

Dawn

When Butler Home Products struck a deal to license the Dawn® brand from Procter & Gamble for a line of cleaning products, they chose Proteus to help them develop solutions that would do justice to this iconic brand.

The Dawn-branded cleaning products Proteus developed for Butler have been growing in distribution from the moment they were launched at the 2008 National Housewares Show.



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The Situation

In 2007, Butler Home Products was given exclusive North American rights by Procter & Gamble (P&G) to manufacture a line of cleaning implements under the Dawn® brand. But not just anything would do. Butler wanted a partner with a depth of design and branding experience who could help them design, create and market cleaning products that would embody the essence of the Dawn brand.

The Solution

Given that Dawn is one of P&G's premier brands, we at Proteus realized that nothing less than fanatical attention to detail would be acceptable to P&G and Butler.

The process began with a series of brand immersion meetings with P&G brand managers and Butler representatives to gain a deep understanding of the Dawn brand. We learned that P&G views Dawn as "products for women who appreciate superior dishwashing performance". We also learned that P&G was about to introduce an innovative new bottle design for Dawn.

Our solution was to pursue a unique brand language across a variety of cleaning instruments including soap-filled brushes, sponges, bottle brushes and scrapers. The products were innovative in both their functionality and the materials used to manufacture them. SuperFabric®, for example, helped the sponge to "start clean and stay clean". At the same time, we remained true to Dawn's brand attributes including the well-recognized logo and use of Dawn's signature blue.

The products were launched at the 2008 National Housewares Show in Chicago and their distribution has grown steadily ever since.



215 First Street, Suite 100
Cambridge, MA 02142-1236

P 617 263 2211
F 617 263 2210

www.proteusdesign.com
contact@proteusdesign.com

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