

# HAMMERMILL

## RAISING THE BAR OF BRAND INVIGORATION FOR A BUSINESS PAPER LEADER

We refreshed the package design and upgraded the overall brand positioning for a longtime leader in the business paper category. Leveraging the company's heritage and strong brand character, we developed a clear-cut design system and brand architecture to distinguish it from competitors in catalogue as well as on shelf.

### WHAT WE DID

- Consumer Research
- Strategy
- Brand Repositioning
- Brand Architecture
- Package Design
- Production Management



Before



Striking colors and unexpected imagery set Hammermill apart from competition on shelf.

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### CHALLENGE

Hammermill needed to reinstate its category leader position in the midst of an expanding world of private label and other on-shelf competition. The packaging upgrade would both distinguish it from the competition and clearly communicate product segmentation. The winning package redesign would successfully translate across the category’s two primary selling vehicles: store environment and catalogue.

### SOLUTION

To achieve these goals, we leveraged Hammermill’s strongest asset—its brand character—as its primary point of differentiation from other national brands and the growing private label market. We infused the master brand with distinctive, color-rich design and fresh imagery that readily expresses market segmentation to ease the consumer’s decision-making. We created a comprehensive, best-in-class package design system flexible enough to translate across the brand portfolio, with clear iterations for each product. The design system introduces straightforward brand architecture to communicate the brand message while making the most of limited shelf space. The redesign’s high-end appeal sets the brand apart from an otherwise “me too” category and positions Hammermill as the quality choice across all paper usage.



The final brand architecture creates distinct versioning for easy navigation by the consumer.

