



Boxer & Co casts a new vision for clinical brand

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Contact lens brand ProVision worked with packaging design agency Boxer & Co. to modernise its look.

"We wanted to pull away from the herd and create a differentiated brand by approaching the design with modernity and a consumer focus," said Boxer & Co. MD Gwen Blake.

"This category's packaging is awash with science, pale blue and water splashes – all cliches that needed to be avoided."

Blake and the Boxer & Co. team worked instead on a striking and emotive design portraying the freedom the lenses can give to former spectacle wearers.

The design is a modern take on 1950s-style illustrations, showing people swimming, cliff jumping, dancing and reading.

The types of contact lens are distinguished by the solid background colour, and the wearer's condition is indicated by the colour of the circle that houses the illustration.

New icons were created to help quickly navigate the benefits.

"Boxer and Co. brought a retail and consumer-friendly flavour to a product category that has traditionally been clinically positioned, making it better suited to the back room than the retail environment." said Provision marketing manager Sarah O'Connor.

ProVision's old packaging looked like this:



ProVision's new packaging looks like this:



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