



Classic Works by G+M Design Consultancy, New York City



Herbert Meyers and Richard Gerstman, founders of G+M Consultancy

Herbert Meyers and Richard Gerstman are the retired Founding Partners of Gerstman+Meyers (G+M), a global design consultancy, established in 1970. As their business grew in reputation and number of clients, the firm became one of the leaders in providing services in brand identity, structural and graphic package design, corporate identity and environmental interiors for major corporations in the U.S. and throughout the world. In 1996, G+M joined Interbrand, a global branding consultancy.

We proudly present the following examples of G+M's output, enhanced by Wiesbaden born Mr. Meyers' comments and the founders' business and creative credo. Read also his *Memoires and history of our family* on our website. All photos were provided by Mr. Meyers.

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Our Vision

(from Herbert Meyers' and Richard Gerstman's upcoming book *BUSINESS OURS - Starting Out and Building your Own Business*)

Both Richard Gerstman and I had very strong feelings about how to conduct our business and we held to this philosophy throughout our business activities. This served us well not only in the business relationships with our clients, but especially in earning the high respect of a loyal staff.

- Focus on your core competencies. Don't try to be a jack-of-all-trades. Do only what you do best and market yourself as being the best in that activity.
- Be uncompromising in the quality of your service.
- Define your target audience. Don't spread yourself thin by going after every assignment regardless of whether or not it fits your best capabilities. It's better to have a few great successes than many moderate ones.
- Define how you want to market yourself and be realistic about being able to deliver what you promise.
- Be honest and forthright in all your dealings with clients, your staff, as well as outside suppliers.



The New York City townhouse of Gerstman+Meyers' first office

The following designs were done ten or more years ago. Many have changed due to the development of marketing conditions. While some of the designs are classics, many of them have been redesigned since then or are no longer available and some of the companies that marketed them have changed or have been bought by others.

Herbert Meyers



Problem: To create a strong brand identity for *Kick*, a citrus flavored soft-drink, marketed in the southeastern U.S. by Royal Crown Cola, a company known primarily for their RC Cola brand (now part of Dr. Pepper Snapple Group).

Solution: Green bottles and green color on labels and packs communicate the citrus flavor, while the red logo hints at the soda's orange juice content.



Problem: Listerine, the largest selling brand of mouthwash in the U.S., needed to control high packaging costs and environmental concerns of its packaging, a *barbell* shaped glass bottle, surrounded by a corrugated sleeve and a printed paper overwrap.

Solution: The redesigned, more angular *Listerine* plastic bottle maintains a reference to the classic *barbell* shape of the old *Listerine* bottle, but appeals to a younger audience without alienating older users.



Problem: Bayer Aspirin®, the most widely distributed analgesic, wanted to protect its brand identity in various countries that had modified the packages, thus competing with a proliferation of products bearing the generic *Aspirin* product identification.

Solution: The redesigned Bayer Aspirin® packages maintain the original equities of the brand: The Bayer corporate symbol, the trademark *Aspirin*® and the green and white colors, while minimizing variations across countries.



Problem: Weak brand identification and product descriptions that were meaningless to consumers (such as *Epitaxiel Videocassette T-120 XL HP*) combined with the market saturation of available videotape brands, inhibited *Maxell*'s tape sales.

Solution: The *Maxell* logo is optimized at an angle, unique in the category at the time, against a black background. Each tape variety is clearly identified through color-coding and words that explain its intended use, making it easier for the consumer to understand the price differences among the products.

Problem: To restage two new cameras and two new models in Latin America, reinforcing *Kodak's* leading position in the photo market throughout the world.

Solution: Combining *Kodak's* logo with dramatically lit close-up presentations of the cameras give the products an exciting, high-tech impression.



Problem: Poor merchandising practices at sporting goods stores created difficulties in finding *Cooper's* equipment and identifying the desired size that consumers needed.

Solution: The new organized merchandising display provided *Cooper* with a powerful store presence. A bold new logo achieves memorability. The color-coded packaging system provides clear guidelines for measuring body proportions. The package display arrangement relates to the human body, with helmets at the top to skates at the bottom.

Problem: To create a distinctive bottle and label design for a Spanish line of wines that were unfamiliar in the U.S. market.

Solution: The spiral design of the glass bottle and the diamond shaped labels gave the products a unique imagery that distinguished them from other imported wines available in the U.S. market.



Problem: To develop a breakthrough application system for *Mennen Real Deodorant* that felt dry to the skin upon application. There was no comparable product on the market at the time.

Solution: G+M's extensive design study culminated in a mushroom-shaped applicator with a twist bottom that dispenses the product from the applicator onto the armpit, providing a comfortable and ergonomic application of the deodorant.



Problem: To redesign the dated looking *Jergens* soap bar and its package to appeal to a more youthful market.

Solution: A new bar shape was designed for comfort in the hand and aesthetics in the home bathroom. The wrapper graphics suggested the shape of the soap bar and reflect a more contemporary, cosmetic image.



Problem: To improve the dated packaging imagery of a series of pregnancy tests in order to appeal to a younger market.

Solution: A unique logo, symbolizing a mother holding a baby, dominates simple, professional looking packaging graphics. The copy benefits from today's more open-minded attitude regarding discussion of intimate subjects such as pregnancy.



Problem: In a fractionated market of rack-merchandized male contraceptives, *Ramses* packaging lacked differentiation in a market of look-alike packages.

Solution: The new packages have a cohesive upscale image, communicating the superior quality of these products. Color coding emphasizes product differences.



Problem: To create a unique store brand program for First National Stores (Finast, now part of Edwards) communicating premium quality - but not luxury - at a lower price than national brands.

Solution: The key element, a unique logo, combined with close-up, appetizing product photographs and contemporary type styling, provide a quality imagery for the entire line.

The Pasta Sauce packages for the *Sensational* brand are only one group of many that we developed for this store brand line.



Problem: To support the introduction of *Teddy Grahams*, a new graham cracker, Nabisco wanted to develop a character imagery that would appeal to young consumers.

Solution: The bear-shaped crackers, designed by G+M, created an exclusive product personality and served as distinctive brand imagery for the package graphics. *Teddy Grahams* became one of the most successful food product launches in U.S. history.





Problem: To introduce two new chocolate-enrobed cookie-wafer products by Mars Incorporated, best known for their M&M candies, Mars required strong brand identity to compete in the crowded chocolate bar market.

Solution: Bold, memorable logos support the new product entries, giving them strong visual impact at the point of sale. *Twix* became a major success for Mars Incorporated.

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