



HCP-002 | MAGOX – PACKAGE CONCEPTS: UPDATED 9/16/13

REDESIGN OBJECTIVES

- Maximize consumer awareness at the retail level and eventually through ads, social media and the Internet. Achieved via new mark and new package.
- Retain current consumers: phase-in new design in graded evolutions.

To this end, more captivating packages have been designed below, including a number of explorations still in-progress, and initial phases of evolution. Designs/phases are not final, but address a number of variables that contribute to heightened brand recognition and consumer loyalty. During the coming weeks, HCP will select from current and future designs for revisions and refinements, and/or request additional designs.

Once a mark and package is finalized as the official new design for MagOx, evolutionary phases can then be exact. Depending on HCP's departure from the current package, more than 3 evolutions might be required to maintain a gradual change.

Research FINDINGS: Walmart/Walgreen's

I. BRAND PROMINENCE VIA:

- company name graphically branded with consistent placement (Finest, Purelife, Nature Made, Nature's Bounty)
- billboard effect: many packages bearing identical design (Purelife, Alive!, One A Day, Vicks)
- single bold color covering most of package
- unique color/palette
- package design optimized for largest visual impact via unified art: no linear breaks/lines/colors which divide package
- product name in large bold font on contrasting field. (PediaCare, Alive!, One A Day, Centrum)

II. IMAGE OF TABLET/CAPSULE

Nature's Bounty, Feosol, Alka Seltzer, Nature Made, Slow-Mag

III. POPULAR BACKGROUND COLORS

Deep sky blue, red-orange, kelly green, white

IV. MOST NOTICEABLE PACKAGES

- One A Day (orange/white) sunburst, large bold font
- Alive! (Nature's Way) large bold font
- Alka Seltzer (white font on dark blue)

No competitors in-store or online have packaging that visually competes with the new designs that follow.

V. RESEARCH CONCLUSIONS

Although studies stress importance of showing product, tablets/capsules were not cited in specific. Fewer products show tablets than those which do not.

We have included both variations, and will continue research this month.

Design and evolutions are still underway. Please review initial concepts including variations in font faces, colors, shading, lighting, open space and brand name on contrasted background.

First phase of design and evolutions to be completed by 10/1.

THREE NEW MARKS FOR VERTICAL PACKAGE: FONTS ARE STYLIZED and MERGED TASTEFULLY. "400" SHAPED TO COMPLEMENT SPACE. CHARACTERS ARE STACKED TO ACHIEVE LARGEST SIZE ON PACKAGE, AND GREATEST SHELF IMPACT.

Mag
OX⁴⁰⁰

A

Mag
OX⁴⁰⁰

B

Mag
OX⁴⁰⁰

C

Mag
OX⁴⁰⁰



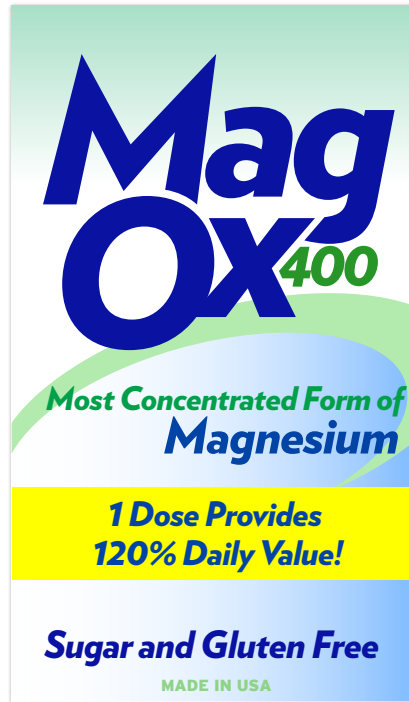
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SAMPLE EVOLUTIONS



1

0 STEPS
required
between
these



2

2-3 STEPS
required
between
these

TO BE
PRESENT-
ED BY 10/1



3

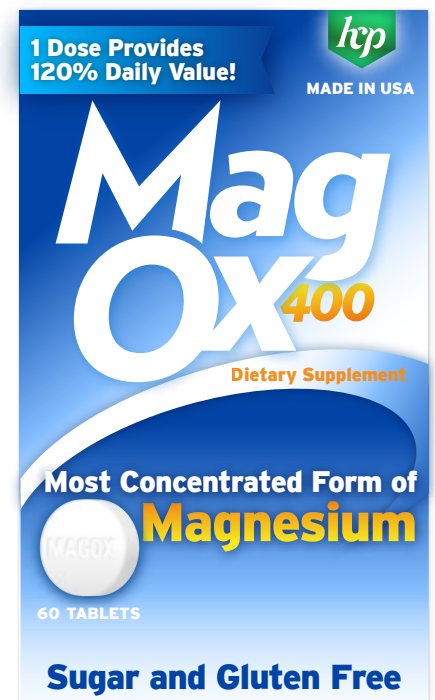
VARIAIONS
OF 3



4



5

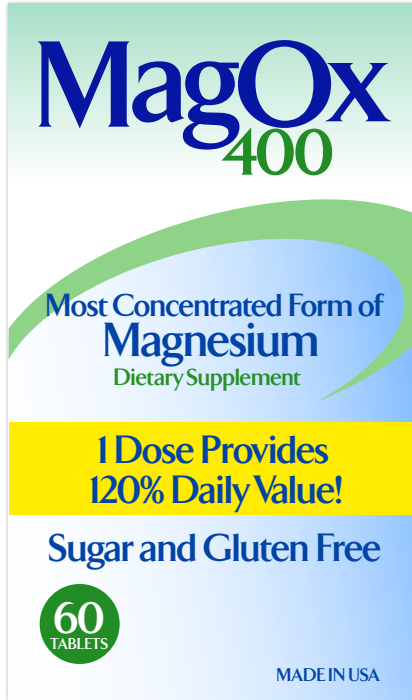


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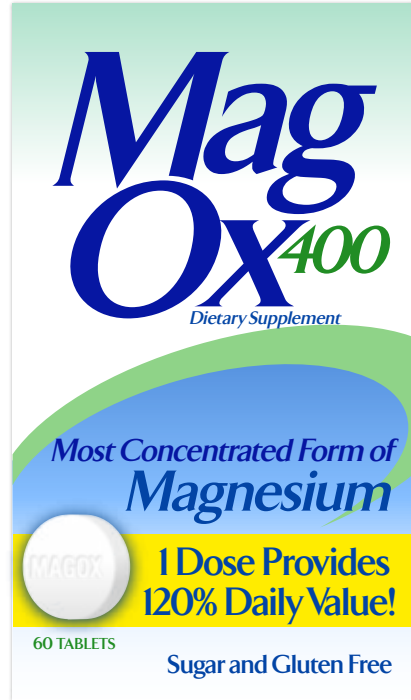
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SAMPLE EVOLUTIONS



7

0 STEPS
required
between
these



8

2-3 STEPS
required
between
these
TO BE
PRESENT-
ED BY 10/1



9



10



VARIATION
OF 9

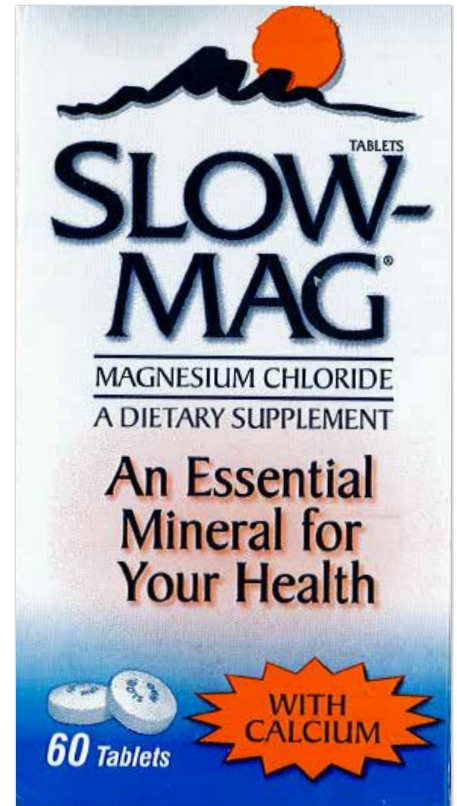


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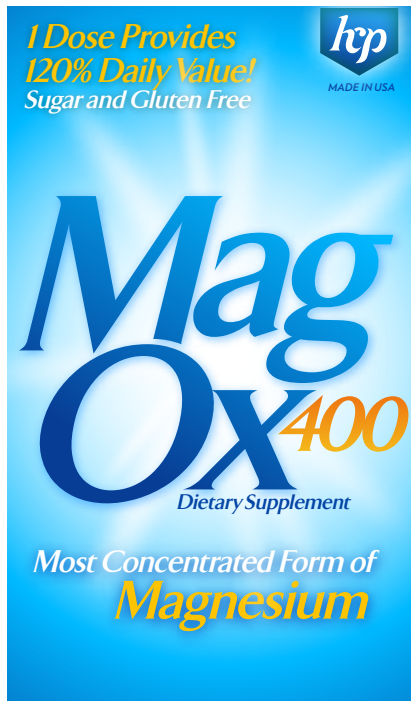
THE NEW BRANDING CAPTURES THE EYE, LOOKS MORE ESTABLISHED, AND THEREBY DRIVES GREATER TRUST AND SALES. THIS HIGHER DESIGN STANDARD STANDS SHOULDER-TO-SHOULDER WITH RECOGNIZED BRANDS.

DESIGN #3 AS COMPARED TO COMPETITIVE BRANDS:
STYLIZED MARK VS. PLAIN TYPE





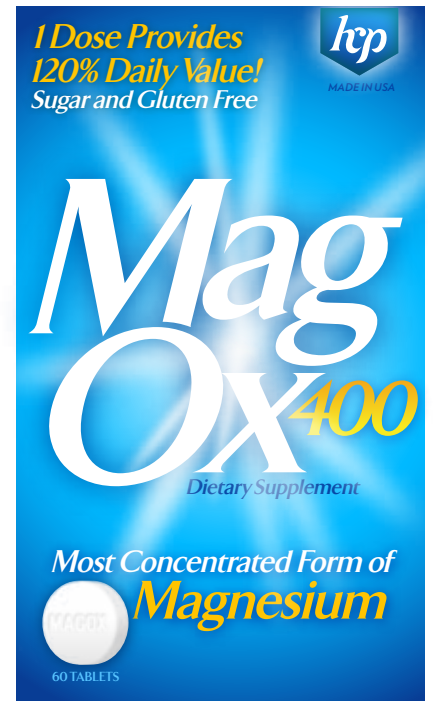
VARIATIONS ON MARKS A AND B



11



12



13



14



15



16



NEW MARK "C"/PACKAGE IN PROGRESS



17



18