

K P Namboodiri's Ayurvedics

# REBRANDING AND PACKAGING REDESIGN

Case Study

In March 2021, **K P Namboodiri's Ayurvedics** (KPNA) unveiled its rebrand done in partnership with KICKASS DESIGN.

Our approach to rebranding focused on retaining some of the familiar key identity elements trusted since generations, while giving it a contemporary enhancement to connect with the new generation.



## About **K P Namboodiri's Ayurvedics**

Trusted Since 1925

K P Namboodiri's, one of the most trusted brands from Kerala, was founded by Sri Kolathappally Pothayan Namboodiri (K P Namboodiri) in 1925 at Vadakkekad village in Thrissur District of Kerala, India. Its first product, 'Dantadhavanachooranam' (Ayurvedic Tooth Powder) soon became synonymous with quality ayurvedic dental care product and emerged as the company's flagship brand.

From being a mainly Toothpowder Company prior to 2007, the Company introduced several other products not only in oral care, but also in skin care, hair care and other categories such as herbal thirst quenchers.

Today, KPNA has a state-of-the-art R&D laboratory and its own manufacturing facilities across three locations in Kerala and select contract manufacturing operations.

K P Namboodiri's is changing with the times, connecting with younger generation, by spotting their needs and presenting quality products that meet their daily needs.

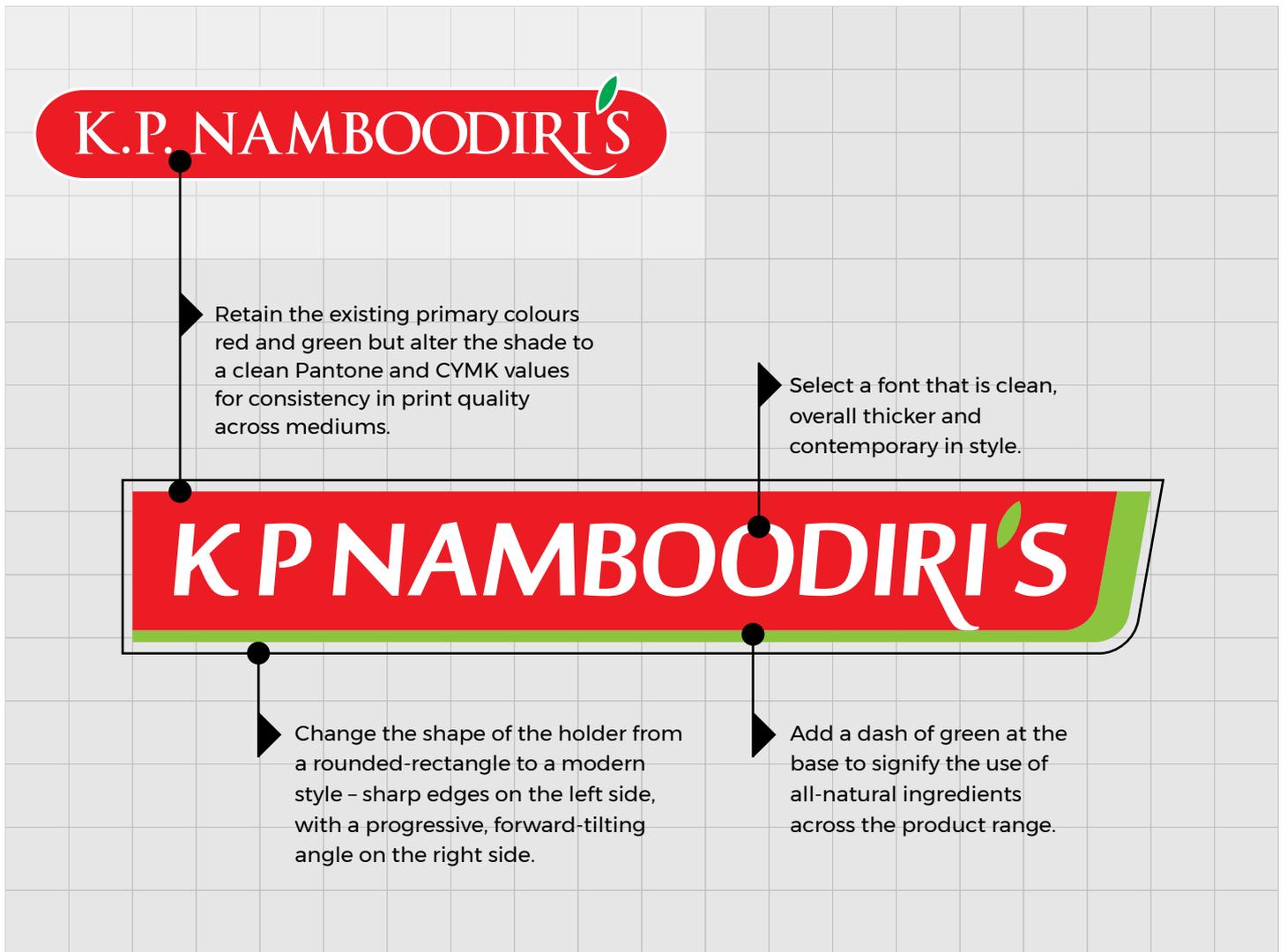
## Rebranding brief

Modify brand identity to connect better with the new generation.

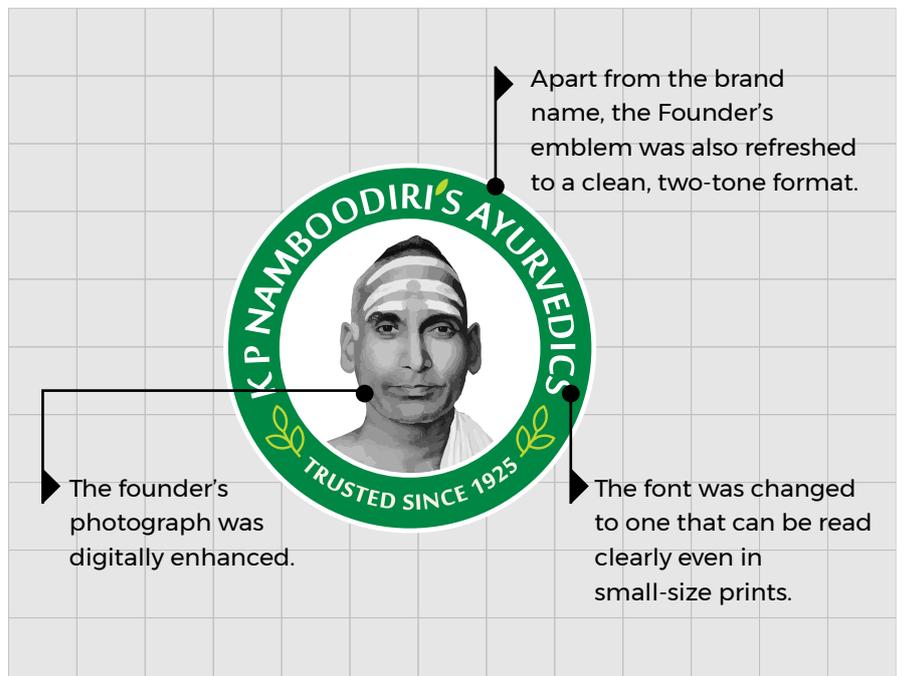
Change the font to a thicker, contemporary one to improve readability on the products.

Retain the existing primary colours for recognition and continuity.

## Design strategy



## Founder's emblem

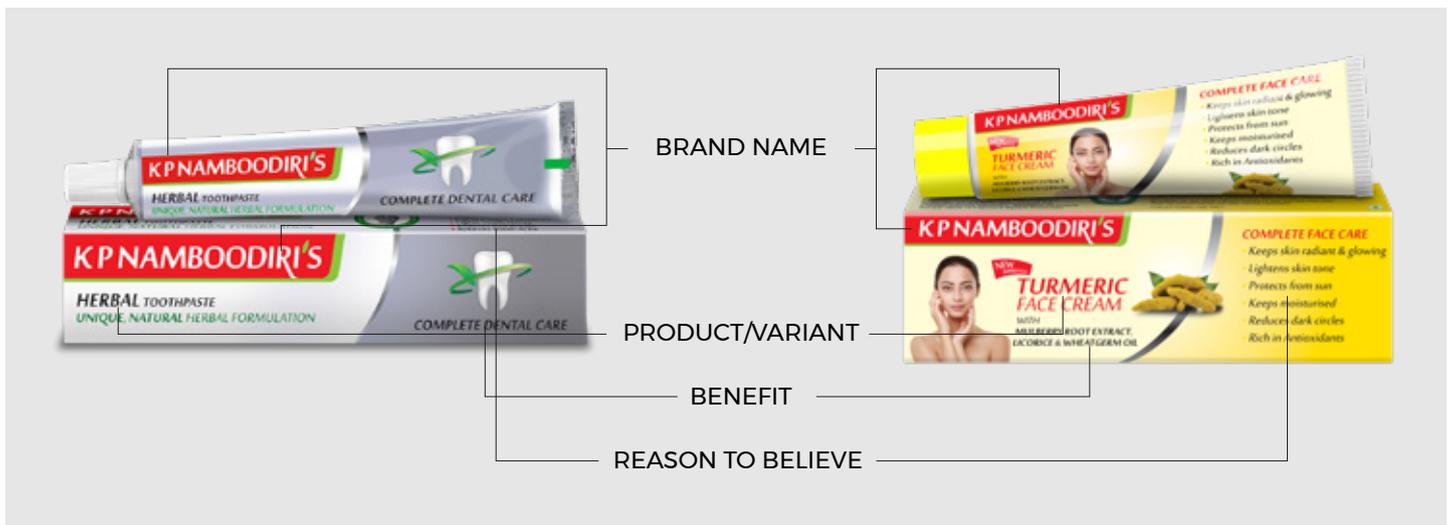


## Packaging redesign



Another challenge was to address the problem of readability/size when the branding was placed horizontally especially in product SKUs of smaller size or slim containers/bottles. This was addressed by taking a radical approach - allowing placement of the brand identity in a vertical orientation. This significantly improved the brand visibility and shelf presence.

## Design architecture



Uniform design architecture was introduced across products and categories. This hierarchy included - brand identity followed by the product name/variant, differentiator statement, and the reason-to-believe.



For each product category, the design architecture was kept consistent.

Across all product categories, the architecture was defined consistently to give it a unified brand recognition.

## The verdict

Production mockups on the shelves and initial sampling at stores yielded significant positive results.

The sales team and distributors are delighted with the new branding, packaging design and shelf presence of the entire product portfolio.

With the refreshed branding and packaging, the company intends to connect better with the younger generation and aim for a ₹100 crore turnover in the coming years.

## Acknowledgements

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