

Alikal

Fast relief to move on with your day

With the objective of renewing the brand Alikal and to update its identity and its packaging line, Glaxo Smith Kline asked FutureBrand Buenos Aires to take ahead this project.

The aspects to be considered for the development of this process included the elements redesign as well as the hierarchization of the product attributes and the brand building. This attributes included the reformulation of the Alikal's characteristic "double action" effect, emphasizing the current original composition and the possibilities of line expansion.

The process was developed through three central themes: brand identity, identity and pack composition and packaging differentiation through color application.

As a result of this developing a renewed and fresh product was obtained, but still maintaining the benefits of counting on the backup of a brand of wide trajectory in Argentinean market.

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Office: Buenos Aires



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FutureBrand

