

Ricola Center-Filled Packaging

Background: Ricola, a Swiss-based company, was looking to evolve packaging for its Center-Filled portfolio in order to better communicate key product benefits of each SKU and to stand out at shelf among a “sea of the same” in the US market.

The Idea: e|wmg created a packaging architecture framework that unified the look and communication hierarchy across the Center-Filled line while maintaining synergy with Ricola’s core cough drop packaging. New packaging visually and verbally communicated product benefits to consumers in an easy to understand way, delivering a better consumer experience at point-of-purchase along with increased rate of purchase.

Ricola’s signature herb images help emphasize the product’s all-natural point of difference and speak to the brand’s 85 years of herbal expertise.

The Result: *The redesigned packaging clearly communicated the benefits of Ricola’s center-filled cough drops and helped shoppers easily navigate the cluttered cough/cold aisle to quickly find the solution that was right for them.*



A large hero image showcasing the center-filled drops was featured on the face panel to instantly differentiate the product from Ricola’s regular cough drops.



PACKAGING



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For inquiries, contact
newbusiness@eastwestmg.com