



Paradise
fresh
dryer sheets

Great
Value

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Redesign Plan

Great Value Dryer Sheets

Game Plan

I was recently at Walmart when I came across a box of Great Value's dryer sheets. Personally, I tend to look at Great value products being of lesser quality because of the packaging design. I decided to give the dryer sheets a face lift. I created a simple, trendy design that will help customers feel that they are buying a quality product. I not only redesigned the label, but I

changed the shape of the box it comes in. I wanted an easy, dispensable, pretty container that women will want in their homes.

This new product design will increase sales simply by selling more products. The cost of packing will be slightly more expensive, but the attractive design will increase the number of products sold; therefore, increasing sales.

A Brief History

Great Value is considered “Walmart’s most extensively developed retail brand.” They keep their marketing and advertising expenses low so that customers can buy their products for cheaper. Great Value first came around in 1993 and in 2008 went through a major logo redesign. Despite the new logo design, the packaging still feels outdated. Great Value products are available in countries and Walmarts around the world.

Target Audience

My client for this design is Great Value and my target audience is women. Women are typically the ones who do laundry and also the ones who decorate the house. My dryer sheets are more than just a box of sheets, but a decoration that you would be proud to leave sitting on top of your dryer.



Style Guide

Fonts

Quicksand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Armonioso

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colors



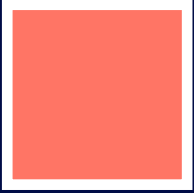
Orange

0% 40% 100 % 0%
250, 165, 26
faa51a



Blue

100% 97% 38% 46%
23, 22, 68
171644



Pink

0% 68% 56% 0%
243, 117, 103
f37567



Teal

60% 0% 36% 0%
95, 196, 180
95c93d



Red

0% 100% 82% 0%
237, 26, 57
ed1a39



Green

47% 0% 100% 0%
149, 201, 61
95c93d

Package Design

Guidelines

Wrap around label is to be printed on adhesive paper and wrapped around a cardboard cylinder.

Logo is placed an inch from the top above the cautions, directions, and ingredients.



6.77in x 9.79in



.78in x 1.43in

Top - 2 in

This top piece is meant to be pulled off by the consumer. The circle should be cut along the top white line so that it can easily be peeled away.



Bottom - 2.5 in

This bottom piece is stuck to the bottom of the canister for easy scanning.



Photo Comparison

Before

After



Advertisement

an **BOLD**
Paradise Fresh dryer sheets factory

Paradise
fresh
dryer sheets

BOLD
clean scent

80 Sheets

fresh clean **BOLD**
Get fresh and bold with Great Value's Paradise Fresh dryer sheets today.



fresh clean **BOLD**
Get fresh and bold with Great Value's Paradise Fresh dryer sheets today.



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DESIGN

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