

# Thompson's WaterSeal Redesign

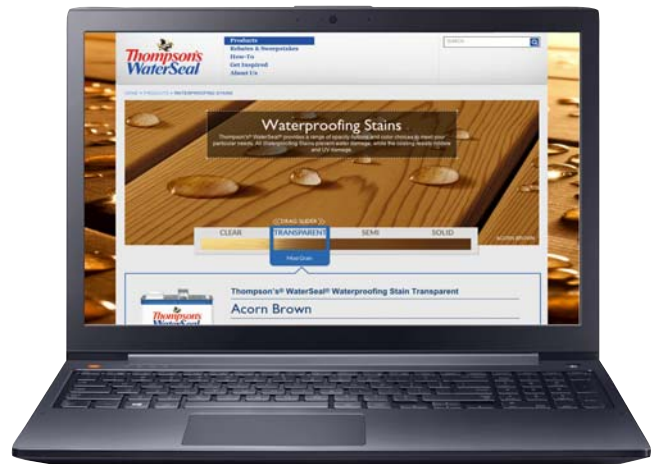
**Background:** The Thompson's team tasked elwmg with developing a package design that could educate shoppers at shelf about the brand's diversity of colors and products, as well as address an industry-wide problem: Consumers lacked confidence when it came to purchasing the proper product for their needs since finding trained sales help could often be an obstacle at big box stores. It would be necessary for each can to fully communicate the spectrum of the product offerings.

**The Idea:** Design a completely self-contained, user-friendly packaging system that clearly communicates Thompson's range of opacities, wood stain colors and its famous protection against the elements.

**The Result:** The solution not only delivered on that promise, but also exceeded the client's expectations. Retail partners were thrilled with the packaging and saw immediate returns as sales increased the moment product was placed on shelf. In addition, the system design was adopted for TV commercials, social media communications, the TWS website and utilized for in-store displays and on-shelf communications.



The four opacities: Clear, Transparent, Semi-Transparent and Solid were easy for shoppers to understand with a simple slider system, while stain colors on the wood supported the wide range of colors.



The system's graphic approach was leveraged across all marketing touchpoints including the TWS website.



PACKAGING



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SHOPPER

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