

Polaroid | Packaging Design

# Retail revitalization.

## Breathing new life into Polaroid's vulnerable instant presence at retail

### Overview

A new management team at Polaroid recognized the necessity of revitalizing the retail presence of the company's signature instant photography products. As part of our ongoing brand strategy work with Polaroid, Catapult Thinking developed a new packaging and merchandising system that tamed the proliferation of sub-brands and film formats and a packaging structure that facilitated cross-merchandising via a modular planogram.

### Impact

Working with Polaroid's internal sales team, we were able to defend current product placements and prevent de-listing with channel partners. We also helped Polaroid expand the visibility and continuity of presentation of these high-margin retail products, and gain additional sales in the important Food & Drug channel.

- Scope
- Brand Strategy
- Product Strategy
- Communications Strategy
- Merchandising
- Packaging Design
- Naming & Nomenclature
- Verbal Branding



Catapult Thinking is a hybrid agency that helps companies align marketing, brand and channel initiatives with business goals.

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