

CASER

SUNDAY

JL Morisons Baby Dreams





was founded in 1997 by Preeti Vyas, to deliver integrated Design solutions to a burgeoning Indian market. With the vision to transform the marketplace using Strategic Design and cutting-edge communication solutions, VGC has worked with some of India's biggest brands while creating value through Design.

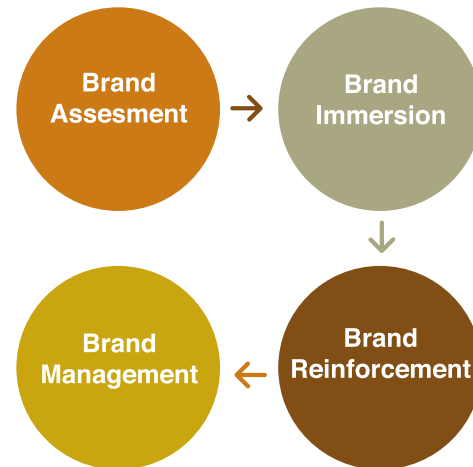
Operating from Mumbai and Bengaluru, our team works with passion and verve to deliver innovative solutions; right from developing strategy to completing a superior creative expression across all media vehicles. We have a creative reputation for ensuring a high return on investment through intelligent and innovative solutions. We believe, only that Design which is good for your business is good Design.

VGC has grown to become one of India's most recognized and sought after consultancies. We are ranked among the top four Indian Design agencies by The Economics Times, featured in the Brand Trust Report and our work for Nitesh Fisher Island won an award at the International Property Awards, 2012.

# ABOUT **vgc**



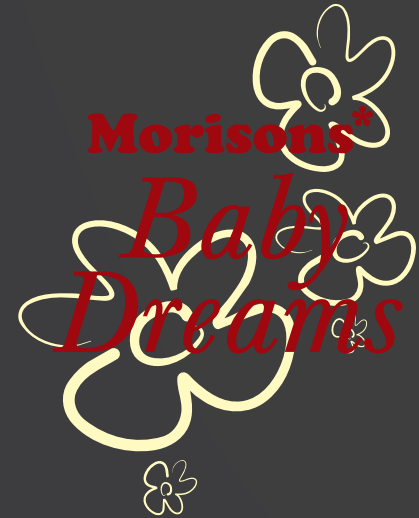
DESIGN ECOLOGY



DESIGN PROCESS

# JL Morisons Baby Dreams

- Baby Dreams is one of the main brands of the J L Morison Group which was launched with a whole range of baby / mother care products
- For various reasons, most of the products were discontinued but limited assortment of feeding bottles and teats, soap and talc were retained
- The group decided to give the brand a complete overhaul in terms of its aesthetics and also in terms of the complete brand DNA to be competitive in the market place
- With the new brand the group wanted to launch more than 30 products and new premium range



# Client Brief

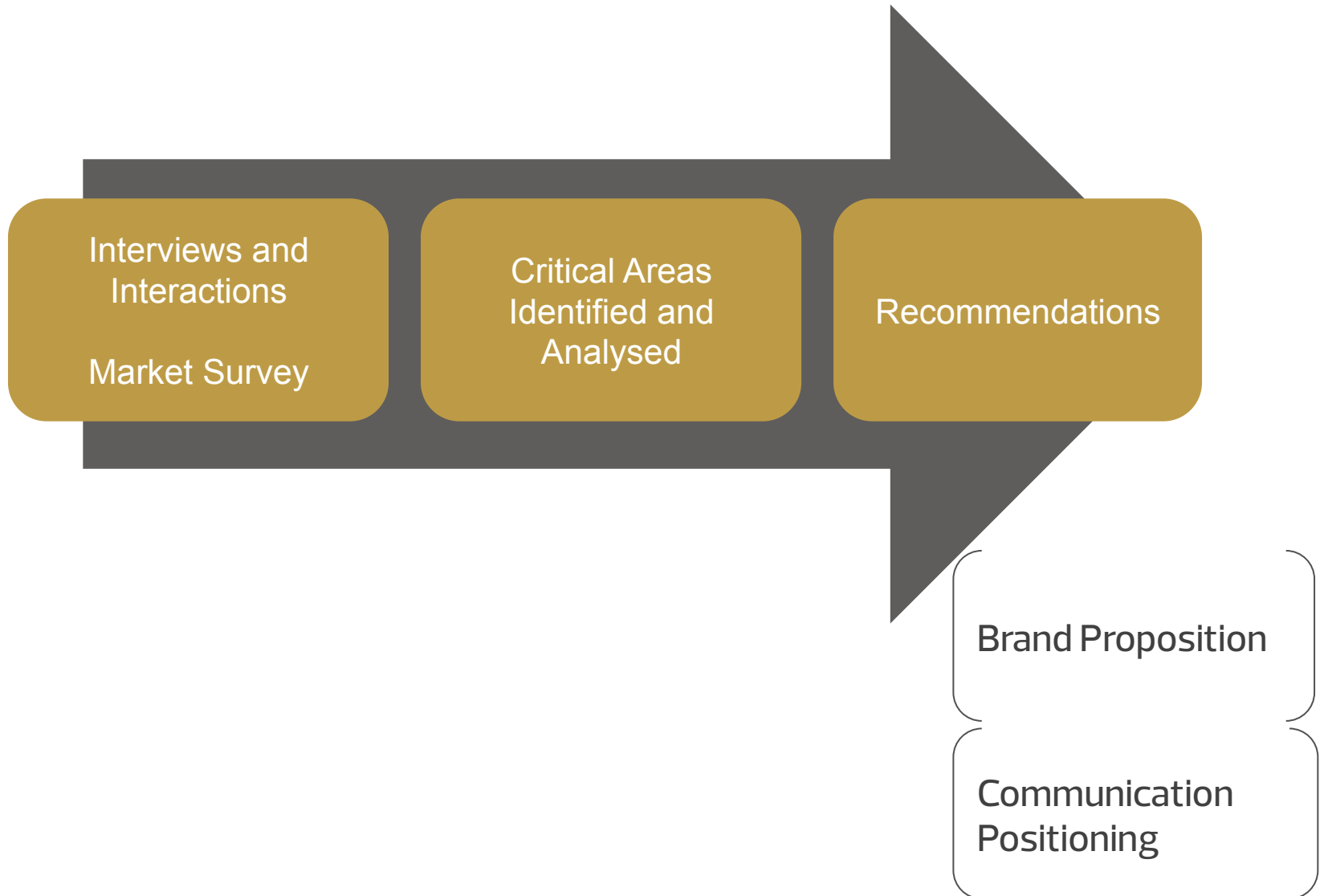
## Requirements

- A strong **brand and communication strategy** for Morison's Baby Dreams
- Present Morison's Mother & Baby care range as a **unique offering** that creates a **relevant value proposition** which will encompass the mother / child bonding during that phase of a woman's life & make her child rearing journey a pleasant one.
- A distinct **brand DNA**

# Objectives

- Make for higher recognition in target audiences which favourably influences their choices
- Clearly define the brand architecture
- Enable the brand to establish itself more successfully in new markets
- Establish credibility through core values
- Sustain and maximize the length of time for this positioning

# Our Process





# Interviews and Interactions

Key stakeholders – internal / external  
sales team  
retailers



What are the key learnings?

$$E = MC^2$$



## Inferences

### Consumers

- Mother
- Father

### Occasion

- Need based
- Bulk
- Gifts

### Purchase drivers

- Availability
- Visibility – via communication and packaging
- Reputation
- Pricing

### Influencers

- Retailer
- Communication
- Peer group
- Elders
- Other products

Word of mouth, one of the most effective communication vehicle

It is a category ruled by emotional decisions;  
all brands play in the same area

## Brand Pillars

My choices make me the smartest mom in the world

My child deserves the best

I love my baby more than anything in the world

QUALITY

TRUST

VALUE

## Positioning Strategy

The smart choice of loving  
parents we call it **Smart Love**

New identity based on the positioning



Old Logo



## Product Categorization



**Baby  
Needs**

### Baby Needs

Baby Teats  
Regular Feeding Bottle  
Baby Oil  
Baby Soap  
Diapers  
Pacifiers



**Masti  
Time**

### Masti Time

Water Teethers  
Silicone Teethers  
Designer Feeding Bottle  
Designer Pacifiers  
Comb and Brush  
Nose Cleaner tube  
Disposable diapers



**Health N  
Hygiene**

### Health N Hygiene

Anti-Bacterial Wet Tissue  
Wipes  
Tooth Brush  
Bottle & Teat Brush  
Liquid cleanser  
Sterlising Tablet



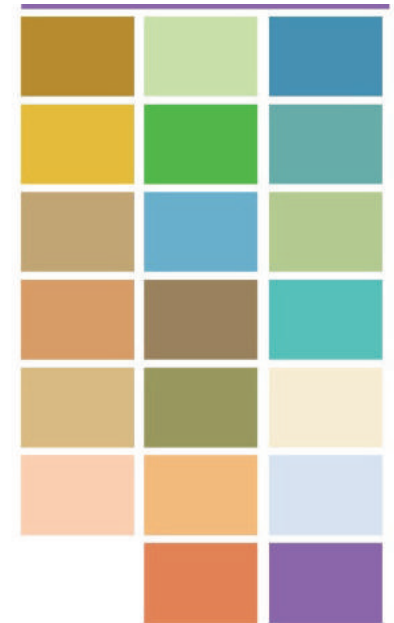
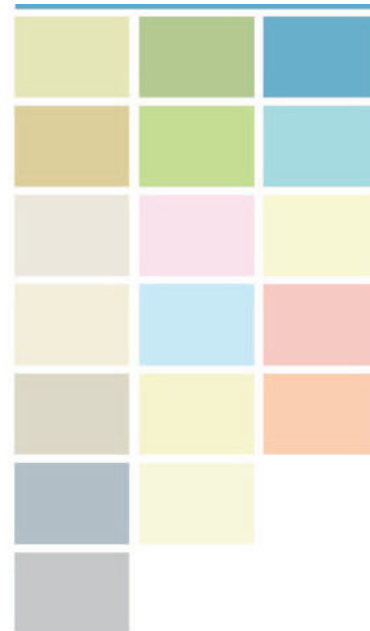
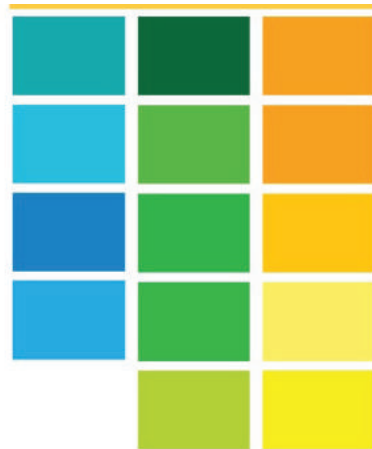
**Ma  
Time**

### MaTime

Stretchmark Cream  
Breast Pump  
Breast Pads  
Breast Feeding Support  
pillows  
Cooling Feet Gel



## Product Category – Color Palette



# Challenges

- One of the biggest challenge in the category across all markets is lack of awareness and education in minds of the consumers and retailers, to enable them to make a conscious choice
- Another major challenge is the advertising restrictions in the category

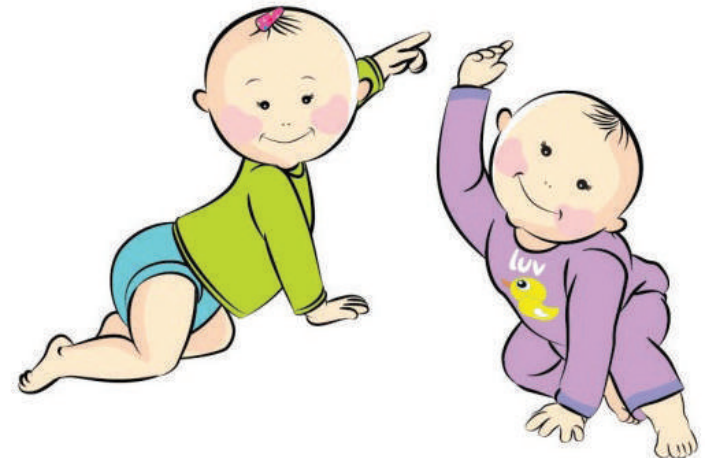
Our packaging solutions  
addressed both these issues

# Introducing Luv & Khushi



## Growing up with Luv and Khushi

Our mascots, Luv and Khushi were created as key communication tools that held conversations with the child's mother through the product packaging since advertising for these products is against government policy.



## Growing up with Luv and Khushi

As we offer products for different age groups, the dynamic mascots were used at different stages of their growth. In effect, Luv and Khushi grew along with the child using the products.







## Detailed Packaging – Front

Trust Symbol

Main Branding

Product Name

Age Group

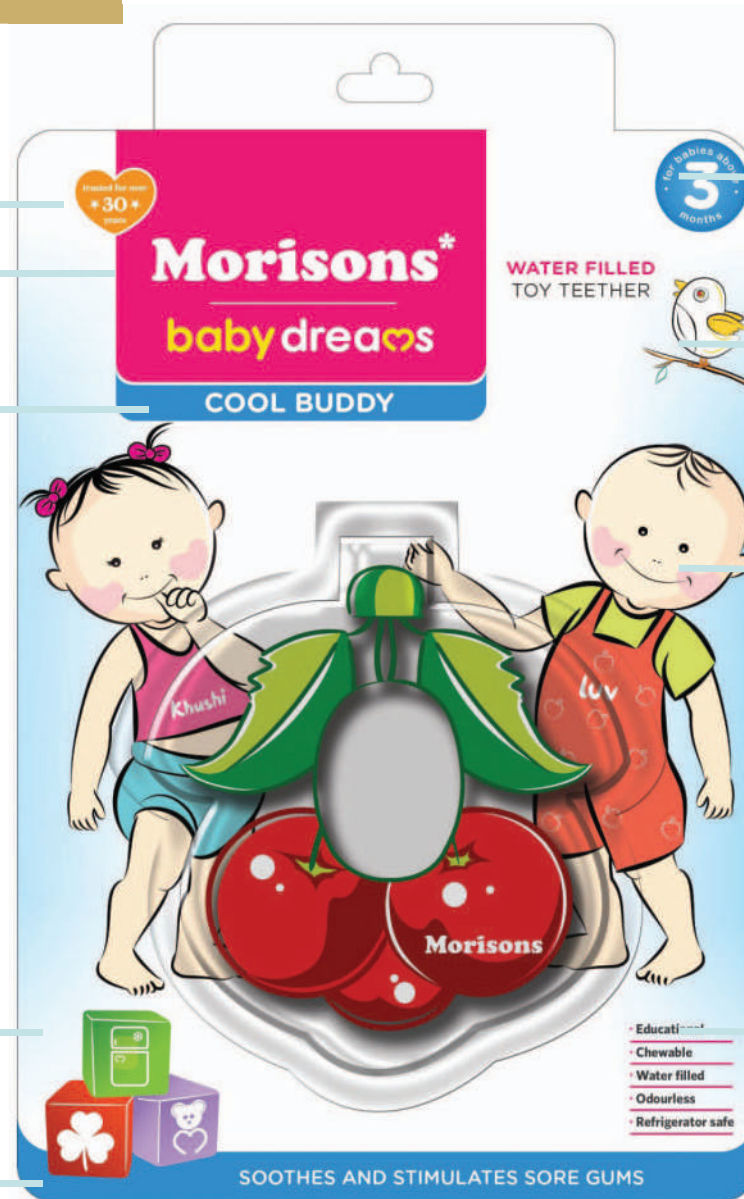
Tweety –  
gives the product  
description

Luv & Khushi –  
Interacting with  
the products

Product Attributes

Feature List

Bottom Colour Band  
– relevant info line



- Educational
- Chewable
- Water filled
- Odourless
- Refrigerator safe



Back

Trust Symbol

Main Branding

Product Name

Product Description

Things to Remember

Company Details and  
Other Mandatories



Old



New



## Regular Bottles





## Designer Bottles



Old



New



## Royal Bottles





## Mini Feeder



## Poochi Feeding Cup





Old



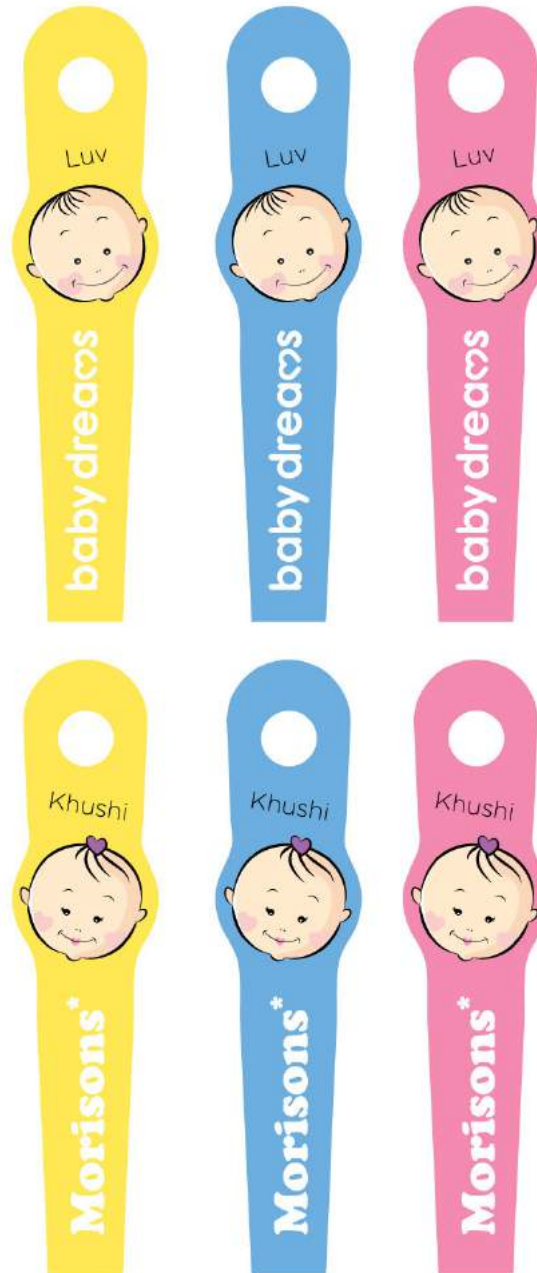
New



## Teethers



## Tooth Brush Handles





## Bottle Cleaning Brushes



## Comparison







# Baby on Board



**Morisons®**  
babydreams

*pininfarina*



trusted for over  
\*30\*  
years

**Morisons\***  
**babydreams**

THE CHOICE OF SMART MUMS



**HARRODS SUPER STORES**





Trusted for over  
\*30\*  
Years

**Morisons\***  
**baby dreams**

THE  
SMARTER MUM'S CHOICE



Our above product range includes bottles and accessories designed to aid your baby's healthy growth at various stages



Morisons has a wide range of products that include:

BABY NEEDS

MASTI TIME

HEALTH & HYGIENE

Visit our website: [www.jlmmorison.in](http://www.jlmmorison.in)





Morisons\*  
babydreams



Morisons\*  
babydreams  
PUZZLES



THE CHOICE OF  
SMART MUMS



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SMART MUMS



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**Morisons\***  
baby dreams

THE SMARTER MUM'S CHOICE

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THE SMARTER MUM'S CHOICE







trusted for over  
30+  
years

**Morisons\***  
**babydreams**

THE  
SMARTER MUM'S CHOICE

Growing with luv and khushi



**Morisons\***  
**babydreams**

# The Result

The packaging of each product formed a platform to communicate and educate the user about the product and its value proposition. Our mascots, Luv and Khushi as key communication tools held conversations with the child's mother through the product packaging since advertising for these products is against government policy. The packaging was strategically designed so as to work well with both general and modern trade.

The new packaging resulted in a higher shelf throw in stores.

With the launch of the new identity and packaging, the company saw an increase of 15% in sales as well as greater brand visibility and familiarity. This was achieved without an advertising campaign, indicating conversion of walk-ins who could have settled for any brand available in-store.

This entire re-branding exercise won JL Morisons Baby Dreams a Designomics Award for Best Packaging in 2012.

# Client Speak



"I think that in terms of the new and refreshed identity being memorable and the associations it has created around it, in terms of the fact that it binds people together even within the organization, it has worked wonders for us in more ways than one."

**Kumar Mangalam Birla, Chairman**  
ADITYA BIRLA GROUP

"VGC have been the catalyst and the drivers of the Editorial Design Change at Impact magazine. We approached them for a design change but they went beyond the brief, pushed and backed for suggested changes, got involved in all aspects and got us to believe in it and implement it. Since then, we have received humungous positive feedback for the product."

**Anurag Batra, CEO**  
EXCHANGE4MEDIA

"With their first strategy presentation, VGC has kept their promise of fresh, out of the box creative thinking, firmly rooted in sound strategy. We were impressed with the process, research and ideation to deliver quality solutions at this stage, which otherwise might have taken three stages to achieve."

**Deepak Nath, Category Head**  
SABMILLER INDIA

"I have received accolades for the quality and content of the communication and newly crafted brand name, for which the real credit goes to team VGC"

**Neha Hiranandani, Director**  
HOUSE OF HIRANANDANI

"We commenced a project for Foster's with VGC recently. In the eighteen months I have spent in the country I have not come across as many good ideas and fresh thinking as I saw in 30 minutes of their presentation. I wish VGC's Bangalore operations well in its new journey."

**Derek Hugh Jones, Director Marketing**  
SABMILLER INDIA

"VGC's reputation for Branding Services is very strong. VGC has done an impressive job of creating a Brand Design Portfolio for the transition of Madura Garments to Madura Fashion and Lifestyle."

**Pranab Barua, CEO**  
MADURA FASHION & LIFESTYLE



SOME OF THE CLIENTS POWERED BY VGC SINCE 1997



GRAZIA

HELLO!



VRAHEJA





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