Approach:

Sierra Online hired GIRVIN help to create packaging for their new line of Hallmark Card Studio software. In a previous strategic alliance, Hallmark's brand was not leveraged; the logo was profiled but the brand essence was not used to advantage. GIRVIN's goal was to capture the true spirit of the Hallmark brand and enhance the emotional appeal of the product offering on-shelf.

Result:

The new product surpassed the existing Hallmark product and the American Greetings' product in sales by the 4th week on the market. Sales increased by more than 20%. Hallmark Card Studio Deluxe became the market leader within the first five weeks on the shelves.

Packaging |