

NIVEA MEN

Project Overview

Objectives

Redesign Nivea Men care line completely in three weeks (logo, labels, and bottles).

Goals

- Redesign Nivea existent logo
- Redesign Nivea Men product bottles and boxes
- Design a new label

Tasks

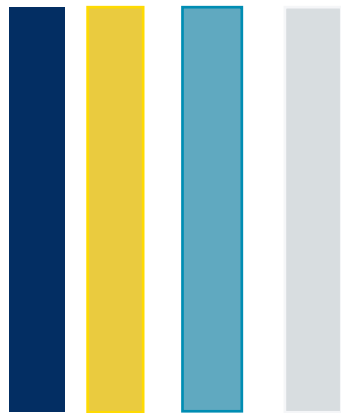
- Research existing futuristic and contemporary product lines
- Research target consumer/ competitive products
- Find fonts, colors, and potential materials for the redesign

MODERN
& FUTURISTIC



Modern, Elegant, Futuristic, slick

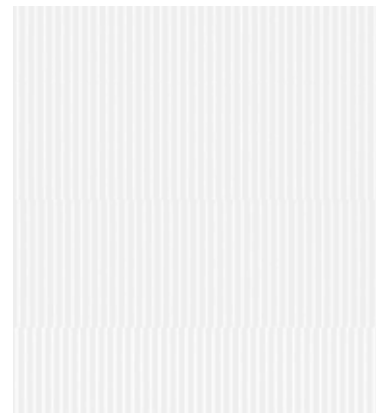
In 1922, NIVEA introduced their first product for men, NIVEA Shaving Soap, followed a few years later by their first shaving foam. These products finally gave men the creamier shaving experience they had been searching for. But there were more unique needs to address. And in 1980, NIVEA set another trend by releasing our alcohol-free After Shave Balm. For the first time, men had an affordable and widely available aftershave that soothed and relieved the irritation of shaving, rather than adding to it. What NIVEA had proved was that men really wanted and needed their own products.



Color Palette



Materials



Pattern

COPPERPLATE

LIGHT/ REGULAR

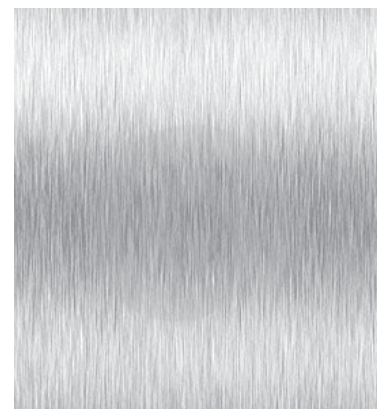
FUTURA/REGULAR

Friz Quadrata

Font-Faces



Finishes



Materials



Fineshes



Label



Competitive Products/brands

Gillette®

Dove®



Other brands includes: **AXE®** *Old Spice*

Consumer Profile for NIVEA MEN



- 1. Nutritious breakfast
- 2. Daily workout in treadmill
- 3. Daily meeting
- 4. Conversation with clients

- 5. Stuck in traffic
- 6. Dinner
- 7. Catching up with the latest games
- 8. Reads before going to bed



- 1. Simple and beautiful products that are durable
- 2. An Audi car that matches his lifestyle
- 3. He likes to browse the web and make online purchases
- 4. He loves to read sports magazines
- 5. He loves to watch sports and shows that spark his curiosity
- 6. In his time off he likes to keep up with his home

Primary Target: Urban males 18 to 35
 -Maintain a well-groomed personal image to attract women and induce jealousy

Secondary target: middle class males ages 40 to 65
 -Maintain a well-groomed personal image to “think & feel young” and attract companionship.

Marketing Research

"Men are starting to select their own body wash and shower gel instead of borrowing from their wives."

59% of american men say personal care products boost their self-esteem

28% say they are concerned about dry skin and visible signs of aging.

37% use facial cleanser as part of their regular grooming routine

17% anti-aging products

12% eye cream or gels

An estimated **100 billion** the industry is making annually

Big Idea/ Concept



too blocky
& shinny



Old school
looking logo

Overall it needs
a better type
treatment and
material

Not bad but it
could always
be better



NIVEA MEN

Font:

- Neogrey Regular
- Neuropool x

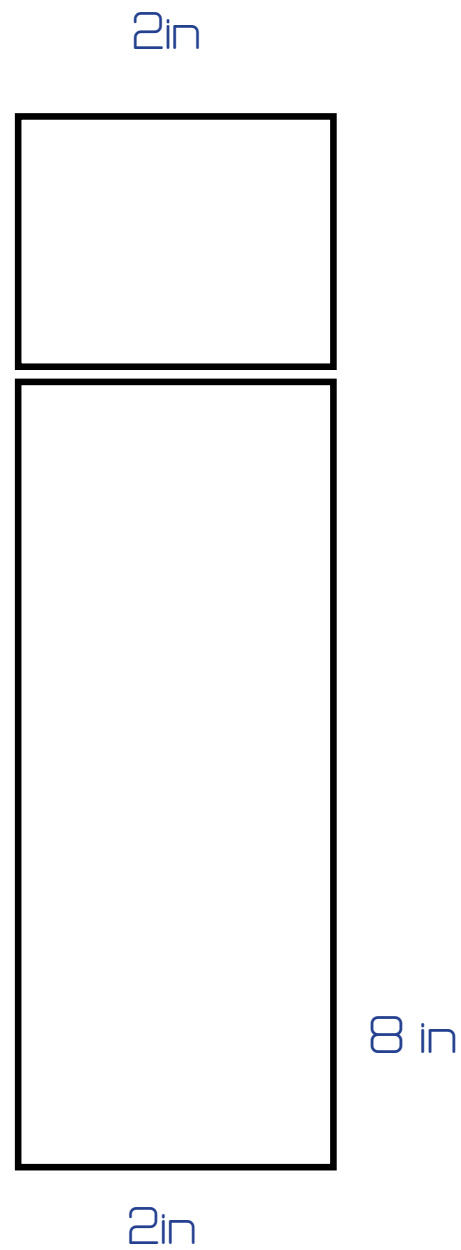
Materials for bottles:

- Smooth plastic
- Chrome caps

Color palette

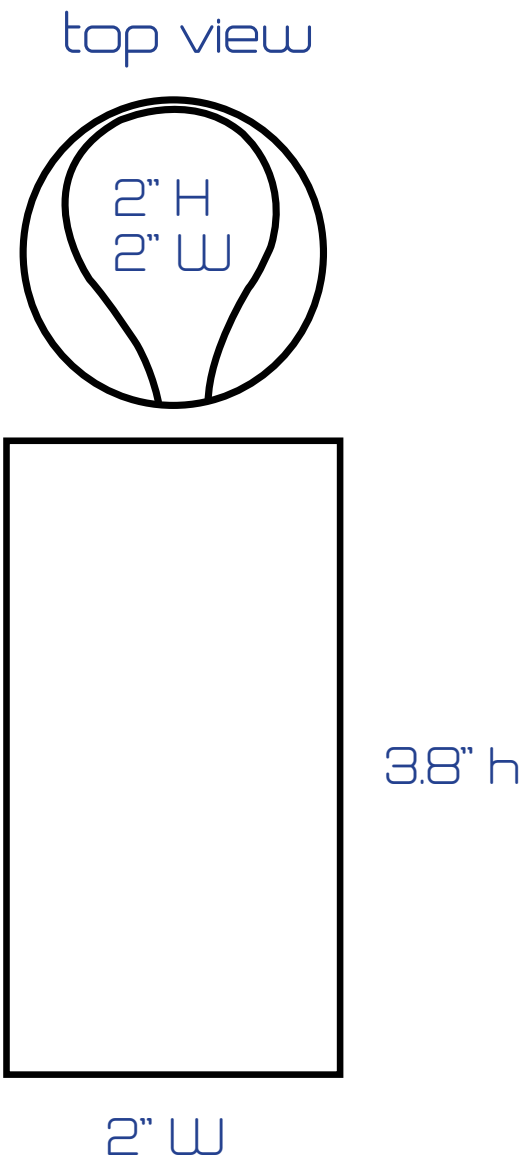


Orthographics



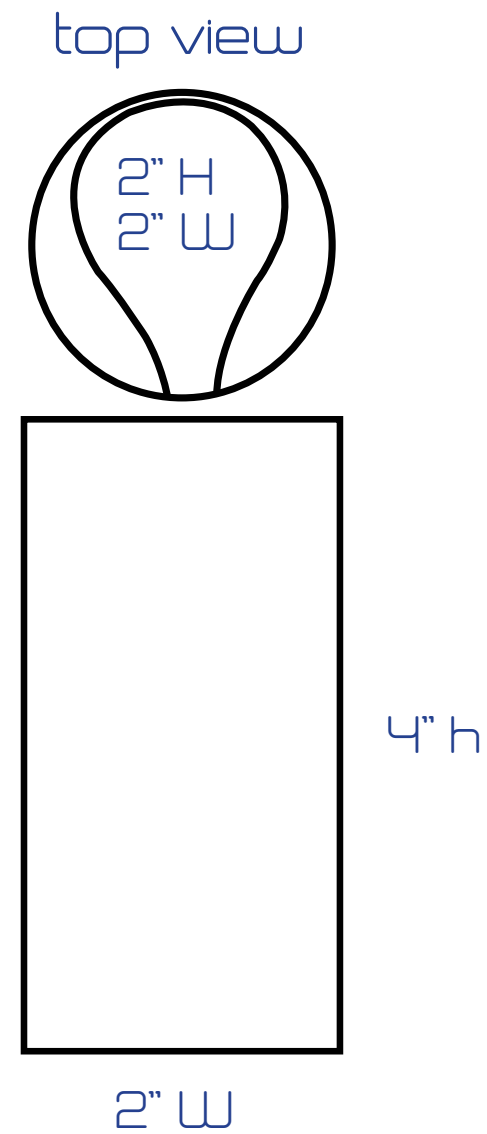
Body Wash

2 x 8 x 2 inches



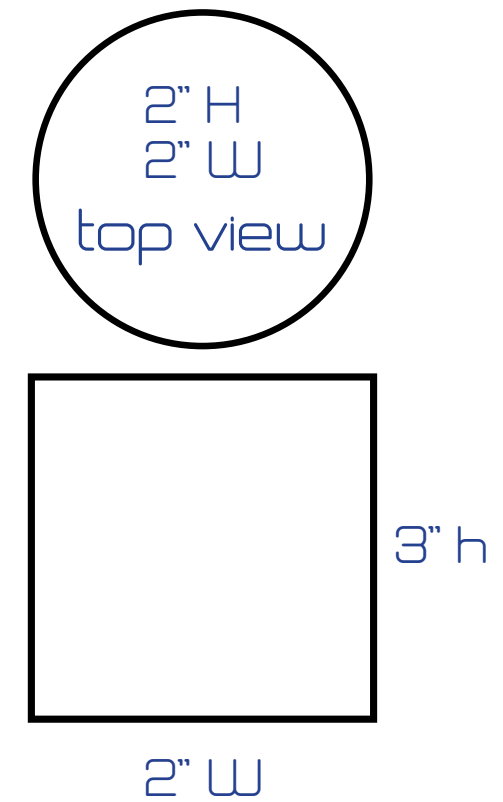
After Shave Balm

2 x 2 x 3.8 inches



Shaving Gel

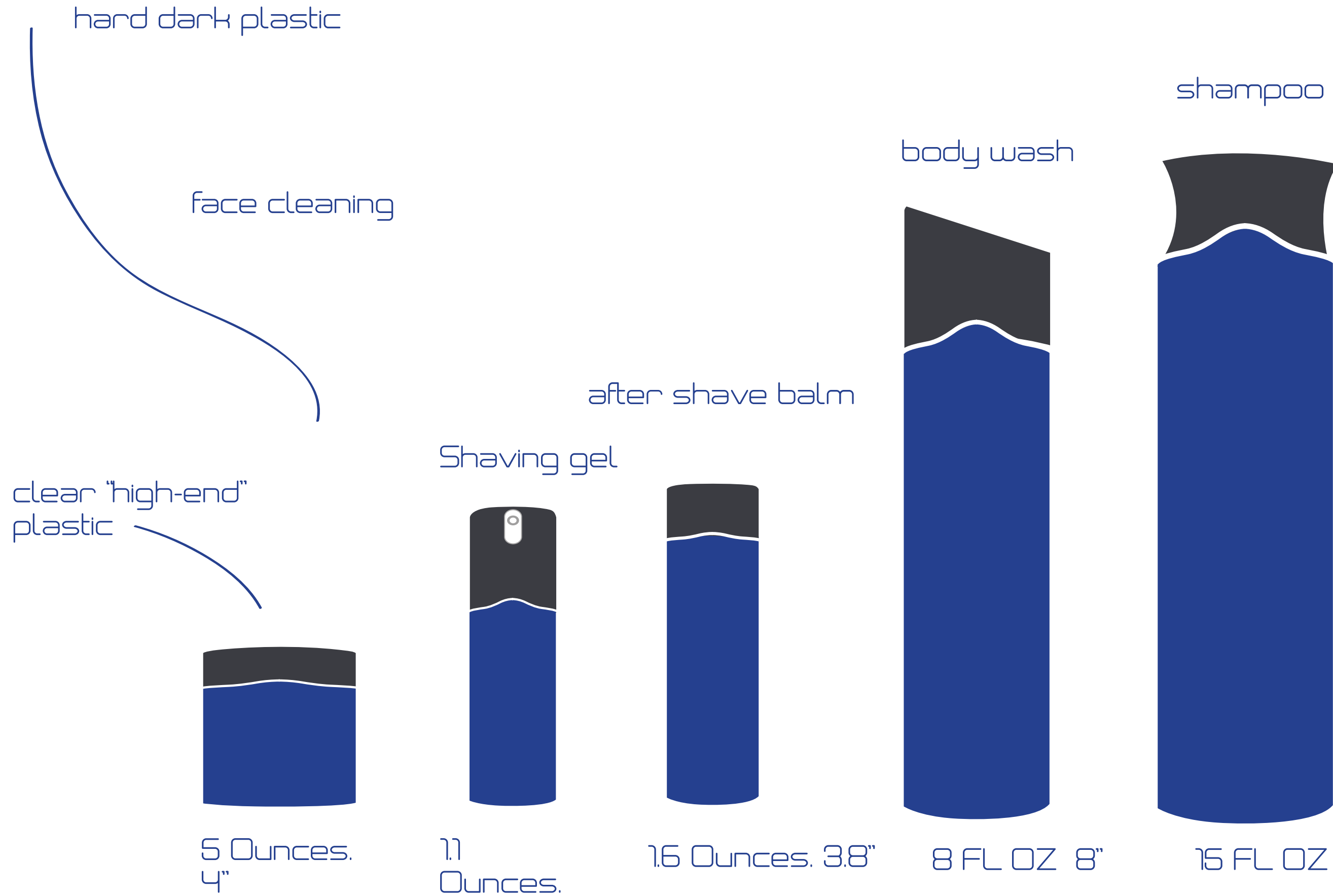
2 x 2 x 4 inches



Face Scrub

2 x 2 x 3 inches

Ortographics



Bottle Design 3D



Bottle Design 3D & materials

