

1HQ – POND'S

Re-establishing relevance through brand and packaging transformation

Situation

POND'S had lost clarity and authority in a fast-moving skincare category.

After more than a decade of repeated repositioning, the brand had drifted between conflicting identities, eroding its premium perception and weakening its scientific credibility. This left consumers unclear about what the brand stood for, while newer entrants built stronger associations with innovation and skincare expertise.

The commercial challenge was to restore leadership by repositioning POND'S as a credible, science-led skincare brand, while supporting its ambition to return to the top tier of the category globally.

Solution

1HQ led a full **brand and packaging redesign**, built around reconnecting the brand to its scientific heritage and making that visible in-market.

Core interventions included:

- **Brand repositioning** – reintroducing *POND'S Skin Institute* to bring the brand's scientific legacy and innovation credentials back to the forefront

- **Packaging system redesign** – rolled out across 80+ SKUs to create a consistent, premium and recognisable visual identity
- **Elevated visual assets** – refining core brand elements (pink colour, tulip icon) into clearer, more distinctive, high-impact assets that work across formats
- **Science-led communication** – moving proprietary ingredients and technology claims from the back of pack to the front, giving them equal prominence to product names
- **Design optimisation process** – iterative testing across hundreds of design routes and colour variants to land a system that balances warmth, precision and premium cues
- **Premiumisation through design** – use of simplified palettes, metallic finishes and scientific visual language to reposition the range towards the upper end of the market

This approach turned packaging from a passive asset into a **primary driver of brand reappraisal**, making technology, heritage and efficacy immediately visible at shelf.



Results

Re-established brand consistency at scale, with the new system rolled out across more than 80 product packs



Strengthened perception of scientific credibility, by surfacing ingredients and innovation directly on pack

Elevated brand positioning towards premium skincare, aligning with the ambition to move into a “masstige” tier



Increased product performance in key markets, with reported growth in Brightening and Anti aging serum ranges in Thailand and the Philippines

Delivered a scalable brand system, enabling consistent expression across markets and formats

