

# Standardization and adaptation debate

[Business](#), [Marketing](#)



Nivea's 'Cares for Family' print advertisement is an iconic brand with a global reach and an exemplary success story. It is also the most important and most valuable Beiersdorf brand. Started by a Pharmacist Karl Paul in 1928, the company began on March 28, 1911. It has stood for top and reliable quality, good value for money, and a positive image. Security, trust, closeness, and credibility are the brand's core values. It has gone on to become the world's biggest skin care brand and is now available in 173 countries. However, the brand encountered issues and challenges in their market promotion. Nivea is a strong, global brand that is distributed around the world.

However, over time, the design sensibilities became diluted and they lost the iconic presence the brand once had. ...The NIVEA design language brings a new clarity and freshness to the brand. The body bottle is the first expression of this; its design is pure geometry, with a soft tactility that invites the user in. Centered around the new circular logo, the bottle reads immediately as NIVEA, and is a strong statement on the shelf. The market is constantly flooded with countless options for skin care, creating a cluttered and confusing experience for consumers. ...The new design language centers around a physical manifestation of the iconic NIVEA logo. The branded cap slants to face the consumer on the shelf, immediately engaging the user and standing out from the competition. As a global brand, NIVEA has countless SKUs, is distributed in over 170 countries and occupies countless categories of beauty. Any new design needed to be flexible and scalable across the entire NIVEA platform, in many countries and languages.

The new designs employ pure shapes and simple, iconic design, making it relevant and applicable across countries, categories and products. The new graphic expressions, anchored with the iconic circular logo, will remain consistent and bring a missing cohesion to the current systems. The corporate color blue in combination with white dominates the design and offers consumers outstanding recognizability on store shelves. A consistent, blue visual world has been clearly defined for advertising, which highlights the brand's core values again and again. Putting a smile on people's faces every day – this is what truly motivates the NIVEA team. Thanks to the excellent yet always affordable quality of NIVEA products, Beiersdorf's NIVEA team plays a part in making people feel that little bit more comfortable in their own skin. And has been doing so for more than 100 years. In addition to innovations, NIVEA's huge success in recent years has been founded on a return to the brand's core competencies, values, and symbols: since 2012, the brand logo has been based on the familiar design of the blue tin. The corporate color blue in combination with white dominates the design and offers consumers outstanding recognizability on store shelves. A consistent, blue visual world has been clearly defined for advertising, which highlights the brand's core values again and again.