

Flite Mate

Product Identity Redesign

The background is a solid blue color. In the lower half, there are three overlapping white wave-like shapes that resemble a stylized cloud or a series of hills. The shapes are positioned from the bottom left towards the right side of the frame.

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Creative Brief

Goal

Create eye catching and attractive package and identity design for Flite Mate ear plugs, which demonstrates high quality of the product.

Persona

Affordable, effective specialized product for air travelers who like comfort.

Target audience

Men and Women 30 – 60 years old who fly from time to time.

Competitors

EarPlanes and Flight Earplugs (by Well at Walgreens). Both are intended for air travel.

Business challenges

There are a lot of different manufacturers of ear plugs both generic and specific for air travel. It is hard to make package and identity stand out and be noticeable, focusing on the product quality.

Pricing

Flight Earplugs – \$5.99

Flite Mate – \$6.49

EarPlanes – \$7.79

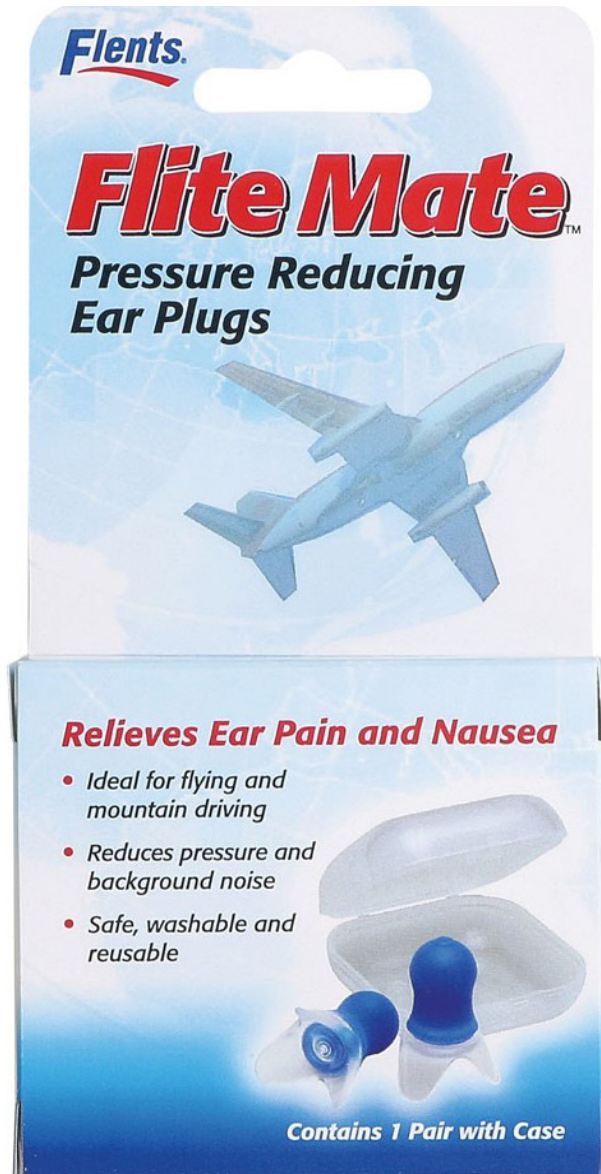
Retail environment

Drug stores, Airport news stands, department stores like Fred Meyer.

Why consumers should choose this brand

Combination of functionality, design and price. Clean modern design should attract customers and give the impression of quality product.

Original Package and Product Identity Design



Challenges

- The Product Identity and the package itself have outdated look.
- The Product Identity does not reflect the product inside the package.
- Italic font brings weakness in the design.
- It is hard to understand the product size from illustration.
- Package does not have information about NRR (noise reduction rating) on the front side of the package.
- Original package does not show the quality of the product.

Design Mandatories

- Change the Product Identity.
- Keep the airplane symbol as part of Product Identity to attract the target audience.
- Change font to modern and clean non-Italic sans-serif.
- Create a window on the package to show what product looks like.
- Keep the same container or just slightly modify it.

Competitors

EarPlanes by EarPlanes



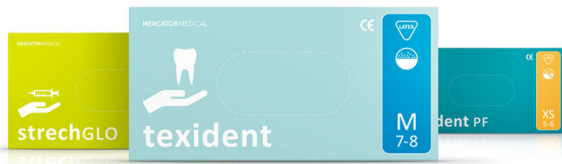
- \$7.79, Made in USA.
- Hypoallergenic And Latex Free Soft Silicone.
- Relieve Ear Discomfort, Clogging, And Popping By Naturally Filtering and Regulating Air Pressure.
- Disposable.
- Tested By U.S. Navy Pilots, And Backed By The Good Housekeeping Seal!
- 20 dB Noise Reduction
- Has very busy package design with too much noise in it.
- Does not show the actual product size.
- Shows that they are for adults.

Flight Earplugs by Well at Walgreens

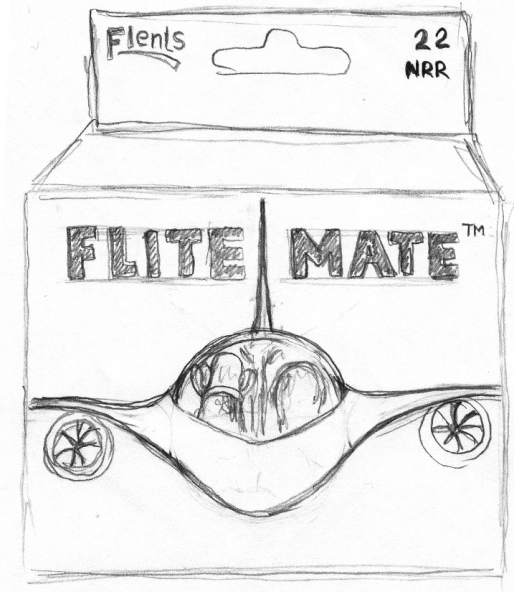
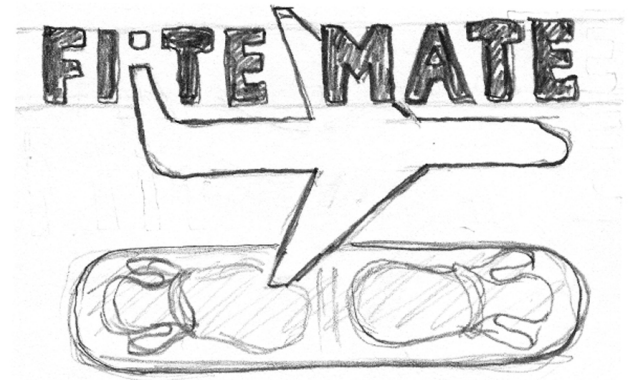


- \$5.99, Made in USA.
- Hypoallergenic And Latex Free Soft Silicone.
- Earplugs Designed to Help Reduce Airplane Noise & Ear Pressure.
- Helps Relieve Ear Pain While Flying
- 20 dB Noise Reduction
- Has cleaner package design, but with some noise in it.
- Does not show the actual product size.
- Shows the age range.

Inspiration



Sketches

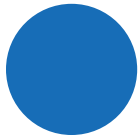


Redesigned Product Identity

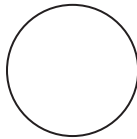


Style Guide

Colors



Blue
HEX: #1d6db6
RGB: 30,110,183
CMYK: 87,56,0,0



White
HEX: #ffffff
RGB: 255,255,255
CMYK: 0,0,0,0



Lime-green
HEX: #b6d433
RGB: 182,215,51
CMYK: 33,0,100,0

Typography

Museo Sans Cond 700, 21pt
AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTtU
uVvWwXxYyZz0123456789

Museo Sans Cond 700, 14pt
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Museo Sans Cond 700, 11pt
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Museo Sans Cond 300, 8pt
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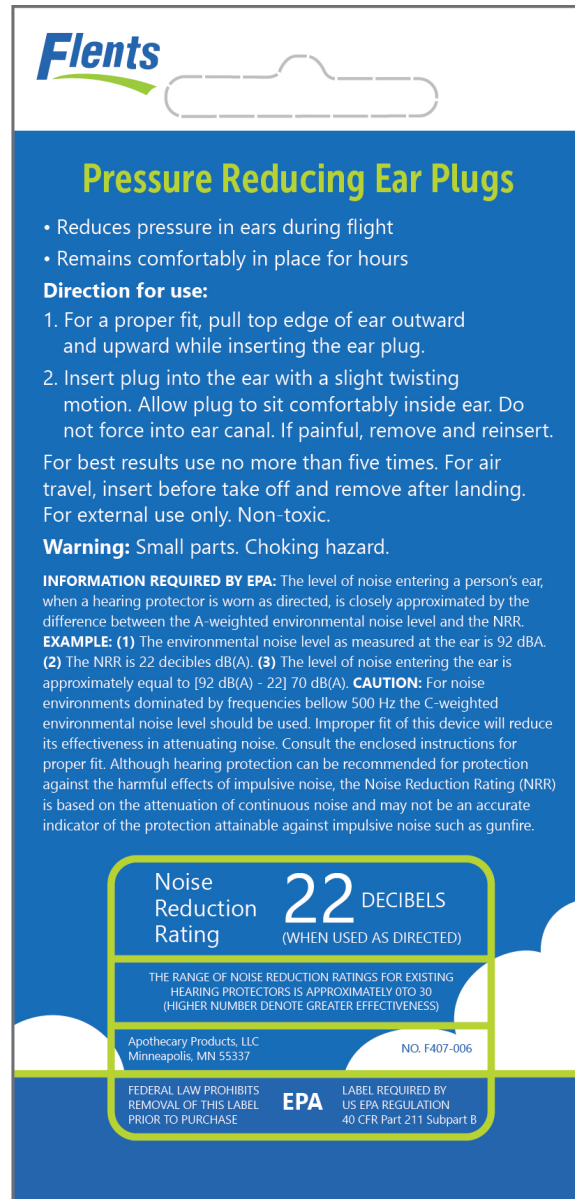
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Nirmala UI, Regular 5pt
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uVvWwXxYyZz0123456789

Product Identity



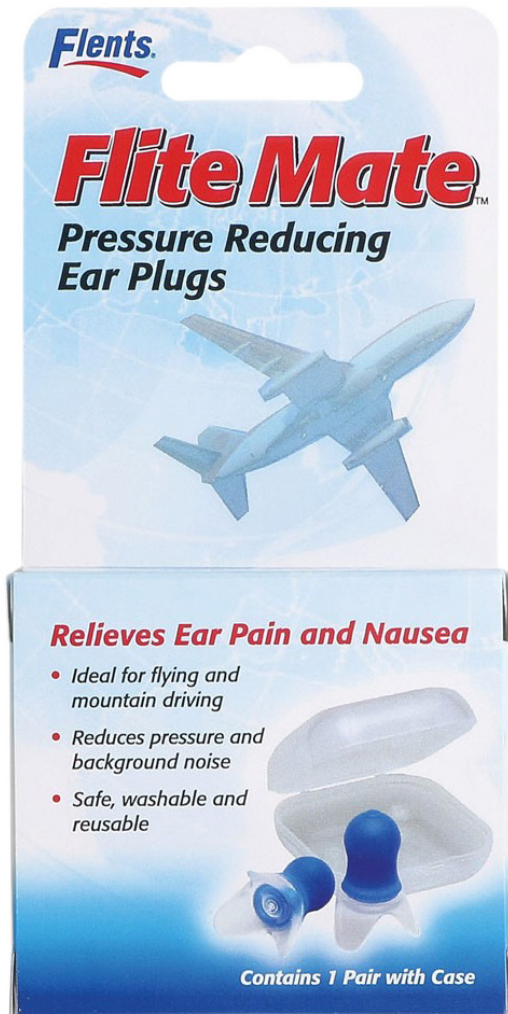
Redesigned Package



- The blue background is used to give the sense of security and confidence. Also, blue color is often associated with sky and airplanes.
- The accent color is lime-green, which is used to give the sense of balance and harmony. Also, lime-green text reads very well on the blue background.
- The large white airplane shape flying around the globe is created to attract the target audience.
- Unique product identity is going to make the package easy to recognize on the shelf.
- The ability to see the ear plugs in a small window should make the customer aware of the product size and look.
- The information about NRR is placed on the package to show the numbers which are important.
- The sans serif font is used as it is modern and contemporary. It creates a clean look of the product identity and the package itself.

Overall the redesigned package has flat and modern design with clean and clear look which will stand out more on the shelf and show the good quality of the product.

Original and Redesigned Packages



Before



After

Original Package on the Shelf



Redesigned Package on the Shelf



Redesigned Package Ad



Redesigned Package Ad

FORGET ABOUT NOISE AND EAR DISCOMFORT

PLUG IN. FLY.

Flents

Pressure Reducing Ear Plugs

- ideal for flying and mountain driving
- reduces pressure and background noise
- safe, washable and reusable

22 NRR
NOISE REDUCTION RATING

1 pair + case

flite mate
Pressure Reducing Ear Plugs

NO PRESSURE FLYING
with Flents Flite Mate

Bibliography

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