

## Bayer White & Black



The White & Black (W&B) brand is one of Bayer Healthcare China's (BHC) most popular over-the-counter cough and cold remedies. However with the proliferation of similar products by competitors, the W&B packaging needed a facelift to help consumers identify the brand.

### discover

The issue – The original Day & Night pack was launched in 1994 with the positioning of 'keeping a clear mind in the day and enabling fast recovery at night'. The White Pack was launched in 2011, offering relief from colds without the usual resulting drowsiness. However both the packs had similar designs and were confusing consumers.

### develop

Our solution – We maintained the highly recognisable brand equity of 'day and night' along with its striking use of white and black that carried through into a distinctive packaging design as research showed this to be the most significant visual asset associated with the W&B brand. This proportional split of white and black distinguishes the W&B products in China's increasingly over-crowded and competitive retail environment.

### deliver

Sustainable impact – Both pack designs were launched in the first quarter of 2014 and have received positive response from the Chinese market.

