

# PACKAGE REDSIGN FOR AN IN-STORE LIGHT BULB BRAND

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## Abstract

Big Box retailers such as Walmart, Kroger, and Ikea carry their own Personal Brand Label (PBL). Brightly colored, decorative packaging, and product photography can make a product more marketable (Wheeler, 2003). The objective is to improve upon an existing product such as Kroger's *Everyday Living* light bulbs fail to highlight their key features. In addressing their product presence on retail shelves, aspects of branding, product photography, marketability, and package purposefulness must be considered (Klimchuk, 2005). Three different box designs, layouts and 3D physical mockups a proposed concept for Everyday Living.

## Analysis

Externally, the messaging on the product lacks emphasis on its key features. Internally, the original packaging fails to firmly hold the light bulb in place at the base which allows the product to swift and move. This may cause the product to break during shipment. In addition, the original logo of Everyday Living mimics Microsoft's Window logo, which requires a redesign to distant itself from a non-related company.

Original      New Design



Original Logo



New Logo



## Methodology

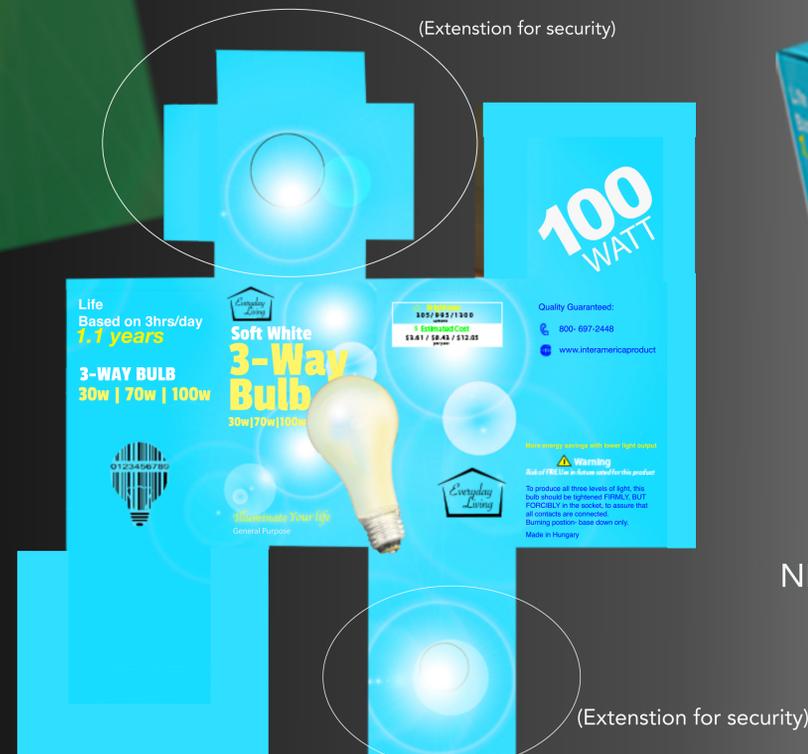
There are two visual elements that are improved upon externally: i) colors for contrast and placement of text and images for emphasis. The font size that describes the product's key features is placed in a hierarchical order: i) revised logo (on top); ii) product description; (middle) and iii) a photographic representation of the product (bottom). Internally, a new add-on to function as a reinforcement to hold the bulb inside the packaging.

## In Conclusion

The final design addresses the need to distinguish the PBL from its competitors. By extending the new design to three different box designs, Everyday Living, as a in-store brand has a new improved design for stability and protection.

## References

Klimchuk, M. R., & Krasovec, S. A. (2012). *Packaging design: Successful product branding from concept to shelf* (2nd ed.). Hoboken: Wiley.  
Wheeler, A. (2018). *Designing brand identity: An essential guide for the entire branding team* (5th ed.). Hoboken, NJ: Wiley.



NEW packaging for 3-way bulb



NEW packaging for LED bulb



Proposed product