

Brand Strategy

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Paseo



Paseo is Indonesia's leading tissue brand with 60% market share. It is owned by Sinar Mas Group, the largest paper and pulp manufacturer in Indonesia.

discover

The issue – Low price brands were proliferating in a market hit by recession, attracting those customers who were more price-sensitive. To compete, Paseo had released new products with inconsistent identity and excessive and uncoordinated pack graphics. The confusion meant a weaker shelf presence and an overall devaluation of the brand.

develop

Our solution – We first assessed the entire portfolio using our proprietary consumer brand evaluation tools. Unpopular sku's and duplicates were dropped. We retained a single flower as a key visual asset and reintroduced the Paseo dove, both with strong emotional associations for softness, love and safety. Two existing sub-brands (Smart and Elegant) were enhanced with strong colors, illustration and clearer product descriptors while a third, more premium, sub-brand was introduced, extending the product range to include scented and moisturizing tissues and wet wipes.

deliver

Sustainable impact – The re-introduced dove symbol has strengthened the brand's emotional and aspirational appeal. Paseo now has a more focused portfolio with sharply competitive sub-brands and a significantly more effective visual shelf impact.

