

# Whoa Mama!

Market research, brand strategy, naming  
& package design for Danu



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For salon owners to enter into the hair care product market, it doesn't take much. To launch a product that makes waves, gets shelf time and can go against some of the larger brands, now that's a challenge. With a small budget and big a dream the mothers at 5th Avenue Salon turned to Vigor.

## Synopsis

What we found was the hair care industry was saturated. Almost every demographic was tackled by brands big and small. Until we dug a little deeper. We needed to target a demographic that would be changing buying habits and looking for new products. Vigor found this criteria in mothers; specifically, new moms. A bit of market research proved our point. Their buying power was there, but their budgets were shifting. Perfect.

## Results

Danu's hair care product line launched in early 2009. Since then it has steadily grown in distribution.

The packaging design has received accolades from reputable media like The Die Line ([www.thedieline.com](http://www.thedieline.com))

## Facts At A Glance

Client / 5th Avenue Salon

Project / Brand naming & packaging

Team Size

Client / 2

Vigor / 5

Time line / January 2008 - March 2009

Industry / Health & Beauty

Services

Brand Naming

Product Naming

Market Research

Brand strategy

Brand identity

Logo design

Packaging Design