

# Anchor

In categories in which product differences are virtually non-existent, the brands that succeed are those that create an image that resonates with consumers. Given the state of the glassware category, we believed Anchor Hocking had a clear opportunity to differentiate itself as the “environmentally friendly glassware company”.

Proteus gave Anchor a revised logo, vital new packaging and a web site that delivered on the promise of environmentally friendly.





## The Situation

Founded in 1905, Anchor Hocking is one of America's oldest producers of consumer glassware products. But by 2006, they faced a problem. To sustain growth and appeal to a younger demographic, management concluded they needed to address the fact that their current brand position failed to provide consumers a unique or memorable brand experience.

## The Solution

The online research we conducted with 300 consumers revealed that unaided awareness of the Anchor brand was at 12.2%, putting it fourth behind such glassware brands as Pyrex, Corningware and Libbey. We learned as well that consumers perceived Anchor as having durable products and having been around a long time. Unfortunately, they also perceived Anchor as a traditional, old-fashioned company.

But there was good news, too. We learned that consumers view glassware as "green" and therefore were receptive to messaging that takes "green" further. We tested various brand identity options we had developed for Anchor; two-thirds of the respondents, especially younger ones, said they preferred our new "green" logos for Anchor to their existing logo. We asked consumers to review alternative taglines for the brand, and again there was a preference for those that emphasized environmental benefits.

Armed with these findings, we created a new brand identity for Anchor that manifested itself in a redesigned logo, vital new packaging and a web site ([www.anchorhocking.com](http://www.anchorhocking.com)) that announced to consumers that Anchor Hocking was the environmentally friendly glassware company.

"Changing our brand image is a work in progress. We have begun to do many things in our business to back the change, such as changing packaging materials to 100% recycled board. All in all, we feel that the image change was sorely needed, and it will help us as we move forward in the future."

— Joe Sundberg | Vice President of Retail Sales  
Anchor Hocking

