



KING·CASEY



BRAND·RETAIL INNOVATORS

King · Casey CASE STUDY

Insights from Client Best-Practice Strategies and Results



JUS

Creating New Packaging System That Differentiates

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JUS fruit drinks are currently sold in over 3,000 stores in the United Arab Emirates (UAE). The brand's parent company, National Trading and Development Establishment (NTDE) wanted to increase sales within the UAE, and launch the brand outside of the region. To realize these objectives, NTDE came to King-

Casey to design a new world-class packaging system for JUS that would differentiate their product from competitors, convert consumers from competitive juice products, better differentiate flavors, and visually project a "world-brand" image. The project started with an assessment of the "old" package design.

King-Casey's Assessment of the Previous Packaging Design

Front panel is too busy with too many elements competing for attention

The use of the "swirl" as a dominant design element is overwhelming to the other graphic elements creating a busy look and diminishing shelf-impact

Color coding utilizes many similar hues, making visual distinction between flavors difficult



Brand identity is modern and fresh, but lacks high-quality cues

Brand identity lacks a distinctive visual impact, diminishing presence on the shelf, and making the product harder to quickly recognize

Fruit images should be larger to aid in flavor recognition and create greater visual impact

King-Casey's New Design Strategy

The new design is contemporary and youthful, projecting a clean and fresh image

Dark shape around logo adds greater impact and projects a “global brand” quality image

Multiple fruit images, from whole to segments, contribute to a more unique and distinguishing trade dress and better shelf differentiation

Eliminating the fruit splash de-clutters label and allows the fruit images to be larger resulting in greater appetite appeal and flavor distinction

Graphic pattern application to graduated color coding further differentiates JUS brand

Easy grip bottle shape has strong visual appeal and provides more available real estate for graphic communications

Large and easy-to-read product flavor communications is strengthened by being positioned within the flavor color code at neck

Generous use of “white space” further contributes to the brand's youthful, modern, fresh and natural attributes



About King-Casey

King-Casey is one of the top retail consulting and design firms in the U.S. For more than half a century, we have been helping companies build competitive brands by dramatically improving the customer experience. Our highly creative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs are crafted to realize measurable and meaningful results for your brand. We provide a complete range of services including assessment, research, branding, visual merchandising, packaging design, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

King-Casey (USA), Howland Blackiston T: +1 203 571 1776

King-Casey-Arabia, T: +966 11 279 5113

King-Casey-PARUS (Russia), T: +7 911 928 0123

www.king-casey.com



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