



## PACKAGE DESIGN'S COMPANY TO WATCH:



the Goldstein Group  
INTELLIGENCE MADE VISUAL™

*“Our investment in The Goldstein Group has paid off handsomely by bringing quantifiable value to our brands” – Zan Guerry, CEO, Chattem*

By: FILLER NAME



TGG Partners from left to right: Brian Hauck, Terri Goldstein, and Carl Andress

For The Goldstein Group, it's not enough to be recognized with eight GDUSA American Graphics awards, a Davey Silver, an HBA International Package Design award or being featured in pages of Advertising Age and ADWEEK. What matters most to the TGG partners is design that makes a meaningful impact on the sales and profits of its clients.

While it's tempting to create names, brandmarks and designs that wow the senses, TGG has remained true to its mission to build brands of enduring value. By incorporating strategic and analytical technique into its design process, TGG is able to help its clients achieve the bottom line results required in the competitive field of consumer products.

Today's retail environment is unlike any previously seen in history. A complexity of

SKUs and POP materials bombard shoppers like never before creating the near impossible task of getting products noticed on shelf. Yet the battleground for shoppers' wallets is still the store aisle, where a product sits side-by-side with its competition; where 70% of purchase decisions are made, and amazingly within just 5 seconds... or less!

Despite marketers' intuitive belief that the words on a package are most important to drive shoppers' purchase intentions, studies in neuroscience reveal that in fact they are the least important. The “sequence of cognition” tells us that the visual images of color, shape and symbol are remembered and recognized directly, while words must be decoded into meaning.

*“Our pioneering principle, Shelf Sight Sequence™ is at the heart of everything we do. The hierarchy of colors, shapes, symbols, and words reflected in our work is recognized in the same sequence that the brain processes these visual cues. So in the 5 seconds that shoppers scan the retail shelf, our brands are positioned to win” explains Terri Goldstein, Founder and CEO.*

## TGG AT A GLANCE: INTELLIGENCE MADE VISUAL™

According to founder and CEO, Terri Goldstein, TGG is comprised of strategic planners, graphic designers, industrial designers, copywriters and intellectual property experts with depth and breadth of knowledge that enable the firm to deliver on its promise of Intelligence Made Visual™.

Brian Hauck, Creative Director and Partner believes Intelligence Made Visual™ is more than a tagline. “It embodies everything we have stood for since we opened our doors in the glow of the Empire State Building back in 2005. Intelligence Made Visual™ reflects our core values and personality; it characterizes our position in the marketplace; and most importantly, it’s what differentiates us from the many brand identity and design firms we compete with”, he explains.

After beginning her career at Wallace Church, Terri Goldstein co-founded IQ Design Group in 1995. Since founding TGG in 2005, Terri has helped strengthen the market positioning of some of the world’s most valued brands including Heinz, Bayer, Carmex, Hills Brothers, and Panasonic. TGG is also behind two of the most successful RX-OTC switches, Allegra and Nasacort. An emerging global player, TGG was recently tapped by USP Zdrowie to re-brand Ibuprofen, a leading analgesic in Europe.

Many of TGG’s team members have multi-faceted creative backgrounds. Carl Address is the firm’s Managing Director | Partner, and has been an accomplished Broadway director for over 20 years. Brian Hauck,

Creative Director | Partner, is a fine artist, musician and co-founder of a NY furniture company. The firm’s lead copywriter is Kenyon Phillips, a playwright now appearing in his own one-man show and airing for its third run. Terri herself is an accomplished watercolorist. Design is everywhere and inspiration comes from their collective creative endeavors.

*“I selected TGG because of their unique application of the sequence of cognition in their work. This discipline, in tandem with their in-depth brand strategy, unique branding techniques and on-target creative, have revolutionized the way we view the connection between brands and consumers” – Katarzyna Kusmierz, CEO USP Zdrowie*

### TGG DESIGNSMART™

A proprietary process, TGG DesignSmart™ is a cognitively based, visually oriented approach to all aspects of brand identity and design. “It’s an intense examination of the visual assets employed by our clients’ brands that informs a visual positioning and design execution to leverage and strengthens assets while mapping out uncharted areas for competitive advantage, differentiation and growth” explains Carl Address, Managing Director and Partner.

**“WE BELIEVE THAT A DIFFERENTIATED BRAND IDENTITY IS COMPROMISED UNLESS WE CAN PROTECT IT” – TERRI GOLDSTEIN**

TGG is passionate about what it calls, “Brand Malpractice,” the stealing of a brand’s core identifiers: colors, shapes and symbols. As such, their work is always created with Intellectual Property protection in mind offering its clients a level of insulation and exclusivity in a highly competitive environment. Aiming to protect all assets, not only the usual names and words, but interestingly colors, shapes and symbols as well. TGG has utilized this approach for Allegra, Nasacort, Carmex, and Hills Bros. to name a few.

### WHAT’S NEXT FOR TGG?

Reflecting on the past year and what lies ahead, Terri notes “It’s been a period of significant growth, deep reflection on what guides our designs and an ever-renewed commitment to doing work that creates enduring value for our clients.”

*“The Goldstein Group understands how color effects the eye and the heart, how a brand can be meaningfully distinguished and that clients need a spectrum of choices to make decisions, so while there is always a recommendation, it is in the context of a continuum of ideas. TGG is definitely a group to work with” – Dan Silver, President, Panasonic Home and Health Company*

### THE GOLDSTEIN GROUP

147 West 35th Street,  
11th Floor, New York, N Y 10001  
Phone: 212.842.2887 | www.tggsmart.com

## TGG DESIGNSMART™ AND CAPABILITIES



### UNDERSTANDING & INSIGHT

**SWOT Analysis**  
Shopper Insight  
Consumer Insight  
Historical Insight  
Client Insight



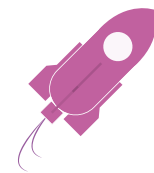
### STRATEGY

Visual Positioning  
Brand Voice Ideation  
Territory Boards  
**Creative Brief**



### DESIGN

**IP Investigation**  
Exploration +  
Refinements +  
Extension +  
Research



### LAUNCH

Production  
Style Guide  
IP Trade Dress Protection  
**Trade Attendance**

