

BRAND PROMOTION | GARNIER



Repositioning Garnier: Bridging Perception Gap with Strategic Brand Touchpoints

CHALLENGE

Garnier faced a significant perception gap—despite offering premium-quality products with real benefits, consumers largely viewed it as a budget brand. The common notion that affordability equates to lower quality overshadowed the truth: Garnier's formulations were high-grade, offered at accessible prices. The challenge was to shift this perception and establish a premium-quality image. A key brand touchpoint identified was POS (point-of-sale) materials,

alongside the strategic move to reposition Garnier from grocery shelves to curated beauty and cosmetic stores.

OUR APPROACH

Design Horse addressed Garnier's perception challenge by crafting POS materials rooted in product USPs—pill shapes evoking science, lime slices symbolizing Vitamin C, and bold yellow colour palette. This strategic visual language helped reposition the brand, emphasizing premium quality through design-led touchpoints at the point of sale. While developing POSM solutions, Design Horse carefully aligned with the specifications outlined in "Garnier's 11 Golden Rules."



"Point-of-sale materials are more than signage—they're storytellers. They deliver brand essence where it matters most, capturing attention, shaping perception, and converting curiosity into trust right where decisions are made — on the frontlines of retail reality."

CONCEPT RENDITION

The product's USPs (Science + Natural ingredient) is visually narrated through symbolic elements: 'Pill Shape' connote science, while lime slices suggest Vitamin-C. This strategic visual language helped reset the brand narrative.



"When designed strategically, POS materials do more than inform—they inspire. They carry the brand's promise to the shelf, ensuring that every glance reinforces recognition, trust, and desire in the heart of the consumer."

IMPACT:

The perception realignment exercise effectively elevated Garnier's brand image, gradually shifting how prospective customers viewed the brand—moving from a budget perception to recognizing its premium quality and scientifically backed product benefits.



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