

## Brand Strategy

Screen & Internet  
Print & Literature  
Retail & Signage  
Naming

## Packaging

Identity

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# Panaflex



With a 96% market share, Panadol (from world pharmaceutical leader GSK) enjoys iconic status and exceptional trust in consumers' minds. Panadol is almost the generic for pain relief in Asia.

## discover

The issue - An increasingly sedentary lifestyle is leading to muscle and joint pain for 1 in 4 Malaysian adults. GSK's objective was to launch a new topical range to compete with the established local brands and evolve their existing Panadol Extend products. The challenge was to effectively communicate the location of the pain directly, recognizing local cultural sensitivities and to achieve a global brand consistency.

## develop

Our solution - We created an 'x-ray' technique photographic style to highlight the source of pain to a conservative consumer market. Having identified, through research, initial apprehension with the new name, Panaflex, we created a strong endorsement line, "From the makers of Panadol", to build trust and credibility. To build greater shelf impact and brand alignment we built the radiating ripple to support the Panaflex brandmark.

## deliver

Sustainable Impact - GSK has a complete muscle and joint-pain solution that is relevant to the needs of the Malaysia and Singapore markets and is the first step towards a revitalized global Panadol brand.

