



Disney

TWEEN SPIRIT

A young lady's first foray into "My own product," with help from her good friend, Tink.

There's a moment (somewhere between the ages of 9 and 12) when every little girl stops wanting Mom's opinion and wants to make her own style and personal care choices. That moment is called becoming a tween.

Tink Spirit gave these stylish gals a line of personal care products that for the first time, they could call theirs. They get to choose them and use them—all with the approval of Mom (but they don't need to know that).

PRODUCT NAMING

The beloved Disney character, Tinkerbell, embodied a spirited, independent and spunky young lady, which made her the perfect representation and reflection of the audience. Because of this, *Tink Spirit* was the name that best connected with mothers and daughters alike.

PACKAGE GRAPHIC DESIGN

We started off by creating graphics based on individual naming concepts. With Tink Spirit in place as the name, we refined the product package designs to reflect the fun, lively, youthful and independent attitude of the brand.

PACKAGE STRUCTURAL DESIGN

Each product name and graphic concept was supported with unique package structures that reflected the style and character of the Tink Spirit brand. Ultimately, based on timing and budget constraints, Disney chose stock package structures for the actual production rollout.

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