

# Polycell

## A smooth solution



### What needed doing

Polycell's Polyfilla range has something for every DIY task – including 23 products for filling plaster alone. While the differences between Polycell's many products are significant, the brand struggled to make them understood.

Customers at the shelf were faced with a sea of blue and white packaging – confusion led to people buying the wrong things, getting frustrated and defecting to other cheaper multi-purpose brands. Cracks were appearing in Polycell's product portfolio.

They needed a structure and naming hierarchy that would help customers, existing and new, to browse and shop with confidence. And that's where we came in.

### How we went about it

First things first, we stripped everything down and went back-to-basics. We made the Polycell masterbrand the hero, supported by clear descriptive names based on customers' needs. It's clarity, pure and simple.

Simple colour codings (eg, green for outdoor products, brown for wood) and illustrations help customers work out, quickly and easily, what they need.

Since the tub-printing process is crude, we kept it simple with spot colours that evoke higher quality, helping customers to justify choosing Polycell over own-brand products.

Our design solution unites all the products in the Polyfilla range and gives the Polycell master brand greater prominence. Though we weren't asked to change the identity, we made subtle changes to reinvent the logo and make it stand out more.

Four months after the launch, Polycell had an increase in market share. Their revitalised brand is helping them live up to their status as category leader.

'The range of practical design solutions contemporise the Polycell brand while remaining true to our heritage. The new colour coding and illustrations, coupled with more consistent and stronger branding, create great standout and clear and simple product differentiation.'

**James Bruce**  
*Polycell Brand Manager*

In the four months since the relaunch began, Polycell has shown a £1.44million gain.

Increased market share in a static category.

## Bronze DBA

at the 2008 International Design Effectiveness Awards