



FTD // REINVENTING AN ICON

BACKGROUND

Nearly 100 years after the company originated as the first drop ship floral company, FTD faced growing competition from new online retailers, losing its long-held leadership position. In order to again capture the imagination of consumers, FTD knew it needed to elevate its brand and create an ownable identity to reflect their “class for the masses” brand promise. In part, they needed a distinctive line of floral box packaging — their most emotional and visible touchpoint.

SOLUTION

Soulsight created a brand identity and package design system centered around their globally recognized brand icon, the fleet-footed Mercury Man. We removed him from the constraints of the FTD logo and gave him a life of his own, making him bolder and more dynamic.

Drawing from FTD’s strong black and gold equity, we put the emphasis on black — an unusual choice for a flower company — and created a striking backdrop for FTD’s colorful floral arrangements.

Rather than using a traditional corrugated brown cardboard box to house the flowers, the beautiful shipper became an eye-catching advertisement — the ideal place to bring the brand icon to life. A proprietary floral pattern printed in metallic gold was incorporated on the inside of the box and the bouquet wrap. The box was lined with gold organza, and the Mercury Man made another appearance on the delicate gift cards and floral care booklet, creating a holistic premium experience.

RESULTS

The new branding system increased both awareness and sales. The first quarter after the launch, sales rose 14.2% with a 42% jump during Mother’s Day, the highest in the category.

FTD’s sister company, Interflora®, Europe’s leading flower distributor, also adapted the design system. By repositioning the brand within an ownable space in the market, Interflora was also able to revitalize its business.

The new packaging design has already garnered significant industry clamor, winning a gold from the internationally renowned Pentawards and a silver for design excellence by Graphic Design Magazine.