

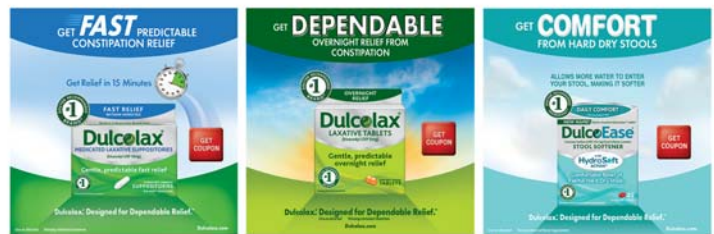
# Dulcolax Retail & Digital Program

**Background:** Dulcolax, a brand that supports treatment solutions for irregularity, needed to clearly explain to distressed shoppers both on- and off-shelf what each product offered. The brand not only needed a key umbrella visual, which included all three SKUs, but also individual SKU key visuals, which encompassed the variety of treatment offerings. All of the key visuals would be utilized across multiple platforms, including online banner ads, in-store signage and merchandising, in addition to serving as tools for the sales force.

**The Idea:** Create key visuals intended to work independently to support the individual SKU's point of difference while also showcasing the products as a group.

Since the key visuals would include product attributes, the design would need to allow for flexibility when there was limited room to include all of the product information. It was also necessary for the design to be modular in order to use the same elements when designing a vertical banner or a horizontal PDQ display.

**The Result:** Both the group key visual and individual SKU key visuals were quickly incorporated into the marketing mix and utilized across multiple platforms for online and in-store use.



The top images identify the group key visual and the individual key visuals that formed the basis for all marketing materials.

The laptop displays the variety of available shapes and sizes used for banner ads which ran across multiple partner sites.



BRANDING RETAIL DIGITAL

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