

Marigold

A glowing redesign



What needed doing

Marigold is an iconic brand with a reputation for quality and heritage. However, lack of investment over the years left the brand in danger of becoming old-fashioned. Marigold had lost touch with consumers and was fading into the background of a category dominated by own label.

Our brief was to modernise Marigold and make the brand relevant to today's consumers and add a dollop of fun to mealtimes.

How we went about it

Marigold gloves are functionally brilliant. However over and above this, Marigold makes you feel something – the ritual of getting Marigold products out, knowing you have the best tools for the job, the feeling of using them. Marigold enhances the cleaning experience, and beyond that, the post-clean feeling.

We articulated this into a distinct point of view 'Be prepared to feel the glow' with a vision to be in every kitchen, bathroom, garage, shed and workplace in the world.

The redesign of the gloves range reflects our resultant brand personality of simple, proud and sunny, communicating not only the functional durable benefits but also the emotional benefits experienced through that post-cleaning glow. We created an iconic sunny image to represent this iconic brand. Colour blocking helped Marigold take back ownership of the fixture.

Simple pack language clearly communicates the differences each glove within the range has to offer e.g. longer cuffs for use in the bathroom – thus encouraging consumers to cross purchase.

The positioning and design brought Marigold into the present, laying solid foundation for growth with flexibility that could easily be transferred into other cleaning categories, such as anti-bacterial sprays.

Before re-design

