

DEKUYPER DEFINING DESIGN DIVERSITY

We created a spirited segmentation strategy and colorful package redesigns for the go-to maker of flavored liqueurs.

WHAT WE DID

- Consumer Research
- Brand Strategy
- Segmentation Strategy
- Brand Repositioning
- Sub-brand Naming
- Package Design



DeKuyper's redesigned packaging colorfully illustrates the brand's varied flavors.

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CHALLENGE

Flavored liqueurs leader, DeKuyper, looked to us to create a comprehensive brand and segmentation strategy to optimize their extensive product portfolio, which consisted of more than 60 SKUs of sub-brands, flavors and products. Successful segmentation would be achieved through package redesign that would differentiate the products and reinforce the consumer's relationship with the brand across a diverse range of usage and needs.

SOLUTION

Our research revealed that consumers view DeKuyper as the "champion of personal flavor." This valuable insight into the consumer-brand relationship became the guiding principal of our segmentation strategy. Because the brand spoke to different consumers in myriad ways, one design would not fit all. Smart portfolio segmentation maps ensured our strategy could expand to include future products. We developed package graphics with punch and innovative sub-family and flavor names with personality to enhance the consumer's connection to the brand.



Signature line



Burst line



Brandy line



Luscious line



Pucker line