



Client Briefing:

Close-up leads the gel segment in the toothpaste category. However, there is not much of an excitement value in this segment. HUL hence launched new variants in Close-up viz., Tangerine burst & luscious litchi. Flavoured toothpaste in Indian market is something new and the client felt that message should properly reach the consumers on the arrival of new variants.

Our team of designers developed fabulous ideas and suggested the following to the client.

- FSU for MT which looked like a rainbow with the variants highlighted properly
- Fruit baskets with Oranges & Litchis with the 2 variants stacked on top of them.
- Attractive POSM viz., Head Card, Aisle Flag, 3D Shelf Strips & Lollipop head-card for fruit section

The suggestions were well received by the client and the team immediately created the artwork and took it up for production.

The FSUs were made using MS frame, MS Wire, Acrylic trays, Screen Print on 3mm Sun-pack. Total of 672 FSUs were produced in a span of 8 days and despatched to 40 cities in India.

Results:

The new introduction built excitement value and helped the HUL's gel segment grow without Cannibalizing the generic variants. Both the variants performed equally, thanks to the eye-catching POSMs.