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Patterns™

about design in consumer packaging



Razors for Women

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Patterns: Razors for Women

about design in consumer packaging

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Razors for Women

Introduction

If you're a brand manager, marketing professional, package designer or student about to begin early stages of a brand or package design initiative, it's essential to be aware of context. R.BIRD "Patterns" are published reports based on our observations and professional experience that provide basic insight into common practices within a given product category. For each observation there are proposed opportunistic responses.

Method

Armed with digital cameras and note pads, our designers visit retail environments to photograph and observe product presentation in its natural habitat. We then purchase a selection of examples and bring them back to R.BIRD for closer study in search of common design threads and patterns of opportunity throughout the category.

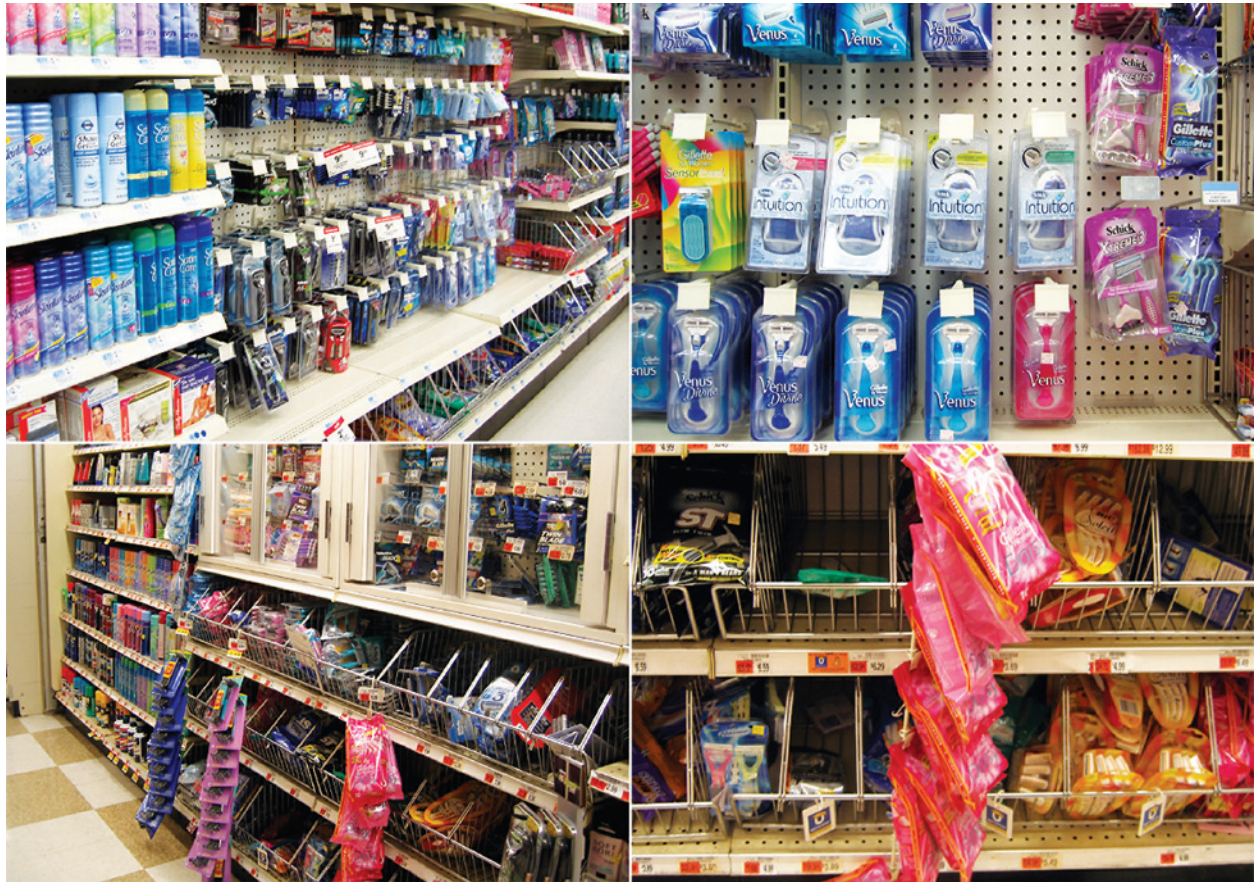
Overview



Overview

Our observations included consideration of the brands and packaging shown above - and more. These products were found on-shelf in mass-market retail, specialty shops, big box superstores or online retailers.

Environment



Environment

The images above were taken at supermarkets and drugstores in the New York metropolitan area. Typically, the razor section is divided between men's and women's and organized by price, with higher priced razors at eye level (or sometimes in locked display cases) and disposables down towards the bottom.

Blue & Pink



Blue & Pink

The image on top is a lineup of major brands organized by color (ROYGBIV). The dominant color range is from blue-green to blue-violet, with a significant amount of presence in the pink range.

The two bottom images illustrate typical color distribution. The image on the right is a blurred version of the one on the left, demonstrating the overall effect color has on the shopping experience.

Response

Opportunity for differentiation exists in yellow, orange, and green. We'd focus on the brighter, cleaner, more energetic side of those colors to help lift the product away from the pegboard system and to further separate the product from the somewhat predictable blues and pinks that currently dominate the category.

Keywords & Brands

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B

blue 7

Brand

Agility 8
Comfort 3 5, 7, 8, 9, 11, 14, 18
Daisy 8, 16
Good News 8
Intuition 5, 7, 8, 12, 13, 15, 17, 18
Noxzema 5, 7, 9, 10, 11, 13, 14, 15, 18
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