

Febreze Air effects wins 2005 AG Lafley Brand Building Award



Febreze Air effects was to be the anchor product in P&G's move into the air care market providing an air freshener that delivered the same core benefits as Febreze Fabric Refresher: elimination of odors with a fresh, natural scent.

The Air care category is established and crowded with a multitude of scent and form innovations. It was key to the future success of the project that the structural design of this package be both distinctive and ownable within in the category.

For P&G Jones Garrard developed a range of unique visual solutions for the structural pack building on the equities of the brand. The selected visual concept was refined and developed with consumers using sketch models and prototypes to ensure distinctivity of form was delivered with equal ergonomic elegance and ease of use.

Landor - Cincinnati provided inspired brand graphics which together with the unique structural form have created commercial success and true recognition for the product in the Air care market.

The Febreze Air effects product range was selected for the A.G Lafley Brand Building Award in 2005

