

Design

# Recommendation | Cold Sore



previous

Aubio by John Paul DeJoria will create a name recognition/connection with those who are familiar with JP and the brands he represents. In particular we are looking for this connection to capture Paul Mitchell users.

Back to Beautiful explains in a very simple way the results consumers want to experience by using Aubio products.

The line that separates the packaging allows the product to pop in lieu of blending in. The different shape cold sore treatment gel container vs. lip balm will help differentiate them at shelf.

Gold foil communicates to consumers that this is an ultra premium product.



## Goal

Provide package suggestions that:

- ◊ Firm up and effectively communicate Aubio brand story
- ◊ Pop at shelf
- ◊ Make the connection between John Paul DeJoria (Paul Mitchell brand) and Aubio

## Opportunity

The Aubio brand can present a unique story that:

- ◊ Emphasizes a return to beauty (and ties it to the botanicals)
- ◊ Leverages Paul Mitchell/John Paul name
- ◊ The Aubio brand story needs to work across other categories (i.e. Skin Care)

## General Recommendations

Recommendation	Reasoning
Remove "Nature's Golden Drop" and "SuperBotanicals"	Without explanation/definition/significance on the back panel or future fold-out, these phrases are meaningless to consumers and confusing.
Remove "Dermatologist Developed"	This phrase is overused and is not what will cause a person to purchase. A future enhancement would have this information built into a story on the fold-out back panel.
Consider removing "Patent Pending"	Unless this phrase is required, it is just more superfluous information that will not ignite a sale. More appropriate for the future fold-out back panel.
Add "Back to Beautiful"	This phrase evokes the action of returning to a state of beauty without making a health claim such as "shortens duration of..." <small>(Note: in doing a quick check, Back to Beautiful does not appear to be trademarked by anyone at this time).</small>

## Copy Hierarchy Rationale

Recommendation	Rationale
<b>Aubio name</b> <small>(gold foil)</small>	With having this on top, a consumer will begin to immediately make the connection with the Aubio brand. Adding foil to your packaging will communicate to the consumer that this is an ultra premium product, therefore justifying it's cost over your competitors.
<b>Back to Beautiful tag line</b>	We can see this as being a tag line or brand message that can be communicated across all Aubio products. It communicates to the consumer the results they will receive by utilizing Aubio.
<b>Product Name</b> <small>(gold foil)</small>	Utilizing foil in this area will allow the product name to stand out without having to use harsh blocks and lines to accentuate text. An option may be to change the foil color per product line which will further create that differentiation at shelf between Aubio products without having to change your base colors of gold and black.
<b>Claims</b> <small>(needs to be run by regulatory)</small>	With only 7 seconds to make an impression at shelf, we recommend limiting your claims to three simple, impactful, easy to read and understand statements about the product.

