

# Concept To Market Acceleration

## Situation

One of our major CPG clients asked our team to create designs for one of their leading brands (based on a popular Disney movie) that could be shared with Walmart the very next morning. After our 13 concepts were presented, the decision was made to move forward with all materials. The goal was to have this new product on-shelf (in less than three months) to coincide with the reissue of that film on DVD.

Our brand and design agency, Gravity, knew this would be a challenge. This project required us to move from concept to production in only 6 weeks.

## Action

Packaging art was rapidly designed for pouches, tubs, poly bundles (soft packs), refill bags, a retail case and full displays. We worked very closely with our client and a number of outside partners, including Disney. In fact, timelines for concept design approval were reduced from a standard 10 days to just 48 hours!

Understanding the schedule and committing to key milestones helped everyone stay focused during this highly accelerated project. Our teams didn't stop marching for six weeks straight.

## Results

Products hit store shelves within our client's expected timing. In fact, the President of their North American division added, "Six weeks from decision to production. AMAZING!! Thank you on behalf of all our customer leaders."

