

Project Joy

Consumer Packaging

Challenge

Launch a new brand of female razors named **Joy**, replacing the **Venus** Brand.



Guidelines

- Work away from the legacy all plastic FFS and blister packaging.
- Package had to be all paper and speak to millennials
- Package design, materials and graphics had to avoid looking “overdone” and “excessive” leading to higher cost product

WRK Solution

- A 100% paper based package
- A simple yet functional soft appeal
- Two piece construction with branding outside and inside of the pack for improved FMOT and SMOT
- The ability to be packed at any co-packing location without any capital expense.

