

DESIGN

Dove Design Touts Oil, But Avoids Looking Oily

Packaging for new body wash line maintains the soft look of Dove products while promoting its extra moisturizing ingredients. **BY VANESSA L. FACENDA**

What is it? Dove Cream Oil Body Wash, a line of premium moisturizing body washes from Unilever that blends oil and cream. The products, which debuted nationally in early 2007, retail for \$3.69 to \$5.99. They come in Delicate, Creamy and Ultra-Rich.

Who will buy it: Women over the age of 30.

The idea: The packaging needed to work within many parameters of the existing Dove Body Wash line. The launch had to communicate the proprietary moisturization benefits and still feel like part of the 11 SKU family. The company tapped Zunda Group, So. Norwalk, Conn., to come up with a design that told the story of "ultimate moisture." Dove claims to have more moisture than any other regular body wash, delivered in a "surprisingly indulgent way." It also needed to reinforce the premium proposition of the line on shelf.

How it was created: "We stretched the boundaries of Dove's 'white-plus' look, incorporating more color into the packaging, while still maintaining the Dove-like feel," said Gary Esposito, partner, The Zunda Group. A key visual for the line—a swirling pool of cream—was created as a constant cue that would run across all three of Dove Cream Oil Body Wash SKUs. The firm chose different packaging colors to signify the various scents. Delicate has a jasmine and vanilla scent, Creamy (cherry blossom and almond) and Ultra Rich (rosewood and cocoa butter).

Challenges: The Dove body wash brand has a history of equity cues that reinforce the brand image like the shape of the bottle, "which was the good news," said Esposito. "The bad news is the same as the good, meaning that trying to communicate a new and innovative product under an umbrella with many graphic rules was a challenge." He said that Zunda also was challenged with communicating the new benefit of cream plus oil, but it had to avoid coming across as "oily" or "greasy."

Results: The sales launch far exceeded expectations and has led to numerous successful line extensions.

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CONCEPT 1

Too Soft: The graphics were too heavy and didn't create a way to differentiate the moisture levels and different fragrances among the three SKUs.



CONCEPT 2



CONCEPT 3

Too Dramatic: Some of the early efforts made for dramatic packaging that supported Dove's beauty brand platform, but it needed to be dialed back slightly.



THE FINAL DESIGN

What's behind it: The winning design conveyed a luxurious premium look while mitigating any concerns visually about product greasiness. The cream pool communicates three levels of moisture with droplets that provide softer visuals to illustrate the product's lightness versus heaviness. The droplet shape of the bottle also emphasized the moisturization equity of the entire Dove brand.