

Sun Products Improves Wisk Formula and Adds Shelf “Bling” in the Process



Facing a Critical Junction

It's been almost 43 years since the iconic “Ring Around The Collar” campaign debuted for the Wisk brand. Sun Products’ premium laundry detergent has seen a lot of change during that time, but perhaps none as significant as the 2010 effort to re-brand and rejuvenate the once prominent stain remover. Facing de-listing by the nation’s largest retailer, Wal-Mart, Sun Products took action and went through a complete overhaul.

Bringing a Brand Back... With Additions

To reference Wisk’s historical brand loyalty and to highlight a new Stain Spectrum technology the branding team made an effort to bring back the once standard red bottle. But a bottle color change wouldn’t be enough. Sun Products needed an extra attention getter on the shelf. Wisk needed some “Bling”.

Ideation Leads to Development

Seeking an opportunity for an innovative solution, Sun Products contacted Multi-Color Corporation. MCC’s unique ability to provide label solutions across all five major decorating technologies would allow for the greatest possibility of finding success. MCC set up an ideation session with the brand managers at Wisk including marketing, and engineering personnel from both companies. Although many potentially successful options were presented, the Wisk brand decided a registered, cold-foil, In-Mold label would provide the most shelf impact.

Hurdles Overcome

As Sun Products began the process of rolling out the new label look, they ran into resistance from their bottle manufacturers. The claim was that the foil, which provided the “Bling”, could not be used in an In-Mold application. In danger of missing out on their dream label; Sun Products returned to MCC for help. With a significant investment in new substrate research and various cold-foil technologies, MCC had previously produced foil labels that satisfied the demanding In-Mold process, and now needed to educate the bottle manufacturer on their findings. Multi-Color involved Sun Products and worked directly with the bottle manufacturer to implement their industry proven technique. Multi-Color even invited members from the blow molder and Sun Products to visit the production facilities, and see the new production labels first hand. The finished product provided a very desirable label without hampering the manufacturing process for anyone in the supply chain.

Critical and Commercial Success Achieved

To ensure that the label and bottle design would be a long-term re-branding option Multi-Color, and Sun Products worked together to establish a future cost savings plan for the Wisk brand. So impressed, were industry trade associations with the new Wisk look, that the product was profiled in the November 2010 issue of SHELF IMPACT: a leading brand trade magazine. However, the definitive measure of success was not just being published in a magazine. After less than six months with the new design, Wisk enjoyed a 5 point market share bump and most importantly was brought back into the Wal-Mart shelves - where Wal-Mart was accepting more than 100,000 unplanned bottles a week to keep up with demand. The Wisk brand was back and better than ever; but more importantly, the customer noticed.