



GLEAM

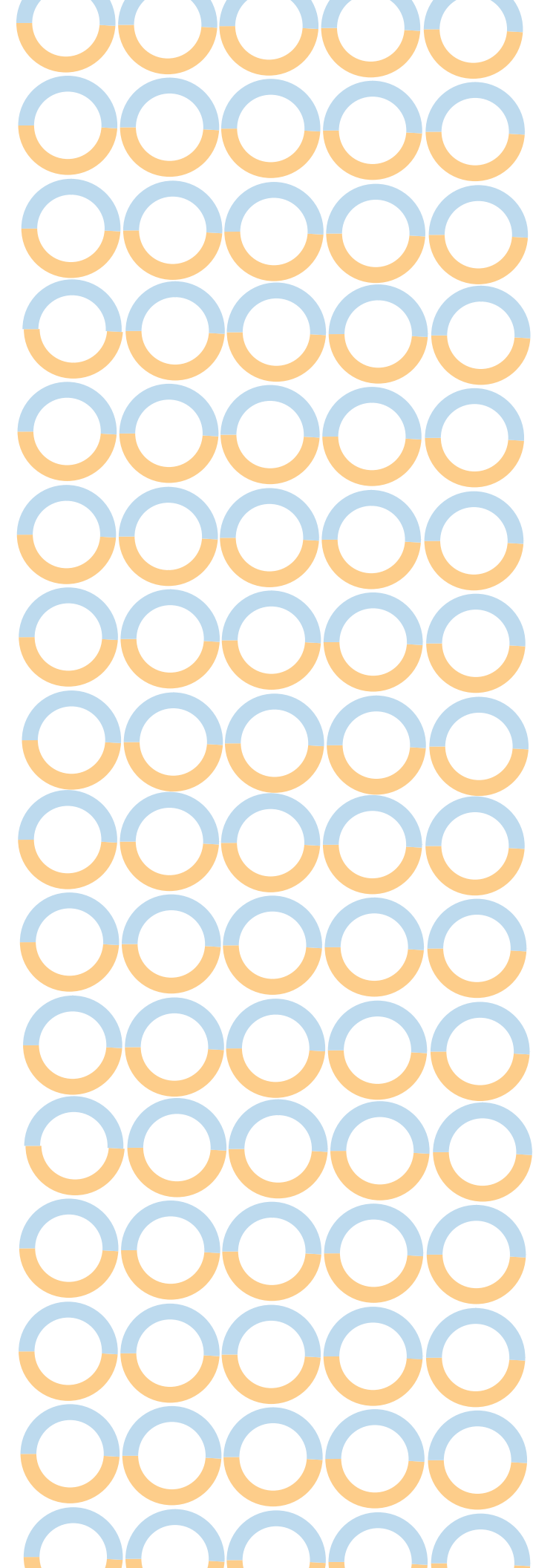
Product Description/ Concept

So, what is Gleam?

Gleam is the dental care line that offers not only a “smile that screams Gleam”, but also an experience. Because who said maintaining dental hygiene had to be a boring routine? The goal of Gleam is to offer a delightful and fresh experience that makes everyone want to clean their teeth. This line would make anyone start keeping up with their flossing again. With everyone flossing, brushing, and swishing willingly, dentists might soon be out of a job.

So, when 5 out of every 5 dentists begin to recommend Gleam, believe it. Who wouldn't want to use mouthwash that comes in a bottle that screams a big smile?

With a line that holds true to their promise of a fresh smile and delightful graphics, soon everyone's smile will be “screaming Gleam”.



5 Key Words

cleanliness



distinct



fun



smile

fresh



 Mood of product

mood:

modern but youthful



funky but sophisticated



fun for all ages

age appropriate for children and adults

makes it fun to maintain hygiene-hip but appeals to all

Everyone! Or anyone who can afford to keep clean teeth

Anyone with a smile

Gives
Gleam two
thumbs up!



parents, families, kids



Single Men & women/
twenty somethings,
adults of all ages



Name Development

Names:

Tooth decay
Tooth fairy
Pearly whites
Whites
So fresh
F is For Fresh
Smile and Shine
Bright Whites
Sparkle Sparkle
Dientes
Clean it
Cavities
Cavity less
Plaque saver
Fresh
Sonreir
Beam
Grin
Aid
BeamAid
BrandNew
SparklingAid
Mint
Bright
Bright Aid
Beam Bright
Glitz
* **Gleam**

Shimmer
Zap
Dazzle
Flash
Radiate
Luminous
Luminized
Tooth and Nail
Sweet
Sweet Tooth
Gleaminate
Fresh Gleam
MintAid
FlashLight
Dazzap
DentX
DentWhite
Dentizzle
UltraDent
UltraBright
UltraPearls
* PearlDent
* HiGleam
HiGlitz
WhiteDent
GleamDent
BrightDent
* UltraFresh
FreshDent

* FreshX
MintDent
* MintX
* HiBeam
Beamodent
Gleamodent
Coolmax
Freshmax
Dentabright
Dentabright ice
Freshdent ice
Arch Ice
HalfMoon Beam
* Moon Beam
ArchX
ArchMax
CrescentFresh
ArchFresh
* ArchSmile

Gleam

graphic ideas

tin containers



simple characters for directions/graphs



step by step direction graphics



flat colors



smiles



indication by colors



pictogram elements



comic book elements (starburst and halftone)



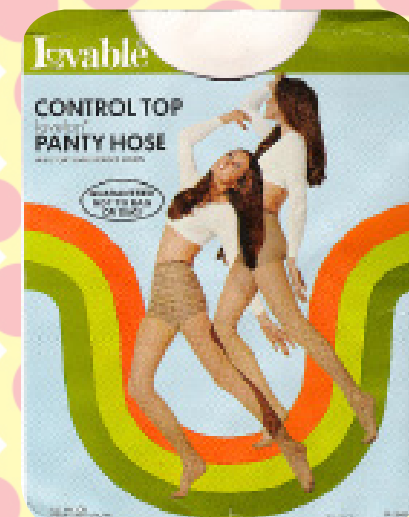
colors and basic shapes

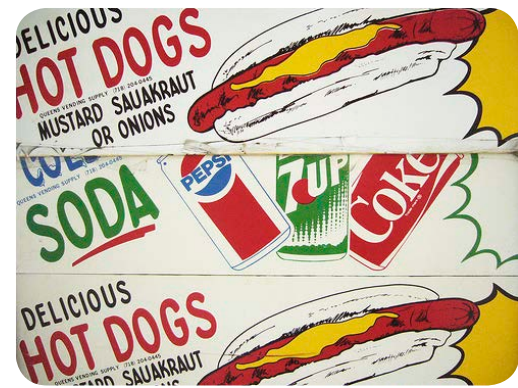
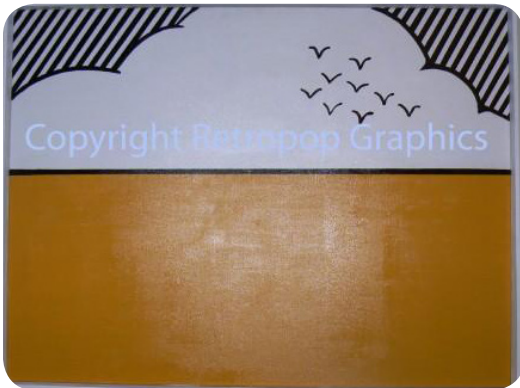
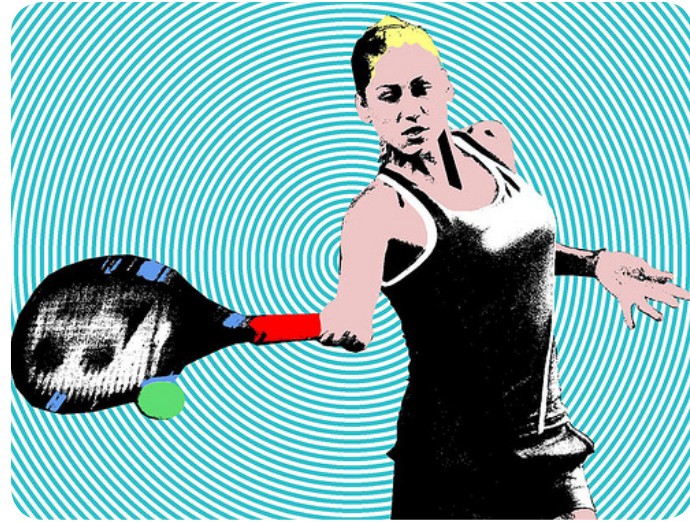


retro, but modern and contemporary, bright colors



clean





Visual Audit of Competition



Competitors Logos



After comparing other dental logos on the market, it seemed that the typical dental brand seemed bland and uninviting. Majority of the logos seem to have a slight sweep them and use type as their main element for the logo.

Since not one logo style in particular stands out to me, I want to create a logo that differentiates itself from the rest.

Smile Form Study



FEEL ALRIGHT



gleam

Gleam

GLEAM

GLEAM

GLEAM

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Gleam

Ideation Sketches

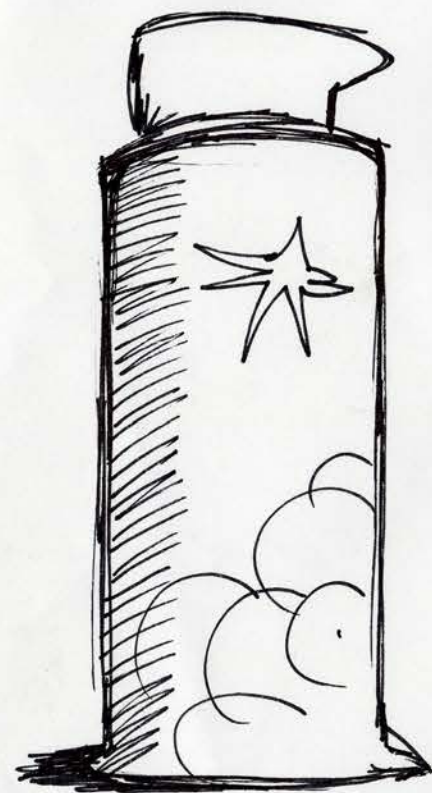
products:

PlanetLabel.com

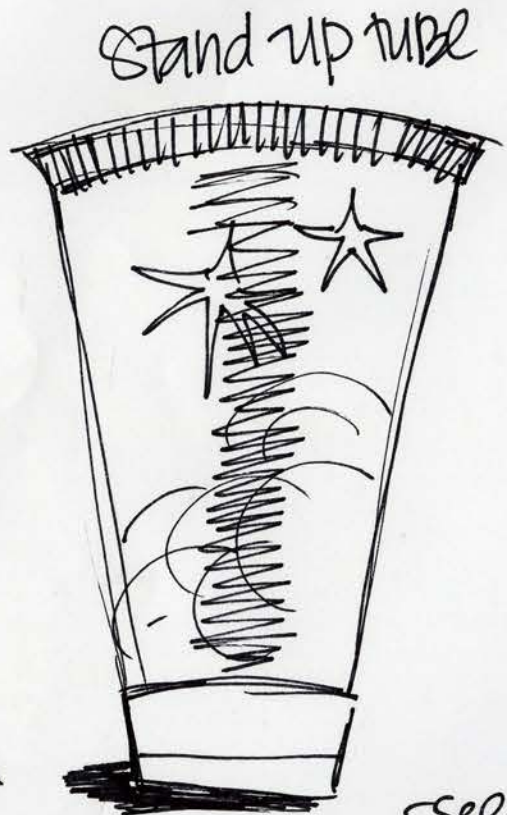
globalpackaging.com

- MOUTHWASH - plastic bottle
- TOOTHPASTE - tube & rectangular box (soap or dispenser)
- TOOTHBRUSH - plastic canister
- FLOSS - tin disk

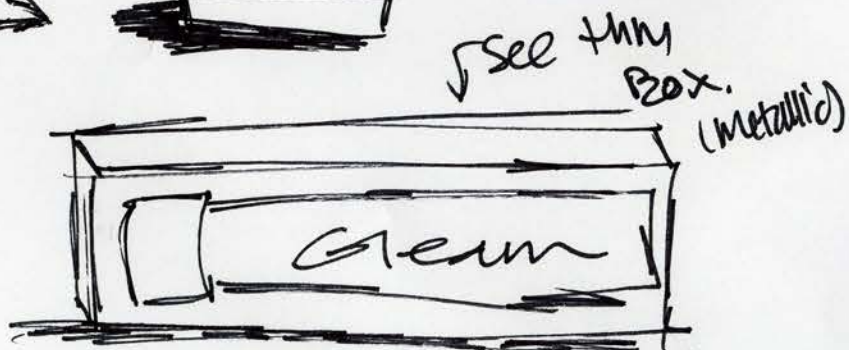
toothpaste



Pump



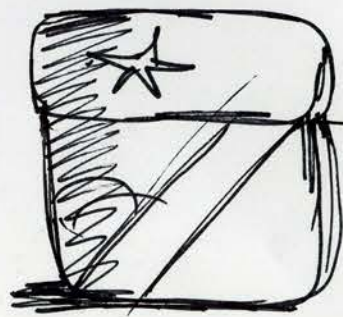
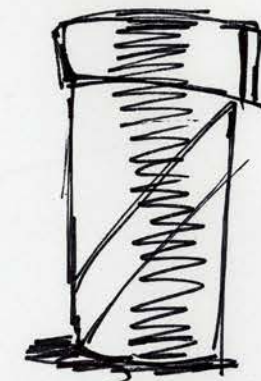
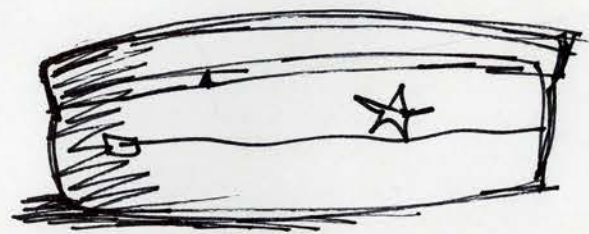
stand up tube



see thin Box. (metallic)

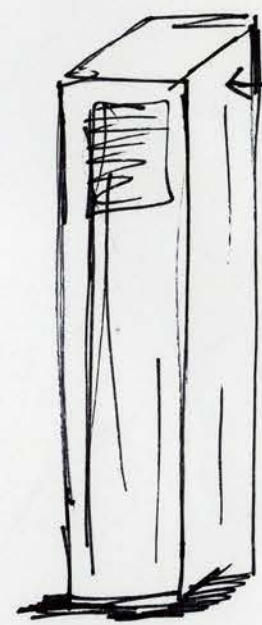
- concept: kit.
 • regular size & travel.
 • plastic see thru.

FLOSS

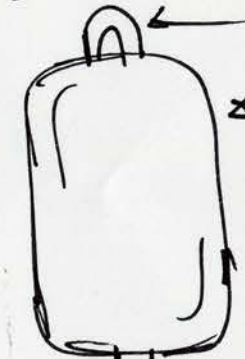


metallic

TOOTHBRUSH

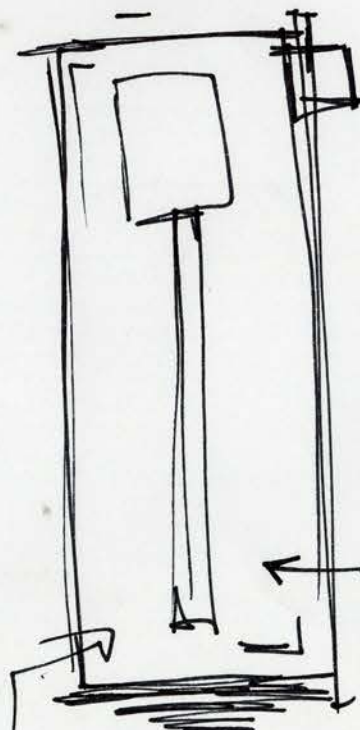


see thin (metallic) Box (or tin)



plastic hang
 cover

Flat Box



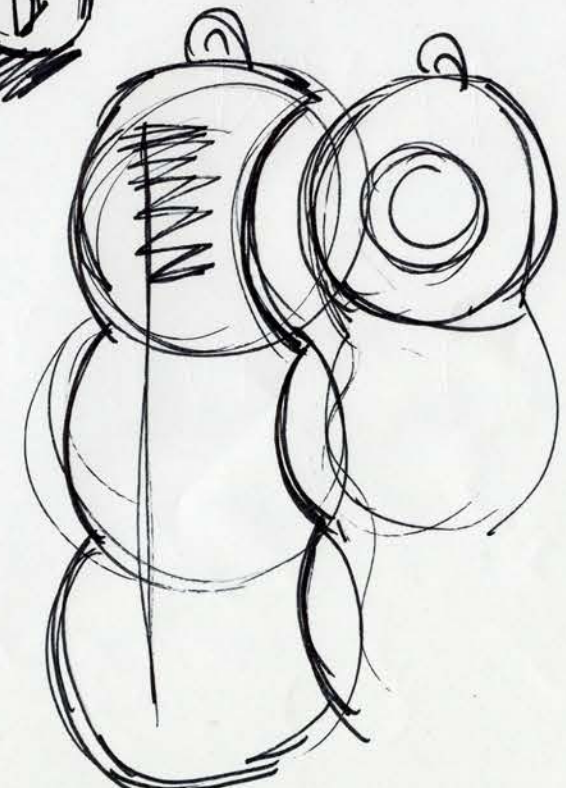
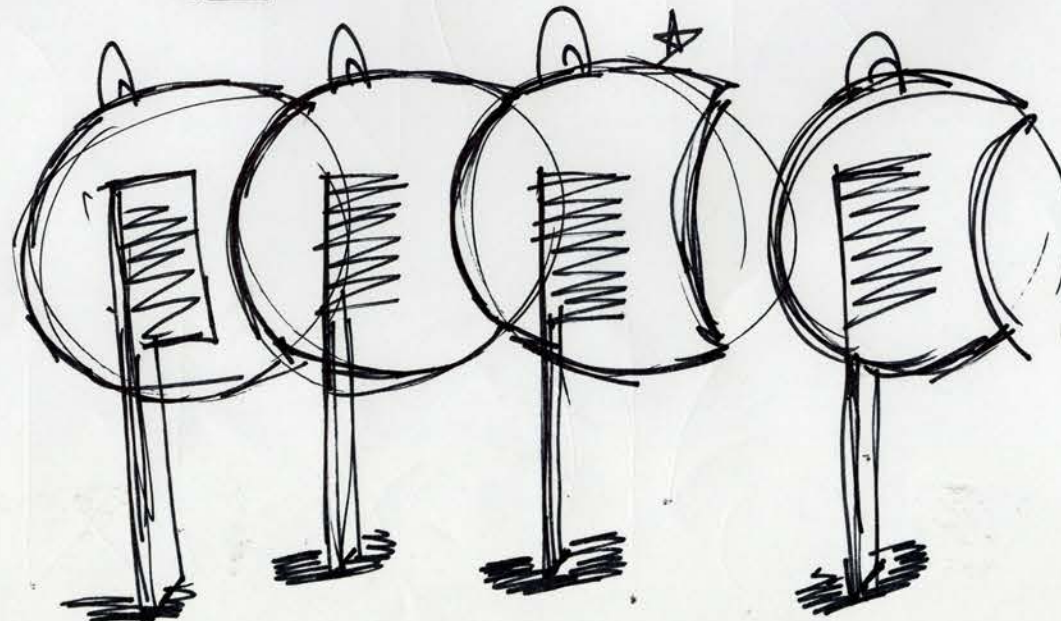
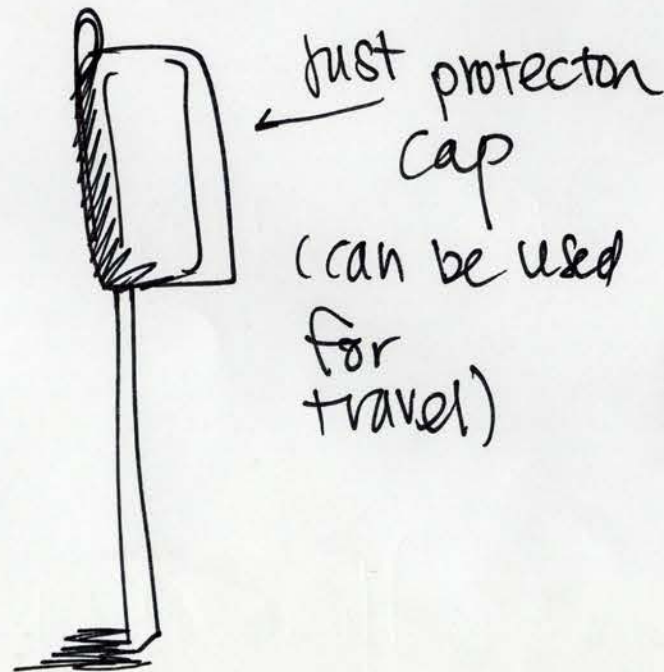
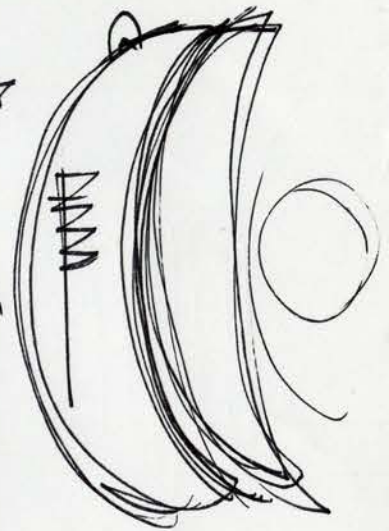
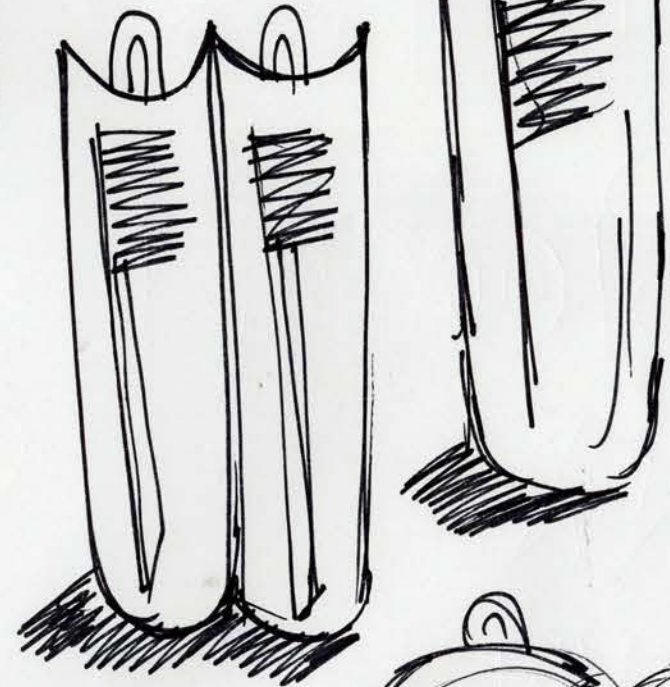
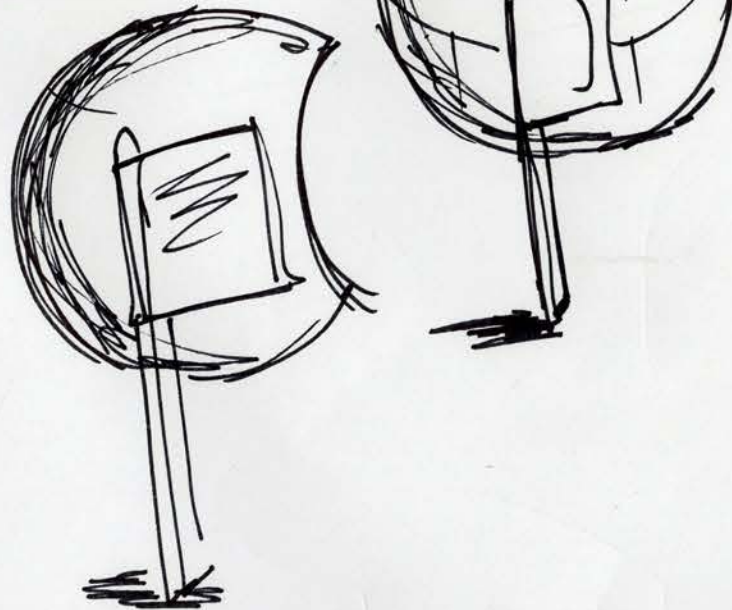
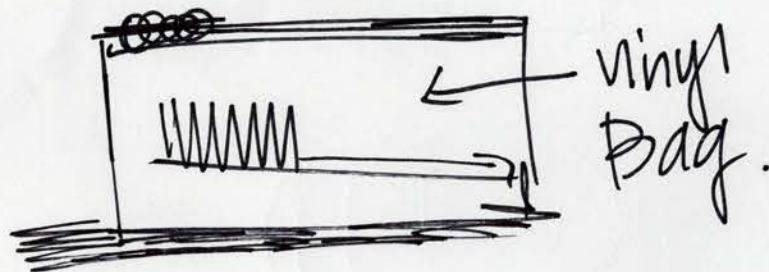
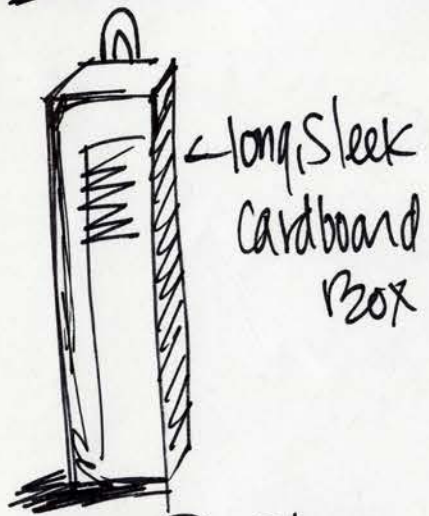
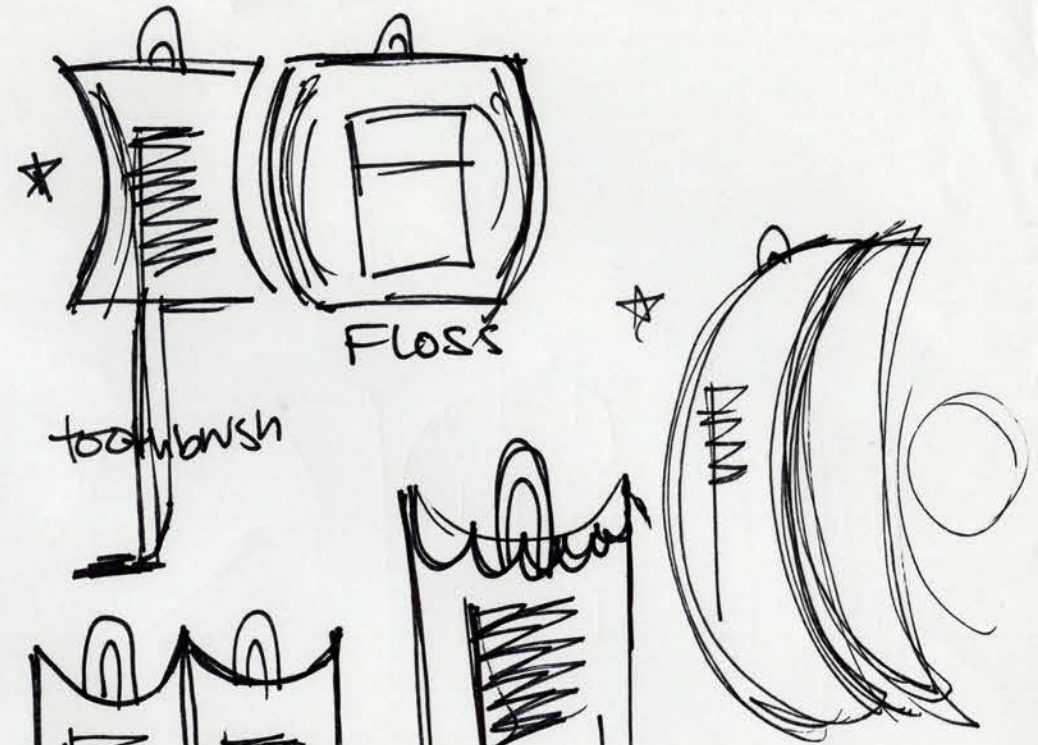
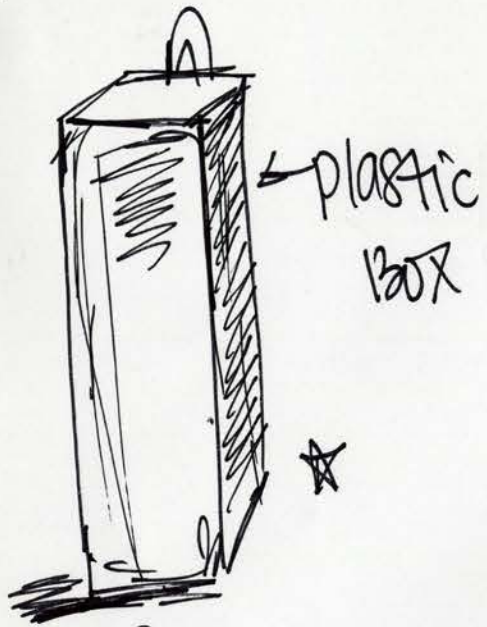
vinyl Band



travel.

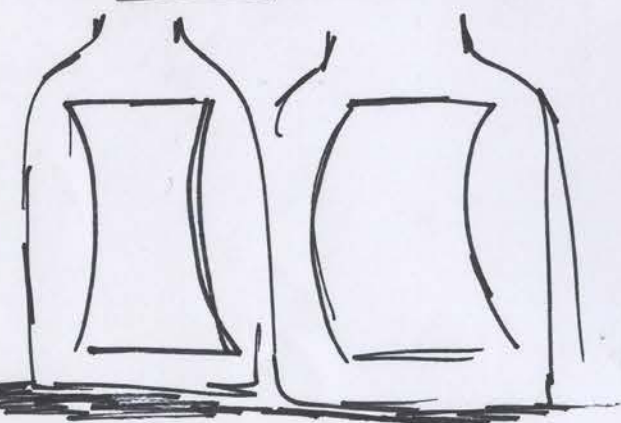
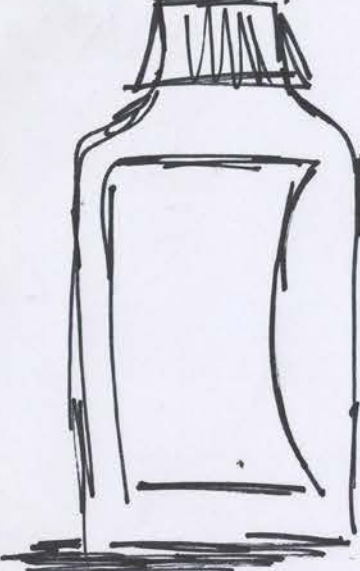
Ideation Sketches

TOOTHBRUSH.



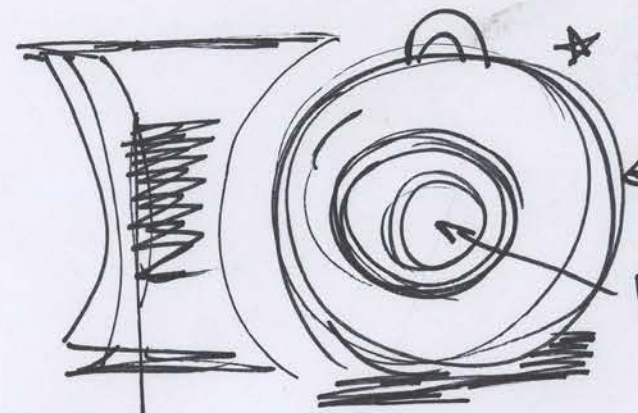
Ideation Sketches

mouthwash

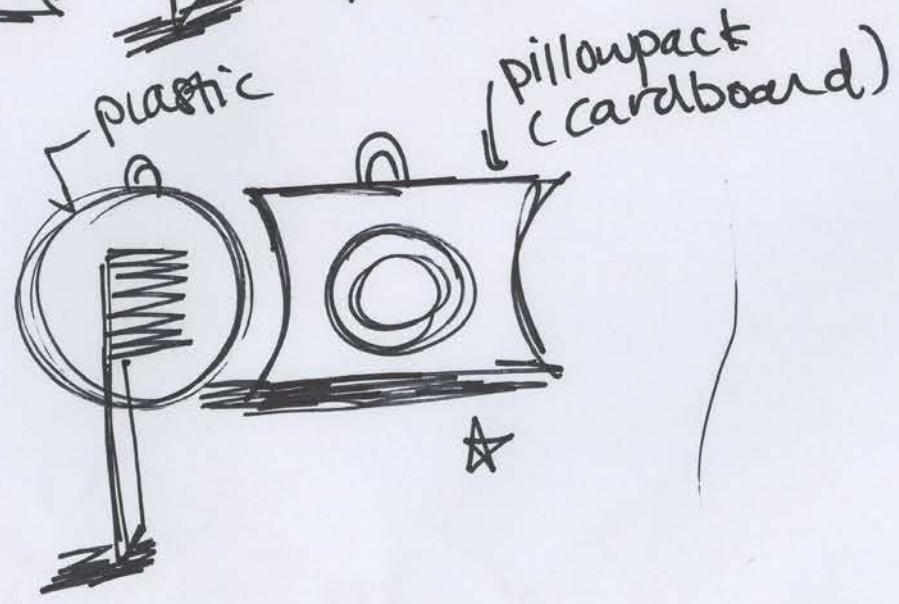
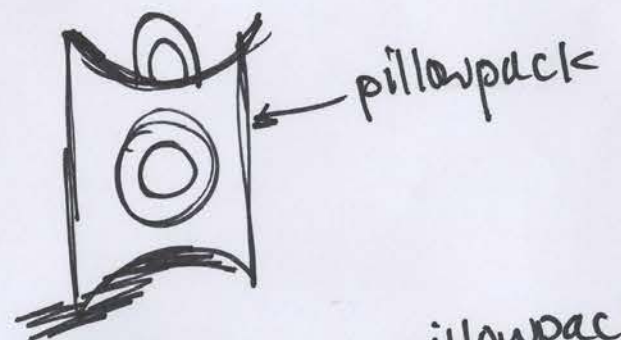
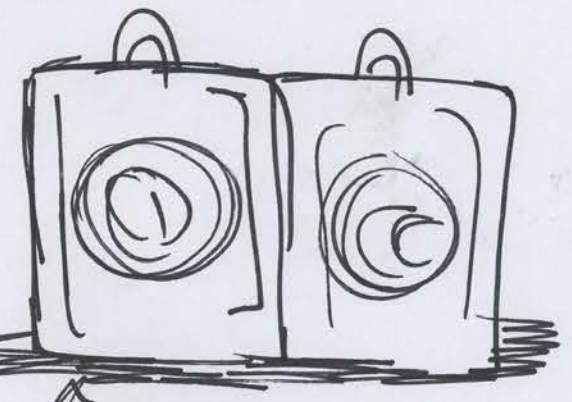
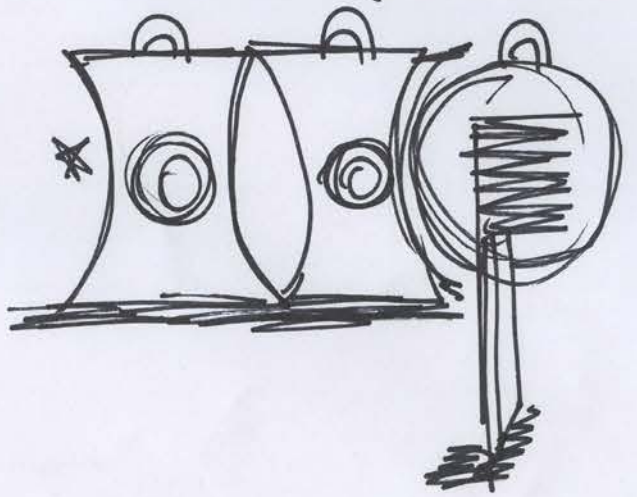
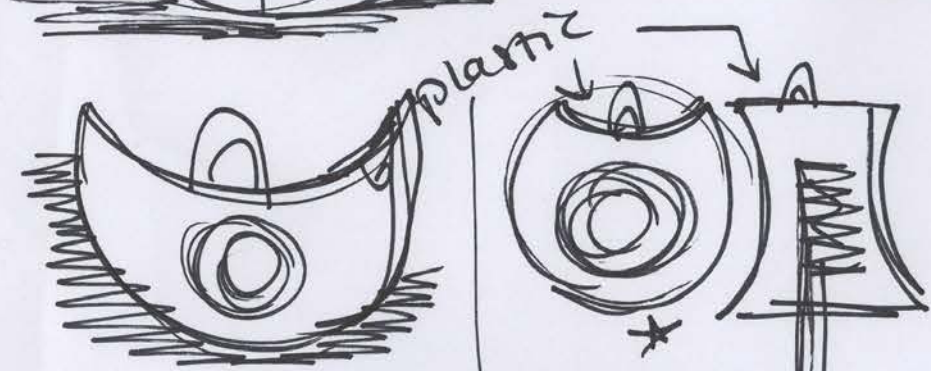
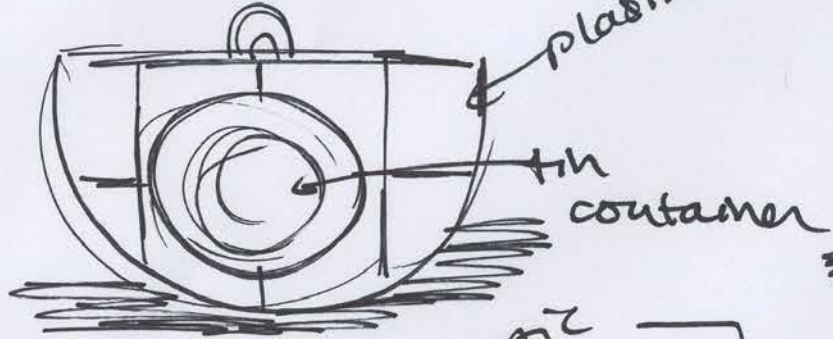


Labels & shapes

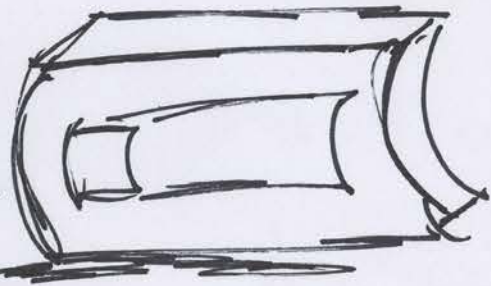
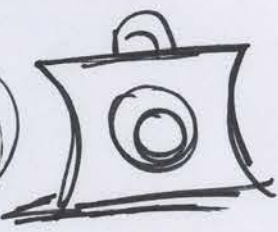
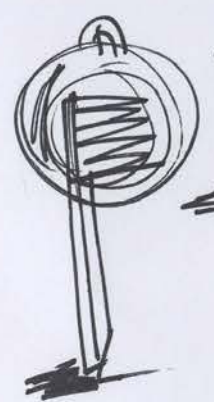
Floss

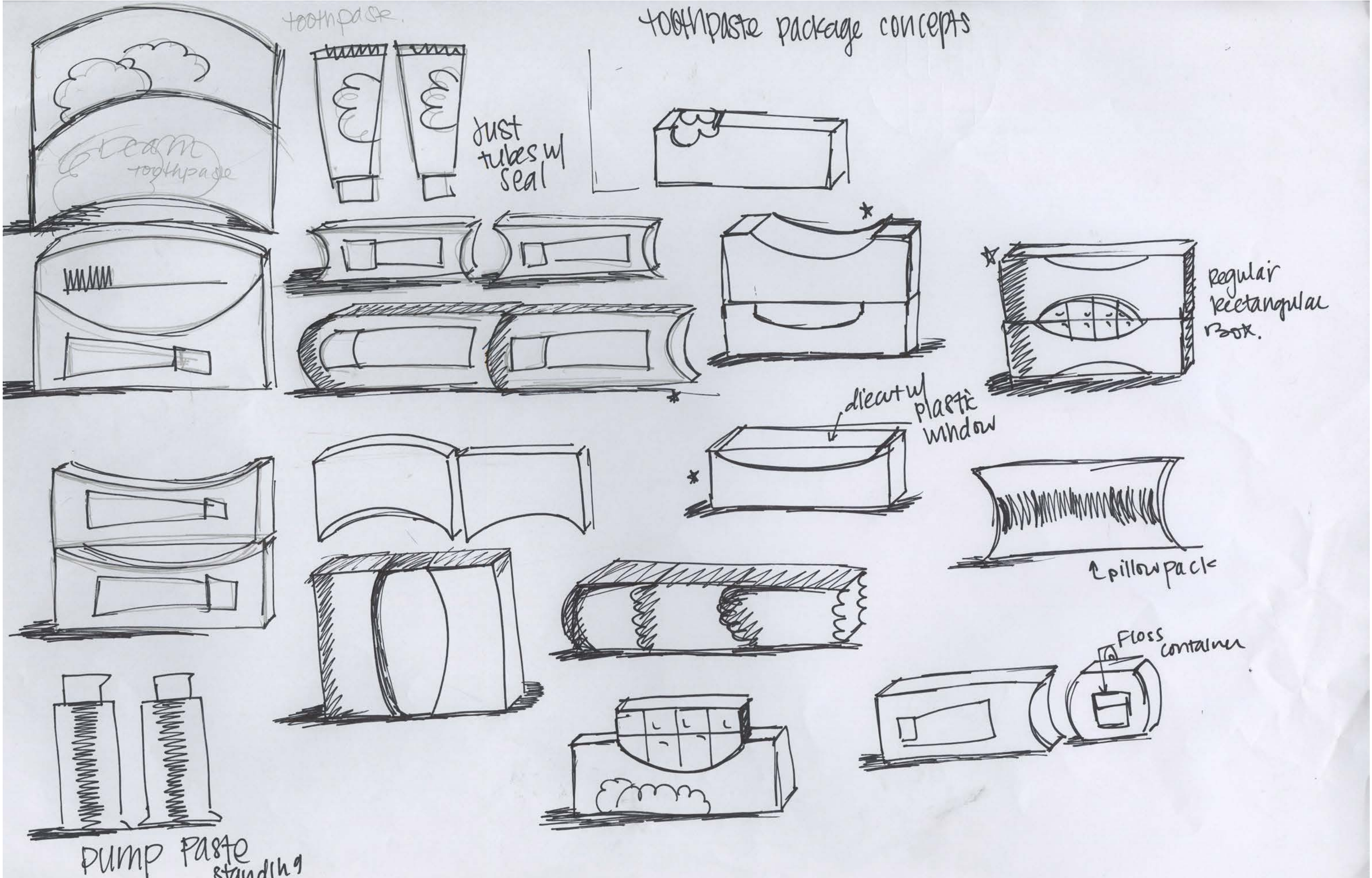


package
product.



Set:





toothpaste

toothpaste package concepts

just tubes w/ seal

Regular rectangular box.

die cut w/ plastic window

pillow pack

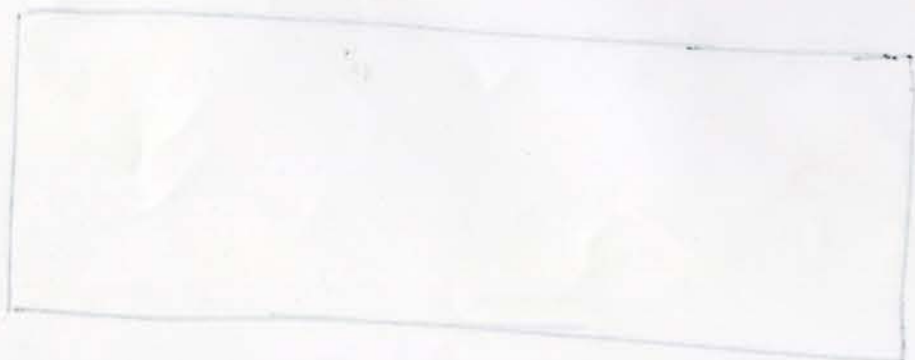
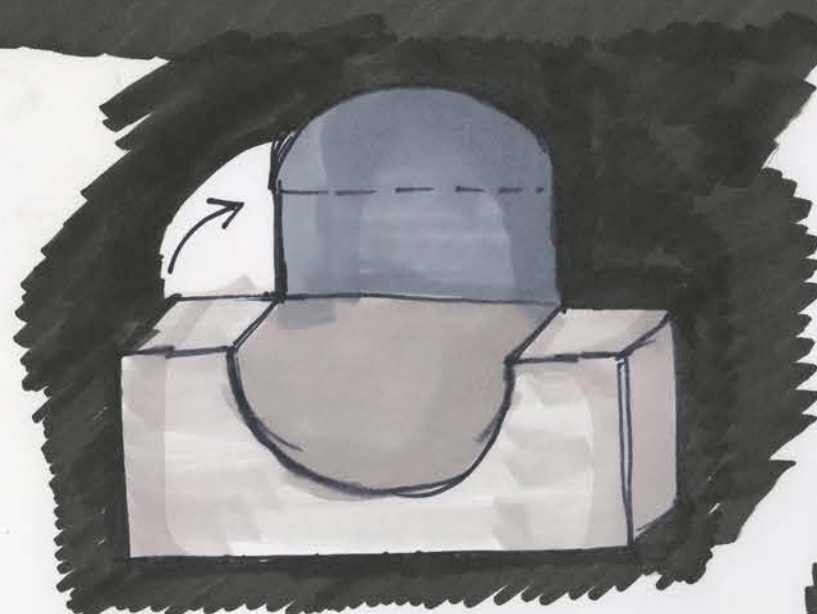
Floss container

pump paste standing

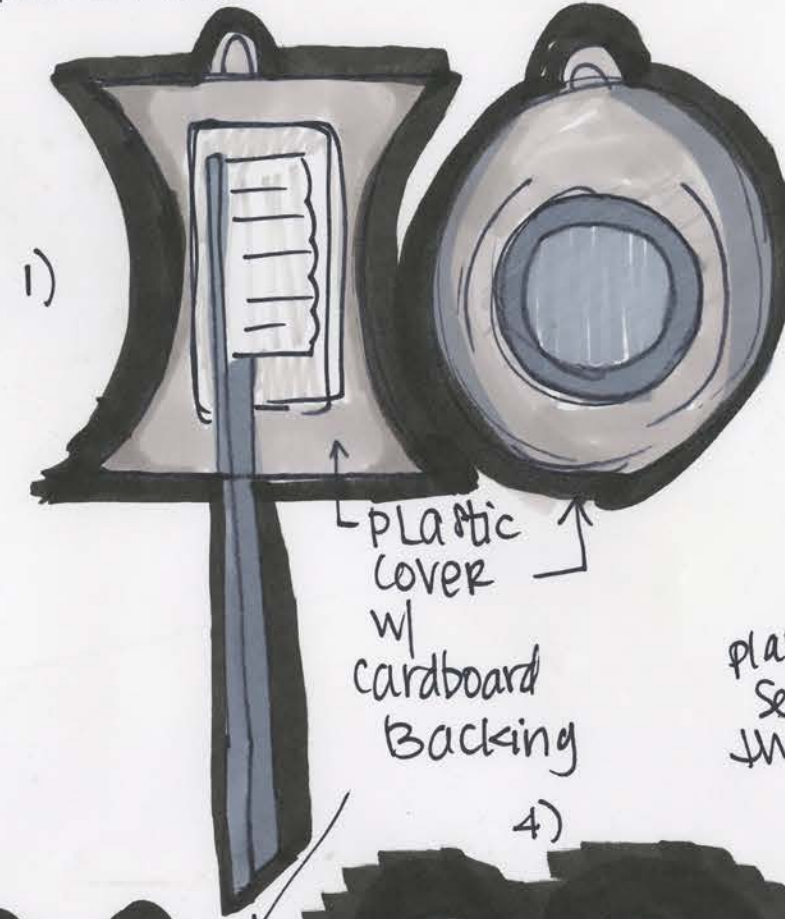
Ideation Sketches

toothpaste

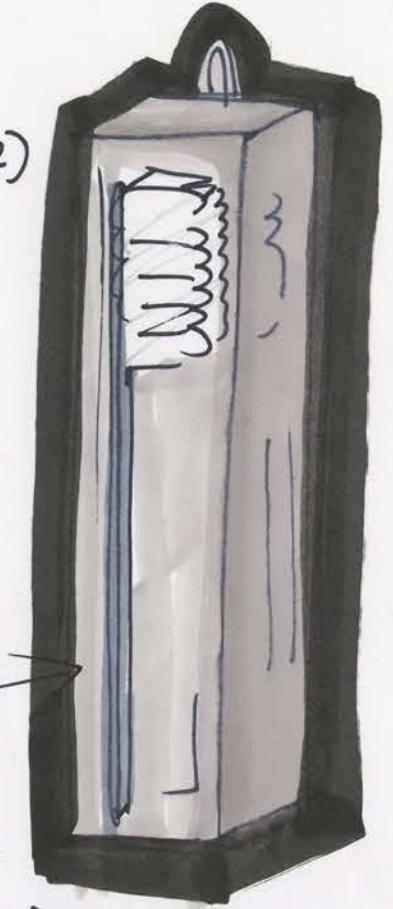
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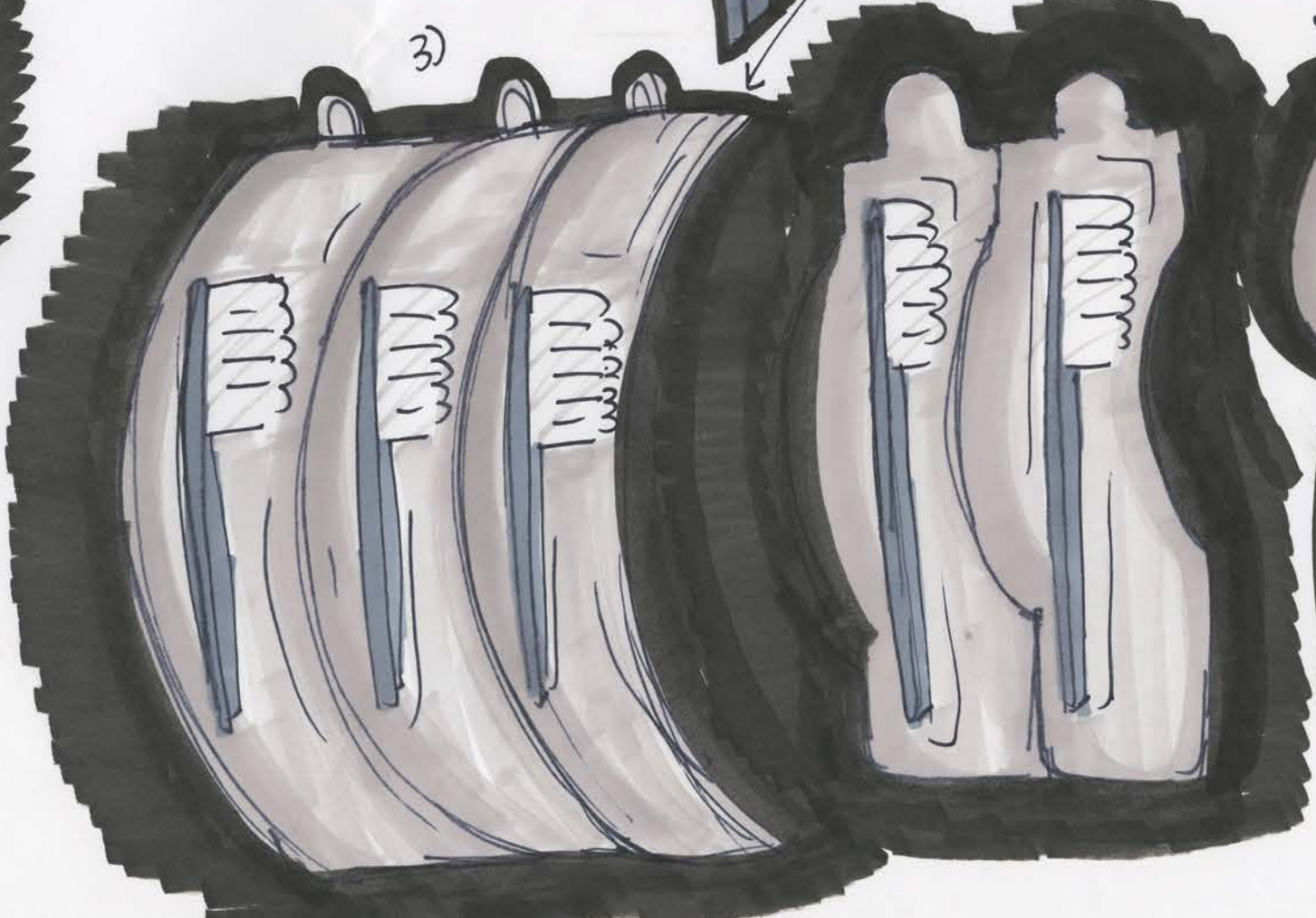
toothbrush



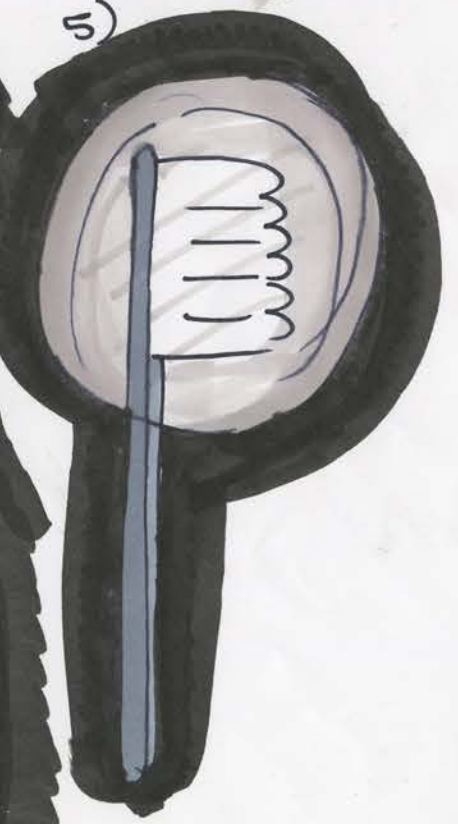
2)



3)



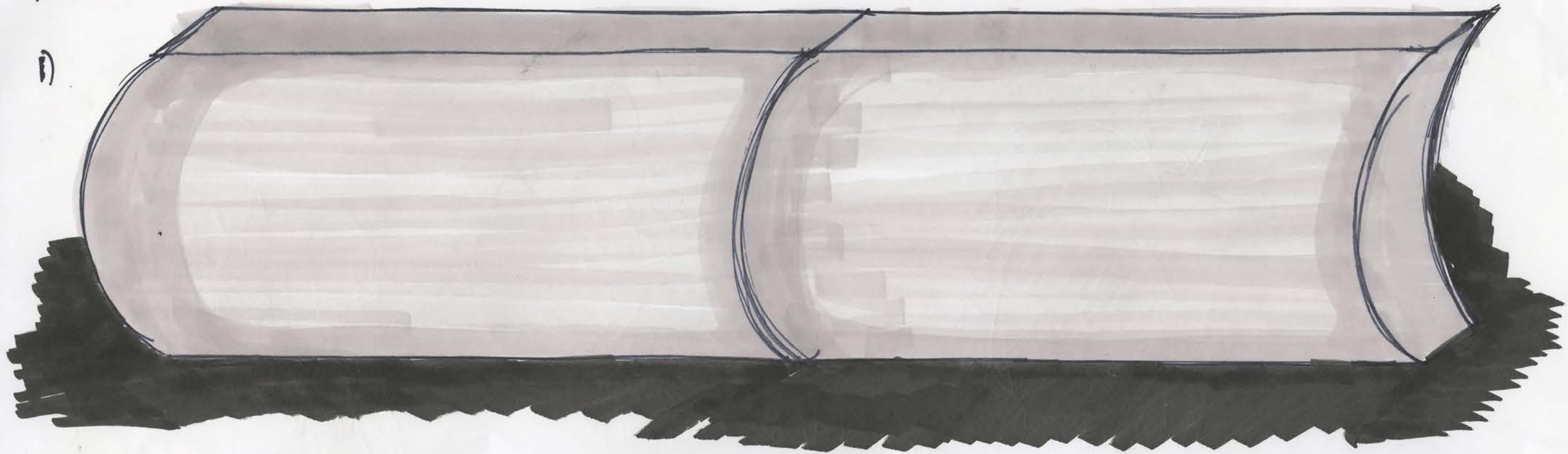
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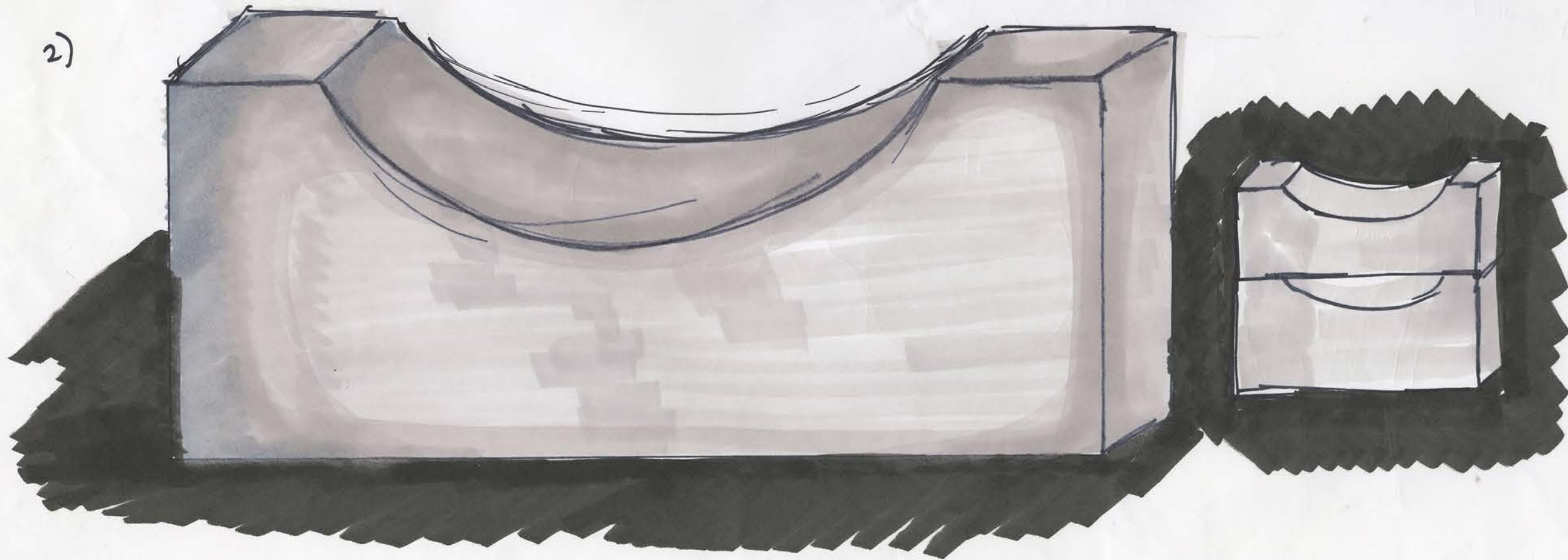
5)

TOOTHPASTE BOXES

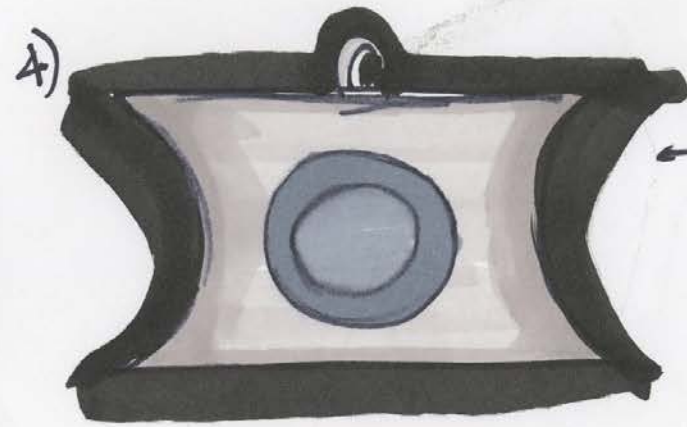
1)



2)



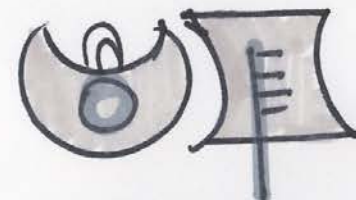
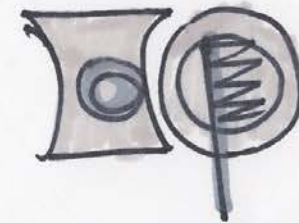
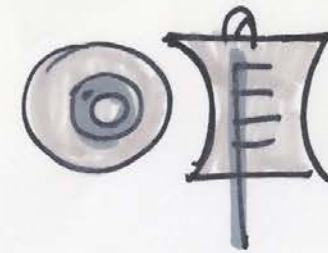
FLOSS



← pillow pack
(cardboard)



toothbrush & floss
concept



Ideation Sketches

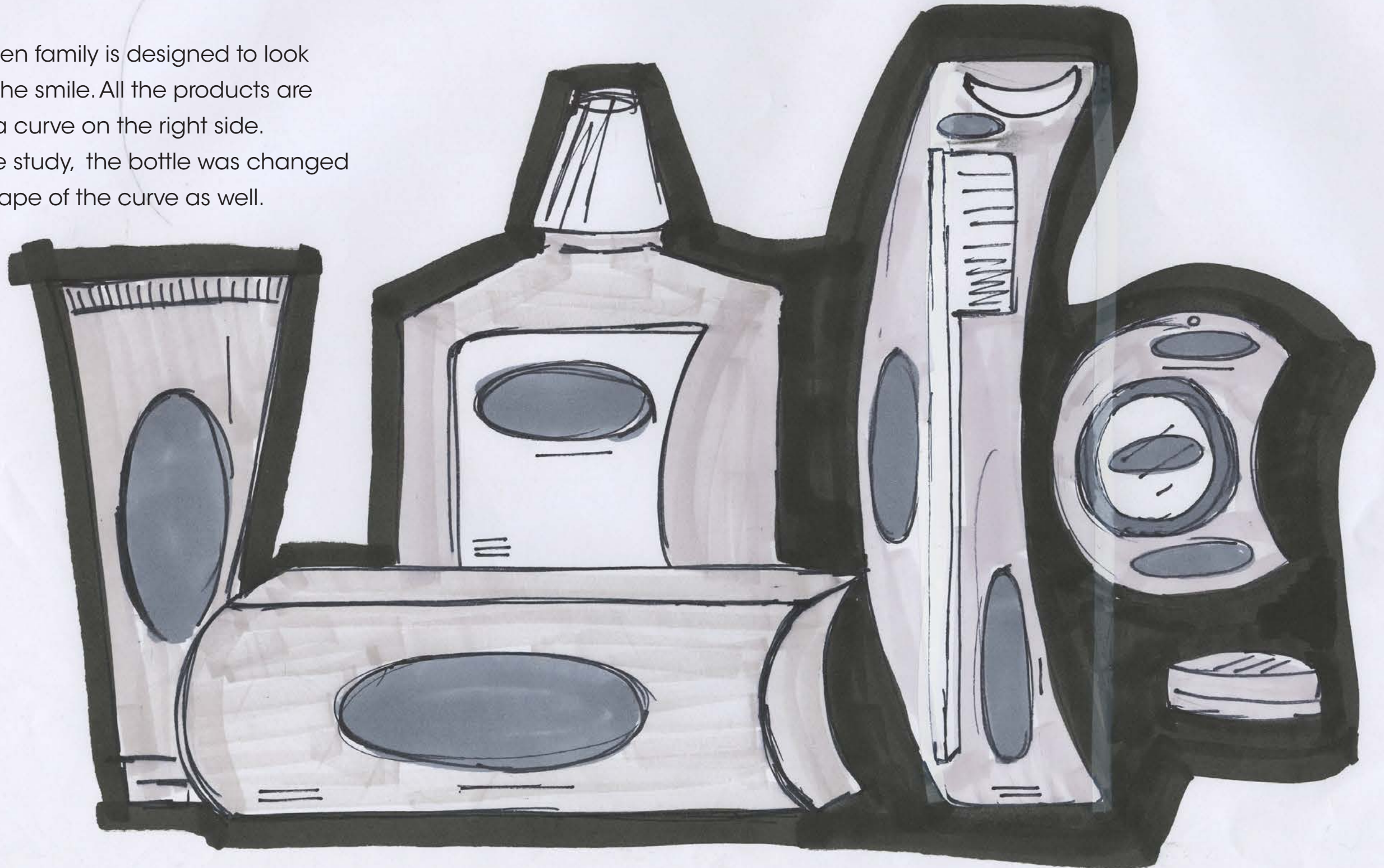
FAMILY OF PRODUCTS:
• Mouthwash
• toothbrush
• toothpaste
• FLOSS.



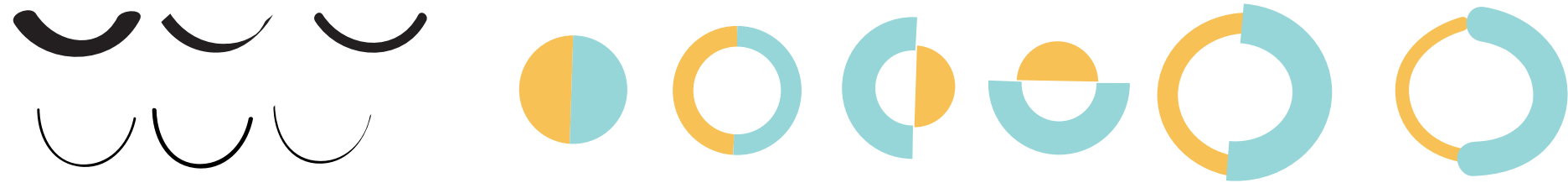
FAMILY OF PRODUCTS:

position logotype
product name
" " description
quantity

The final chosen family is designed to look like a part of the smile. All the products are shaped with a curve on the right side. Later on in the study, the bottle was changed to take the shape of the curve as well.



Logo Comps



After many studies, the logo required a complete change. After more logo ideations, the final consisted of two smiles put together to complete a circle which represented the cycle that does into dental cleanliness.

gleam



gleam



gleam



gleam



GLEAM



GLEAM



gleam



GLEAM



GLEAM



GLEAM



GLEAM



GLEAM



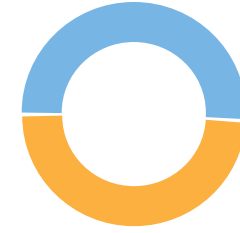
Color study of 3 final logos

GLEAM

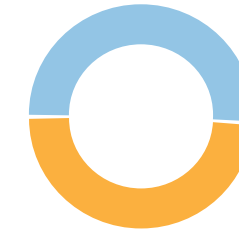
GLEAM



GLEAM



GLEAM



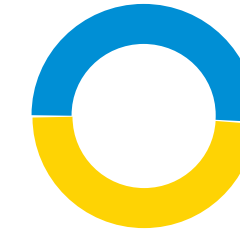
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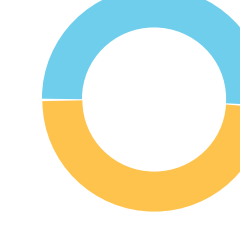


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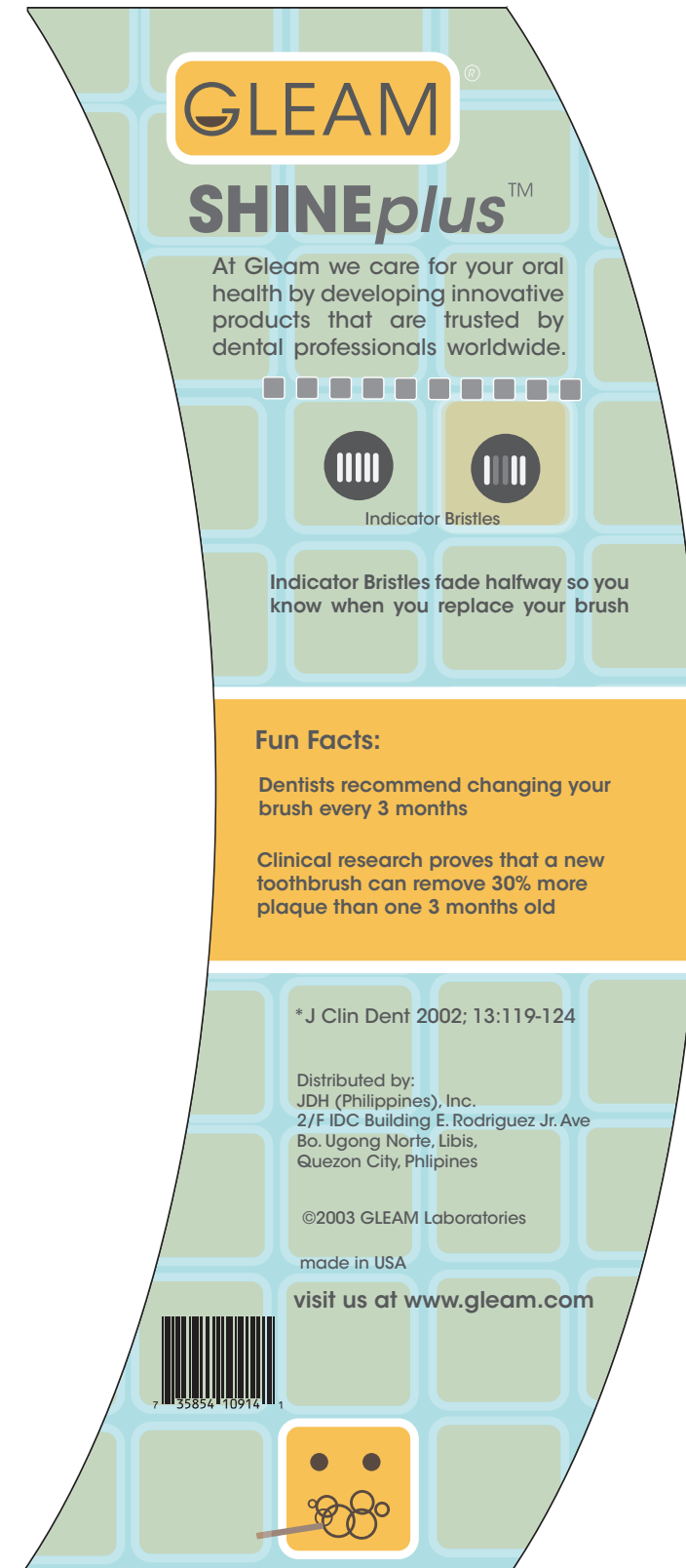
Final Logo/ Different Orientations



The final logo was chosen because it represents the voice of Glead. The two half circles are to represent two smiles. The circle conveys the friendly, inviting, and modern voice of Glead.

The logo was also chosen because of its possibilities of orienting the logo and text in different ways, depending on its application. The logo offers flexibility for all possible designs.

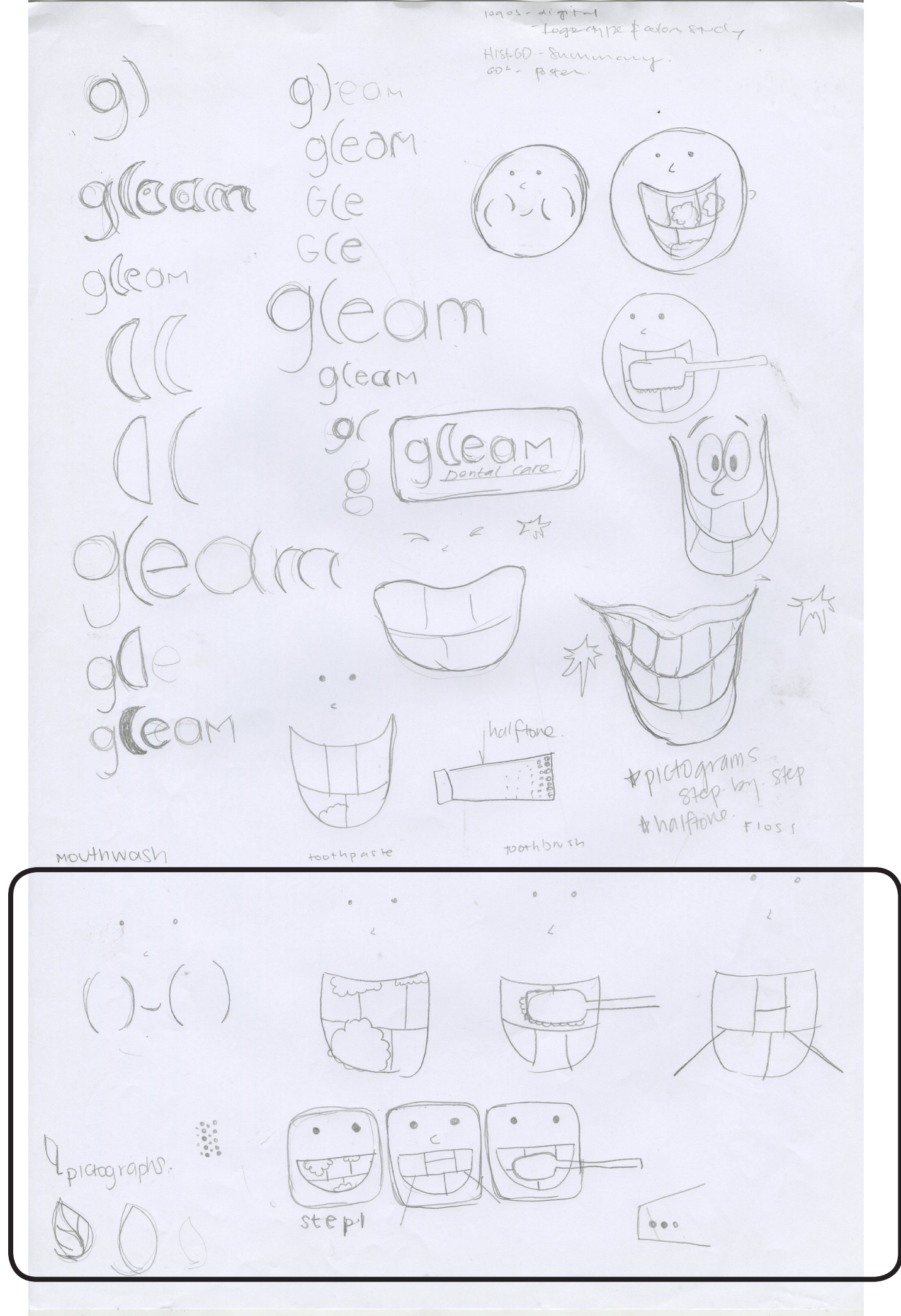
Beginning Design/ Concept for Graphics



Development of Packaging

After beginning to get into the design of the graphics, the brand called for an identifiable character.

The character is to be the face of Gleam. On each individual package, the character is to serve as a pictographic direction. Each character will be performing the action of the corresponding action (i.e., the floss package will have a flossing character).

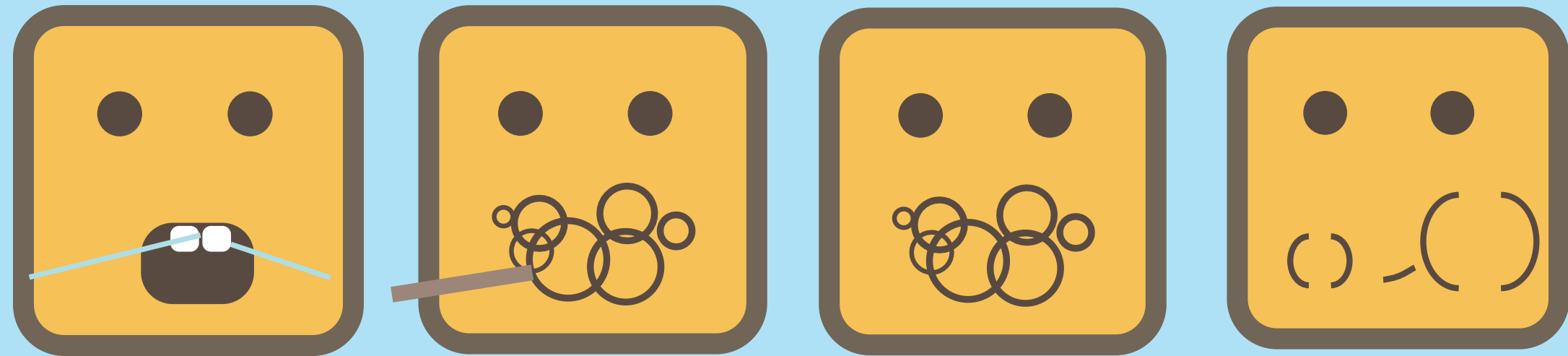


Development of Packaging

Different Names:

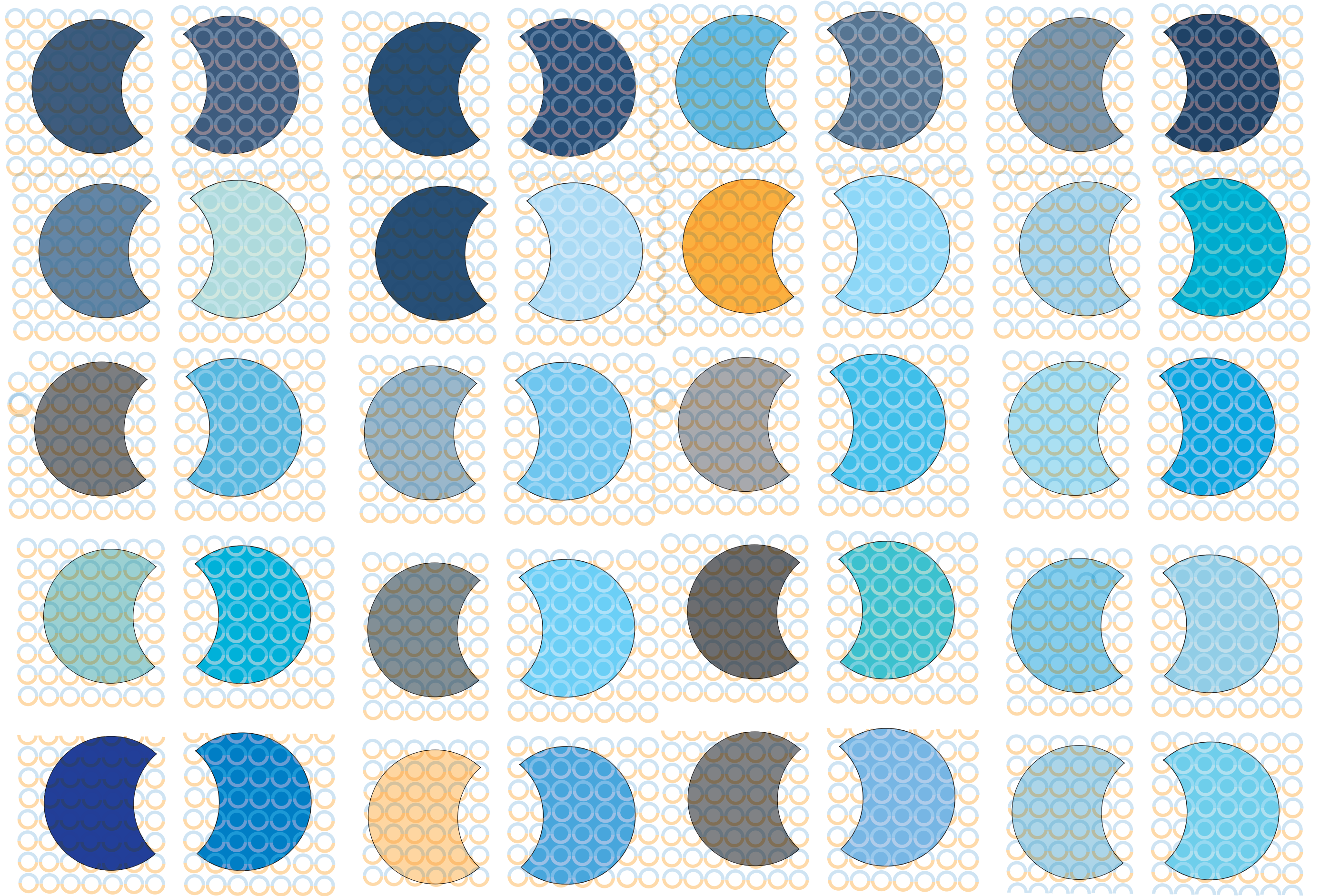
Pasty
Toothy
Denny
Teethy
Flossy
Mouthy
Washy
Freshy
Minty

The Gleam Team

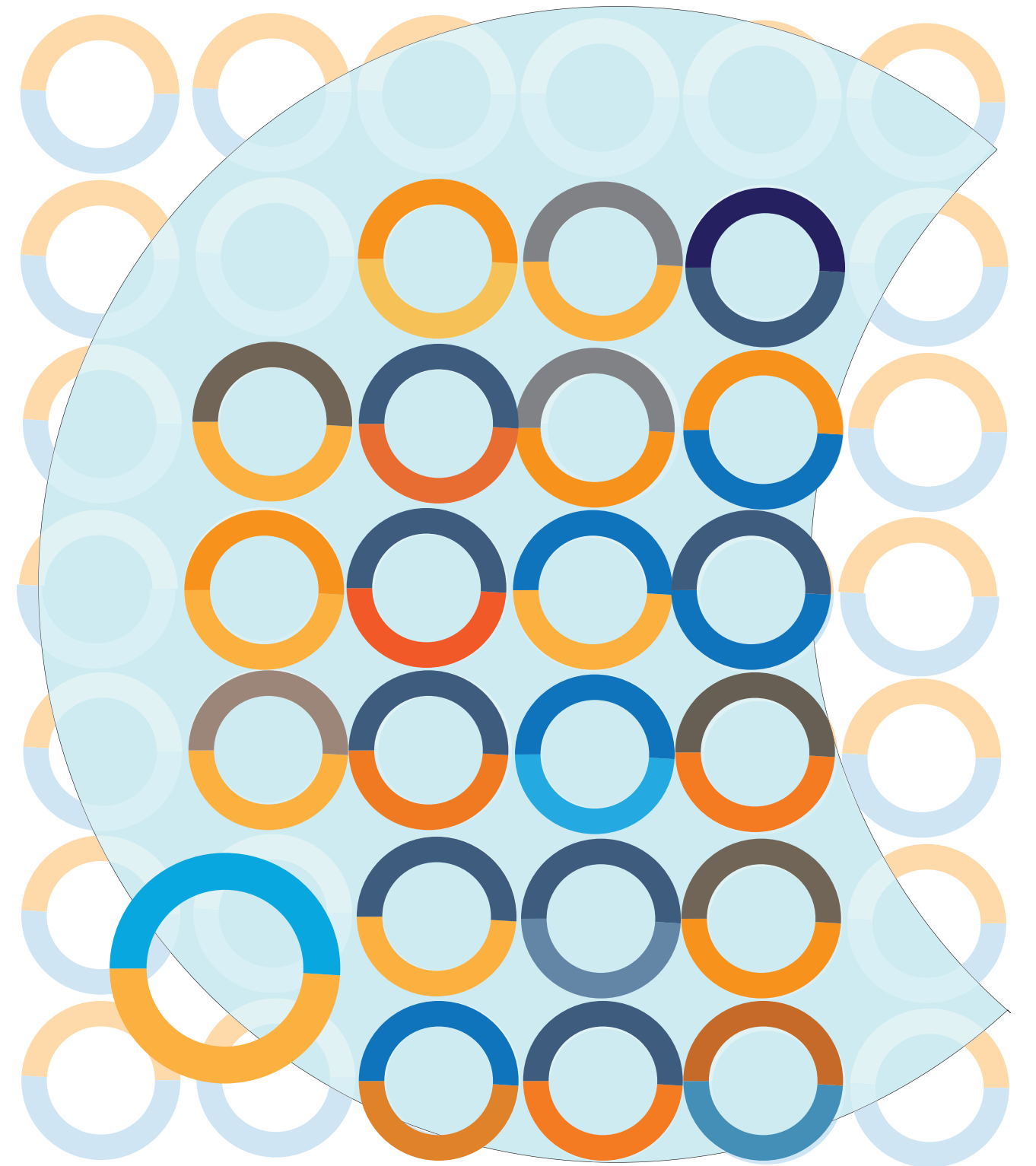
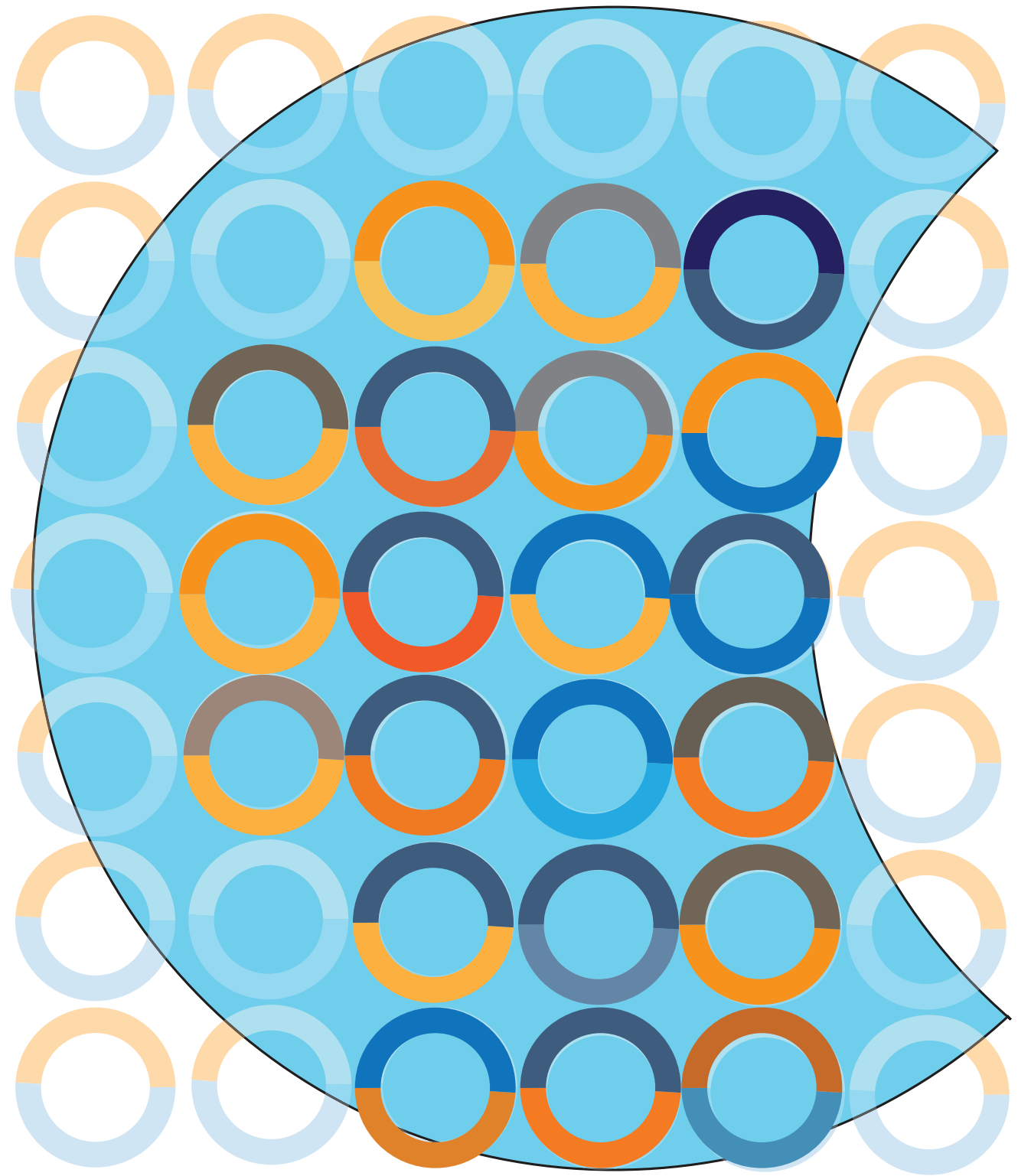


Minty

Color Study of Packages



Color Study of Logos Against Packages

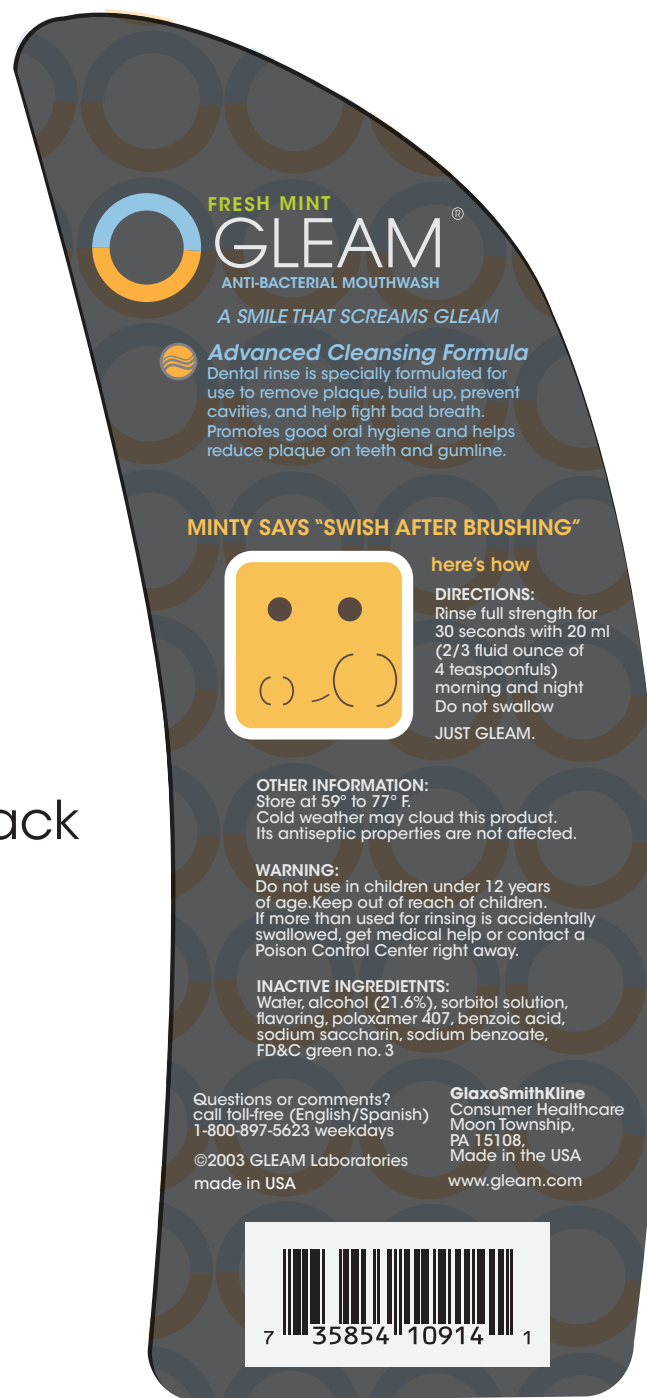


Final Diecuts of Products

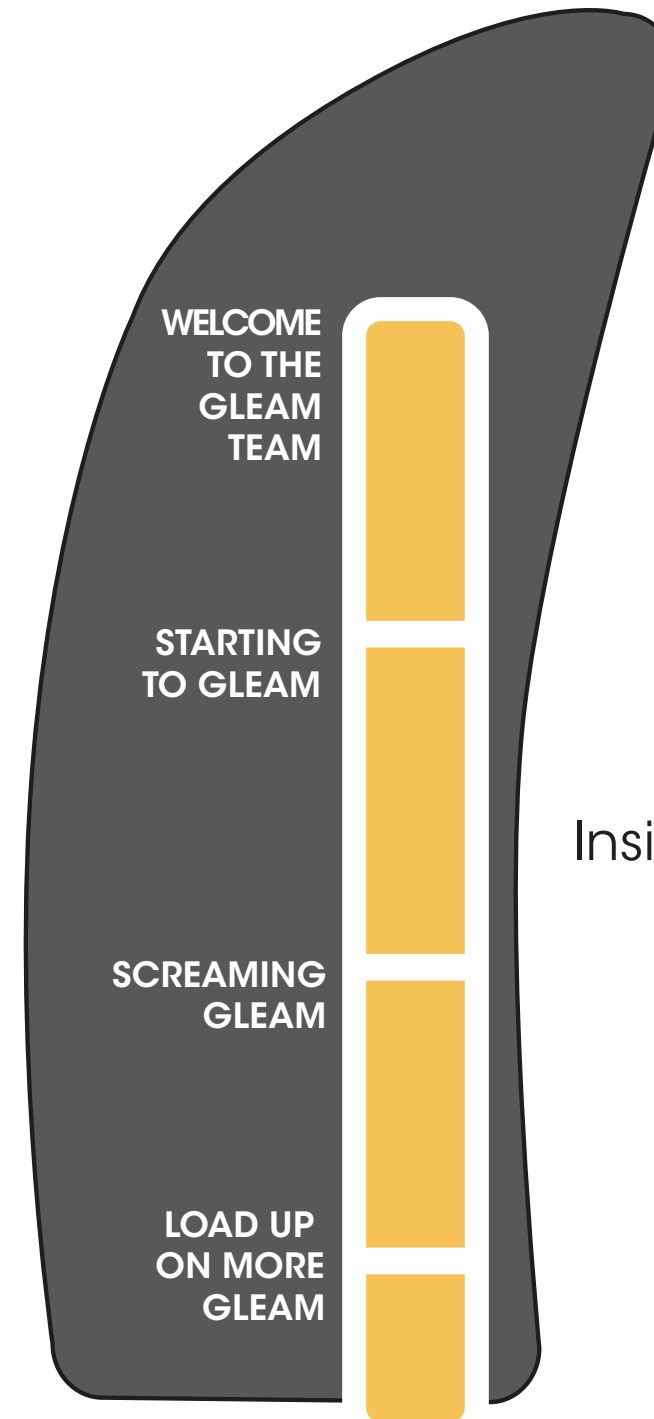
Front



Back



Inside of bottle



Mouthwash Labels

 Final Diecuts
of Products

Front



Toothbrush Carton

Back



Final Diecuts of Products



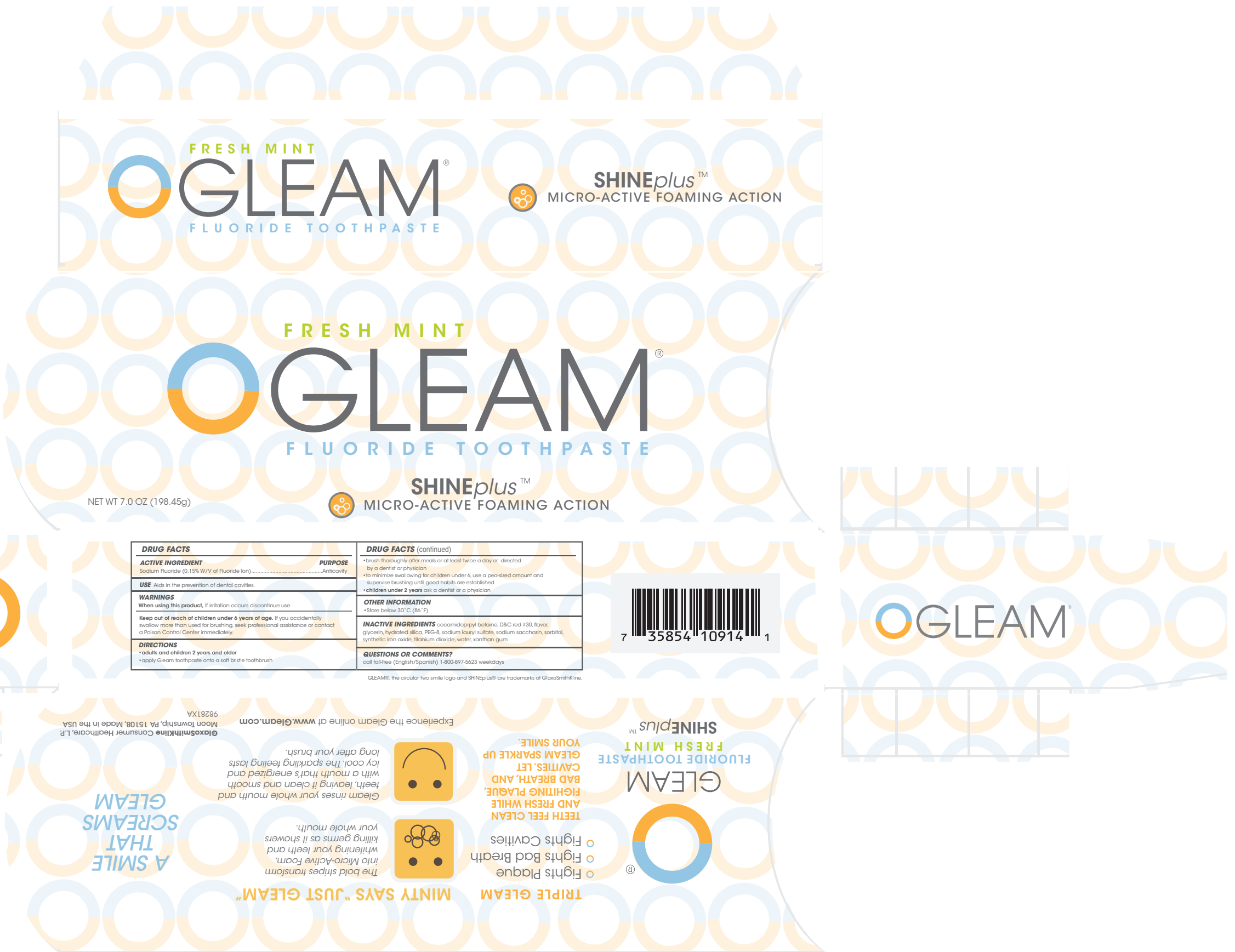
Toothpaste tube label



Floss carton

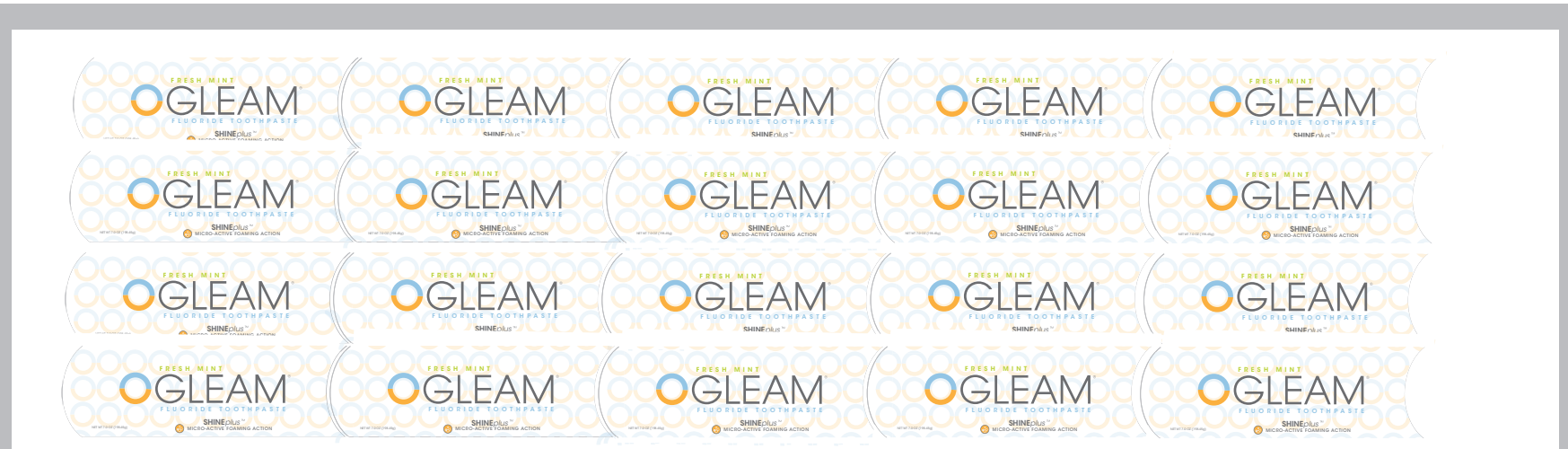
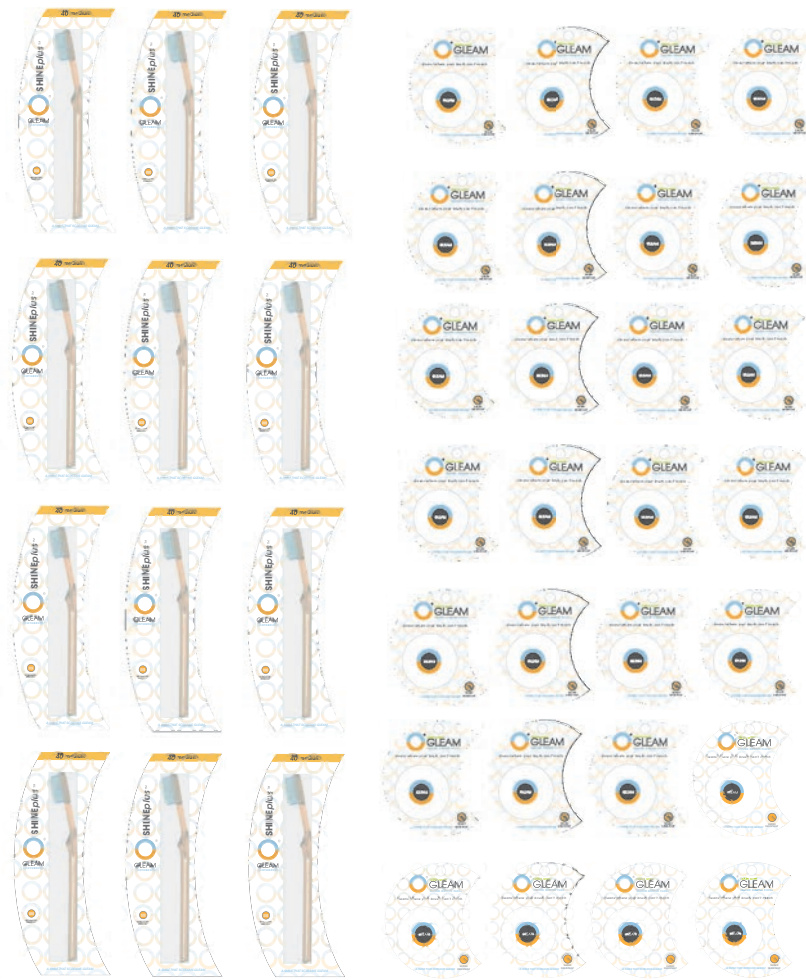


Final Diecuts of Products



Toothpaste box diecut

Multiple facings/ Store Display options



Promotions of the Brand

A SMILE THAT SCREAMS

GLEAM®

Gleam products offer the signature
TRIPLE GLEAM that

- Fights Plaque
- Fights Bad Breath
- Fights Cavities

TRY ANY OF OUR GLEAM PRODUCTS FROM FLOSS, TOOTHBRUSH, TOOTHPASTE, OR MOUTHWASH.

Advertisement

MANUFACTURER COUPON | EXPIRATION DATE: 6/25/2008

75¢ OFF

ANY ONE
GLEAM®
SHINEPLUSTM
TOOTHBRUSH

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DEALER: Sending to Gleam Inc., 2150 Sunnybrook Drive, Cincinnati, OH 45237, signifies compliance with Requirements for Proper Coupon Redemption. Copy available by writing to the above address. Cash Value 1/100 of 1¢. Gleam Inc., 080406

75640

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35¢ OFF

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GLEAM®
FLOSS™

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75640

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\$1.00 OFF

ANY ONE
GLEAM®
SHINEPLUSTM
TOOTHPASTE

CONSUMER: Valid ONLY by purchasing the brand size indicated. May not be reproduced. Void if transferred. You pay any sales tax. Any other use constitutes fraud. ONE COUPON PER PURCHASE.
DEALER: Sending to Gleam Inc., 2150 Sunnybrook Drive, Cincinnati, OH 45237, signifies compliance with Requirements for Proper Coupon Redemption. Copy available by writing to the above address. Cash Value 1/100 of 1¢. Gleam Inc., 080406

75640

MANUFACTURER COUPON | EXPIRATION DATE: 6/25/2008

75¢ OFF

ANY ONE
GLEAM®
MOUTHWASH

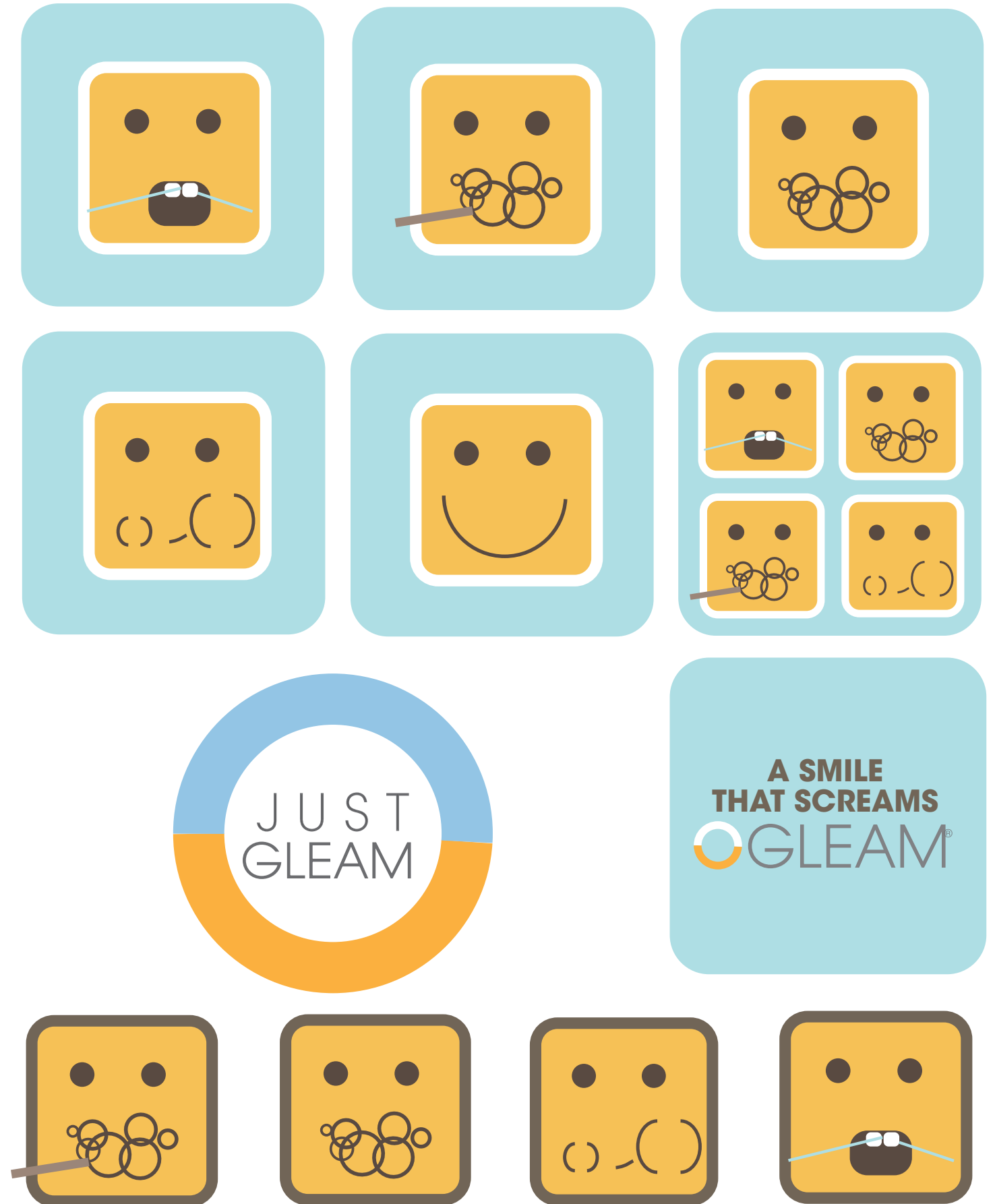
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Coupons
(Stores, Sunday Paper,
Hand out at the dentists office)

Promotions of the Brand

Stickers at the dentist's office. To be handed out after to patients in place of their regular stickers.



Product Against Competition

The product stands out compared to the competition that is in the market. The standard dental packaging looks similar to one another. The unique shape, pattern, and logo of the packaging helps it stand against the competition in the market.



Applications in Real Life

Application of the Gleam advertisement, stickers, and coupons being used in real life situations and scenarios.





 Final Product



Final Product



Final Product

