

## CRAYOLA NEW PACKAGE STRUCTURE COLORS A BRAND POWERFUL

Crayola stacks up well against the competition with a bold new package structure.

### WHAT WE DID

Category Audit  
Ethnographic Research  
Industrial Design

Durable containers were chosen to help Crayola pop on shelf and stand the test of time at home.



A large opening lets children share their pencils easily in group settings.

# CRAYOLA

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### CHALLENGE

Crayola asked us to help communicate brand quality in a compelling package structure that offers new in-home utility and clearly distinguishes their products at point of sale. Our research showed that competitors work hard to undermine the brand by replicating key package equity components and employing structures that are more captivating for kids. Our ethnographic work proved that the branding also suffered in home, when parents discarded the packaging in favor of more durable containers. Crayola came to us to explore design options that could re-establish their brand's position.

### SOLUTION

These challenges on shelf and in the home led us to explore a higher level of product structure and durability that not only holds the product well, but that can be reused. We designed a stackable branded tray and a clear closable container that showcased the Crayola rainbow of colors within a sturdy setting. "Easy Select," "Colorwave" and "Trayola" containers make sure kids and parents know that Crayola products are high quality, fun and easy to store. When shoppers walk the aisle, they see that Crayola products are enticing to buy and exciting to use.



3-D Rendering



Our research of key product attributes provided opportunity areas for the brand.