



ChapStick®

ACCESSORIZE

ChapStick adapted visual references from pop culture to personalize and accessorize its popular tubes.

It may be a 125-year-old brand, but ChapStick still retains its youthful appeal, particularly among teens, who often own multiple tubes at a time.

With its vivid, style-driven graphics, this special-edition ChapStick mini-line proved to be eye-candy for novelty-seeking, style-savvy teens—driving impulse purchases and helping the ChapStick brand remain relevant to a key audience.

But despite exciting packaging, we couldn't prevent these bold tubes from getting lost behind the sofa cushions at home.



GRAPHIC TREND RESEARCH

The key to the project was identifying graphic styles that still had plenty of trend-life left. We explored a wide range of styles and pop culture references across many sources and we identified those graphics that were on the ascendency and could work within the small dimensions of a ChapStick tube.



PACKAGE DESIGN

Though the billboard is tiny, by personalizing and accessorizing these tubes with the right visual references, the package designs accomplished what was asked of them: they were visually relevant to a young audience. And they were intrusive enough to stimulate impulse buys at points-of-purchase.

