



BASE
BEAUTY
CREATIVE
AGENCY.

The Beauty & Wellness Experts

We LAUNCH brands.

We REVIVE brands.

We GROW brands.

GLO to Go: Whitening Pen Launch

Boosting Sales

In 2019, BBKA rebranded and repackaged GLO Lit, resulting in an exceptional sales increase on Sephora.com

★ 2,000% increase in sales of GLO Lit on [sephora.com](https://www.sephora.com)

Assignment

- Develop a line extension to capitalize on the success of the GLO Lit rebranding & repackaging
- Strategize differentiated positioning for whitening pen
- Create an ownable product name
- Express product point of difference through key messaging
- Design eye-catching packaging (primary & secondary)
- 360 degree launch ideation

Consumer + Category Insight

Consumers love the great results of at-home whitening treatments, but they don't love investing in expensive, cumbersome systems and committing to strict whitening regimes.



GLO to Go: Whitening Pen Launch

Product Name & Branding



GLO to Go Launched as a Sephora exclusive



PRODUCT NAME

Name speaks to the consumer's desire to have flexibility and ease with a pocket-sized teeth whitening system



COLOR PALETTE

We leveraged the proven successful light blue and joined it with a sophisticated dark blue to create dimension & reinforce the scientific roots of the brand



LOGO

The GLO brand logo is paired with a dynamic handwritten font to express the "on the go" benefits

GLO to Go: Whitening Pen Launch

Product Messaging

GLO to Go Teeth Whitening Pen is the small, powerful anytime teeth whitening and brightening system developed by a dentist with the power of 100% natural H2O2 for proven whitening results, not just touch ups.

Create the whitening schedule that works for you – after you brush your teeth, before bed or whenever you can use a little more GLO.

Use GLO to GO on its own or with your GLO teeth whitening device for even faster results.



COMPETITIVE DIFFERENTIATION

Differentiated vs. competitive touch-up pens by positioning GLO to Go as a hand-held whitening system



BRAND EQUITY

Key messaging reinforces GLO brand equity, ingredient transparency and oral care expertise (Dentist founder, clinical results)



PORTFOLIO MANAGEMENT

Successfully demonstrated how GLO to Go works within existing GLO portfolio and on its own

GLO to GO: Package Design

Packaging Design

This package slides open to reveal the pen in a branded tray,

The light blue of the carton glorifies the brand color, while the rich, deep blue accent color adds a premium and luxurious feel.

Matte finishing on the sleeve and a gloss coating on the on the slide-out tray provides contrast and interest while leaving the packaging easy for fans on social media to photograph.

The pen is decorated with a matching light blue, pearlized with contrasting dark blue neck and base.





Contact

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