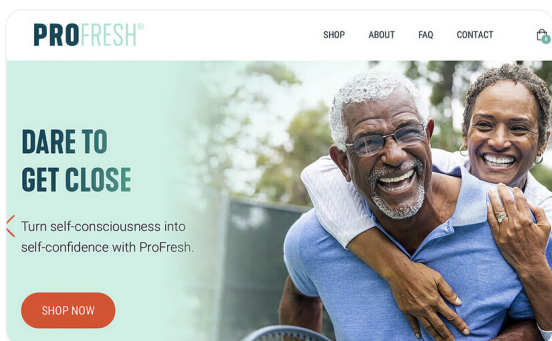
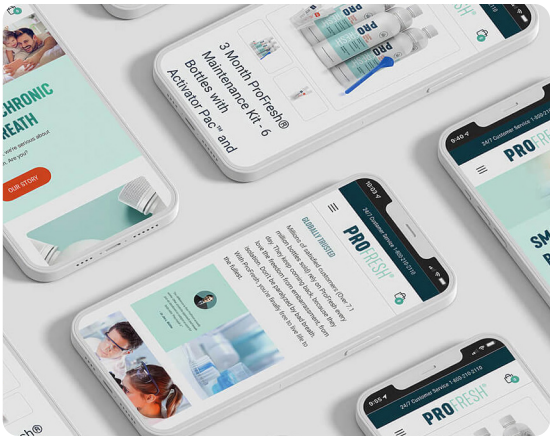
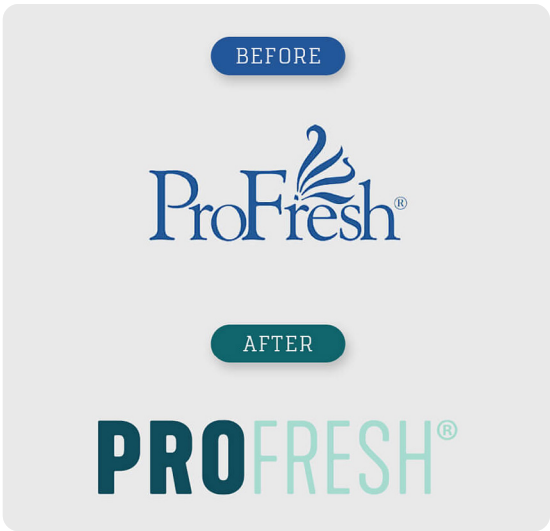




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OVERVIEW

Thirty years ago, Dr. Jon Richter, a dentist and founder of the Richter Center for the Treatment of Breath Disorders, developed the ProFresh BreathCare System. Millions of satisfied customers (over 7.1 million plus bottles sold) rely on ProFresh every day to help smash their chronic bad breath. Even though its core proposition is to provide fresh breath 24/7, the ProFresh brand itself had not been refreshed since its inception in 1992.

ENGAGE

A robust Discovery process, including consumer research, provided our team with the insights needed to help reposition and refresh the ProFresh brand. With research indicating that chronic bad breath is a physical and emotional challenge for millennials and boomers alike, it was clear that the brand needed to strengthen its positioning and messaging and refresh its overall appearance to increase engagement and provide its broad target audience with a better brand experience. The challenge: ProFresh is an e-commerce brand strictly sold online. We analyzed the customer journey across all key touch points – email, social media, website, fulfillment, shipping, packaging, and collateral and improved the customer experience every step of the way. Understanding the need for a seamless online journey, our focus encompassed refining ProFresh's website, enhancing social media engagement, and improving packaging for an immersive brand encounter beyond mere product delivery.



SERVICES

- Brand Strategy
- Consumer Research
- Brand Identity / Look and Feel
- Brand Style Guide
- 2D / 3D Renderings
- Website Design (UI / UX / CMS)
- Copywriting / Editing / Script Writing
- Package Design / Print Collateral
- Social Media

EXCITE

The refreshed brand presents an entirely new personality to its target audience. A personality that is bolder and more expressive. All aspects of the new look and feel- its colors, typography, and imagery - was created to balance the product's functional (professional) with its emotional benefits (confident, self-assured, fresh). The new sans-serif logo emphasizes the brand's professional and science-based positioning. A dark green color (peacock) gives primary emphasis to PRO or the professional side of the brand, which is then balanced by a mint green color which communicates the product's end benefit- Fresh breath. A seal was also created to reinforce the brand's professional heritage. Coral and indigo accentuate important points in various application contexts.

INSPIRE

Chronic bad breath, an affliction that can be emotionally crippling, often compels its sufferers to steer clear of social interactions, leading to isolation. Recognizing this challenge, the primary aim of the refresh initiative was to craft a brand identity radiating confidence, demonstrating empathy, and captivating our intended audience's interest. The primary aim was to develop a cohesive brand experience embedded in every interaction, validating existing users' choices while intriguing potential newcomers to join the franchise.



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