

BEECHAM 1971-1976

BRYLCREEM 1971-1973

Brylcreem had been the best selling, best known U.S. hair dressing for men for over 50 years. Our fathers and our father's fathers used the product and recognized it as the national standard.

By 1971, new products were being developed to target competition. Research showed that Brylcreem was perceived as a product for older men. Management needed to change radically to appeal to younger men or lose their franchise.

One of the first steps, after consumer perceptual product research, was to retain Irv Koons Associates to change the image.

Instructions to the designer were to change the image radically to appeal to a younger audience with the following specifications: The Brylcreem logo could not change; it must always appear white on red; the carton and tube must remain white and must feature the existing "airplane wing" shape.

The designer did a careful study of the market place and the growing competition and decided to do a thorough step-by-step exploration and presentation to the company - much more comprehensive than, for instance, the 5 step only approach shown to Muellers management. Competition was always in view as the presentation was made. Total presentation.

SLIDE 1

Most steps in the presentation were shown with the existing package on the left with 5 rough concepts as development. The explorations developed step by step from similar typographic solutions based on the existing package as requested by management to more and more radical departures, but still utilizing the red and white restrictions that had been imposed.

SLIDES 2-11

The designer then explored another direction toward the possible introduction of male and female imagery.

SLIDES 12-13

The designer then presented his recommendation, which was a total change of color to make the image more dramatic on the shelf relative to competition, and more attractive to a young male audience.

SLIDE 14

The last package shown, lower right, SLIDE 14, was the designers final recommendation. Because of the foregoing presentation, the management was convinced, despite their earlier instructions to the designer, that the recommendation should be accepted. However, just to make sure, they asked that the design be also tested in other colors.

SLIDE 15

Final comprehensive

SLIDE 16

Comparison, old and new

SLIDE 17

Complete line

SLIDES 18-20

NOTE: A line called Blue Brylcreem was developed for older men, which designated that the rest of the line was for younger men.

An interesting fact that the designer discovered was that when the existing tube was pulled partly out of the box, or the end was rolled up, the package read "creem". It was documented that some men mistakenly tried to shave or brush their teeth with the product. So Koons reversed the directory of the typography. The tube won the award as the best designed tube of 1974.

SLIDES 21-22

Since the product was sometimes stocked on the shelf end out, and space was needed for pricing, a strong end panel identity was developed.

SLIDE 23

The packaging and Brylcreem image change had such positive effect on sales that the company decided to produce line extensions. The Once A Day bottle won the award

for the best bottle of the year. The entire line won many awards.
SLIDES 24-31

An excellent advertising campaign contributed to the success of the product line.
SLIDES 32-33

**Original slides, original comprehensive sketches and final product available at
Hagley Museum and Library, Wilmington, Delaware 19807, USA.**







