

ANNUALS ENDURE AGAINST ALL ODDS

21ST ANNUAL STOCK VISUAL SURVEY
RAVIANA'S EXPANDS GLOBAL FOOTPRINT
MAYBELLINE GETS PACKAGING MAKEOVER

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it's definitely maybelline

NEW YORK, NY

In 2005, L'Oréal CEO Jean-Paul Agnè tapped designer Robert Bergman of Bergman Associates to modernize Maybelline's packaging, advertising and merchandising. Bergman revamped the brand's typography, creating with a continuity between the company's packages, ads and displays that does away with the hundreds of sub-brand logos in different styles, fonts and personalities that previously burdened the makeup company's marketing. Bergman also collaborated with Maybelline's ad agency to modernize its photography and layouts. Two years later the project is complete, and the result is simplicity, clarity and greater brand strength for Maybelline.



KIRBY MARSH, RIDGE AIRWAYS
EASTON, CA



Shark responsible for the
deaths of 200 in
the United States
in 2006.

