

Bradley Wajcman

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Case Study

Client/Brand

Goodbaby Group
Shanghai, China



Established in 1989, Goodbaby Group designs and manufactures products for infants and children in more than 70 countries worldwide. More than 40 percent of all baby strollers in North America, Europe and China come from Goodbaby Group, and the company leads the domestic Chinese market for the sale of strollers, children's bicycles and beds. Rated as one of the top 50 Fastest Growing Companies in the World, Goodbaby Group has four R&D centres, 11 subsidiaries, 35 branch offices and more than 20,000 employees across the globe. www.goodbaby.com

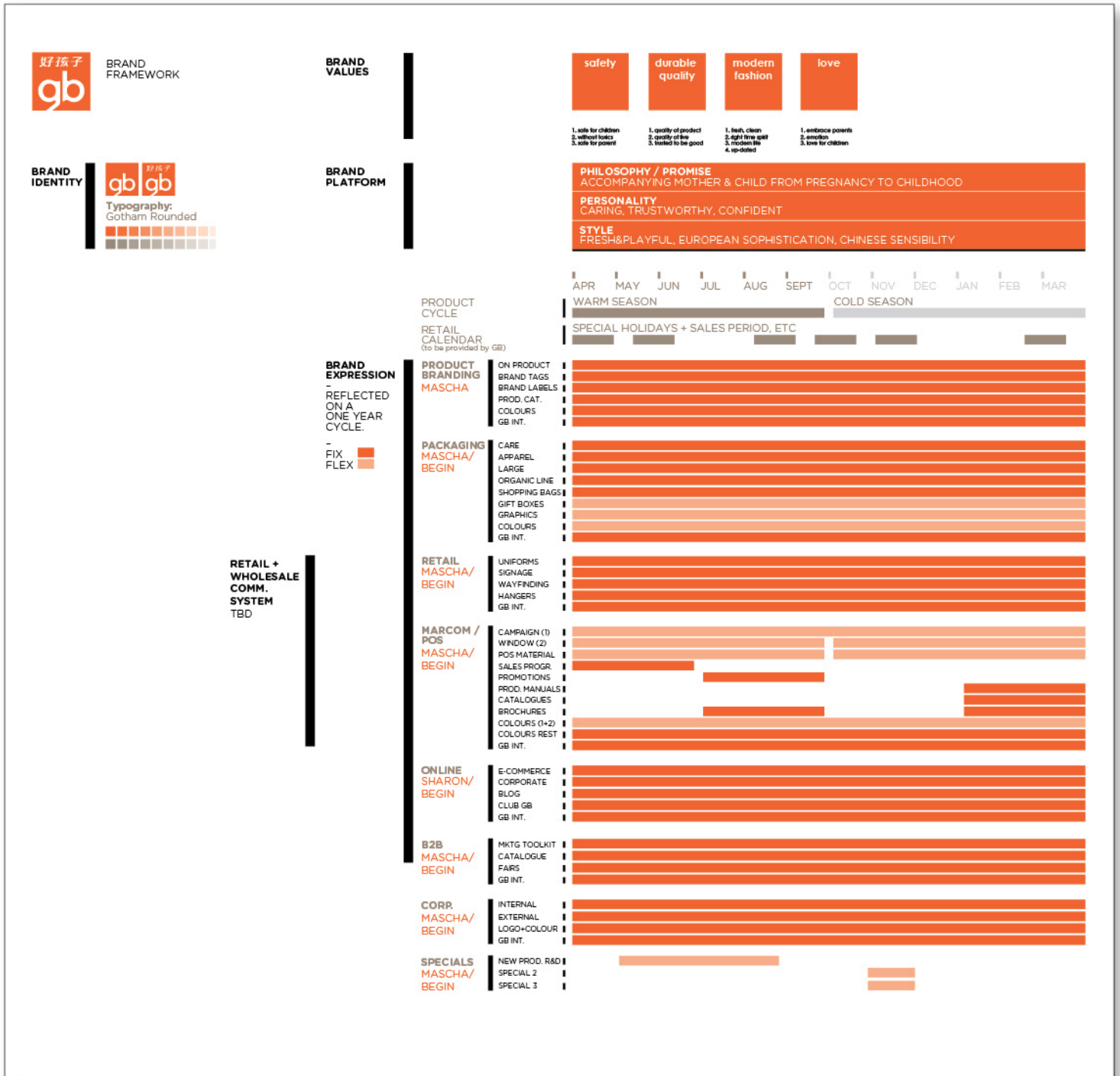
Problem

Due to the influx of leading international brands into the Chinese domestic market, the highly profitable local brands that enjoyed top status within the safety of the closed Chinese market now find themselves competing against a level of sophistication and professionalism not directly available in China. This includes branding and design.

Recognizing the potential loss of brand value, market share, and ultimately profit margin, Goodbaby launched a program to update it's brand with the goal of turning it into a truly global brand that signifies excellence in design. The first step was to create a new logo, shortening the name into the initials GB. Next came the challenge of turning the updated identity into a full brand platform that would raise the image and communications of GB to world-class standards while remaining sensitive to the needs of the Chinese market.

Solution

Working together with GB's Brand Director, the first step was to design a comprehensive GB brand framework based on the general framework BeginStudio has developed through working with various international retail brands. Having established key brand characteristics and required deliverables, I defined a creative direction and visual language for GB that raises its communications to international standards of sophistication while respecting Chinese sensibilities. I continue to work on projects for the brand, always with the aim of making Goodbaby a globally recognized signifier of design excellence.



PROJECT
 Brand Framework

WORK TASKS
 Strategic analysis and
 branding methodology

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PROJECT

Brand Platform

WORK TASKS

Strategic analysis and
brand approach, working
together with partner at
BeginStudio

* Brand Values defined by
GB Brand Director



goodbaby brand platform
october 2010

BRAND VALUES

safety

1. safe for children
2. without toxics
3. safe for parent

durable
quality

1. quality of product
2. quality of life
3. trusted to be good

modern
fashion

1. fresh, clean
2. right time spirit
3. modern life
4. up-dated

love

1. embrace parents
2. emotion
3. love for children

PHILOSOPHY & PROMISE

To improve the living environment of
children all around the globe & to partner
with parents from birth until childhood.

PERSONALITY

Caring
Trustworthy
Naïvely Curious

LOVE

SAFETY, QUALITY

MODERN, SOPHISTICATED, ROOTED

STYLE

Fresh & playful

EUROPEAN SOPHISTICATION / CHINESE HERITAGE & SENSIBILITY

PROJECT

Brand Platform

WORK TASKS

Tagline Development

让爱拥抱你
with love
from gb

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PROJECT

Packaging Concept

WORKTASKS

Research & Analysis

Concepting

Design Direction

Define Visual Language

Packaging Design

Material Selection & Sourcing

**See accompanying PDF of concepts presentation for full overview.*



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PROJECT

Packaging Concept -
Design Evolution

WORK TASKS

Research & Analysis
Concepting
Design Direction
Define Visual Language
Packaging Design
Material Selection &
Sourcing

Design Phase 1 - Bringing both concept into one + natural shape studies



Design Phase 2 - Explore patterns with natural shapes + more complex natural shapes



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PROJECT

Packaging Concept -
Final Direction & Designs

WORK TASKS

Research & Analysis

Concepting

Design Direction

Define Visual Language

Packaging Design

Material Selection &
Sourcing

Final Design Phase. Develop a series/system of patterns based upon abstract natural shapes - apply it to the product range.



Feeding Bottles



Breast Feeding



Skin Care



Wipes



Bilsters



Diapers



Packaging Concept - Final Designs



Feeding Nipples



Nipple Shields



Diapers - Various Sizes



Feeding Bottle



Breast Feeding



Care Line - Lotion Box & Pump



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PROJECT

Packaging Concept-
Development Process

WORK TASKS

Research & Analysis

Concepting

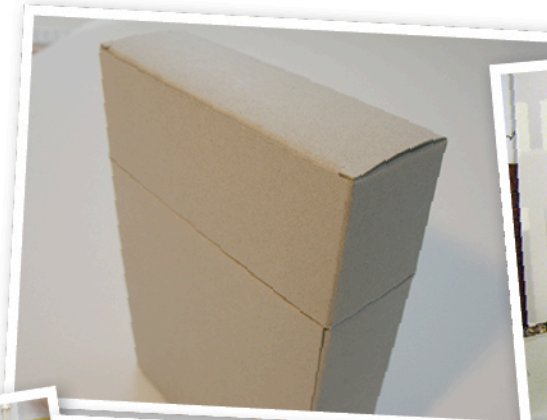
Design Direction

Define Visual Language

Packaging Design

Material Selection &

Sourcing & Prototyping



PROJECT
2011 Campaign Concept -
Brief

WORK TASKS
Concepting
Art & Photo Direction

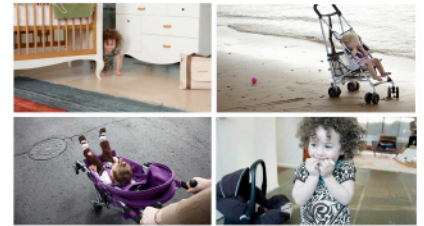
Campaign concept: Photo documentary of family + GB

The campaign is based on a photo documentary of mixed couple family (asian/ western). Following them and their 2-3 kids for a week while they live their 'normal' lives. GB products are used by the family in many ways. Various locations are used from at home, in the backyard, getting in the car, going shopping, going to appointments, along to the beach, etc. The visual and emotional message created by a documentary photographer who aims to be invisible while the family does it's usual thing.

We will need a mix of shots, from showpieces of product in the frame, to showing only a BIK, to more emotional/large images that show no product.



Campaign concept - Inspiration

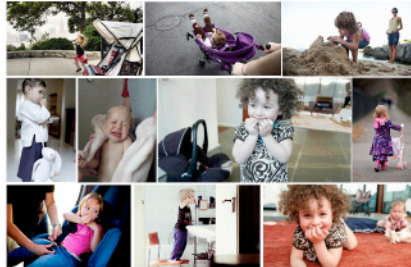


GB SS2011 Campaign Shoot

Direction for Photography



Direction Photography



Direction Photography



GB SS2011 Campaign Shoot

Direction for the Family



The GB Family: Mixed Couple



GB SS2011 Campaign Shoot

Direction for Styling



fashion styling
parents

Should be modern fashion, fresh and clean, can be a little bit classic.



Direction Styling



fashion styling
kids

Stripes are always giving a nice fresh classic feel, solid colors are great to use as it does not affect the styling of the product.



Direction Styling - Indoor



fashion styling
kids - indoor

Fresh & simple, a bit classic and comfortable.



GB SS2011 Campaign Shoot

Direction for Locations



Direction Location Shoot



icasi house
cube 5 house, shanghai

underlined, simple & modern, great lighting, think like wall color or with color highlights, not of overlight.



Direction Location Shoot - Styling



Right/modern mixed with
nice classic pieces that give
an eclectic feel



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PROJECT

2011 Campaign Concept -
Photo Shoot

WORK TASKS

Concepting
Art & Photo Direction
Location Scouting
On-set Direction



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PROJECT

2011 Product Catalogue-
Sketch Spreads

WORK TASKS

Concepting
Image Selection &
Cropping
Design & Layout



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Thank You

Thanks for the time and consideration, should you have any questions or wish to discuss my work in greater depth, please feel free to reach me at anytime. I also have more case studies and work examples available upon request.

Cheers,
Bradley.