

CASE STUDY: TOY

Industry: Consumer

Waking up the giant

Toy is a well-known chewing gum brand in Sweden, with a heritage of more than 70 years. The brand has not been active since the late 1990s, but during the 60s and 70s it was the market leader in Sweden and Norway, and had an iconic slogan "*Take it easy, take a Toy*". At its peak, Toy had a market share of over 60% in Sweden and produced and sold more than 600 tons of chewing gum every year.

So when it came to the Toy relaunch, we got involved with developing a new design for Toy Chewing Gum Peppermint Bag. The new packaging should have iconic Toy design cues, and should easily communicate the brand and maximise visibility.



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Toy is back!

Our main aim with regards to the new design was to let Toy consumers of old know that Toy is back, but also attract new consumers to the brand. In keeping with the brand heritage, we developed a carefully simplified and adjusted design to create the perfect retro classic, where we amplified the iconic elements of Toy, to catch consumers' attention.



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A sell out

The redesign was rolled out during the first few months of 2011. First it sold out, then it took a three times bigger market share than that of a leading competitor, hugely surpassing the business objective of gaining a 2% share of the total chewing gum market. So Toy is back – bigger, better and more beautiful than ever.

