Cutting Tools

Responsibilities handled

Project Leadership
Project Planning
Design Research & Analysis
Brand Articulation
Packaging Structure
Product Grip Color Development
Design Overlook

Study to develop brand architecture in order to straddle the market, through consolidated product offer, brand building and creative packaging for Godrej Cartini.
Project Content Flow

Visual Audit

Selling Environment
Channels B to B

People and Usage
Category to focus on

Products
Category to focus on
Product details

Industry Facts
Benchmark brands
Vision

Articulation of the new brand vision

Trends for 2012/13

1. Product Architecture
2. Branding Design
3. Product Intervention
4. Packaging Design Graphics
5. Outer Pack Development
6. Communication Guidelines
Category industries identified for research.

- Home & Kitchen
- Hobby & Craft
- Office & At work
- Salon & Grooming
- Textiles & Tailoring
- Sport & Adventure
- Garden & Pruning
- Chefs & Catering
- Industry & Speciality
Key Analytical Insights

Home cutting tools include traditional cutting tools which can be only bought from local street vendors as brands don't offer such products.

Roadside sellers often get their knives customized from the mobile knife sharpner, who travels on his bicycle. Since vendors cut fruits and vegetables by holding it in hand, their knife blade is small with curved edge.

At street side markets, knives and peelers are always sold with cross category products like maintenance tools (screwdriver, hammer, etc) to grooming products (small foldable scissors, razor, etc) to small utility plastic products (water hose, spray, etc).

At regular stores products are kept unorganized under glass shelves across the counter. Only the side rim and product contour are seen in this case. Brands have an opportunity to provide special display cases to showcase their product offer.

At modern trade, brands were integrated across products through packaging and branding. They often created a solid call out by paying premium for dedicated brand space. They also highlighted niche products (cork screw opener, wine thermometers, wine pourers, etc) as gifting sets.
Brand Building:
New Brand Cartini Strategy

The business challenge
Define a new category and make the brand future ready

- Create a strong brand structure to rally around
- Set new perception of the brand
- Be inclusive and attract more users
- Strong propositions for link selling & upgraded product

Increase purpose  Increase saleability  Increase consideration  Increase sales

The strategy
From one dimensional brand to multi-dimensional

Cartini = production process + price
Cartini = competence + creativity

Offer  Consumer benefit

We can make this with our production process and sell at such price levels
We make this for you at various levels of capacity to enthuse your creativity

Cartini
Every Cut is a Creation

...brand where a cut is not a reduction, but a creation!

It emphasizes the journey taken to creative preparation and satisfying end.

Universal yet catering to many people with specific products.

The brand will be a helping hand, always considering safe and reliable coming from Godrej parentage.

It will be a part of your lifestyle yet give you easy handling.

Give confidence to try the gadget and enjoy the experience of use.

This is our purpose
CREATION PASSION ASPIRATION

Our purpose is to make perfect products so that people enjoy making beautiful creations
We’re passionate about people having the right cutting edge for every stage of their life
We have a big aspiration to be India’s biggest cutting solution, delivering big returns
Brand Building:
Brand Color

Spotting the Right Color: Deep Teal

Deep Teal, a strong, blue-toned green, suggests ocean depths and the color of the majestic forests.

Brand Color: Deep Teal

The royal quality of blue and the tenacious drive of green combine to give the brand a home in this prestigious color.

Deep Teal denotes:
- Prestige, while still being approachable
- Tradition and timelessness of blue are merged with the consistency of green
- It shows depth of feeling and elasticity of will
- It is dependable and safe, moist and healing, feminine yet firm
- Deep teal is the complementary opposite of yellow orange

Deep Teal is the color of the majestic forests.
Brand Building: Category Colors

Brand Primary & Secondary Colors

Building brand color palette

Brand Category Colors

Category Colors

Color Codes

Kitchen  Grooming  Gardening  Craft  Textiles  Office  Wellness

PRIMARY COLORS

SUPPORTING COLORS

REAL LIFE PRODUCT

CATEGORY COLORS
Brand Building: Logo Iterations

Logo Iterations

Logo & Tagline

Final Logo

Logo Usage

Cartini Original Logo

Final Logo

cartini

every cut is a creation

cartini
Brand scissors are manufactured in ABS with glossy finish while knives are manufactured in Polypropylene with matt finish. Multiple iterations at the vendor level as well as factory level had to be generated to achieve a near perfect match.
Imagery moves from macro to micro. Premium product packs will feature performing professionals engaged in making their creations. Closer shots of professionals in command, in kitchen, garden or workshop.

Imagery moves from macro to micro. Popular product packs will feature the environment where the person would work to make their creation. At sewing room, work-desk or in kitchen.
At the shoot:
Images for Package & Communication
The project is still on-going and packs are being designed and rolled out. The brand is looking to launch its new look this year.