



ALLI FOR GSK CONSUMER HEALTHCARE

SUPPORTING THE DIET JOURNEY THROUGH PACKAGING

Project Date: 2007



To create a presence that would distinguish GlaxoSmithKline's alli from quick-fix solutions and reinforce adherence to a healthy diet, IDEO set out to uncover the key stages and behaviors in the successful dieter's journey.

In talking to dieters and healthcare professionals, IDEO found that a successful diet goes beyond weight loss. In addition to slimming down, dieters want to feel healthier and more energetic; they want to be transformed inside and out. In looking at the stages that commonly lead to this type of success, IDEO identified a four-part journey: finding the right partner, learning the system, becoming a believer, and internalizing the system.

To support individuals along this journey, IDEO created a complete system, including tools and designs for alli support materials. The system components work together to educate users about diet and exercise and to gently initiate them into a new mental model of health and weight loss.

The alli packaging experience begins on the shelf with credible and informational outer packaging that immediately sets the product apart from competitors. Once the product is unpacked, the user is encouraged to read more about the plan prior to opening the pill bottle. To facilitate daily mealtime dosing, a portable Shuttle was designed to be discreet yet stylish, lending to the plan's overall desirability.