

Case Study #1

Cycle Dog Plush Toy Hangtag Redesign

Cycle Dog Earth Friendly Pet Company is based out of Portland Oregon and makes dog collars, leashes, beds and dog toys from recycled and upcycled materials.

The existing hangtags (ex #1) for the line of plush dog toys were small, cluttered and lacking visual appeal. The front of the tags were overcrowded with information and had no focal point or main selling point. The design was confusing and didn't represent the brand or product well. The single attachment point also allowed the product to rotate when hung on the shelf.

SOLUTION:

The first issue was to determine a primary selling feature, in this case bringing attention to the "DuraPlush" fabric. The fabric is a very strong, yet soft, two-ply material. This feature was buried in the text of the existing tags, so under utilized. The decision was made to keep the front very clean and simple and move the majority of the information to the back of the tag. A graphical wordmark for the DuraPlush was created to add visual punch. The design was separated into two distinct words, "Dura" styled to look like a diamond plate metal for toughness, and "Plush" in a soft green to represent the softness of the material. The only other information of the front was the "Made in USA" badge and the "guarantee" badge. The overall size was increased and a total of three mounting points were added to hold the product properly in place. (ex #2)

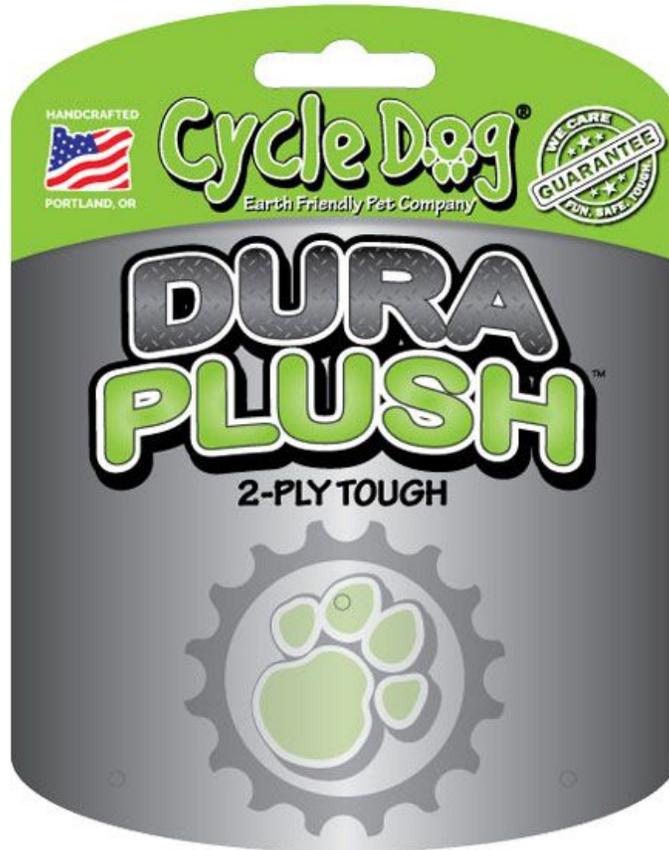
The remaining product information and graphical elements were moved to the back of the card, as well as a small blurb about the company and the URL. A larger area was also left blank to accommodate the UPC barcode sticker. (ex #3)

RESULTS:

The increased size brought the shelf size and presence closer to industry norms and closer to the competitions visual presence. The additional mounting points ensured the product was presented uniformly and as intended. The larger logo and wordmark made the brand and product more visible from a greater distance, adding to better brand recognition.

Example #1





Example #2



Example #3