

NEXCARE TAKING A STAND AGAINST THE COMPETITION

3M came to us to give their Nexcare bandage brand a package structure that would stand out on shelf and stand up to consumer demands.

WHAT WE DID

Industrial Design
Package Design



The shape stands apart from the flat, monolithic array of boxes on shelf to showcase the Nexcare brand and the product itself.

NEXCARE

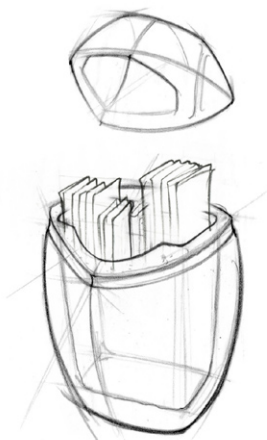
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CHALLENGE

The paperboard box had created a commodity look in the bandage category. In addition, consumers had trouble fishing bandages from the box when they were urgently needed. And in the store, consumers were opening boxes to check the condition and count of the product. But these issues were incremental to the basic problem: a lack of shelf presence and rationale to buy. 3M asked us to differentiate its bandage brand by designing a package that would break Nexcare out of the paperboard box.

SOLUTION

A high-impact answer to the paperboard box evolved from sketch to prototype. We elevated the brand with a three-dimensional billboard in a transparent plastic container featuring a beveled front facade. The shape stands apart from the flat, monolithic array of boxes on shelf to showcase the Nexcare brand and the product itself. Within each colorful insert stand the bandages, upright and clearly visible in store and at home, allowing the consumer to see what's inside and get to it quickly.



Preliminary Concept



3D Rendering



Model