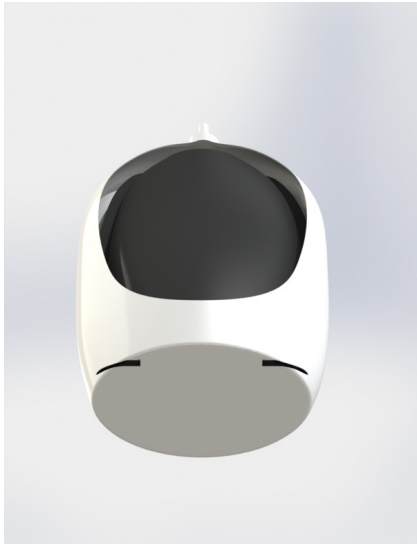
No more mixing up your shampoo/conditioner when you're in the shower! We have simplified the way-finding so you can clearly see what product you're using with just a glance.



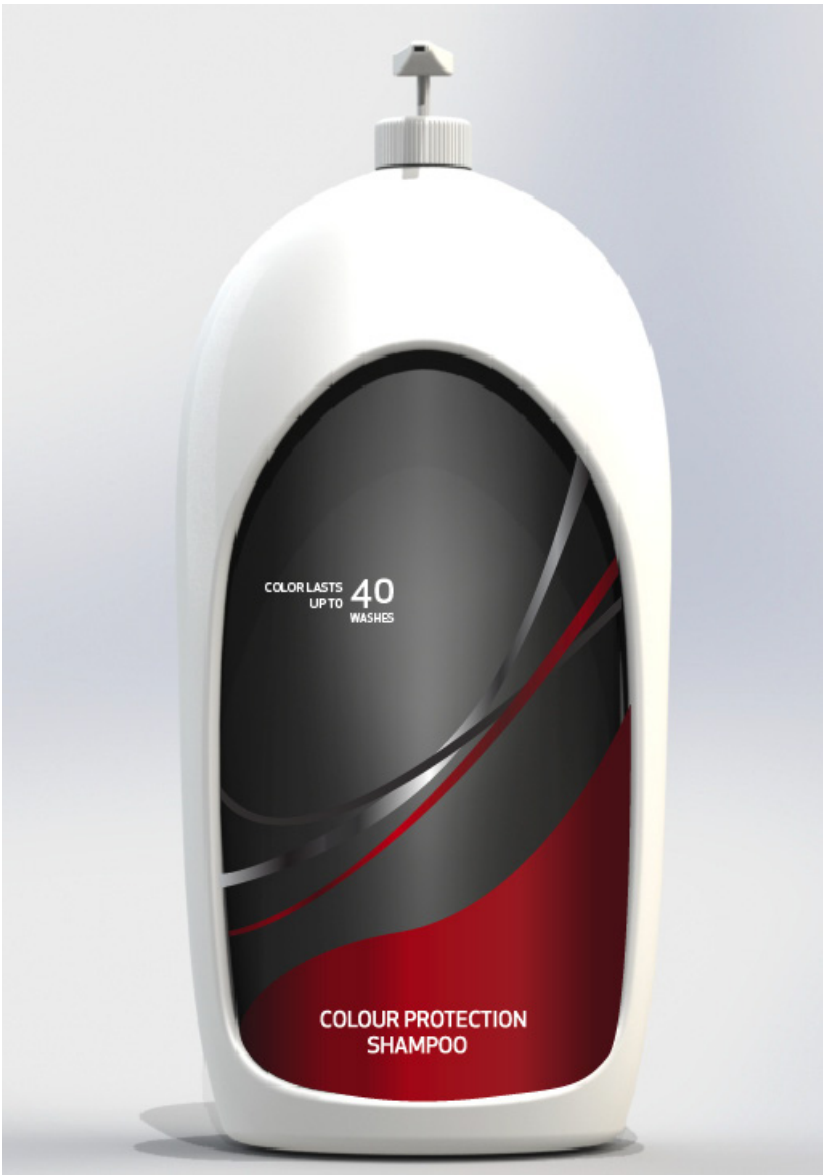
INITIAL FRAME IDEATION – SHAMPOO



INITIAL FRAME IDEATION - SHAMPOO



MID-STAGE GRAPHIC IDEATION – SHAMPOO:



FINAL SOLIDWORKS RENDERINGS – SHAMPOO:



GRAPHIC IDEATION – SHAMPOO:



GRAPHIC IDEATION – SHAMPOO:



FINAL DESIGN – SHAMPOO:



FINAL DESIGN – SHAMPOO:



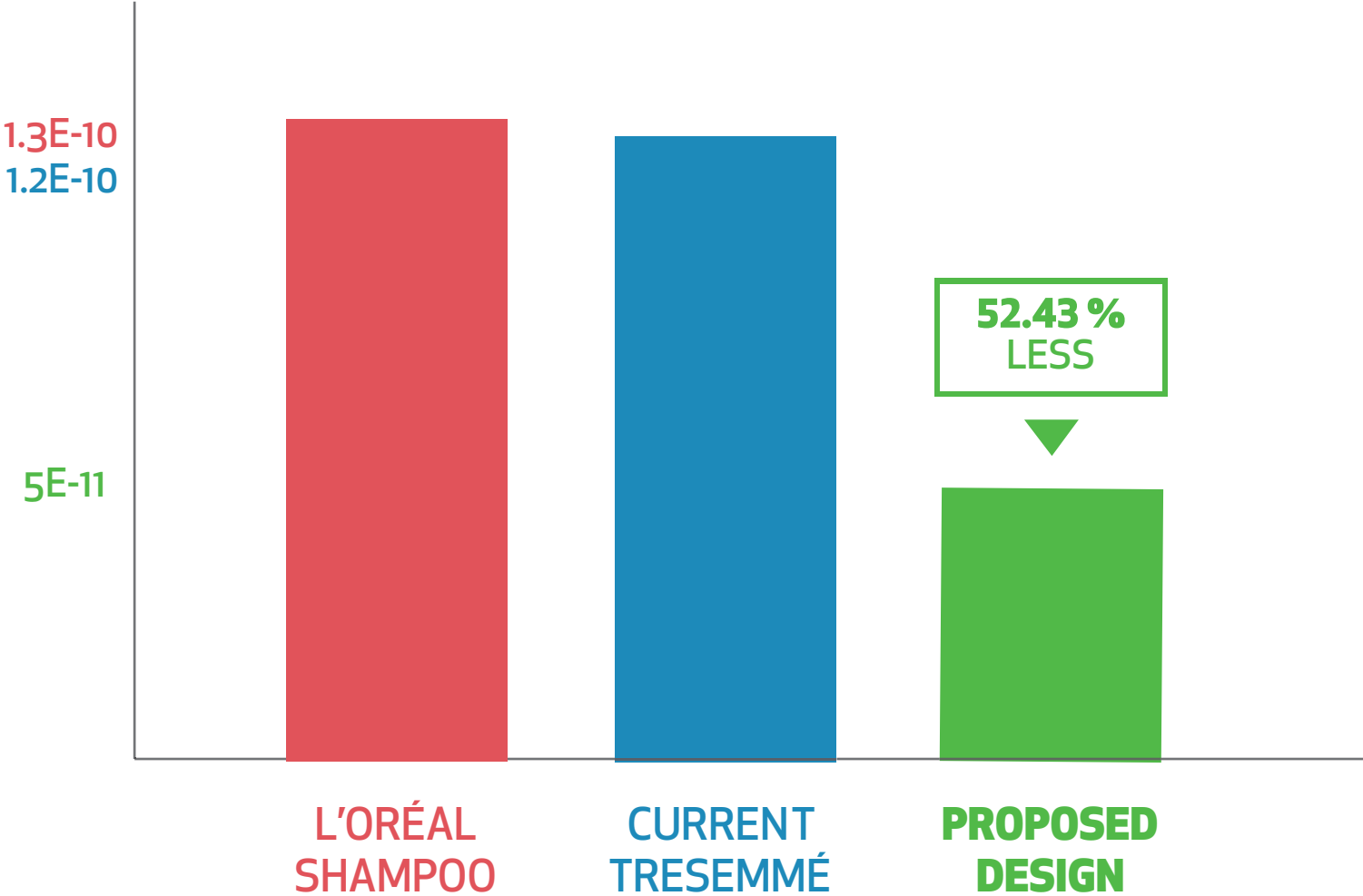
FINAL DESIGN – SHAMPOO:



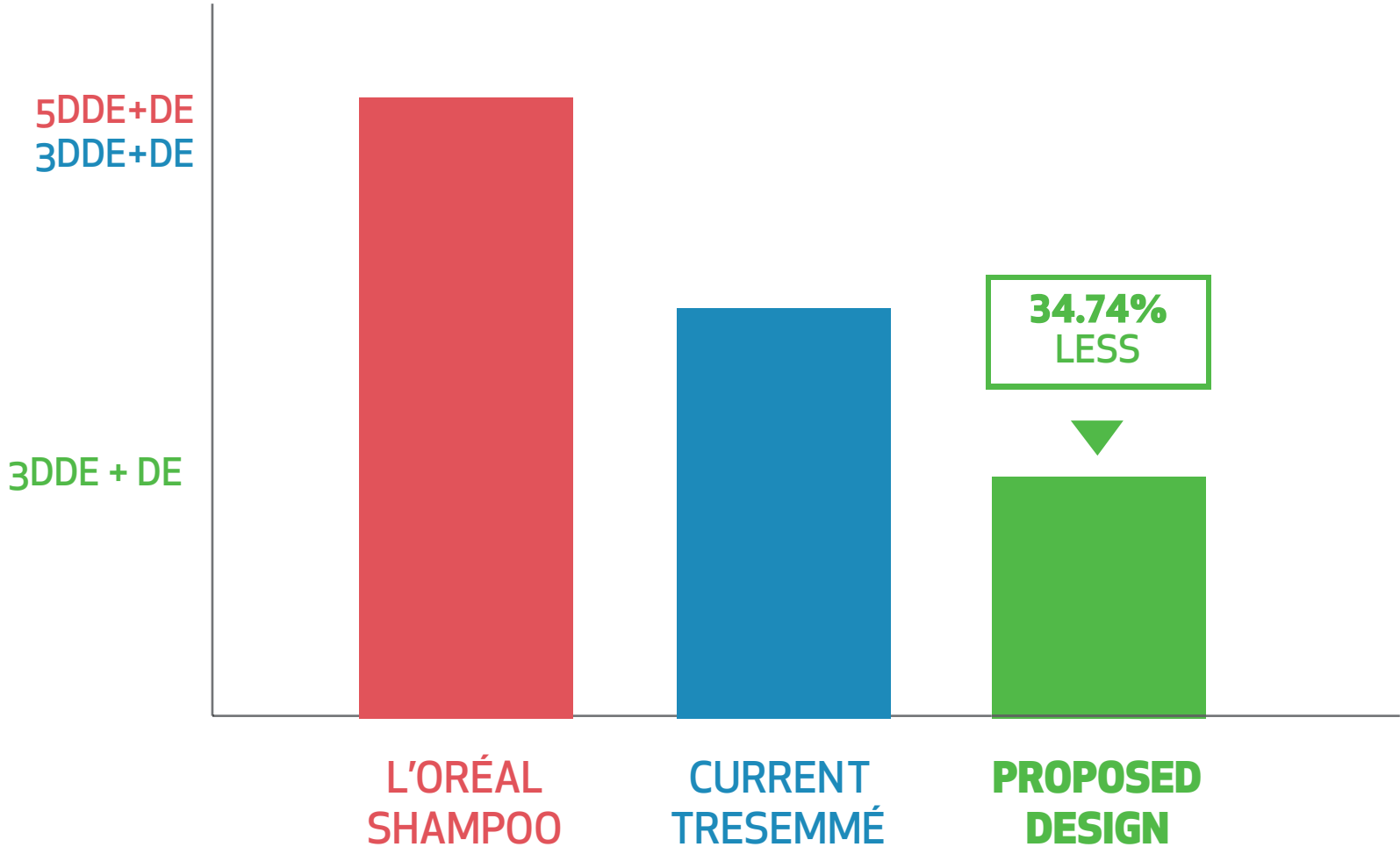
SUSTAINABILITY INFORMATION – SHAMPOO:

PRIMARY	SHAMPOO	CURRENT (32 FL OZ)	PROPOSED (32 FL OZ)
	MATERIAL	HDPE/PET	PET
	CAP ASSEMBLY	6.55g (cap)	6.73g (pump)
SECONDARY	BOTTLE	3.2 x 3.2 x 9.4 in ³	5.36x3.22x9.95 in ³
CASE	SIZE	9.88 x 6.85 x 9.61 in ³	10.64 x 8.57 x 9.63 in ³
	WEIGHT	312g	377g
TERTIARY	BOTTLE/CASE	6	6
	BOTTLES/ PALLETE	600	640

FOSSIL FUEL CONSUMPTION (MJ)

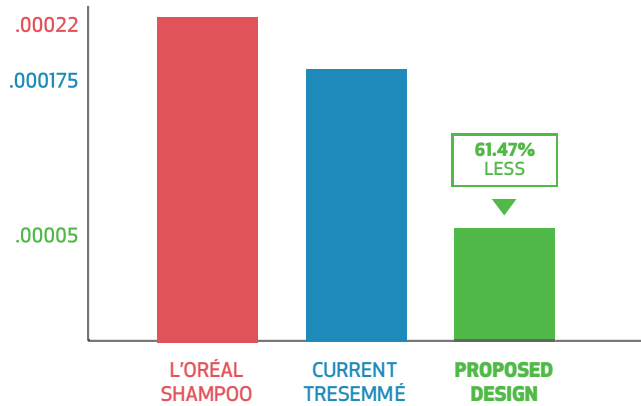


GHG EMISSION (KG) – SHAMPOO:



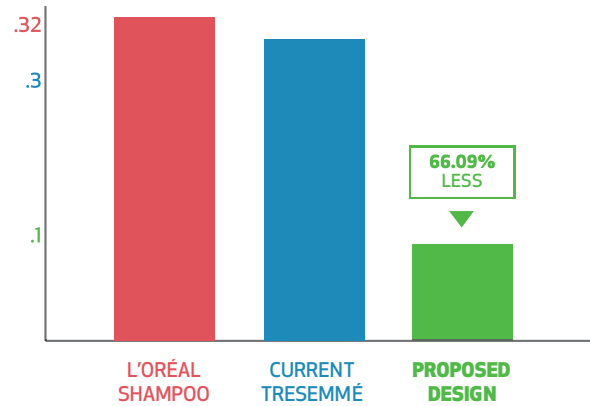
SUSTAINABILITY INFORMATION – SHAMPOO:

CO² EMISSION



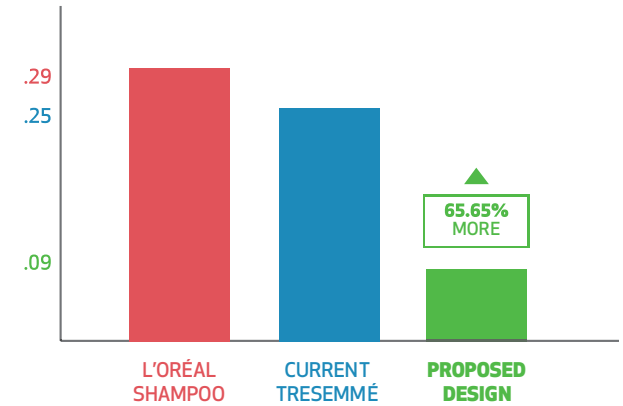
▶ 61.47% LESS CARBON EMISSION

MATERIAL USAGE



▶ 66.09% LESS PACKAGING MATERIAL

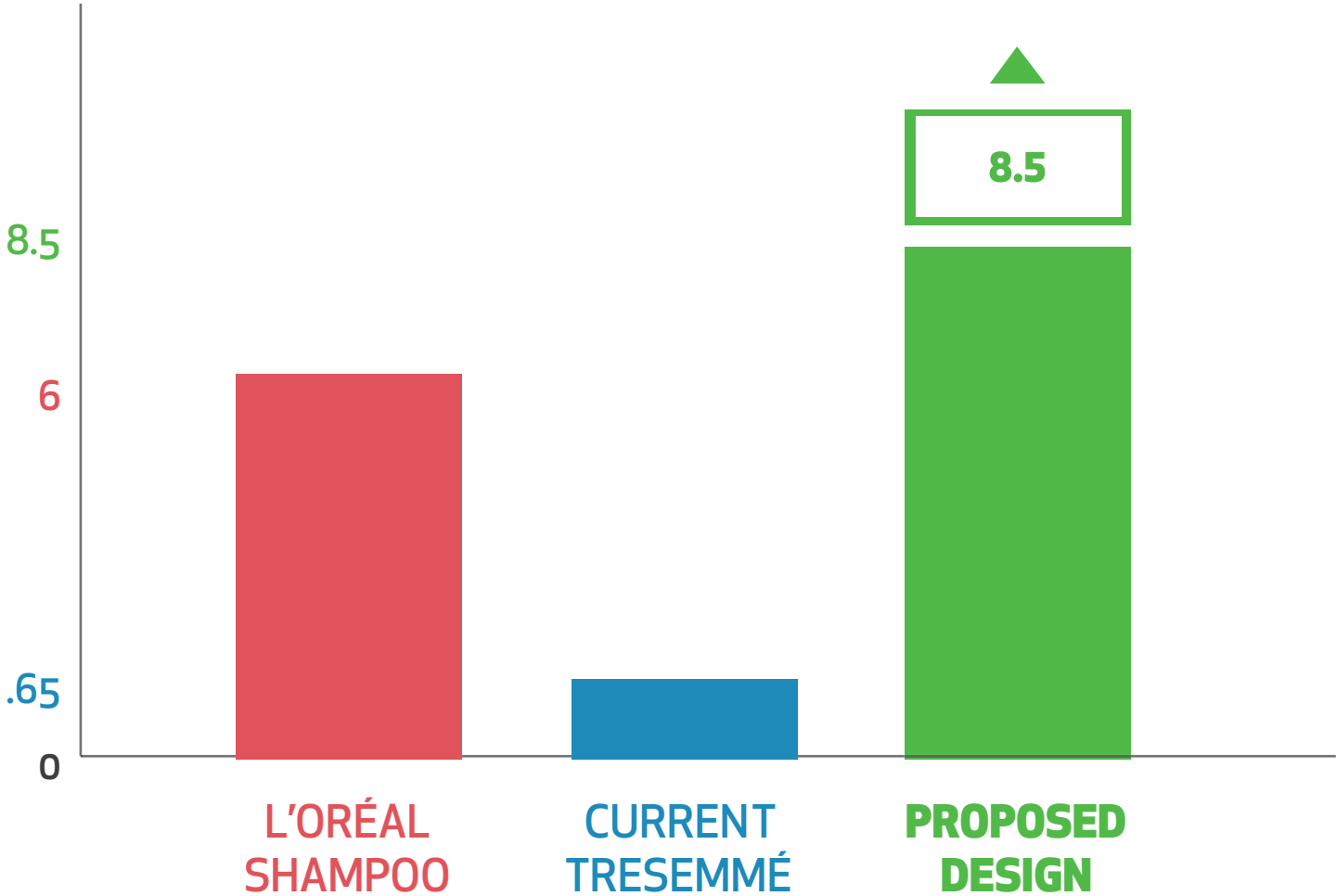
RECYCLED CONTENT



▶ 66.65% MORE RECYCLED PAPERBOARD

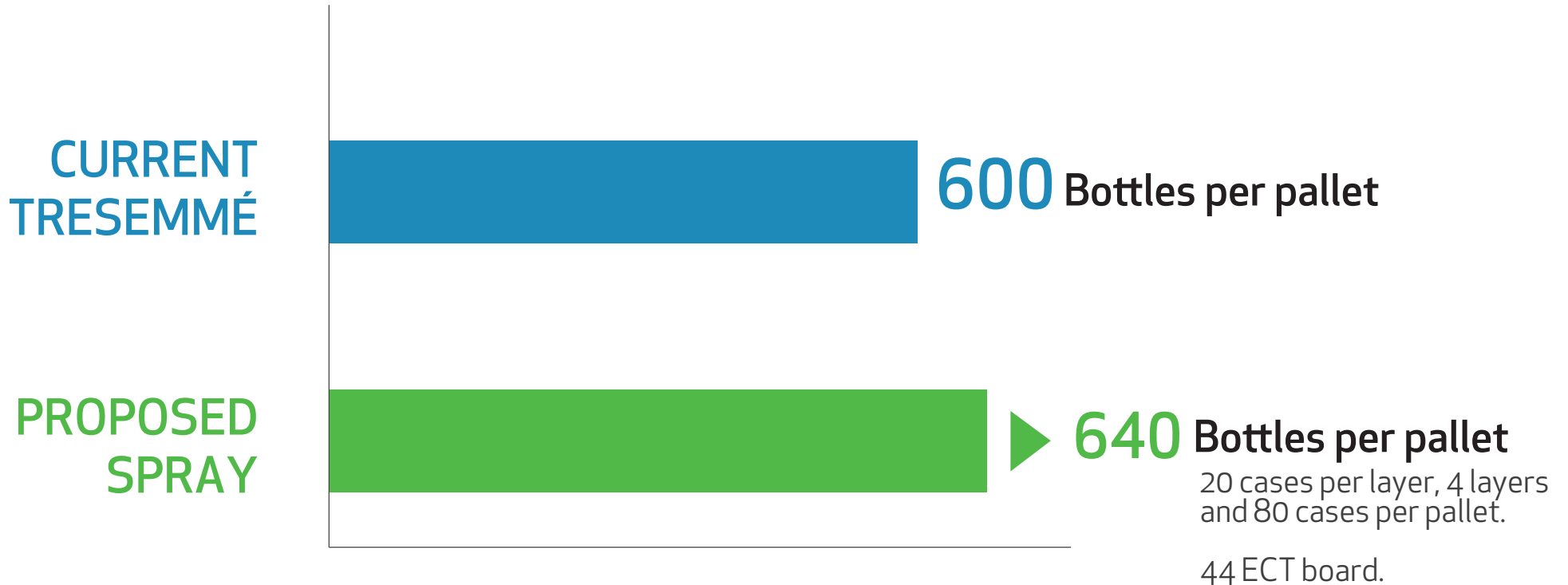
WALMART SCORE CARD – SHAMPOO:

▶ 42% IMPROVEMENT



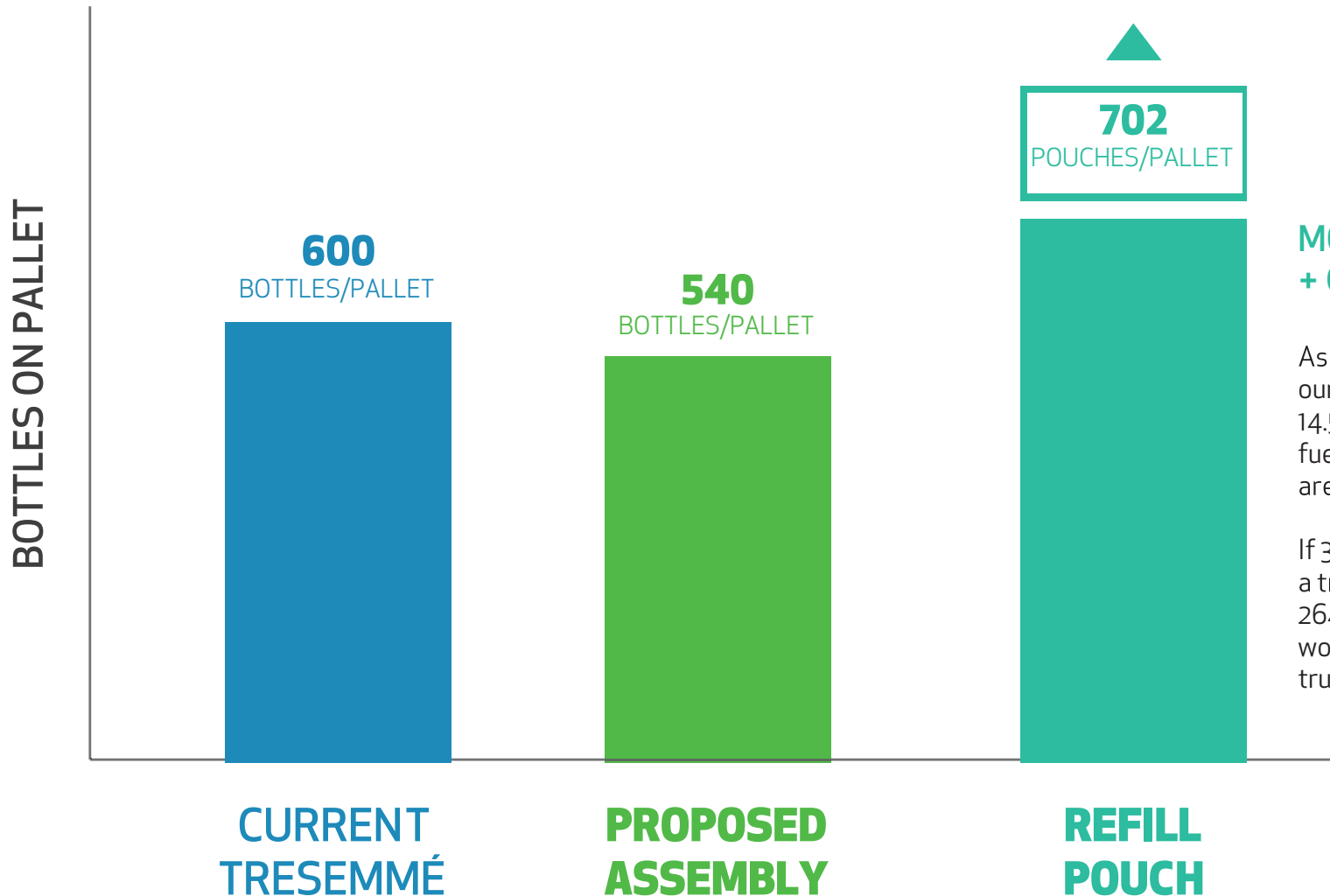
CAPE ANALYSIS – SHAMPOO:

▶ 40 MORE BOTTLES PER PALLET



BOTTLE VS. POUCH ANALYSIS

▶ 14.5% LESS TRANSPORTATION COST



**MORE SUSTAINABLE
+ COST EFFECTIVE:**

As compared to the current bottle, our proposed refill pouch saves 14.5% less transportation cost and fuel as more number of products are getting transported.

If 3 pallets are being transported on a truck, 1800 bottles would fit, while 2646 of our proposed refill pouches would fit, reducing the amount of trucks, fuel and thus cost .

SPLIT REMEDY LEAVE IN CONDITIONING SPRAY

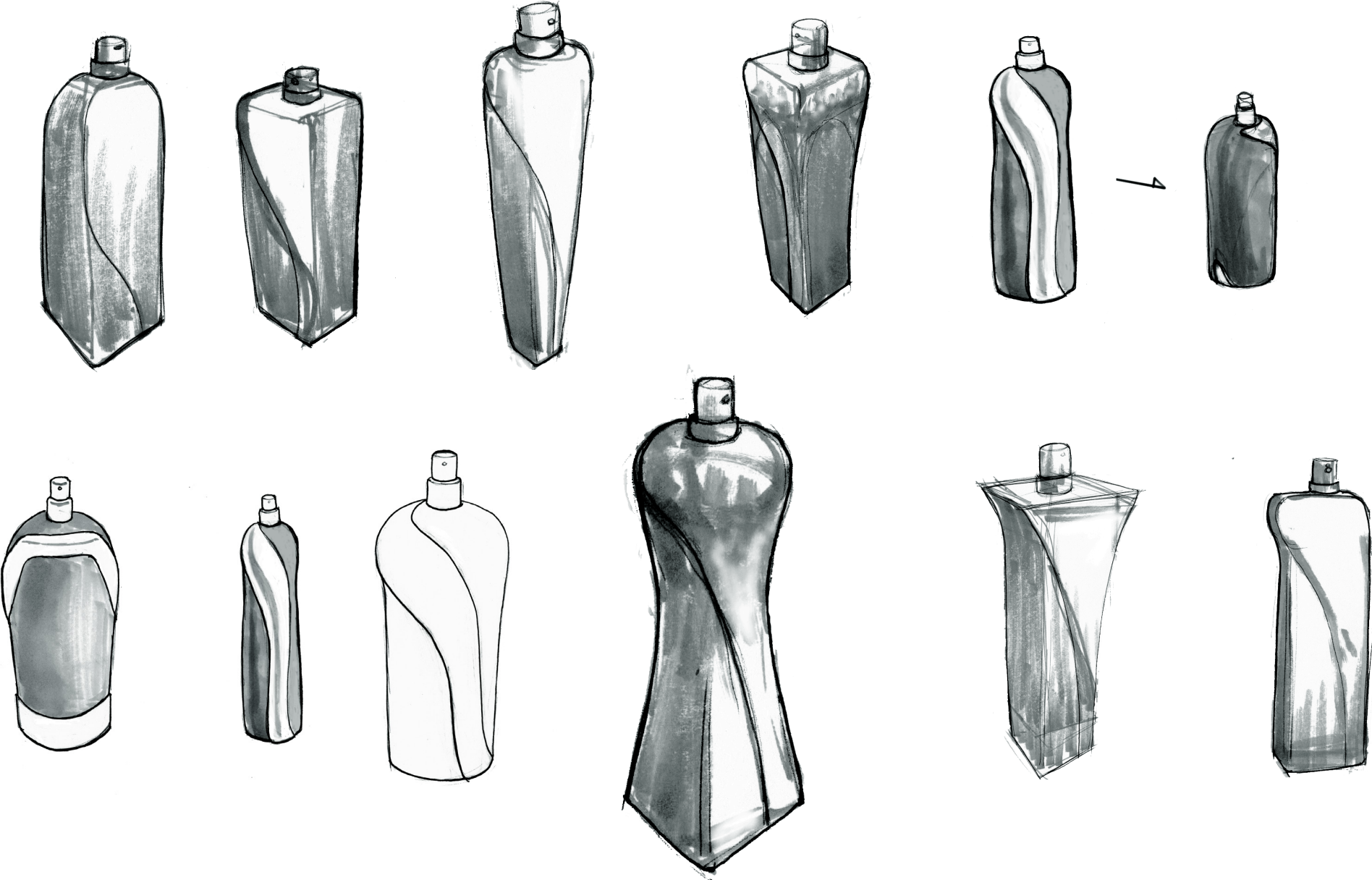


Spray Dispenser is liked by consumers

Cylindrical Bottle is hard to hold, especially with wet hands

So much copy on the front of the bottle is confusing to consumers, and makes it hard to distinguish what this product is. There is little visual heirarchy.

INITIAL FORM IDEATION - SPRAY:



INITIAL GRAPHIC IDEATION – SPRAY:



INITIAL FORM IDEATION – SPRAY:



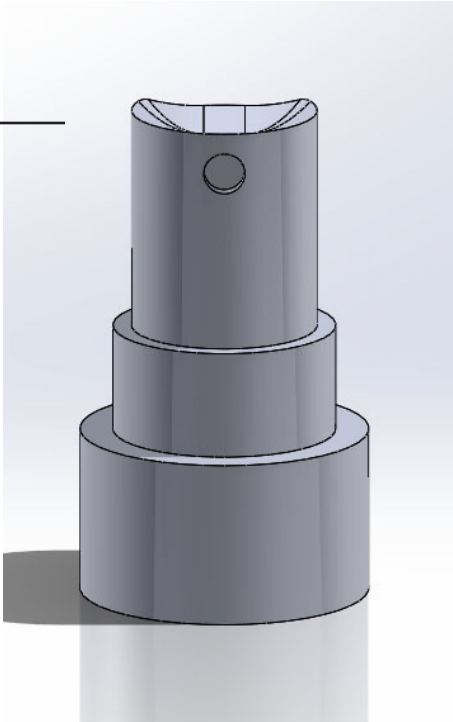
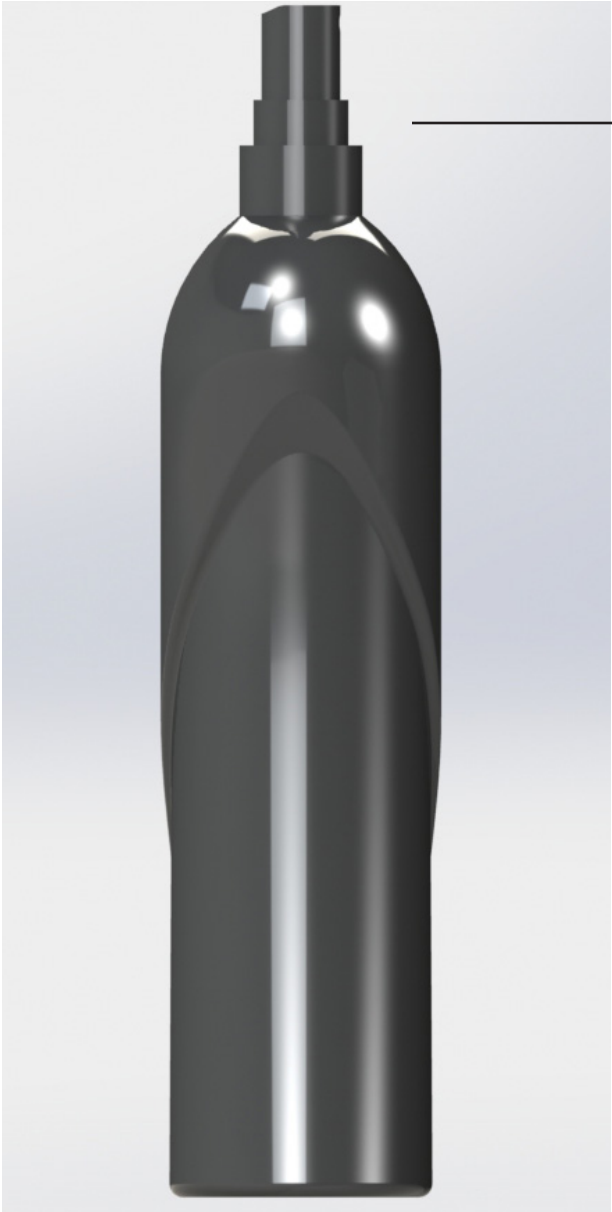
MID-STAGE FORM IDEATION – SPRAY:



MID-STAGE GRAPHIC IDEATION – SPRAY:



FINAL SOLIDWORKS RENDERINGS – SPRAY:



FINAL DESIGN – SPRAY:



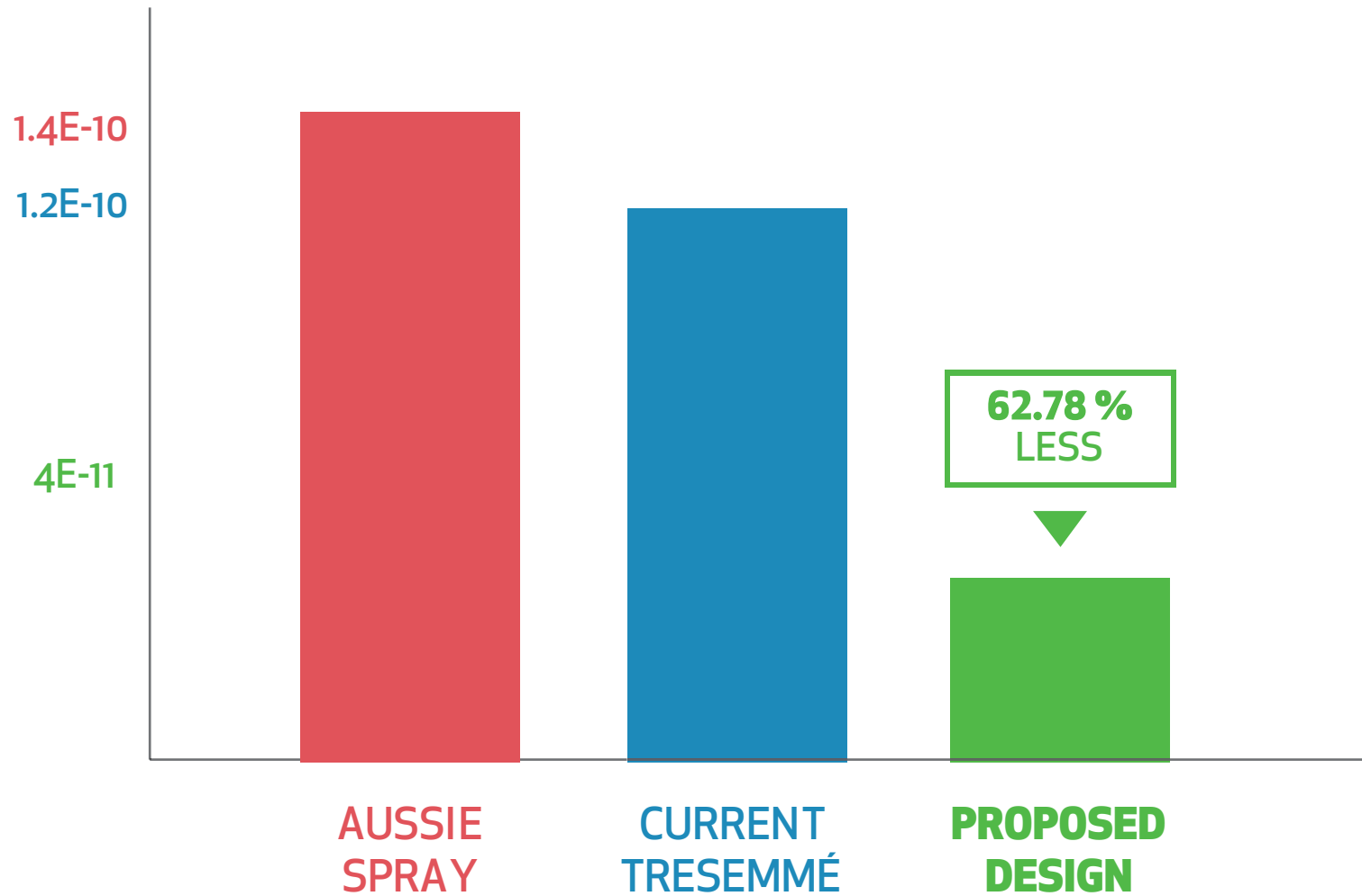
FINAL DESIGN - SPRAY:



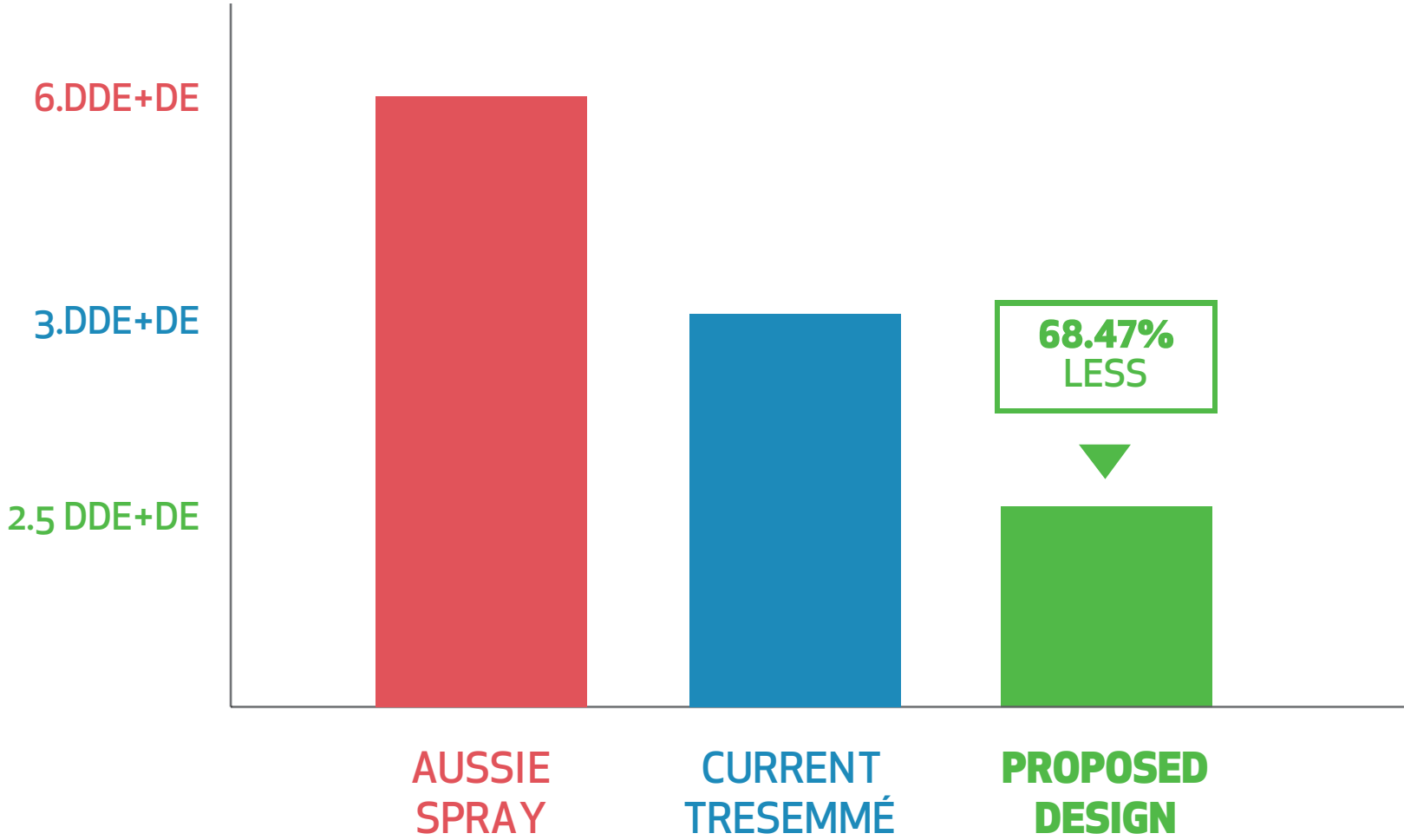
PACKAGE DATA – SPRAY:

PRIMARY	SHAMPOO	CURRENT (32 FL OZ)	PROPOSED (32 FL OZ)
	MATERIAL	HDPE/PP	HDPE/PP
	CAP ASSEMBLY	32.55g (cap)	10.21g
SECONDARY	BOTTLE	1.95 X 1.95 X 9.20 in ³	2.4 x 1.87 x 7.50 in ³
CASE	SIZE	9.88 x 4.26 x 6.195 in ³	8.14 x 5.57 in ³
	WEIGHT	256g	228g
TERTIARY	BOTTLE/CASE	6	6
	BOTTLES/ PALLETE	1704	1860

FOSSIL FUEL CONSUMPTION (MJ) – SPRAY:

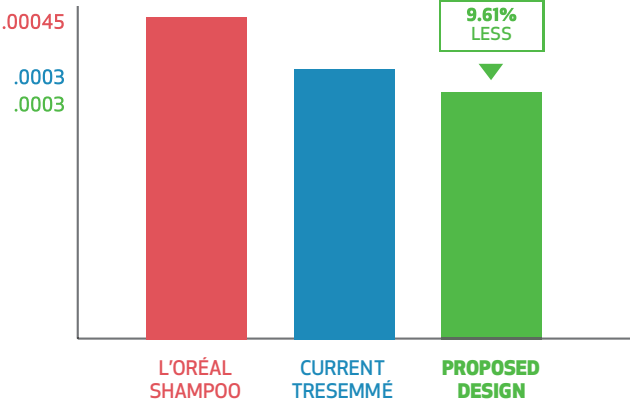


GHG EMISSION (KG) – SPRAY:



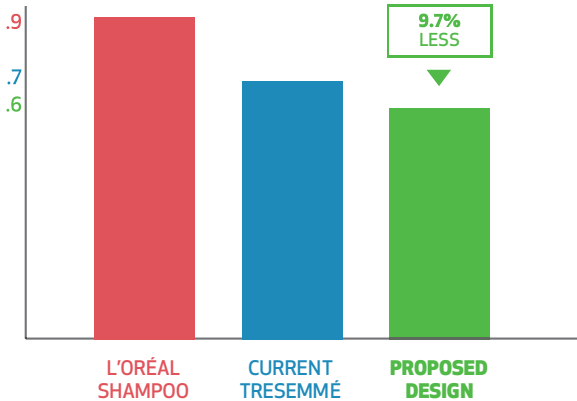
SUSTAINABILITY INFORMATION – SPRAY:

CO₂ EMISSION



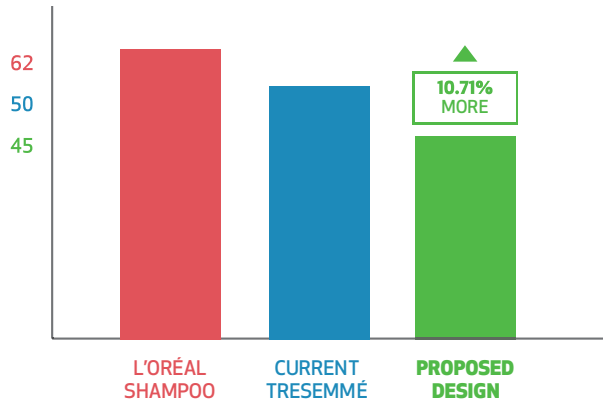
▶ 9.61% LESS CARBON EMISSION

MATERIAL USAGE



▶ 9.7% LESS PACKAGING MATERIAL

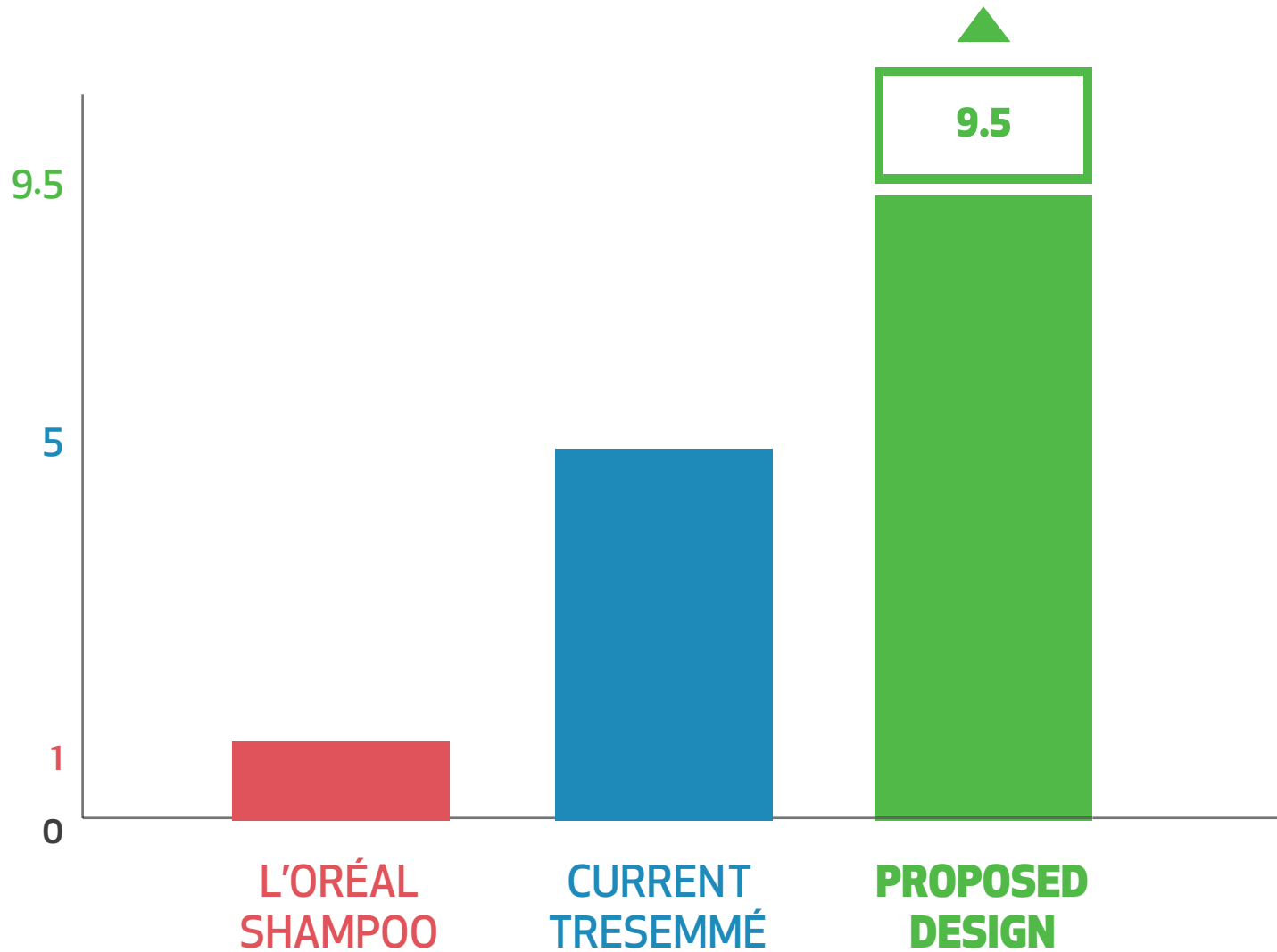
RECYCLED CONTENT



▶ 10.71% MORE RECYCLED PAPERBOARD

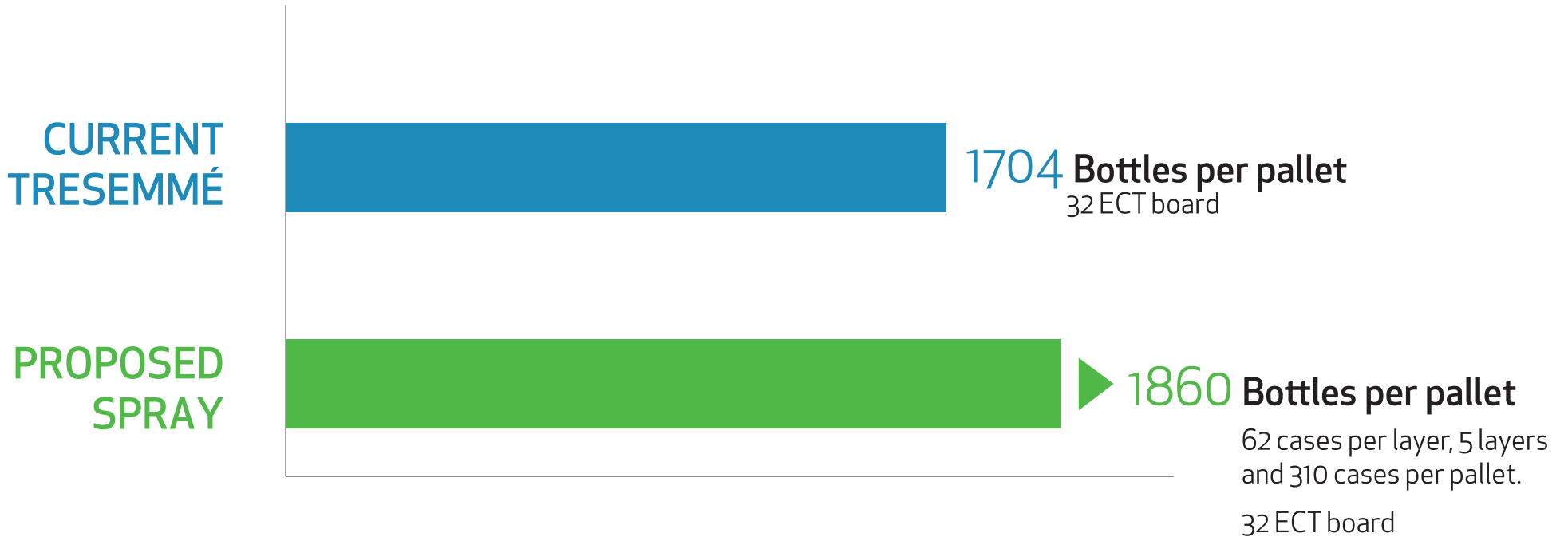
WALMART SCORE CARD – SPRAY:

▶ 81% IMPROVEMENT



CAPE ANALYSIS – SPRAY:

▶ 156 MORE BOTTLES PER PALLET





THANK YOU!



Thank you for your time and sponsorship on this project! We hope you enjoyed our designs.