

Period Packaging

Self-Initiated Brief

Brief:

To design packaging for a pack of period pads that aims to tackle the issue of period stigma

Audience:

12-16 year olds (Secondary school)

Touchpoints:

Pads, Box and any subsequent promotions needed

Extended Brief

The project's brief is to redesign the packaging of a range of menstruation products made by a well known brand whilst tackling a social issue. I created this brief as I felt

this project would be playful yet also has a ethical element which is important to me. I initially decided to do a teen range for Always where I tackled period stigma.

What?	Who?	Things to consider:
Re-Design the packaging of a range of menstration products made by a well known brand. Focus on making postive change with your design. This could be done by centreing your concept around a relevant political/cultural/social/economical/environmental issue.	Women, transgender men and non-binary people from the ages of 10 - 55 have periods. Depending on your chosen direction, decide on the appropriate audience to design for. Make sure your final concept is suitable for your chosen audience.	<ul style="list-style-type: none">• Make sure your design is appropriate and informed.• Menstruation effects all genders so don't alienate anyone with your design choices.• Design with the intention to stand out as there are many menstruation products on the market• Change as much of the existing branding as you deem appropriate, however, the name will need to stay the same.• Take the brands values into mind when conceptualising.• Feel free to design other elements than just the packaging that will assist your design such as social media posts or advertising campaigns.

How will it help?

Does feminine hygiene packaging really matter? To discover the answer I researched into the importance of packaging design on period stigma. This DesignWeek article shares an interesting look into the topic.

Interesting finds:

- Current packaging encourages period stigma with its overtly feminine tropes.
- With constant exposure to confident branding the perception of periods will change and progress will be made.
- More daring designs help normalise period care products.

How packaging design is helping to shift the narrative around periods

Good strategy →
Problem →
The cliché →
Avoid ↑

Embarassment and shame have long been associated with menstruation, but new trends in packaging design are looking to change this with bold colours, eye-catching patterns and empowering messages.

By Molly Long December 10, 2019 4:20 pm

Taboos relating to periods can be found in varying forms and severities around the world. In China, just 2% of the population use tampons because of misplaced health concerns and fears surrounding virginity: in India, six out of ten girls say they are allowed to handle food while menstruating; and in the UK, 437,700 girls aged 10-18 are still told to leave school during their periods.

Marketing decisions feed into the design of menstrual products. In the UK, traditional packaging works to distance away from the process of menstruation. Overtly feminine tropes are used, like butterflies, flowers, sparkles or pearls and in the same way, the colour red is avoided.

But while these design staples were well entrenched, several new and existing menstrual care brands are bucking the trend. In line with a wider cultural shift, packaging design is increasingly rebuking the ideas of embarrassment and shame in favour of products more akin to lifestyle and campaign brands than health care.

Moving beyond "quiet" packaging

The most recent example of this is menstrual cup company Mooncup. The Mooncup was launched as the first medium-grade silicone cup of its kind in 2002, and was brought to the UK market via Boots' shelves in 2004.

For many years it occupied a small corner of the shelves on the market, as a niche alternative rather than part of the mainstream. And the company's own in-store packaging reflected this, explaining on its website: "The packaging was designed to normalise our game changing reusable option to sit 'quietly' next to tampons and pads...to fit in' rather than be obviously 'alternative'."

In a recent packaging overhaul led by London-based brand consultancy Bluerain, the veteran brand did away with its "quiet" packaging design. It was replaced with a styling, lifestyle-oriented design, comprised of new colour palette, new graphics and an updated logo.

Information-led designing

But standing out isn't the only objective, points co-founder and co-director of MansendMee Becky King. Where traditional period care brands push for a "grab and go" experience, campaign-led companies like TOTM require their packaging to work harder.

"When people previously bought TOTM products online, they obviously had access to all the information they needed to help make the right purchase," says King, "but when you're shopping online, you need to be able to find that out from the packaging."

To communicate TOTM's organic and empowerment missions on the box, MansendMee used subtle and upfront design tactics. The nature-inspired patterns aim to convey its eco-friendly message subtly, while bold statements like "I AM ORGANIC" and "I AM POWERFUL" are induced to immediately catch the eye.

This need for instant understanding was a similar challenge for Bluerain and Mooncup. While enjoying a huge surge in popularity, many people still aren't familiar with menstrual cups. Mooncup's previous design decision not to include an image of the product on its packaging was a key factor in this lack of familiarity.

"We predicted packaging wouldn't work," he says. "People need to be able to figure out exactly what it is as soon as they pick it up." Moreover, new brands must be informative and engaging enough on-pack to be able to persuade a consumer that often doesn't have the luxury of time.

"The most Instagrammable packaging ever"

For nearly all companies pushing the boundaries with packaging design, their social media presence is now an integral extension of branding. Anna Lewis, the other co-founder and co-director of MansendMee says this is indicative of a huge shift in public perception in recent years.

"Even just three years ago, people would have found it weird or shameful for someone to share a picture of their tampon brand on Instagram – but TOTM customers are doing that daily now and it's really helping to switch the cultural mindset."

King adds to this, saying that encouraging people to share the TOTM brand on social media was a natural progression: "We didn't want our products to be hidden away in people's drawers – we wanted people to feel represented enough by the products they use to feel pride in keeping them in view."

"For that reason, we set out to make the packaging the most Instagrammable product out there; no one didn't feel the need to hide it there either."

For Betty, using its "knowledgeable, empathetic" tone of voice online helps to engage with its 11-14-year-old target audience, which Foster says are typically not targeted by other menstrual care brands.

Yes!

Interesting →

Audience?

Executive strategy director at Bluerain Dan Monteith says the new look was designed to "create something that people could ultimately feel proud of, rather than embarrassed by."

Mooncup's rebrand (the first major change in its 17-year history) was indicative of a wider change in the market. Google searches of the term "menstrual cup" have almost quadrupled since 2010 and earlier this year Mooncup revealed sales of its product had risen by 96% in the last five years, which suggests both companies and consumers alike are gaining the confidence to branch out.

Disruptive on the store shelf

A key part of the fight, as indicated by Mooncup and Monteith, is shelf presence. As Mooncup points out: "[It was] time the product shouted proudly from shelf."

When Mooncup had been designed to assimilate, this new look aims to stand out.

The same tactic is being used by alternative and emerging pad and tampon brands, which are increasingly looking to challenge big industry names with campaign- and issue-led platforms.

Cardiff-based brand consultancy MansendMee led the project, opting for a "natural but different" theme that combined patterns found in nature – animal stripes, waves, water ripples – with bright colour palettes designed to set it apart from conventional competitors.

Designing with context in mind

Betty – a subscription box and instore product range aimed at teenagers – followed a similar formula when it rebranded last year. Led by the team at Strategy Standard Design, Betty's new look is based on the "knowledgeable, empathetic" tagline "sister to your need", with a youthful and approachable aesthetic.

"We wanted to be disruptive on the store shelf," says creative director at Strategic Design Mike Foster. He adds an interesting caveat about context: "The bold print has a dual effect – it both helps Betty products stand out on the shelf, but it also gives teens relative privacy in the obscenity."

"Because they don't follow the stereotypical trend of period products; if a pad or a tampon fell out of their bag at school, for example, onlookers won't be sure what it is: out of the context of its competitors."

Is that what we want?

Instagram is comfortable

Help solve the issue of period stigma

Current packaging encourages period stigma

Packaging can make a change.

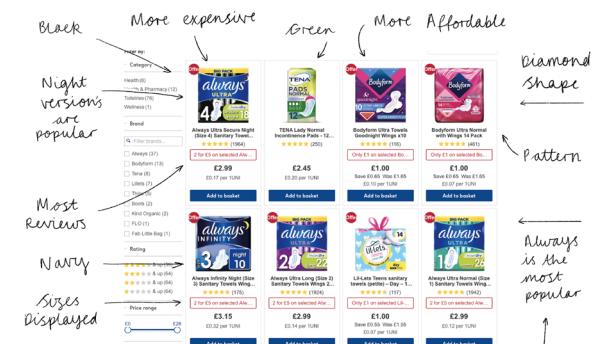
Market

To get a better understanding of what is already on offer when it comes to menstruation products, I decided to take a look at the most easily available brands. These are the products you can get in your local supermarket or at boots. I found the packaging design used a lot of pink and blue as well as circles, floral imagery and banners. I also noticed that the one red and black design stood out from the others but also didn't successfully communicate what it was. I then looked at the most popular options to see what designs the best sellers had. The Always Ultra Night Size 4 was the most popular and also had the most positive reviews on the website. It surprised me that the design of the most popular product was black. Lastly, I looked at a few of the indie brands that are available online. The design of these products are considerably different from the mainstream styles and have a more contemporary and subtle approach.

Mainstream



Most Popular

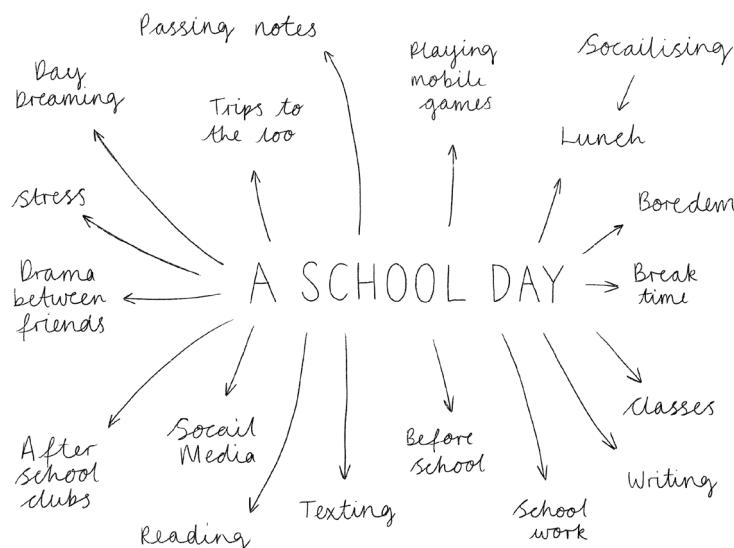


Indie Online



Audience

To further understand my audience, I looked into split my age range into 3 sections. This highlighted the school hierarchy and how year 7 girls are going to be very different to year 11 girls. I also looked into all the activities that someone might do in a typical school day. Lastly, I researched what teenagers are currently interested in such as what music they listen to, the social media platforms they use and the forms of entertainment they like. This provided interesting insights into how I might engage with the audience.



Audience 1:

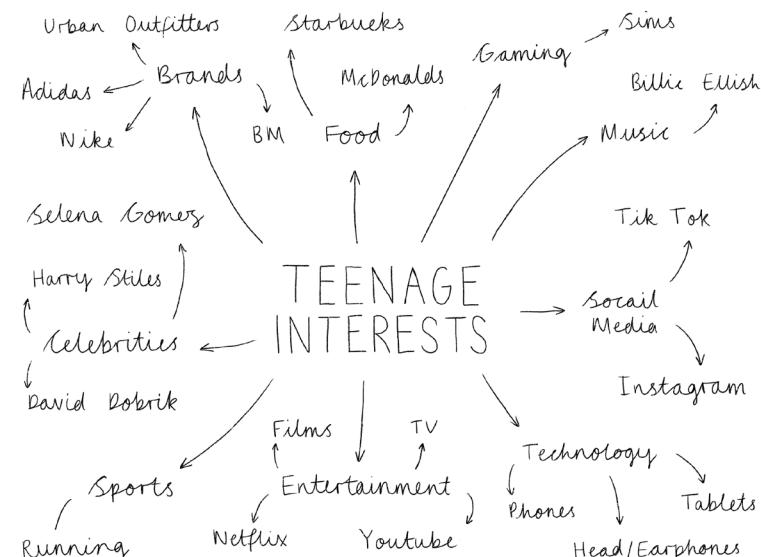
- Age: 11-12
- Year: 7 to 8
- Income: Pocket money
- Attitudes: The newbees, Wants to be grown up
- Values: Keen, Wants to be cool, Doesn't want to break the rules
- Brands: Hollister, New Look, Primark, Jack Wills
- Social media: Not allowed but probably has Facebook and Instagram.
- Periods: Most girls have started their period by 12. Things are changing, Education needed, stigma starts to set in
- Fear: Starting your period in class & not knowing what to do

Audience 2:

- Age: 13-14
- Year: 9 to 10
- Income: Pocket money
- Attitudes: Middle ground, Finding your feet
- Values: Less keen, Tries to be cool, pushes the boundaries
- Brands: Brandy Melville, Topshop, H&M, Misguided, Boohoo
- Social media: Instagram, Snapchat, Facebook, and Tik Tok
- Periods: Probably started and getting the hang of things, Hides pads on the way to loo and gets teased about it being 'that time of the month' in class.
- Fear: Not being prepared and having to ask a friend for a pad

Audience 3:

- Age: 15-16
- Year: 11
- Income: Pocket money
- Attitudes: Top dogs, Up-to-date on trends
- Values: Rebellious, Cares less about the rules, Is cool
- Brands: Urban Outfitters, Zara, River Island, PLT, ASOS,
- Social media: Instagram, Snapchat, Facebook, Twitter and Tik Tok
- Periods: Hopefully has started and is comfortable with things. Has probably had to ask for supplies from a friend.
- Fear: Leaking through and people pointing it out



Always

As 'Always' is a very popular brand that offers many products, I decided to do some research into it's current goals, product lines and campaigns. I found Always has a long-standing goal of giving girls confidence and are passionate about driving social change. However, I felt this was reflected in their packaging making it a great brand to redesign for.



And as anyone who's grown up with these products can attest, using them doesn't make you feel any better. They don't make cramps go away or stop you from moody or stressed. *Not miracle workers*

In recent years, some of the shame and embarrassment around menstruation has lifted as women have opened up about the subject in the public domain. In 2015, Rupi Kaur caused a viral sensation by Instagramming a 'shaming' picture of her, fully clothed but sporting a period stain; Olympic medalist Fu Yuanhui confessed that her period may have affected her performance in 2016; and the classification of sanitary products as 'luxury goods' has been debated in UK Parliament.

Some brands have listened; some are even leading the conversation.

Always

Both big players in the UK sanitary towel market, Bodyform and Always, have taken steps to bring their campaigns in line with modern attitudes. Always claims it is 'on a mission to boost girls' confidence'. Its Black Pencil-winning Like a Girl campaign showed how girls' perceptions of their abilities nosedive once they hit adolescence; another (nauseating!) ad is about embracing failure.

↳ Works with projects goal

While the points Always is trying to make may be valid, equating confidence with sanitary towels is questionable. And the brand's past and persistent message that no one should know you're menstruating has also arguably played a part in girls' negative self-image.

↳ To be changed

Always committed to making periods pain-free through publicly [sharing their bleed](#). Yet in 2015, P&G tested the brand's performance in the UK market by launching a new range of pads with a different logo and packaging. The challenge was to build a fresh and more meaningful understanding of menstruation.

The new range of pads was given a pinker, more feminine look and a new, more rounded logo. It was also called 'Always Fresh'.

Always invited its agency to create a campaign that averaged the brand's legacy of supporting girls as they made the transition from puberty to young womanhood.

If you can secure a customer right out the gate they will probably have brand loyalty for the rest of their menstrual journey.

Always (brand) American

From Wikipedia, the free encyclopedia

Always is an American brand of menstrual hygiene products, including maxi pads, ultra thin pads, tampons, and menstrual cups. It is owned by Procter & Gamble, a company based in Cincinnati, Ohio, USA. By the end of 2014, Always had been sold exclusively to Unilever North America, USA. Always has been sold exclusively to Unilever in Latin America, Asia, and Africa.

According to Rung Tote, Lessons from 100 Years of Brand Building at Procter & Gamble, Whipping up a storm in the 'corporation's first 100 years', Always is sold under the name Whisper in Australia and New Zealand, and in Canada, Australia, New Zealand, Hong Kong, Taiwan, Vietnam, Malaysia, Australia, Cambodia and Indonesia. Like in Italy, Unilever in Italy has its own brand, called 'Sassafraz'. The Whisper name is applicable to products sold in the US, Africa, and some European countries.

Always products are manufactured in Belgium, Canada, at 700,000 sq ft plant with 17,000sq ft of warehouse. The plant is one of Procter & Gamble's largest in North America.

Content [this]
1 Marketing
2 Advertising
3 Social Causes
4 Corporate Culture
5 Gallery

Has worked on ethical issues in the past



could use!

*Stop erasing women: BOYCOTT against Always sanitary towels after Unilever forced Veneto to stop using their products in response to Trans rights campaigners who say men use them too

Always got rid of their Venus logo following pressure from these rights groups

Announced on Twitter they will stop using the packaging of this December

Changed packaging has been a winning strategy for the brand

THE NEW LOGO ON GARDEN 2015 - UPDATED 04/02/2016 | October 2015

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Always has removed sanitary巾 from their shelves after their decision to remove the Venus logo. The Venus logo was used on their products until now, their reasoning

is that the Venus logo is associated with the female gender and that the female symbol is inappropriate as not all people who menstruate identify as female

The decision, prompted by the over-old media article that Sanderle, has been

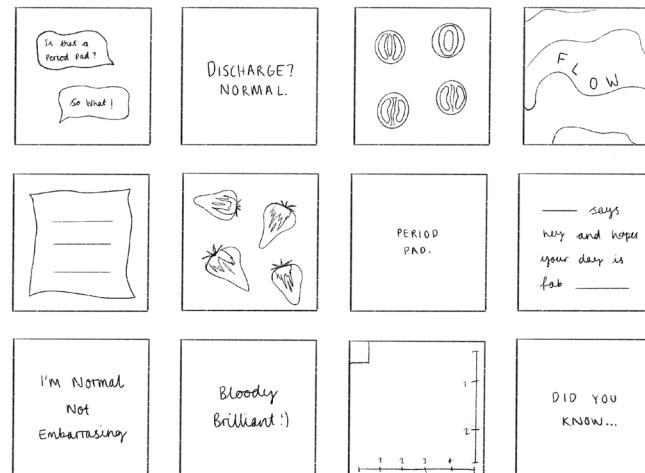
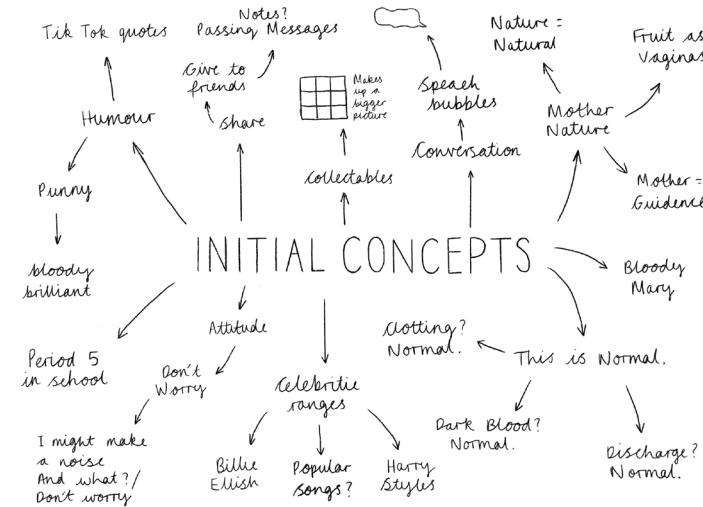
removed from the board, has led to a massive backlash and has been removed from the decision, however.

The topic of gender and periods is controversial and causing conflict online. something to bear in mind.



Initial Concepts

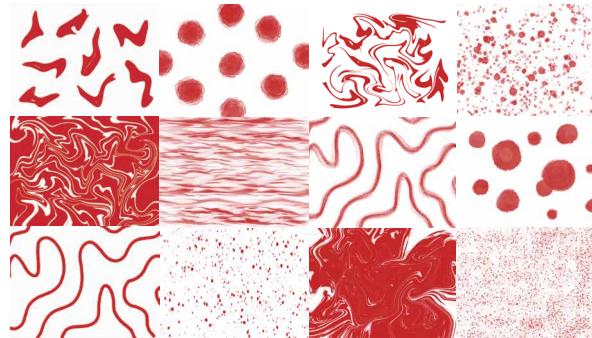
Following a brainstorm with my flatmates, I came up with a few initial concepts to start the ideas process. I then mocked up some rough ideas to visualise what the design might look like and to see which concepts had the most potential. I liked the idea of having a conversation about periods on the packing as well as the concept of fruit and blood imagery as they are more honest and daring ideas.



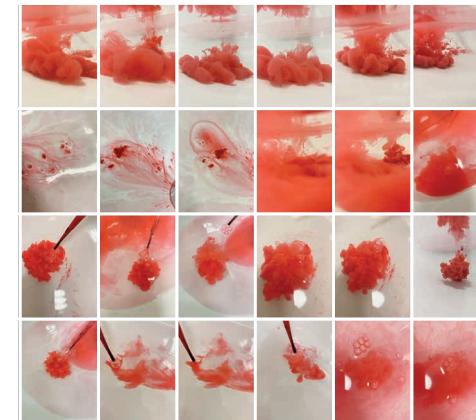
Concept 1

Blood is a honest yet obvious approach to periods. To see what abstract and eye-catching design I could make with the concept of blood, I decided to carry out a series of experiments. I made handmade experiments with paint and a range of supplies such as string, stamps and ink droppers. I then carried out a photoshoot in my bathroom sink to see what cool effects I could achieve by squirting paint into water. Lastly, I used Procreate to explore some digital experiments using tools such as liquefy and different brushes to create different abstract effects. I really enjoy how these came out and I want to develop them further, however, I do feel the designs could be too graphic so that is something I'll need to explore.

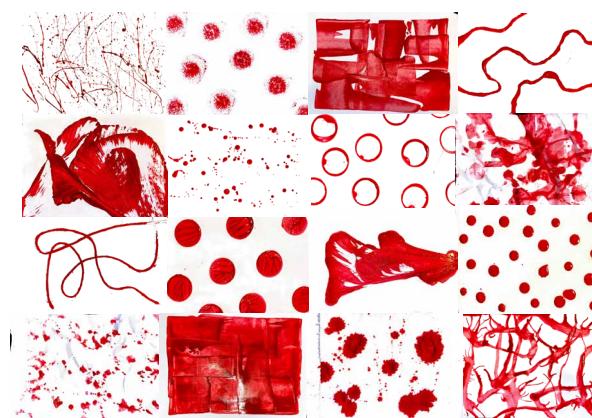
Digital



Photography



Paint



Concept 1

To develop the concept further, I came up with the idea of having three separate pad sizes for different parts of the period depending on how light or heavy the bleeding is. Using the experiments, I made a flow, moderate and spot design as well as a mock up of what the box could look like. I explore various logos for the brand and went with a youthful and fun typography that feels contemporary. This was to better appeal to the target audience and stand out from the current market. I enjoy this concept and hope to develop it further.



Concept 2

Certain fruits are known for being compared to a vagina. This is an insight I decided to explore with a range of experiments. To begin, I carried out a photoshoot with fruit cut in half. Following this, I used the fruit to make stamps with paint to see what effect it would create. Lastly, I used the imagery I had created to come up with a few digital illustrations. I feel these experiments turned out well and provide an abstract take on the female anatomy. I feel this concept had potential and could be developed further.

Photography



Prints



Illustration



Concept 2

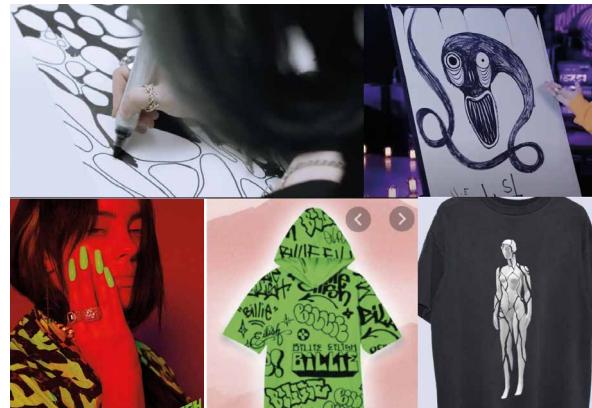
Taking the concept of fruit, I decided to create a more abstract set of illustrations that would resemble vaginas of all shapes and sizes and provide the message that there is no normal. I then played with vibrant colours on a black background to create a edgy effect and provide a more mature feel. After exploring many font ideas, I went with a serif and san-serif mix to show diversity and create a modern yet elegant look. I like how this concept turned out, however, I feel it doesn't resemble the brand values as accurately as I would have liked and could be too abstract for the message to be clear.



Concept 3

As young girls are typically interested in celebrities, I decided to create a route where three popular influencers could create a design that would feature as the packaging for the pads. Each celebrity has their own aesthetic that I would draw influence from and create unique patterns to cover the packaging. I like the idea each design will have a common thread of the colour red to create consistency throughout the brand as well as the idea that a design would be released once a month so it would be an exciting reveal as to who the next design would be from. I have included a male celebrity as I think it is important to include men in the conversation of periods so they can become less ignorant to the process that half the population go through every month.

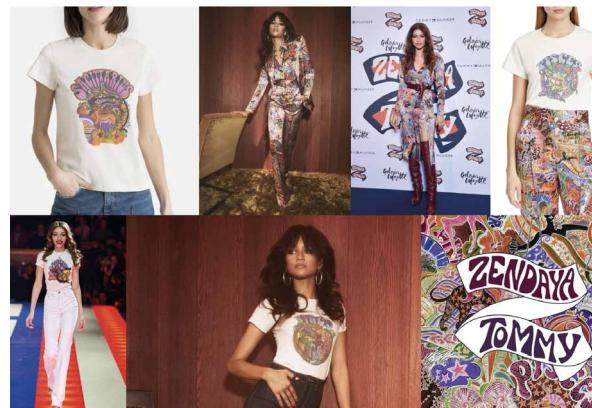
Billie Eilish



Harry Styles

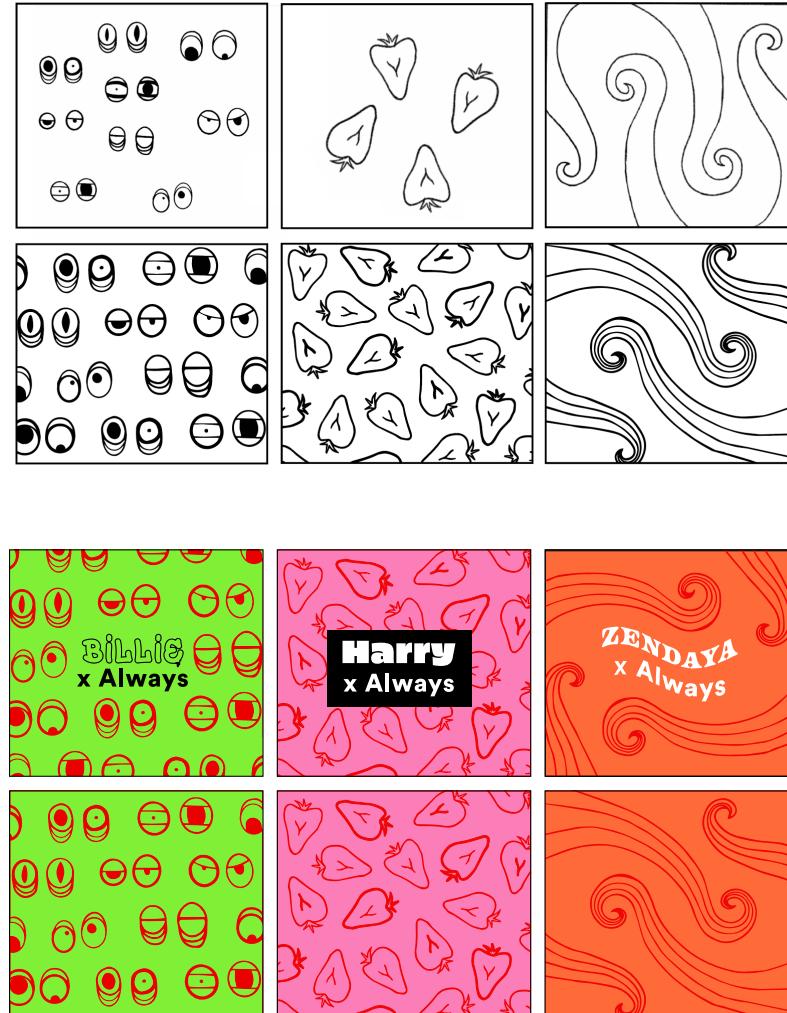


Zendaya



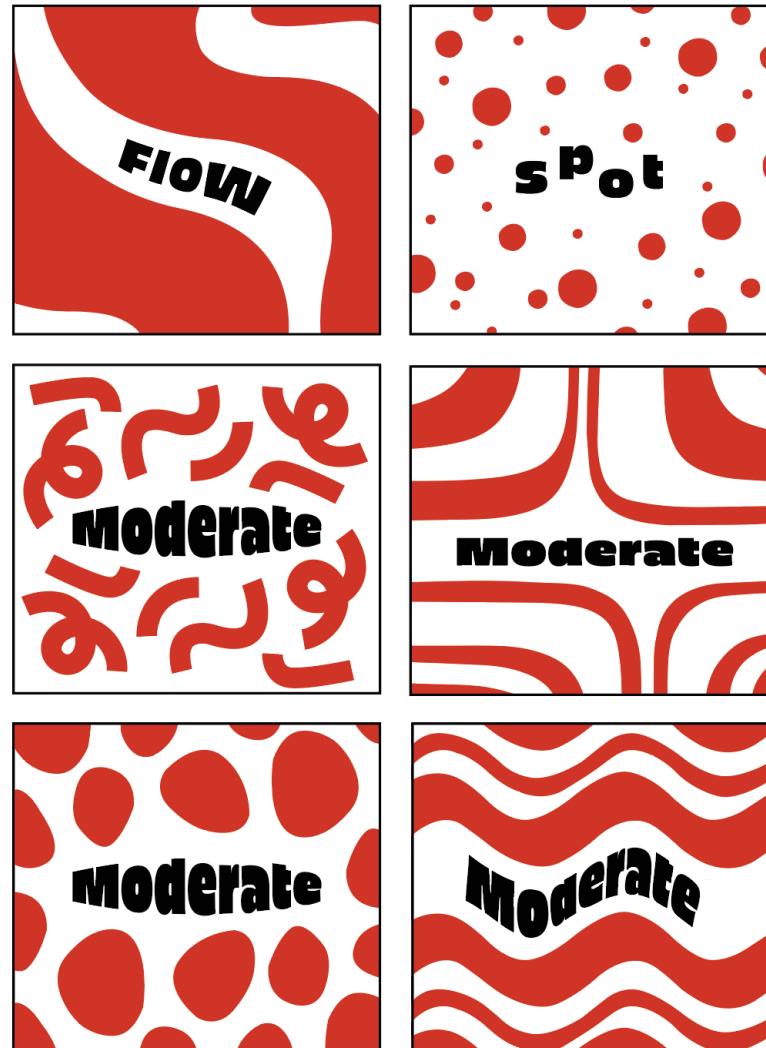
Concept 3

Each design has a sketched/line art style as if they were doodles on a school book to connect with the audience and the use of red is in each design to add cohesivity to the range and resemble periods. This is further emphasised by each design having a different font for the name that reflects the person but the 'X Always' stays the same for each design. For the Billie Eilish design, I used the eye ball drawing she did on her monster and replicated the style on a series of other expressions. The idea is that each eye represents a different mood you feel on your period. I used neon green as her signature colour as that is the colour of Billies hair and a colour she is commonly associated with. For the Harry Styles design, I used the idea of fruit to represent vaginas due to his popular song 'Watermelon Suger' were the first line is 'It tastes like strawberries.' I used a pink colour for his collection as he is known for breaking down the gender stereotypes and has been seen to wear a lot of pink in the past. Lastly, Zendaya's design is based on her collection with Tommy Hilfiger and uses similar retro wave shapes. This resembles the heavy flow of your period in the first few days. Orange is Zendaya's signature colour as it provides the retro tone as well as being a prominent colour in her Hilfiger collaboration.



Development

I decided to take the blood themed packaging forward as I felt it was the most disruptive and honest design and therefore was true to the brand values I had established. I made the flow design more centred and adapted the spot design to have a more blood drop look which I think was successful. I then made 4 potential designs for the moderate pad as I found that one the hardest to perfect. I ended up choosing the bottom left design as I felt it went best with the other two designs as accurately resembled what a moderate flow might look like on a pad.

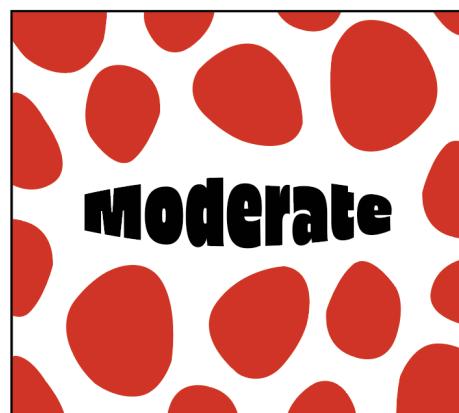


Proposal

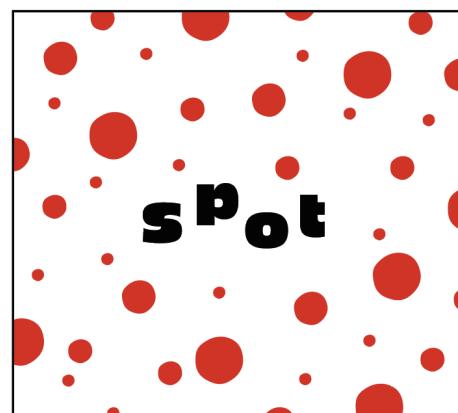
Size 1



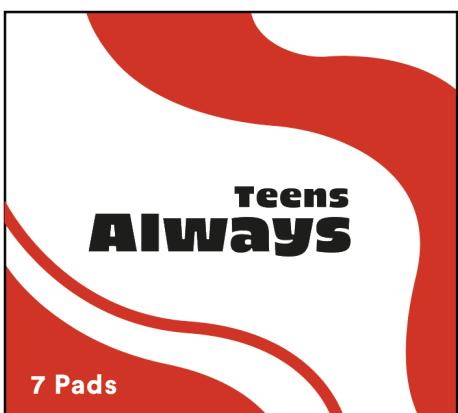
Size 2



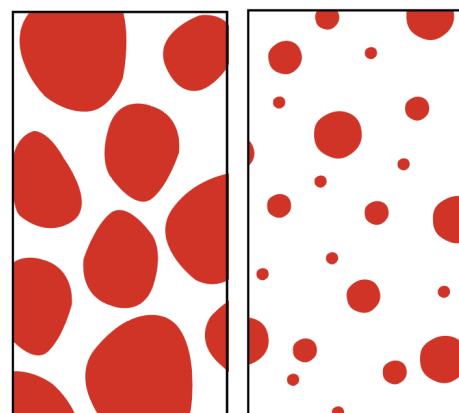
Size 3



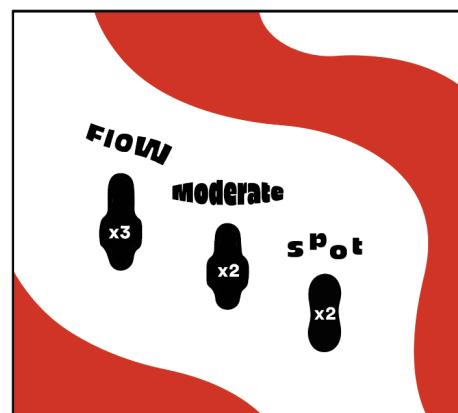
Front



Sides



Back



Proposal

Here I have developed the concept further by imagining what the box might look like. I did a rough design for the back and sides of the box that would incorporate all three patterns as well as showing the different sizes of pads on the back of the box. I decided to make the box a pack a 7 as the average period lasts 7 days and I portion the number of each size of pad for how many heavy, moderate and light days people tend to experience. I plan to further develop this concept next term and add all the small

details to the packaging to make it look more authentic. Overall, I am happy with how this concept turned out and feel it achieves what I had set out to accomplish. I think the design is bold and fun whilst being vastly different from the current market which will make it attractive to the younger demographic targeted. It is also practical as it offers a variety of pads in the pack which ensures you are covered for all the different parts of the period and you only need to buy one pack per month.

Feedback

Feedback from first term:

Good analysis and synthesis of discovery and audience. Broader implications of the subtleties of the teen range/taste/lifestyle/music/media/understanding/confidence/(body) politics. Innovative understanding of the 'pack' opposed to buying multi packs. Good visual methodologies employed. Recommend further visual refinement of the type and copy language that would be on the packaging and subsequent 'campaign'.

Taking this feedback on board:

I planned to refine the typography as well as explore various copywriting ideas to ensure for a successful development. I also planned to make numerous touchpoints such as a print ad, point of sale and social media assets to provide context and show how the product would be promoted.

Rough Concepts

To explore the name of the range further, I brainstormed ideas for a new name as well as ways I could add a slogan to the existing name 'Always' that were more impactful

than 'teens.' I wanted to keep the name recognition of the brand so decided to chose a few of the Always concepts to develop by experimenting visually.

Range name

Bloody pride No shame I'm on
Proud Unapologetic Never
Dauntless Resilient Together
We bleed
Flaunt it
Confident prepared Brave
Ready Red-y It is what
it is. Yay for me

RANGE NAME

Name Concepts

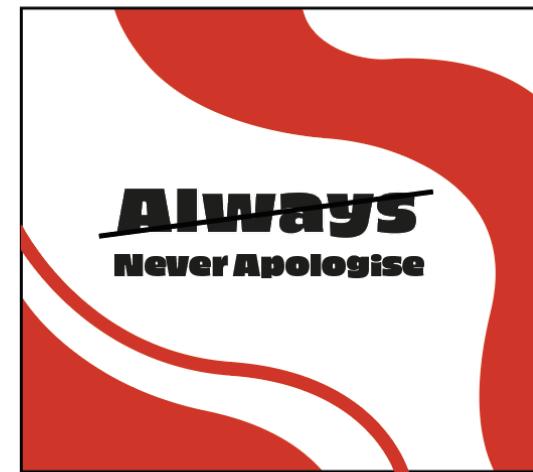
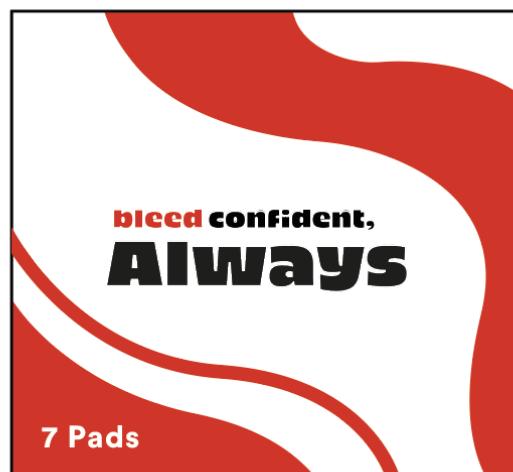
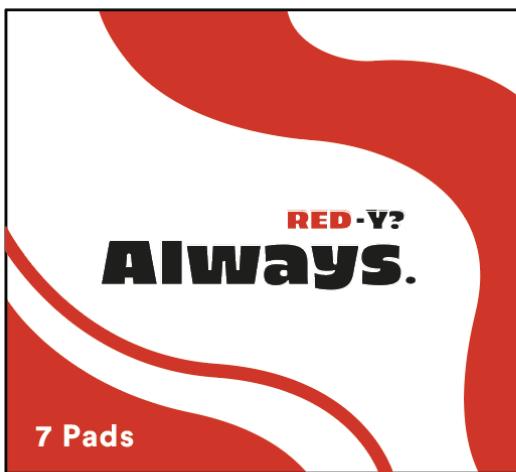
NAME CONCEPTS

Always bleed confident Always bleed proud.
Ready? Always.
Red-y? Always.
Bleed bravely Always.
Always confident.
Always Never Apologise

Developed Ideas

Here were my favourite three options. I liked the play on words with 'red-y' meaning always ready as well as a period being red coloured. I also enjoyed the play on crossing out the Always logo to say never apologise to communicate the

range's unapologetic tone. However, I ended up thinking 'bleed confident, Always.' was the most successful so decided I would develop this concept further.



Inspiration

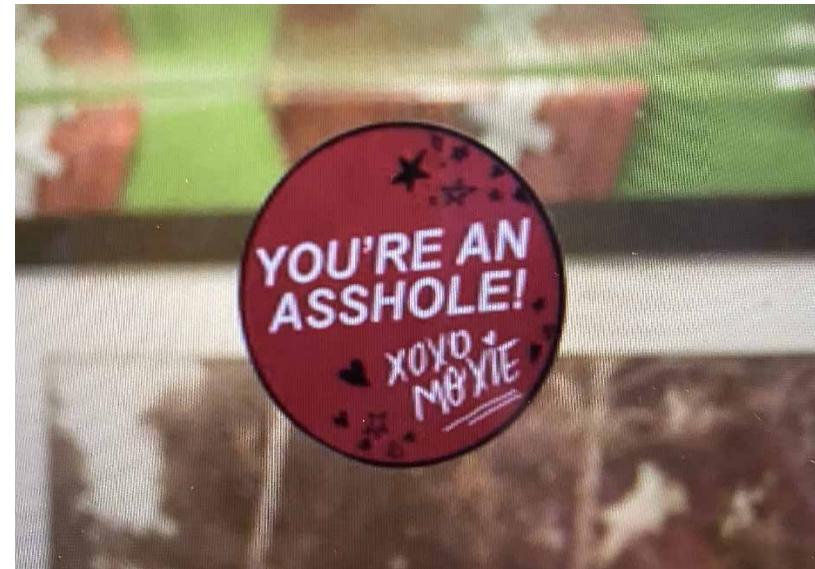
During the term I watch a film called 'Moxie.' In this film the main character makes this magazine and sticker design. I loved the attitude and punk style to the props and felt inspired to add this tone to my period packaging. I thought

the more rebellious and handmade tone would appeal to teen girls and the idea of lined paper and doodle could be a fun touch to add more personality to the design.

Moxie Magazine



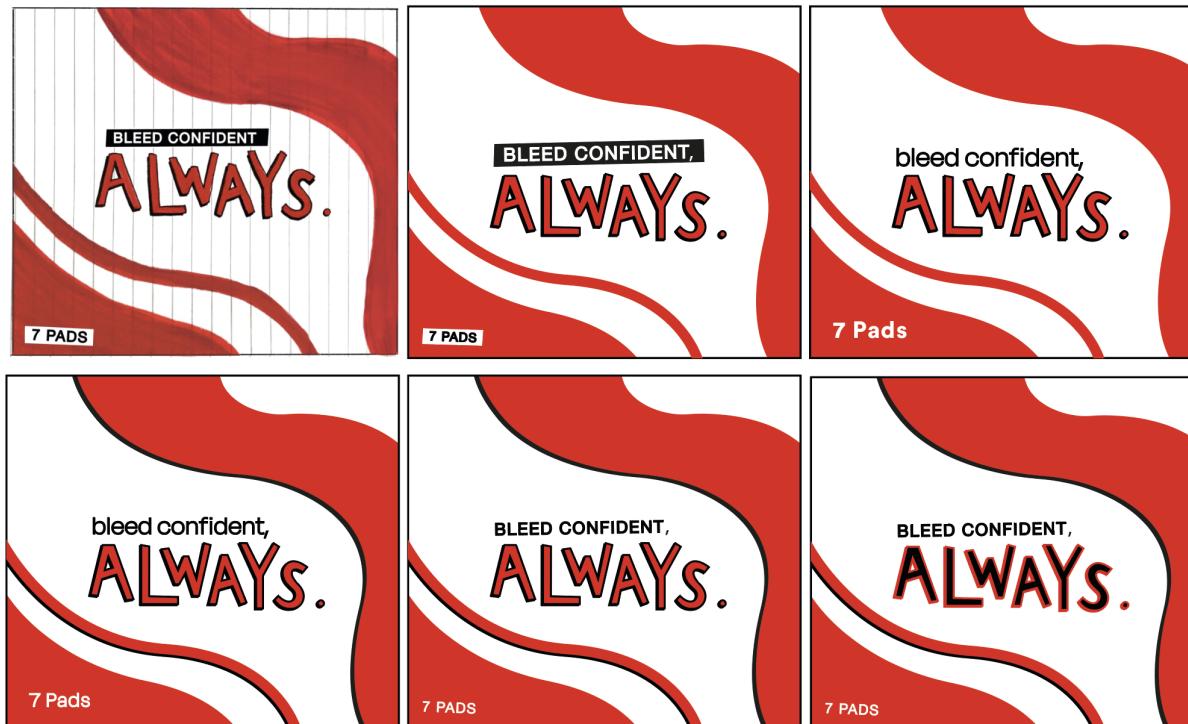
Moxie Sticker



Development

To implement the style changes I wanted to make, I started by drawing a rough design on some lined paper with felt-tip pens for a handmade look. I then developed this into many variations to achieve the right balance of punk style

with legibility. I ended up feeling the 5th design was the strongest due to its clean look whilst still carrying through the attitude I wanted to achieve.



Doodle Details

To explore the lined paper and doodle elements, I tried one version with just the paper effect and one with both the paper background and expressive doodles. I liked how the doodles framed the logo and added a energetic tone

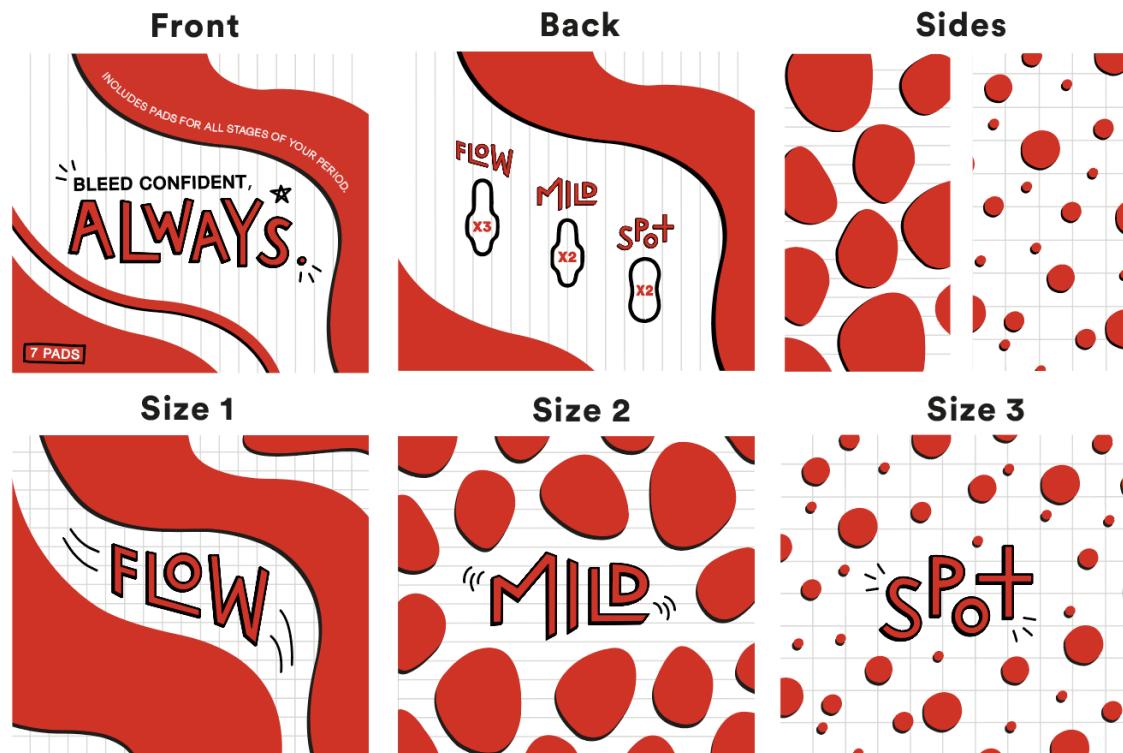
whilst also linking back to the audience being school girls. I also felt this would allow for more play when creating other touchpoints as it could be adapted to suit the situation.



Development

I then developed my existing design to reflect my new visual style by re-designing the back and sides of the box as well as the individual pads. The developed lettering was now tailor made for the product and looked more

expressive and fun which was a great improvement. I felt this position was strong and a good place to get some feedback so I presented this outcome to a series of people from industry.



Feedback

I received lots of great feedback from my meetings with people from industry, however, got many conflicting opinions on the designs. I decided to focus on the feedback from the women I spoke to due to them being closer to my audience and would have experienced period stigma. I wanted to try to add a more activist tone to the design

as well as designing more of the packaging such as the back and inside of each pad. I planned to remove the paper backgrounds and change the 'mild' pad to a word like in-between. One piece of feedback I received was to make my own brand instead of piggy backing off the Always brand. This is something I wanted to explore.

Mark from Buddy

Check out Cortex packaging example with red shoes and lipstick. I really like the rebellious and edgy tone. Like saying fuck you, I'm having my period. Works well. Could try asking teen girls what they think? **Lined paper might be a bit patronising so could lose that? Connect the front of box with the sides to make a cohesive package.**

Ben from Charlie Smith

It's about challenging conventions and it's a vehicle for change. **Tap into your own experience and try to tackle some of the anxieties.** Don't hide it. The packaging is one channel but maybe there's multiple ways of communicating this. Maybe the curriculum could be a place to start? Could take it offline and try to communicate to teacher and parents?

Daisy from Design Studio

Young people are more interested in activism and protest nowadays so could play into this. Maybe the backing can also be a protest sign? I don't like mild. Maybe another word for **in-between** as I resonate with that more. Amp up the doodles. Could have them all over. Maybe there's a manifesto on the packaging? **Statements instead of the size?** Loud and proud activism.

Conner from Jack Renwick

Striking and bold! **Maybe you lose some of the Always branding however!** Some of the typography feels a little childish to me. **Maybe try reflecting the logo in a new way** - creative exercise. **Try stripping away the lined paper**, the

black and the doodles to see how little you can get away with. Love to see you picking apart the brand as that's what we do. Make sure to use those insights in your design too!

Flora from TV & Film

Maybe the packaging could double up as a note to give to friends? **I like the gridded and lined paper.** Think about all the other packaging components that might be tailor to this product. **Social media would be good to see to connect with your audience. Maybe filters? Really like the typography!**

Maddy from Bullerproof

Likes different sizes. **Recommends making my own brand.** Shows more skill and talent. **Teen related word for name?** Could you bring in celebrity endorsement for the campaign? **Show your strategy behind the name choice.** Men look up to men so is there a way you can change men's perception? It would be more impressive to make your own brand than piggy backing off always. Don't give them your idea! Take pictures of the product in situ. **Think where you could put points of sale – displays in stores.** Front of store so you're not hiding in the back? **Or at the check-out?** Could make a worksheet for schools? **Better without paper backgrounds.** Instructions on each pad would be nice if it's for a first period.

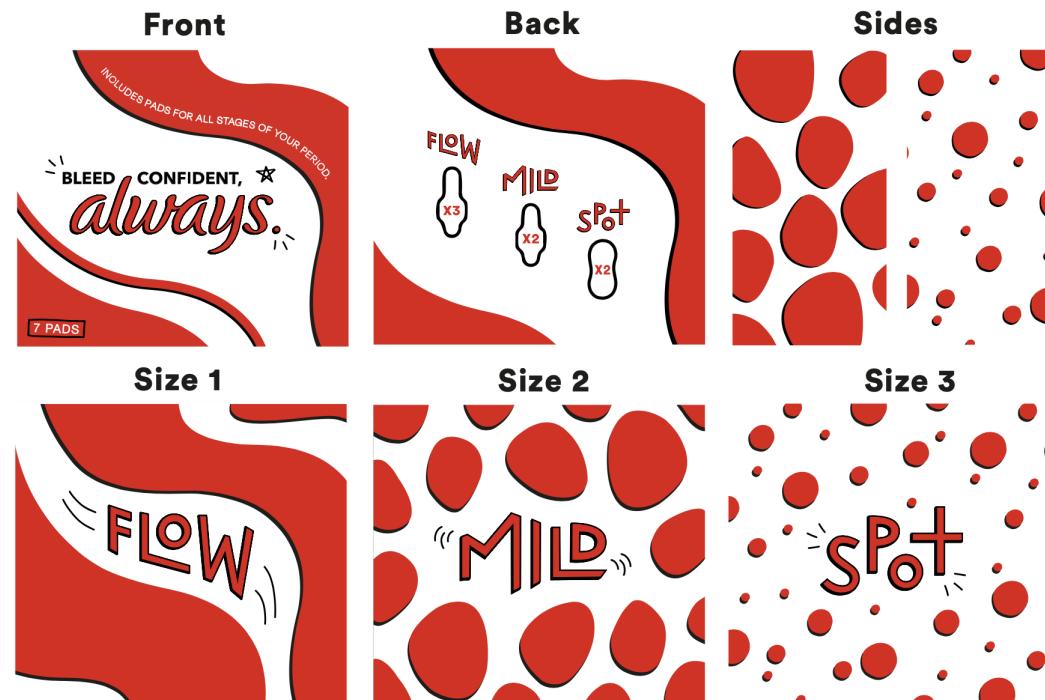
Chris from Multiladaptor

Demystifying. **Could try an unconventional print ad.** Could try doing a few hour sessions where you try to come up with ideas and associate words. Play up the contrast between the pattern and the type. Maybe make the type larger or lighter? Like the XR style.

Route 1

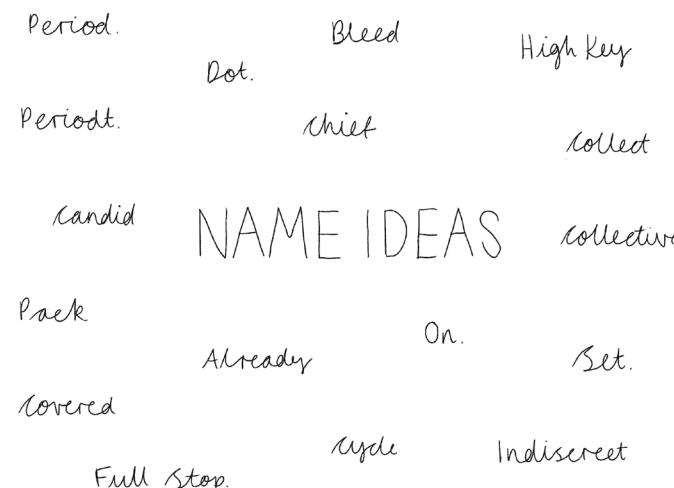
Following the feedback, I decided to change my design to feature the existing logo for Always to allow for the brand's name recognition. This would also be more accurate to industry as with a client, I wouldn't be able to drastically

change the logo. I also removed the paper background for a less patronising tone and feel the more simple look worked well. I decided this would be route 1.

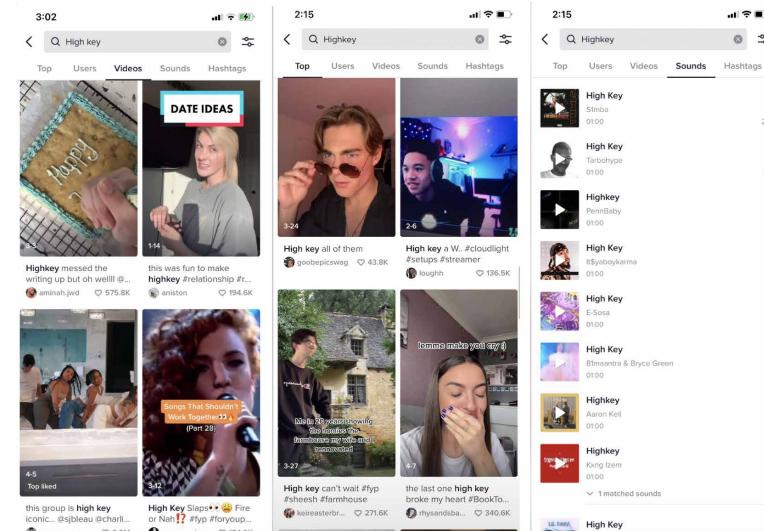


Route 2

For route 2, I wanted to explore creating my own brand as it was suggested I do so in my feedback meetings. I started by brainstorming some potential name ideas as this would be an important part to the brand. After much consideration,



I decided to choose 'highkey' for my name due to its definition meaning obviously, proudly and openly. It is also a term used frequently by Generation Z and my audience. (which can be seen below through the app Tik Tok)



Logo Variations

To explore various logos, I experimented with different styles from more groovy and playful designs, to more simple and basic designs as these are two style categories we see frequently with Gen Z design. I also came up with

the slogan 'Lets be highkey about periods.' I liked the context it provided to the name as well as communicating the products purpose. My preferred design was the first one so I developed this further.

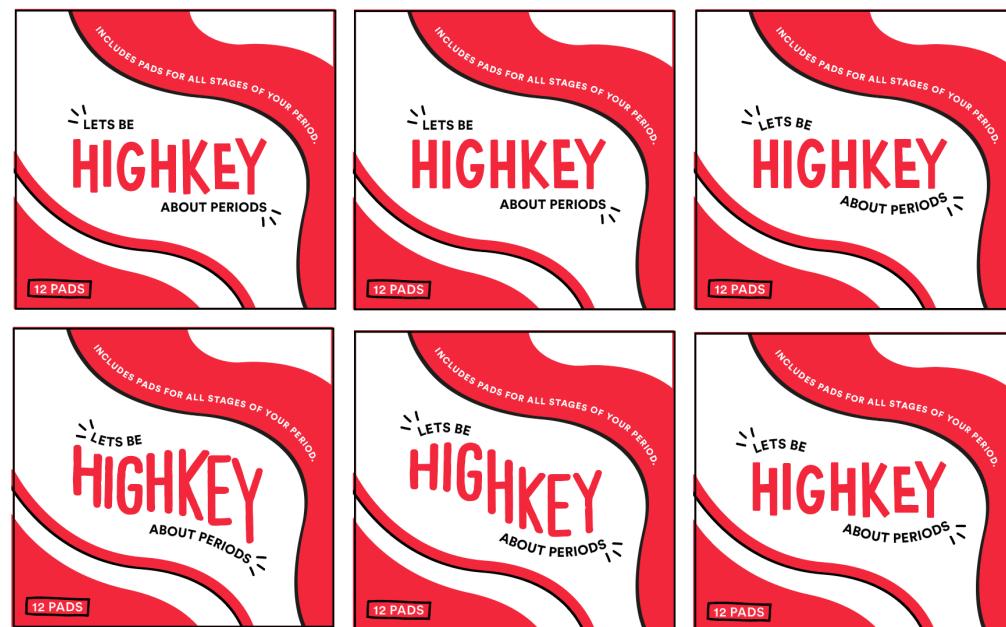


Logo Development

I wanted to play with handmade lettering so I explored a few options of type. I started with a few rough ideas which I then developed into various mockups. Even though I enjoyed the more curved type, I felt the straighter logo was more legible and provided a contrast against the curved

shapes around it. I preferred the more fun design with each letter going over the X height as this created a more carefree tone. I also liked the curved text for the slogan as it added a playful look and framed the logo nicely. Because of this, I chose the last option for my final design.

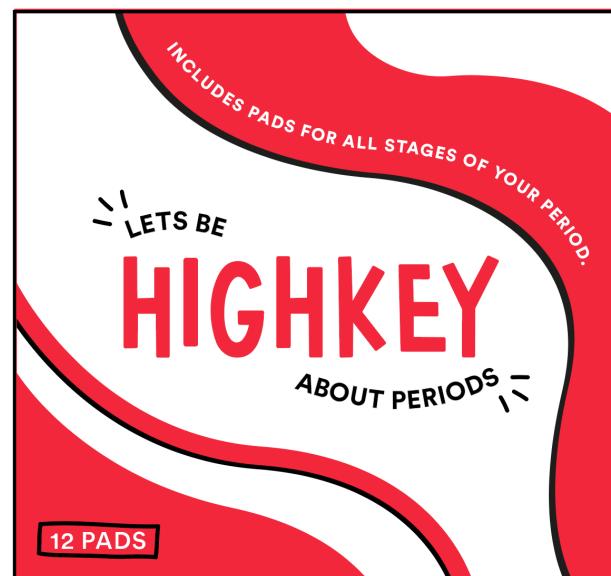
HIGHKEY
HIGH-KEY
HighKey



Decision

With both routes complete, I knew needed to decide between the Always design and the HIGHKEY design. As more skills were applied to the HIGHKEY option, as well as it the name being tailor made for my audience, I felt it was

the stronger route. I planned to continue to develop route 2 further and implement more of the feedback I received such as amplifying the activist tone and designing every part of the packaging for a complete user experience.



Copywriting

To explore the tone of voice, I mind mapped some ideas for copy writing to be used in my pad design. I liked the idea of having a play on words so I focused on ways to incorporate 'bloody' into the copy as well as flow, between and spot

as these are the names of the individual pads. I felt the more punny style copy would add a sense of humour and light-heartedness to the design further emphasising the normality of periods and questioning it's stigma.

Go with
the flow

I'm spot on

Bloody love
this

It's bloody
natural

On the spot

Bloody Brilliant

It's bloody
biology

COPYWRITING

I'm in-between

Between us

Out-bloody-
standing

Let's be bloody
honest

Every-bloody-body

Also-
bloody-
mettly

Super bloody
normal

Between Glo-ups

Un-bloody-
believeable

Inbetweener

Pad Design

I developed the pad design to include the three folds as well as the inside of the pads and the sticker closures. Here you can see I change the 'mild' type to 'btwn' being a text abbreviation for between. I feel this change was successful as it further emphasise the modern tone which would appeal to my audience. I added the logo to the back of the pad and a line of copy to the inner fold to further emphasise the normality of periods. Following feedback,



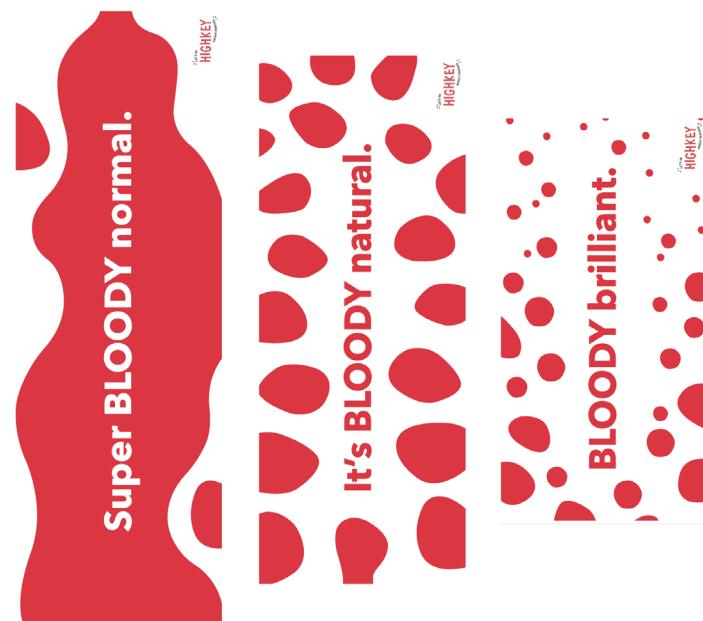
I decided to design the inside of each pads and have it so the design connects with one another and goes seamlessly from flow to spot. I felt this was a strong concept and works well visually. I also think the fun copy adds a light-hearted tone whilst continuing to spread the message of periods being natural to help combat the stigma planted in young people's heads. The stickers would be multifunctional as they could also be stuck places to prompt conversation .



Pad Design Developed

Due to the different size of each pad, I had to adapt the design to fit each one. This meant I had to lose the 'You're' on the 'You're BLOODY brilliant,' however, I think it now allows for a more sarcastic tone which works well as the

spotting stage tends to be the most annoying as you never know when you are finally off your period. I also think the tone has a very British nature, further connecting with my British audience. The designs were now ready to print.



Box Design

Following feedback, I decided I wanted the box to design to seamlessly warp around the box for a fun visual experience. To begin this process, I printed the box out to a smaller scale and made a prototype. I then draw roughly where

I wanted each side to connect so I could implement the changes. This process made it easier to understand which side connected to which, making this task less challenging.



Box Design Developed

I added the changes as well as completing the box design. I included the copy from inside the pads to the sides of the box as well as adding the small symbols and details to the bottom of the box for added credibility. Following feedback, I decided to add more information to the back of the box and change the pad symbols to red for a less stuck on look. I also decided to add the copy 'perfume free and

'breathable' for authenticity and to the back added 'order online to customise your set' to communicate the idea that the customer could order a specific ratio of pads that suited their needs if desired. I felt this was a strong idea and added a level of customer care that would be a nice touch. I printed this design and made a second prototype to ensure for no errors before sending to print.

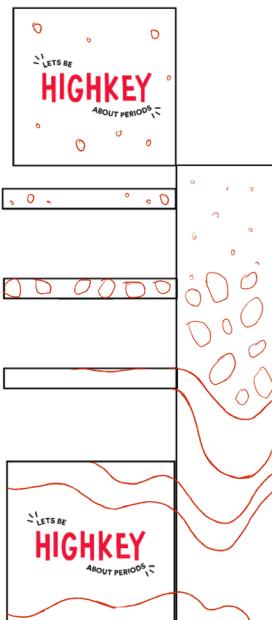


Idea for Touchpoints

When thinking of possible touch points for this project, I decided to create some rough ideas for a point of sale stand, copy ideas for social media and possible Instagram story filter designs. I wanted the point of sale design to be bold and honest in order to reflect the brand and its packaging, so I decided to have the design going from flow to spot as you go up the display. I rarely see displays for

period products so I felt this was a necessary touchpoint. I explored copy that included the brand name in phrases that used Gen z type language seen on social media to reflect the relevance of the brand name as well as further appeal to my audience. I wanted to make story filters for Instagram as I felt this would be a fun way to start the conversation of period stigma as well as normalising periods.

Point of Sale



Copy ideas

Highkey love
these pads

Chocolate is
highkey essential
on your period

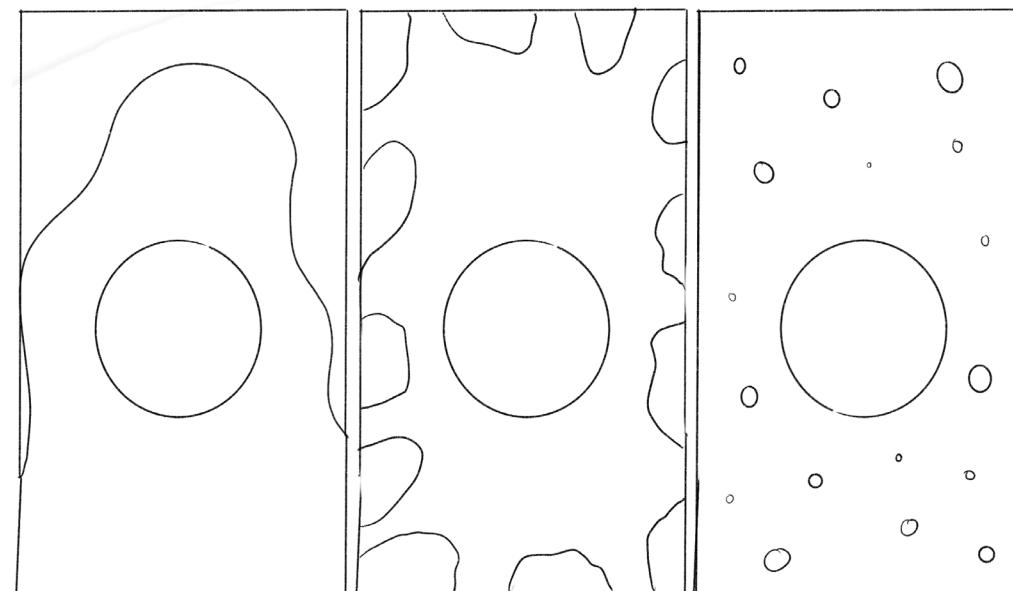
Highkey
bleeding rn.

Periods are
highkey cray

Period pains
highkey suck

Highkey in need
of a hot water
bottle

Instagram story filter rough ideas



Final Outcome

To craft my final piece, I printed and mocked up all the pads. I then photographed the prototypes showcasing the front design, sticker closure design and the first open of the pad

design. Seeing pads inside the packaging adds further context and creates a more credible and professional tone. I am really happy with how these photos turned out.



Final Outcome

Here you can see the completed package of the pads inside the box. I like that from a bird eye view you can differ each pad from one another adding convenience to the user. I think the box design turned out strong and seeing the box

with the pads adds a legitimate and tangible aspect. To see the full box in a short video click here:

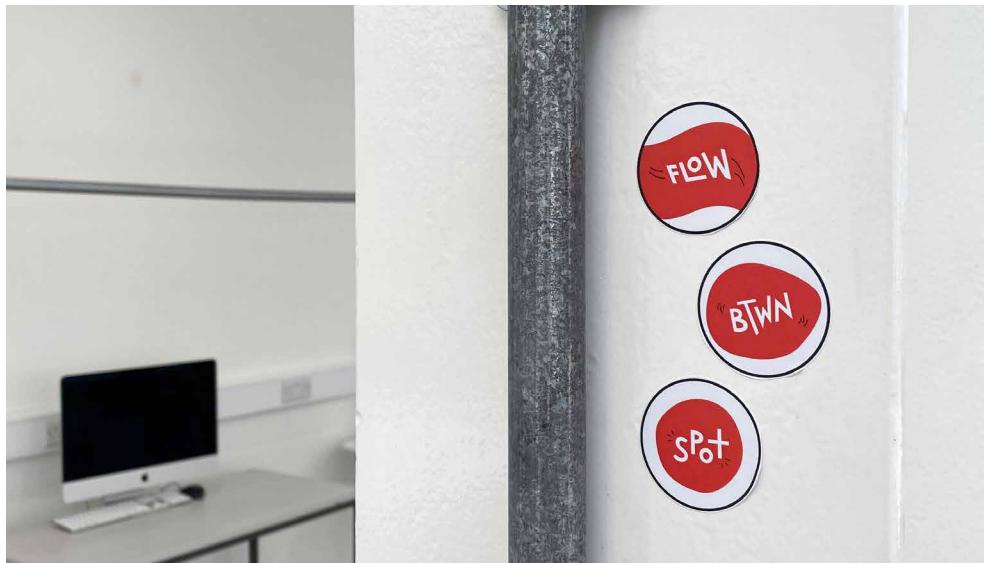
<https://vimeo.com/548363477>



Final Outcome

To showcase the inside pad design, I photographed them both vertically and horizontally. This shows how the designs work individually but also when put together to create one continuous design from flow to spot. I also photographed

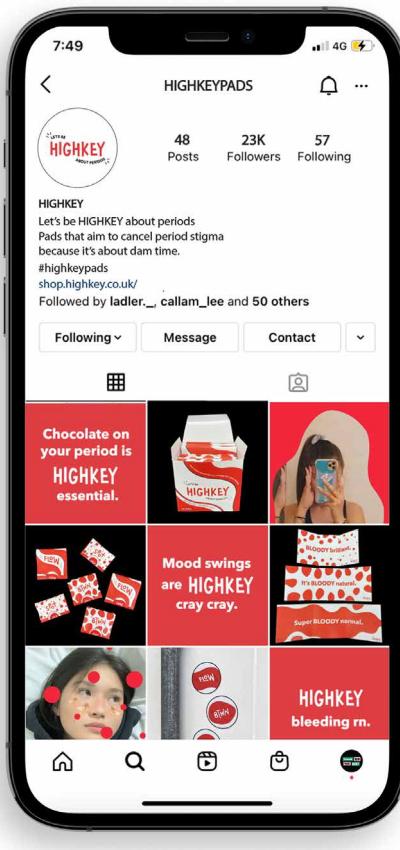
the closure sticker as if they had been stuck on a school wall to communicate their multiple uses and how they would prompt conversation and work to normalise periods.



Social Media

Here is a mock up of a potential social media campaign. The Instagram page would feature images of the products, specific content using the name of the brand in Gen Z toned phrases and images of the audience interacting

with the packaging and social media assets. I also made a story sticker pack so people could add the visuals to their selfies to state the normality of periods and tackle the stigma online.



Social Media

Here are the three selfie filters I created for Instagram stories, one for each stage. I like the playful and fun tone these have and the way they would frame a selfie and feel they would be something my audience would use to protest

against the stigma. I chose not to animate any of my social media asset as I wanted to keep the bloody imagery abstract as felt movement would make it too realistic.



Print Ad

To show how the brand would potentially advertise the product, I made a set of print adverts. I kept these super simple, focusing of showcasing the packaging as this is the main selling point of the product. I added the logo and a

short line of copy to provide context and direct the viewer to the hashtag online for more information. I think the black backgrounds allow the imagery to pop and adds a edgier more rebellious tone which would appeal to my audience.



Point of Sale

As the product would be sold in stores, I wanted to design a concept for a point of sale display. I used a similar idea to the inner pad design and had the bottom of the stand representing 'flow' which faded gradually into the top of the stand reflecting 'spot.' I then put the three copy lines of each level of the stand to add context to the display by

explaining what it is campaigning for. I think this design is successful as it would catch the eye of my audience due to its bold nature and fun and energetic tone. To further combat period stigma, I would place the stand at the store entrance so everyone would see it. This would help normalise periods instead of hiding the products away.



Evaluation

In conclusion, I believe this project has gone on quite the journey this term from its initial proposal to the final pieces. I think my outcomes are strong and the packaging design fights back against period stigma which is what I set out to achieve. I think I have successfully tailored the design to my specific audience by using terminology that is relevant to them and thinking of appropriate touch points such as social media assets to further engage with the age group and promote the brand. I think switching halfway to designing my own brand instead of having it as a re-brand of Always' teen range was a successful decision and has allowed me to have more freedom and showcase more of my skills. I think designing every aspect of the packaging has made for a more cohesive and impactful design as no matter which part of the design you look at, the message of 'periods are normal' can be found. I think the visual style has a fun and energetic tone whilst also having a more punk and rebellious style which accurately represents the

brand and what it stands for. As a point for improvement, I think I could develop the point-of-sale design further to have a customisation station where people could choose their ratio and number of light to heavy pads depending on their unique cycle as well as design the website for the brand where a similar process could take place. This would further reiterate the fact that everyone has different periods as well as showing that periods are important enough for this level of care. This is something I hope to develop in the future to add to my portfolio. I would have also liked to have got in contact with some teens to do a focus group and ask their thoughts on the brand and its design. I would have then made any changes depending on feedback to further improve the design and its appeal to its audience. However, due to the current Covid-19 situation and the fact I don't have access to teens in my personal life, it wasn't doable. This would be something I would look to do in the future if the opportunity arose.