BIGELOW TEA REBRAND


GREEN TEA
Classic Green
With Lemon
18 TEA BAGS INDIVIDUALLY
WRAPPED IN FOIL POUCHES.
HERBAL TEA
Ginger Honey
Plus Zinc
18 TEA BAGS INDIVIDUALLY
WRAPPED IN FOIL POUCHES.
CAFFINE FREE NET WT 1.06OZ (30g)
BLACK TEA
Raspberry
Royale
18 TEA BAGS INDIVIDUALLY
WRAPPED IN FOIL POUCHES.

Project Summary

I undertook a comprehensive re-branding initiative for Bigelow Tea. My primary objectives were to instill design consistency, improve brand recognition, resonate visuals with the target demographic, and authentically portray the essence and narrative of Bigelow as a brand.

An Introduction to Bigelow

Bigelow Tea is a family-owned specialty tea company established in 1945. With a catalogue of over 150 variants spanning herbal, black, and green tea categories, Bigelow has secured a prominent presence in nearly every American grocery store.

Currently, Bigelow Tea faces challenges in brand recognition due to visually inconsistent packaging and outdated branding assets, which currently cater primarily to an older demographic.

DISCOVERY PHASE

Data

INTEREST	AUDIENCE	GENDER	AGE
Tea	464,725,470	Women 55.7%	25-34 35.66%

Top Common Interests: Science, Team Sport, Performing Arts, Education

Research

To gain deeper insights into the target audience, I utilized Ad Targeting, leveraging Facebook data to analyze tea consumption trends and identify the interests and demographics of individuals engaging with tea-related content.

This approach provided invaluable information for pinpointing Bigelow's target audience, and allowed me to make an informed creative brief.

Creative Brief

Client: Bigelow Tea

Objective:
Bigelow Tea seeks to undergo a comprehensive rebranding effort to enhance design consistency, improve brand recognizability, and better resonate with its primary target audience of millennial women interested in health and wellness. The rebranding initiative will include the creation of a new tea box template, three unique tea box designs, a revised logo, and a refreshed brand strategy.

Background:
Bigelow Tea is a well-established tea brand known for its high-quality teas and commitment to flavor and wellness. However, in a rapidly evolving market, it has become imperative for Bigelow to rejuvenate its brand image to maintain relevance and appeal to its target demographic of health-conscious millennial women.

Target Audience:
The primary target audience for the rebranding effort is millennial women aged 25-35 who prioritize health and wellness. This audience segment values authenticity, sustainability, and aesthetic appeal in the brands they engage with. They are active on social media platforms and seek products that align with their values and lifestyle choices.

Goals:
Enhance design consistency across all brand elements. Increase brand recognizability and recall among the target audience. Appeal to millennial women interested in health and wellness. Strengthen brand loyalty and affinity. Drive sales and market share within the target demographic.

Deliverables:
New Tea Box Template: Develop a modern and versatile tea box template that reflects Bigelow's brand essence and appeals to the target audience. Ensure the template is adaptable for various tea blends and packaging sizes.

Three Unique Tea Box Designs: Create three distinct tea box designs that embody the brand's values of quality, flavor, and wellness. Incorporate elements that resonate with the target audience, such as vibrant colors, nature-inspired motifs, and minimalist typography. Ensure each design reflects the unique characteristics of the tea blend it represents.

Revised Logo: Redesign the Bigelow Tea logo to achieve a contemporary look while retaining elements of familiarity. Ensure the logo communicates the brand's heritage, quality, and commitment to wellness. Optimize the logo for use across various platforms and marketing collateral.

New Brand Strategy: Develop a refreshed brand strategy that aligns with the aspirations and preferences of the target audience. Define key messaging pillars that emphasize Bigelow's commitment to quality, flavor, and wellness.

PRODUCTION PHASE

GREEN TEA

Classic Green With Lemon

18 TEA BAGS INDIVIDUALLY WRAPPED IN FOIL POUCHES.

NET WT 1.06OZ (30g)

BLACK TEA

Raspberry Royale

18 TEA BAGS INDIVIDUALLY WRAPPED IN FOIL POUCHES.

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HERBAL TEA

Ginger Honey Plus Zinc

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CAFFINE FREE NET WT 1.06OZ (30g)

Front Covers

Style

I opted for a painterly style, mimicking acrylic paint. Additionally, I chose a monotone color scheme based on the flavor to accentuate the composition, ensuring a balance between simplicity and detail.

To achieve a painted look, I used specialized Photoshop brushes with a pressure sensitive stylus. After finishing with the brushes I used radial gradients to build perspective and strengthen the focal point.

This style has more organic connections and is unique for the current market. Making it more attractive to the target audience and causing it to stand out on store shelves.

Strategy

Before starting I listed the essential information for potential customers' engagement. Key elements such as the product type, primary flavor, and standout selling points were identified.

Placing a teacup, symbolizing tea, alongside the primary flavoring symbol, provided instant clarity on product type and flavor.

Positioning these elements in a natural backdrop associated with the main flavor instilled a connection with nature and enforced Bigelow's selling point of using fresh and quality ingredients.

LOGO LOCKUP

BRANDMARK

WORDMARK

After identifying the use of quality ingredients as the largest selling point, I chose to use a tea leaf as the brandmark.

I used similar fonts and styling for the wordmark, only making small edits for legibility.

Logo Lockup

The best logos are memorable, but they also have to function and work in a variety of modern environments and across digital platforms, communication channels, and physical objects. Updating the current logo into a logo lockup allows for adaptability, while remaining familiar.

BIGELOW®

FAMILY TEA BLENDERS SINCE 1945

BIGELOW

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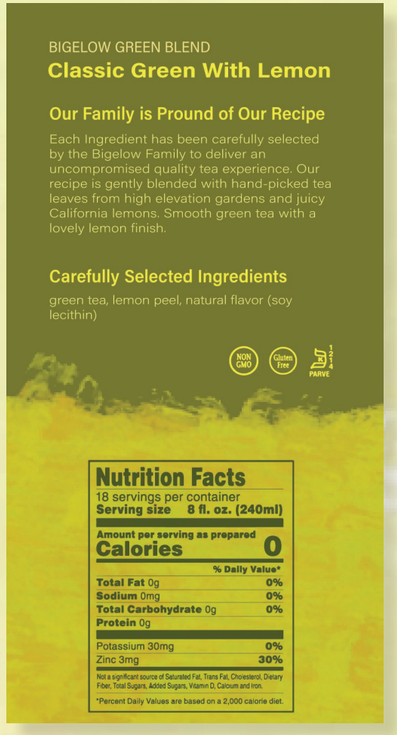

Box Layout

I kept the original dimensions of the tea boxes but reoriented the design vertical.

After reviewing information from the Bigelow website and the original packaging. I categorized information based on its significance, prioritizing essentials elements like nutrition labels. Following this, I highlighted key selling points of the brand and information crucial for consumer understanding and usage. Everything else was removed.

The remaining content was grouped across pages for a cohesive presentation.

For instance, nutrition labels were paired with ingredient information on one page, while user instructions and caffeine content details were grouped together on another.

Green Tea

CLASSIC GREEN WITH LEMON

Herbal Tea

GINGER HONEY PLUS ZINC

Black Tea

RASPBERRY ROYALE

CAFFEINE SCALE

caffeine content per serving

Coffe	Black Tea	Green Tea	Decaf Tea	Herbal Tea
100-120 MG	30-60 MG	25-50 MG	1-8 MG	0 MG

How to Make a Perfect Cup

Instructions

1. Start with fresh cold water and bring to a rolling boil.
2. Pour the hot water over a tea bag and steep for 4 minutes (or whatever time you like) before removing the bag.
3. For iced tea by the glass, steep longer and pour over ice.

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Proud to sourse the finest ingrediwnts from the U.S.A & around the globe.

Certified B Corporation

Simply Doing the Right Thing

WE ARE COMMITED TO MAKING SURE WE CONTINUE TO BE A FORCE OF GOOD FOR FUTURE GENERATIONS

BIGELOW BLACK TEA BLEND

Ginger Honey Plus Zinc

Our Family is Pround of Our Recipe

Each ingredient has been carefully selected by the Bigelow family to deliver an uncompromised quality tea experience. This classic raspberry blend is a unique recipe that combines our smooth black tea with an exceptional raspberry flavor. The taste is bold with just a hint of sweet fruit notes. Delicious hot or over ice.

Carefully Selected Ingredients

black tea, natural raspberry flavor with other natural flavors

NON GMO · Gluten Free · 1 2 3 4 PARVE

Nutrition Facts

18 servings per container
Serving size 8 fl. oz. (240ml)

Amount per serving as prepared

Calories	**0**
	% Daily Value*
Total Fat 0g	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Protein 0g	
Potassium 30mg	0%
Zinc 3mg	30%

Not a significant source of Saturated Fat, Trans Fat, Cholesterol, Dietary Fiber, Total Sugars, Added Sugars, Vitamin D, Calcium and Iron.

*Percent Daily Values are based on a 2,000 calorie diet.

BLACK TEA

Raspberry Royale

18 TEA BAGS INDIVIDUALLY WRAPPED IN FOIL POUCHES.

NET WT 1.06OZ (30g)

Proud to be

Certified B Corporation · ZERO-LANDFILL COMPANY · Green-e

BLENDED & PACKAGED IN THE USA **100%** AMERICAN FAMILY OWNED

Our folding cartons are recyclable · *Our tea bags are compostable*

BIGELOW

FAMILY TEA BLENDERS SINCE 1945

#TeaProudly

A Moment Just For You

For three generations, our family has remained passionately dedicated to a lifelong love for tea. We are proud of only using the highest quality ingredients and creating the most unique recipes. After all, tea, that's all we do. We hope our teas provide you with some well-deserved comfort during your day, because we want a cup of Bigelow tea to be a moment just for you. That's what we hope for.

The Bigelow Family

BIGELOW
FAMILY TEA BLENDERS SINCE 1945

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About Me

Hello! My name is Kylee Bodily, and I am passionate about strategic design and communication. I aim to create meaningful pieces that communicate a message and appeal to target audiences. With thorough preparation and attention to design principles, I pride myself on producing both purposeful and well-designed content.

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