

Gravity Restages Ball Jars

By Jesse Rotman

The excitement generated by the Gravity design group illustrates the vital connection between on-strategy design solutions and the enhanced equity value created by effective brand-centered in-store display.

That view was emphatically reinforced by the work Gravity just completed to restage the packaging with a contemporary profile for the well-regarded Ball brand. Its home-canning customers rely on the Ball products, one of America's oldest and most-respected brands. A complete brand repositioning was clearly needed to generate growth for Ball.

Working with a Venerable Brand

"Gravity worked with Ball by becoming the company's packaging partner from start to finish across the entire product line," stated Rick Murphy, Gravity Creative Director.

Gravity is the creative arm of Phototype, a nationally known single-source graphic communications firm specializing in packaging and brand promotions. The company's clients include consumer product giants such as Procter & Gamble, Church & Dwight, and Cargill.

"There is a synergy here that enables Gravity to answer design challenges as well as manufacturing and printing issues," Murphy noted. "With assistance from Phototype, we addressed design as it impacted Ball's manufacturing process as well as such issues as speed to market and on-shelf integrity."



Defining the problem to identify the solution is Gravity's design strategy. The company's initial move with any new client is to ask questions until it's clear to both where the client company has been and what the future ambitions may be.

Preserving the Future

The design company's team reached out to Ball, a division of Jarden Home Brands, by actually going through the entire canning process. At the end, they presented prospective-client Ball with gifts of their homemade pear preserves — and plenty of insight about the products.

"From the outset, Gravity showed us creativity well beyond our expectations," stated Cheryl Holliday, Ball's Senior Brand Manager. "They thought outside the box and helped us to consider new ideas about our brand, our products, and our image in a contemporary context.

"And their preserves were pretty good, too."

The eventual design, due on store shelves next February, addressed a critical shift in consumer behavior. The market research preceding the packaging concepts showed that home canners were spending less time on canning,

preparing smaller batches, and looking for healthier options.

Appealing to New Users

"This is where design architecture becomes so critical," added Terri McConnell, Gravity's Director of Business and Brand Strategy. "We created an updated identity for Ball that makes the brand accessible and relevant across the entire scope of their product categories.

"We expect that new users will discover the 'new' Ball for the first time. Key retail customers who have viewed the revitalized product family already are unified in their embrace of a repackaging that will lead to company growth.

"In the research stage Gravity examined the psychographic profiles of Ball's customers and responded with focused strategy," McConnell stated. "We sought to stimulate appetite appeal by harmonizing the product family with colors, label styling, and vibrant food photography that delivered the end-user appeal."

Gravity's integration of the steps needed to revitalize the Ball brand ensured that all of its marketing communications would speak with one booming, brand-dominating voice. ■

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