



THE GLADE MEMORIES PROJECT



CLIENT: SC JOHNSON

The SC Johnson Company approached us with a unique project and CPG.IO was eager to please. It was called the Glade Memory Project, where Glade candles with personalized picture cards were sold on a singular website. All the proceeds went to the study for Alzheimer's Disease to the University of Florida Center for Smell and Taste research. The project started on April 15, and lasted through May 15.

We were tasked with the following:

- Build & beta-test the website.
- Work with outside agency, Tracy Locke of Chicago.
 - UX Design
 - Packaging
- Worked closely with SCJ's project managers from initial concepts through to completion.
- Printed out personalized cards that were pre-perforated and set up on a template to print from Adobe Illustrator files to our color printer.
- Hand selected each candle, placed in appropriate boxes with personalized cards and boxed in another corrugated box.
- Manually shipped.
- Monitored all orders and handled customer service emails and phone calls.



THE WEBSITE

THE MEMORIES PROJECT

Memories give meaning to our life, and connect us with those we love. Glade believes in the inherent power of fragrance to spark memories and evoke emotions in everyone.

Glade created The Memories Project to fund research to investigate how scent affects memory retrieval in Alzheimer's patients.



An endearing embedded video was placed on the landing page to illustrate how scents can spark memories for Alzheimer patients.



This Mother's Day, join our mission by celebrating your favorite memories with a personalized candle.



CHOOSE

a fragrance that celebrates your favorite memory

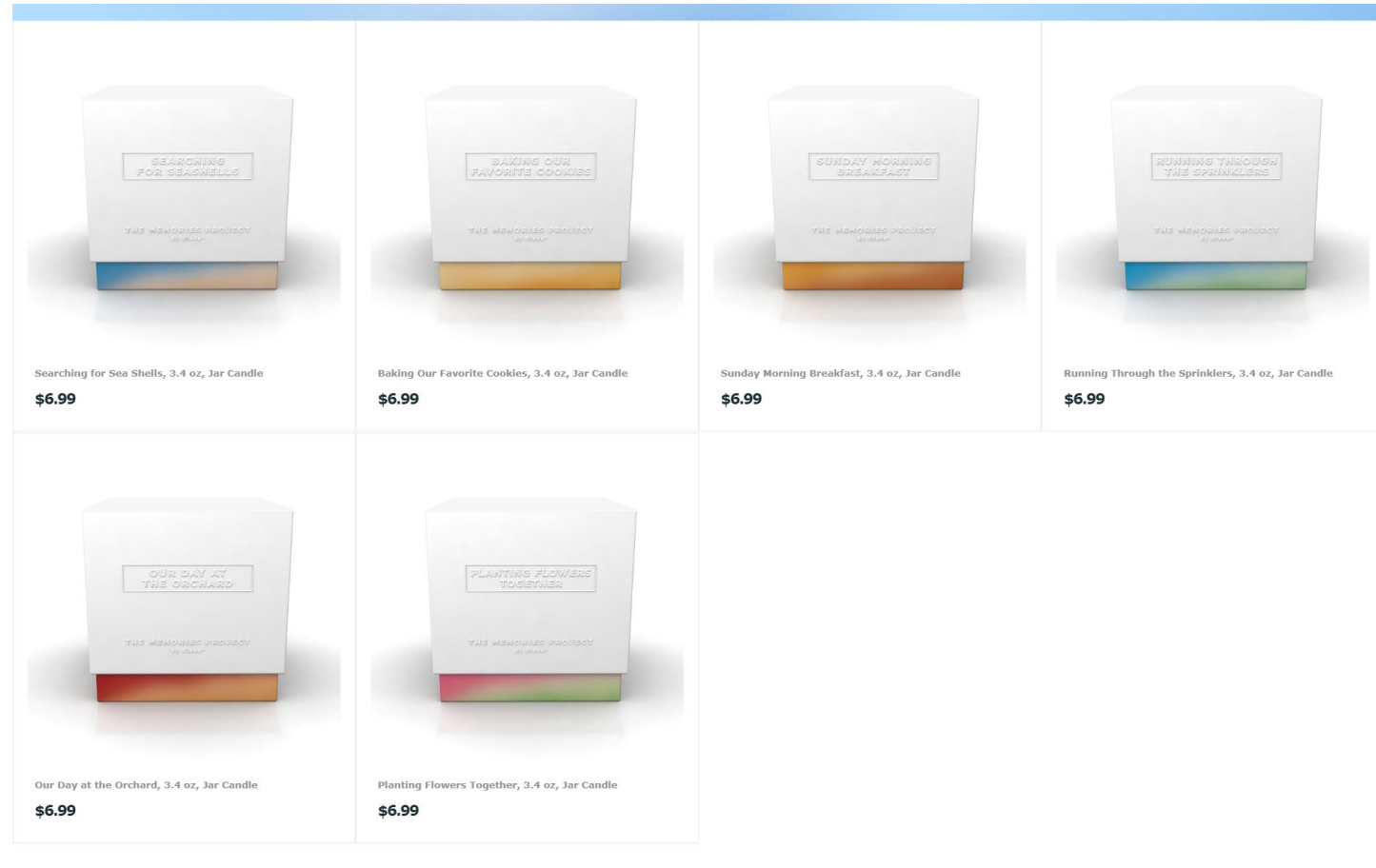
PERSONALIZE

the card with your memory

SEND

your gift and surprise a loved one

Tracy Locke Agency carefully designed the beautiful boxes that housed the Glade Candles and named each to match the various memory smells.



After the project launched, we were informed by Tracy Locke that they were up for an award for this beautiful package design.

After customers selected a candle from the landing page, they could now choose a customized card. If no customized card was selected, a generic one was sent instead.



THE MEMORIES PROJECT
By Glade®

Glade® created The Memories Project to celebrate shared memories through fragrance and fund research to investigate how scent affects memory retrieval in people with Alzheimer's.



Searching for Sea Shells

3.4 oz. Jar Candle

salt water • sunscreen • coconut

Bright and breezy, this beachy fragrance was designed to reawaken wonderful memories together by the shore. Notes of creamy coconut swirl in blue floral waters with the distinct smell of sunscreen plus amber all nicely balanced by sand-polished driftwoods and seashell minerals.

\$9.99 (FREE Shipping)

? QTY:

CUSTOMIZE

[← Back to homepage](#)

The Memories Project funds the University of Florida Center for Smell and Taste research to investigate how scent affects memory retrieval in people with Alzheimer's disease.

Glade® is not profiting from the sale of any Memories Project candle.

This was a special widget created and developed by CPG.IO based on designs provided by Tracy Locke.



Searching for Sea Shells

3.4 oz. Jar Candle

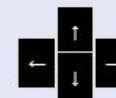
salt water • sunscreen • coconut

CUSTOMIZE THIS MEMORY

ADD YOUR MEMORY NAME

Characters Left: 30/30

UPLOAD PHOTO



Your candle will come with a customized or standard card.

\$9.99 (FREE Shipping)

? QTY:

ADD TO CART

[← Back to homepage](#)

The Memories Project funds the University of Florida Center for Smell and Taste research to investigate how scent affects memory retrieval in people with Alzheimer's disease.

Glade® is not profiting from the sale of any Memories Project candle.

Once images were uploaded, they could be resized, rotated, moved up, down, or sideways to the customer's choice. However, the uploaded pictures were cropped separately in Illustrator by the production artist, then printed with the wording on the perforated card stock.



Searching for Sea Shells

3.4 oz. Jar Candle

salt water • sunscreen • coconut

CUSTOMIZE THIS MEMORY

Happy Mother's Day, Mom!

UPDATE TEXT

Characters Left: 30/30

UPDATE PHOTO



Your candle will come with a customized or standard card.

\$9.99 (FREE Shipping)

? QTY:

ADD TO CART

[← Back to homepage](#)

The Memories Project funds the University of Florida Center for Smell and Taste research to investigate how scent affects memory retrieval in people with Alzheimer's disease.



Glade® is not profiting from the sale of any Memories Project candle.



THE MEMORIES PROJECT

SHOPPING CART

Searching for Sea Shells was added to your shopping cart.

PRODUCT	PRICE	QTY	SUBTOTAL
 SEARCHING FOR SEA SHELLS PREVIEW	\$9.99	1	

[EMPTY CART](#) [UPDATE SHOPPING CART](#) -OR- [CONTINUE SHOPPING](#)

SUBTOTAL	\$9.99
GRAND TOTAL	\$9.99

[PROCEED TO CHECKOUT](#)




Glade® is not profiting from the sale of any Memories Project candle.



THE MEMORIES PROJECT

CHECKOUT

Reminder: This order will not arrive in time for Mother's Day.

BILLING ADDRESS	SHIPPING METHOD	ORDER REVIEW															
<p>First Name * <input type="text"/></p> <p>Last Name * <input type="text"/></p> <p>Email Address * <input type="text"/></p> <p>Telephone * <input type="text"/></p> <p>Address * <input type="text"/></p> <p>City * <input type="text"/></p> <p>State/Province * <input type="text" value="Please select region"/></p> <p>Zip/Postal Code * <input type="text"/></p> <p><input type="checkbox"/> Ship to different address</p>	<p>Free Shipping \$0.00</p> <p>PAYMENT METHOD</p> <p>Credit Card(NMI)</p> <p>Credit Card Type * <input type="text" value="--Please Select--"/></p> <p>Credit Card Number * <input type="text"/></p> <p>Expiration Date * <input type="text" value="Month"/> <input type="text" value="Year"/></p> <p>Card Verification Number * <input type="text"/> <small>What is this?</small></p>	<table border="1"><thead><tr><th>PRODUCT</th><th>QTY</th><th>SUBTOTAL</th></tr></thead><tbody><tr><td> SEARCHING FOR SEA SHELLS</td><td>1</td><td>\$9.99</td></tr><tr><td colspan="2">Subtotal</td><td>\$9.99</td></tr><tr><td colspan="2">Shipping & Handling (Free Shipping)</td><td>\$0.00</td></tr><tr><td colspan="2">GRAND TOTAL</td><td>\$9.99</td></tr></tbody></table> <p><input type="checkbox"/> Send as a gift.</p> <p>PLACE ORDER NOW</p>	PRODUCT	QTY	SUBTOTAL	 SEARCHING FOR SEA SHELLS	1	\$9.99	Subtotal		\$9.99	Shipping & Handling (Free Shipping)		\$0.00	GRAND TOTAL		\$9.99
PRODUCT	QTY	SUBTOTAL															
 SEARCHING FOR SEA SHELLS	1	\$9.99															
Subtotal		\$9.99															
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GRAND TOTAL		\$9.99															

ORGANIZATION

The Glade project was organized using Pivotal Tracker which kept all redlines together in one place.

Redline instructions were meticulously kept in a single Word doc, exported pdf pages uploaded to Pivotal Tracker for web developers.

3/28/2018 Report - Glade - Pivotal Tracker

Glade - Story Activity Report
Iteration #1: Mar 19, 2018 - Apr 8, 2018

Showing story types: Features Bugs Chores
All timestamps are shown in the project timezone (America/Chicago)

March 28, 2018

- ★ Install Google Analytics (KR) [#156343964]
2pts
katherine.razzi@cpgio.com started this story - Mar 28, 2018 - 9:07 am
- ⚙ Build 6 SKUs on Magento (SH, KR) [#156092740]
katherine.razzi@cpgio.com started this story - Mar 28, 2018 - 9:03 am
- ★ Get Favicon from Glade and add to site. (KR, SI) [#156278745]
1pt
katherine.razzi@cpgio.com started this story - Mar 28, 2018 - 9:03 am
- ★ Ship to Address and Alt Ship to Address (SH, KR) [#156174810]
2pts
katherine.razzi@cpgio.com started this story - Mar 28, 2018 - 9:02 am

The screenshots show various redline instructions for the Glade Memories Project website. Key callouts include: "MOVE TO RIGHT.", "Make it look like below:", "Can I see BOTH the card and the candle somehow?", "3.4 oz. Small Jar Candle", and "Fix spacing here. Reduce the room and put a period after the word, 'there'." The rightmost screenshot shows a list of stories in Pivotal Tracker, including "Privacy Policy Content Procurement (KR, SH, FP) [#156278879]" and "156278910".

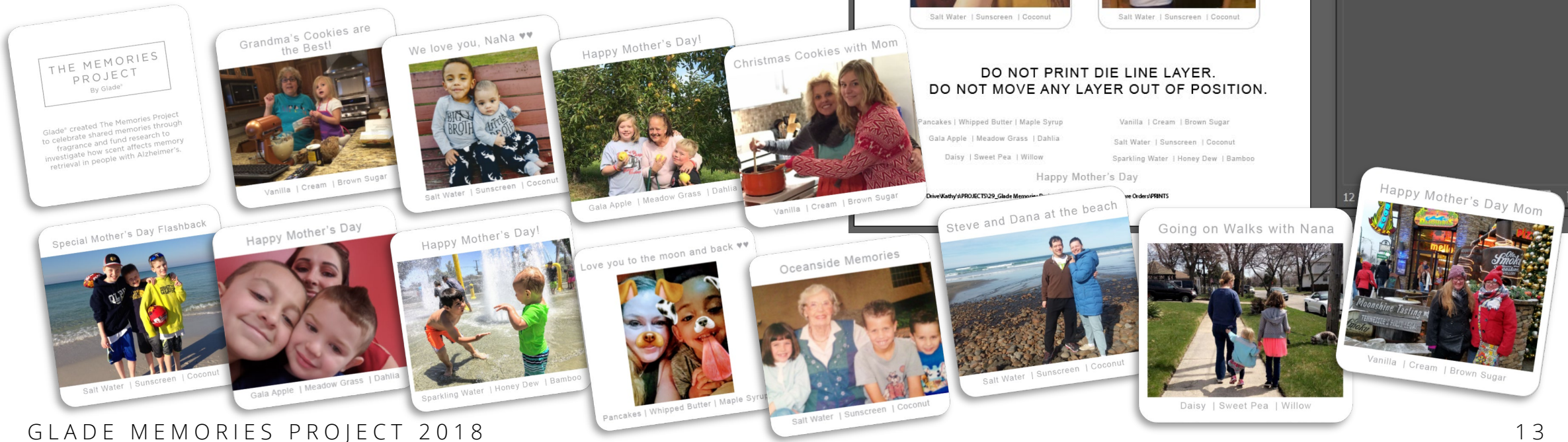
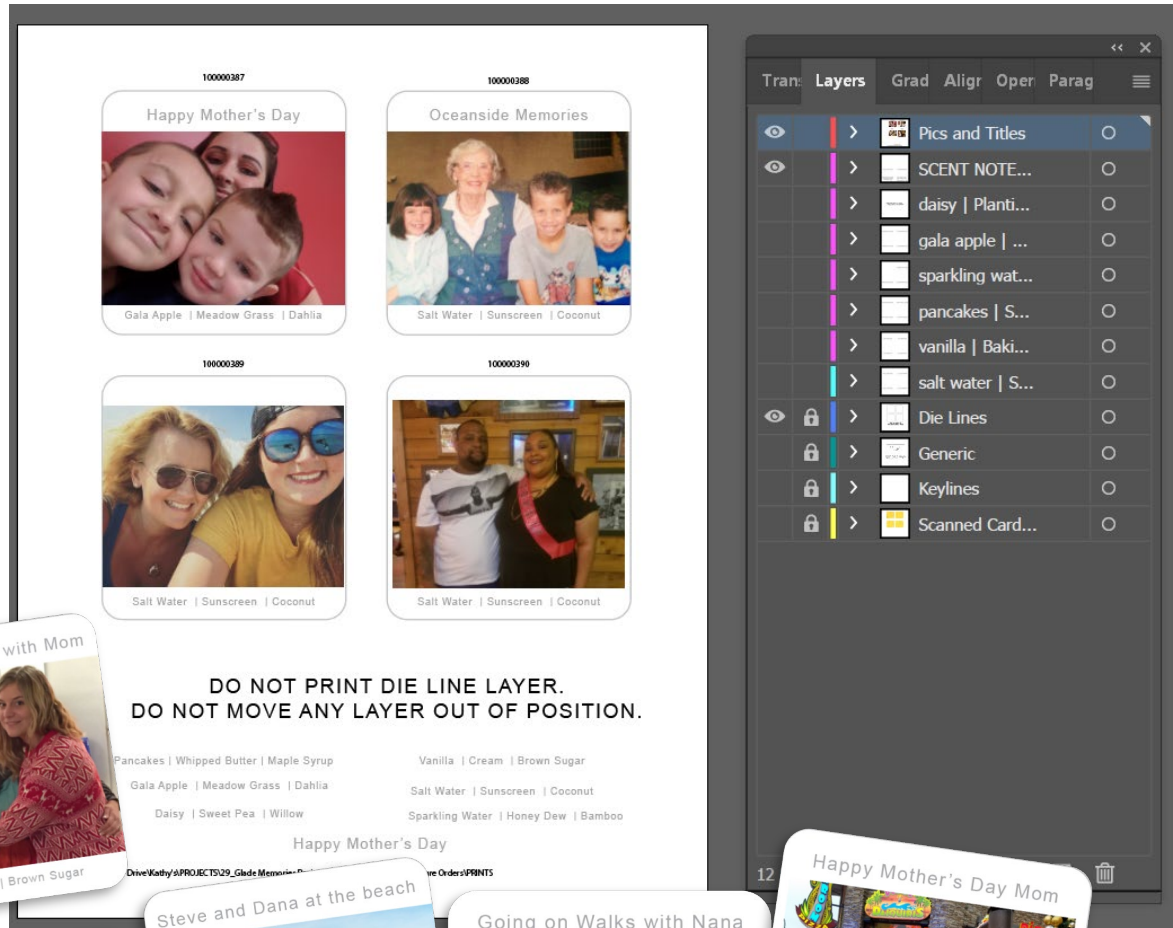
CANDLES

The candles were existing scents that SCJ labs transformed into “memories.” In this example, “Volcanic Coconut Cove” was easily converted to “Searching for Seashells,” by simply removing its cardboard covering and then placed in the Memories Project box.



PERSONALIZED CARDS

The personalized cards were created by uploading the images, saved to file, then imported in an Adobe Illustrator file to be printed on perforated card stock. Once printed, the prints were torn away from the perforation and placed with the printed order invoice. Once stacks of these orders were made, they were sent to our warehouse to be assembled, labeled and shipped.



MAGENTO

Magento is the operation in the backend of the website. It talks to the website and collects payment. Since we added a plugin for the card creation, it also received the images uploaded by the customers. All invoices and shipping labels were generated from Magento.

Ad hoc sales reports generated from Magento were delivered to the SCJ Project Manager daily.

A	B	C	D	E	F	G
Order #	Purchased On	Bill to Name	Ship to Name	G.T. (Base)	G.T. (Purchase)	Status
100000073	4/28/2018 9:26	Kathleen Lomeli	Amy Coombs	\$12.98	\$12.98	Processing
100000072	4/28/2018 8:41	Diane Flaherty	Diane Flaherty	\$26.96	\$26.96	Processing
100000071	4/28/2018 7:50	Diane Flaherty	Marvelle Sewell	\$12.98	\$12.98	Processing
100000070	4/28/2018 0:41	Michelle Sursa	Sharon Oliver-Tilus	\$12.98	\$12.98	Processing
100000069	4/27/2018 21:37	Elake Bordovsky	Pam Bordovsky	\$12.98	\$12.98	Processing
100000067	4/27/2018 18:28	Laura Bukowski	Laura Bukowski	\$19.97	\$19.97	Processing
100000066	4/27/2018 17:04	Cheryl Dillner	Cheryl Dillner			
100000065	4/27/2018 16:57	Cheryl Dillner	Cheryl Dillner			
100000064	4/27/2018 16:31	Annie Kiperman	Maria Tati			
100000062	4/27/2018 16:25	Annie Kiperman	Annie Kiperman			
100000059	4/27/2018 16:23	Jonathan Wink	Janice Wir			

Invoice # 100000031
Order # 100000041
Order Date: Apr 27, 2018

Sold to:	Ship to:
Lisa Rybarik 1438 Truman Lane Mount Pleasant, Wisconsin, 53406 United States T: 2623215042	Lisa Rybarik 1438 Truman Lane Mount Pleasant, Wisconsin, 53406 United States T: 2623215042

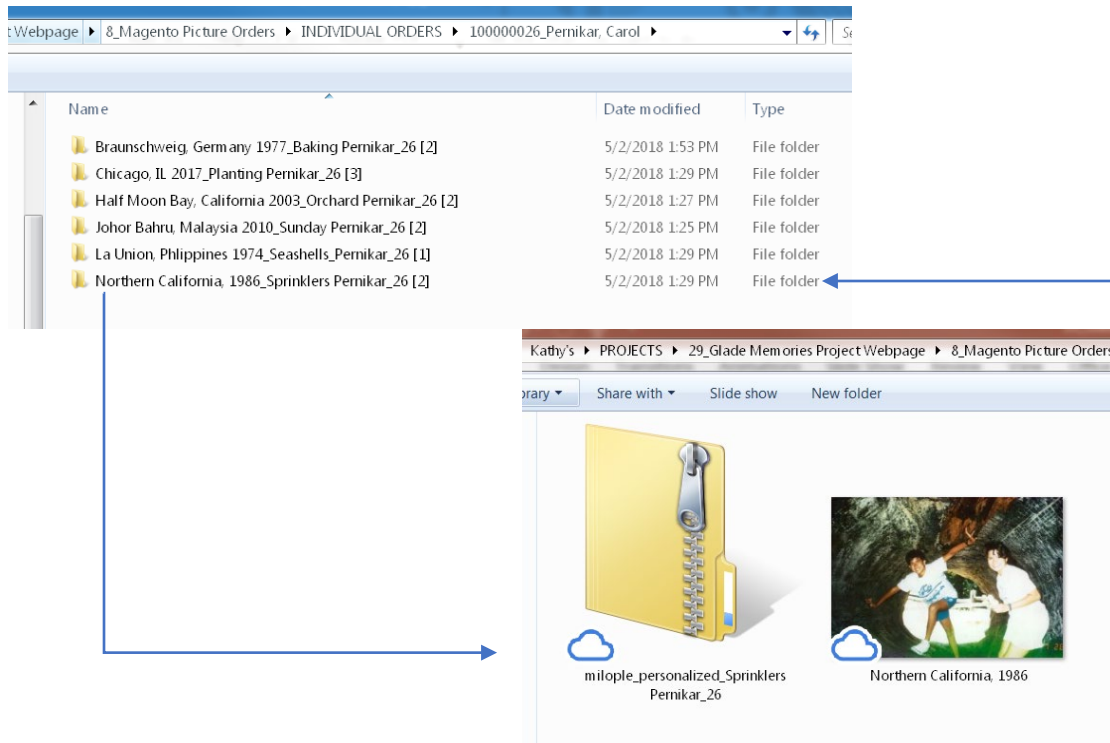
Payment Method	Shipping Method:
Credit Card(NMI) Credit Card Type: Visa Credit Card Number: xxxxx-4235	Flat Rate - Fixed (Total Shipping Charges \$5.99)

Products	SKU	Price	Qty	Tax	Subtotal
Planting Flowers Together	046500010224	\$6.99	2	\$0.00	\$13.98
<i>Image Url</i>					
<i>Row Images</i>					
5ae57563e2ef8.JPG;5ae57563e6571.					
Baking Our Favorite Cookies	046500010262	\$6.99	2	\$0.00	\$13.98
<i>Image Url</i>					
Our Day at the Orchard	046500010231	\$6.99	2	\$0.00	\$13.98
<i>Image Url</i>					
Subtotal:					\$41.94
Shipping & Handling:					\$5.99
Grand Total:					\$47.93

A	B	C
Period	Product Name	Quantity Ordered
24-Apr-18	Baking Our Favorite Cookies	1
25-Apr-18	Baking Our Favorite Cookies	2
26-Apr-18	Baking Our Favorite Cookies	4
27-Apr-18	Baking Our Favorite Cookies	10
28-Apr-18	Baking Our Favorite Cookies	2
29-Apr-18	Baking Our Favorite Cookies	1
30-Apr-18	Baking Our Favorite Cookies	1
1-May-18	Baking Our Favorite Cookies	4
2-May-18	Baking Our Favorite Cookies	4
3-May-18	Baking Our Favorite Cookies	2
4-May-18	Baking Our Favorite Cookies	9
5-May-18	Baking Our Favorite Cookies	3
6-May-18	Baking Our Favorite Cookies	6
7-May-18	Baking Our Favorite Cookies	7
8-May-18	Baking Our Favorite Cookies	10
9-May-18	Baking Our Favorite Cookies	3
10-May-18	Baking Our Favorite Cookies	5
26-Apr-18	Our Day at the Orchard	2
27-Apr-18	Our Day at the Orchard	5
28-Apr-18	Our Day at the Orchard	1
29-Apr-18	Our Day at the Orchard	1
30-Apr-18	Our Day at the Orchard	1
1-May-18	Our Day at the Orchard	2
2-May-18	Our Day at the Orchard	4
3-May-18	Our Day at the Orchard	2
4-May-18	Our Day at the Orchard	6
5-May-18	Our Day at the Orchard	1

CPG.IO | FILE MANAGEMENT

Each order was carefully logged and saved with its image(s) uploaded so there would be no confusion with printing. Doing this eliminated mistakes. Not one was made.



Name	Date modified	Type	Size
100000015_Wasz, Brad	4/25/2018 5:46 PM	File folder	
100000016_Miller, Leah	4/25/2018 11:13 AM	File folder	
100000017_Patel, Sitambas	4/25/2018 3:57 PM	File folder	
100000018_Craven, Reagan	4/26/2018 5:01 PM	File folder	
100000019_Spivak, Joe	4/26/2018 5:27 PM	File folder	
100000020_Tisdale, Michelle	4/26/2018 5:02 PM	File folder	
100000021_Hauck, Christine	4/26/2018 5:03 PM	File folder	
100000022_Werner, Molly	4/26/2018 5:03 PM	File folder	
100000023_Almeda, Maria	4/26/2018 5:57 PM	File folder	
100000024_Lisa, Nottoli	4/27/2018 1:28 PM	File folder	
100000025_Hunter, Carreira	4/27/2018 1:29 PM	File folder	
100000026_Pemikar, Carol	5/2/2018 1:29 PM	File folder	
100000027_Kissingner, Susan	4/27/2018 1:32 PM	File folder	
100000028_Domer, Melanie	4/27/2018 1:35 PM	File folder	
100000029_Gragson, Kenneth	4/27/2018 1:37 PM	File folder	
100000030_Wolf, Erin	4/27/2018 1:40 PM	File folder	
100000031_Elliott, Heather	4/27/2018 1:44 PM	File folder	
100000033_Bayala, Axel	4/27/2018 10:05 AM	File folder	
100000034_Fenadez, Manuel	4/27/2018 1:46 PM	File folder	
100000035_Manzi, Kayla	4/27/2018 1:59 PM	File folder	
100000037_Lovegrove, Michael	4/27/2018 2:05 PM	File folder	
100000038_Vissers, Paige	4/27/2018 2:25 PM	File folder	
100000040_Heraty, Erin	4/27/2018 2:07 PM	File folder	
100000041_Rybarik, Lisa	4/27/2018 2:20 PM	File folder	
100000042_DeStefano, Kelly 1	4/29/2018 2:03 PM	File folder	
100000044_DeStefano, Kelly 2	4/29/2018 1:55 PM	File folder	
100000045_Carleton, June	4/29/2018 1:55 PM	File folder	
100000046_Laurie, Kristin	4/29/2018 1:56 PM	File folder	
100000047_Stein, Madison	4/29/2018 1:56 PM	File folder	


WAREHOUSE INSTRUCTIONS

Our warehouse had very explicit instructions how to pick, pack and ship the Glade orders from both SCJ and our internal project manager.

Glade Memories Warehouse Instruction for PICK, PACK, PRINT, SHIP

PICK, PACK, SHIP

- Pre-assembled boxes are PICKED accordingly.
- Cards are placed inside the boxes into the slot as shown in screen shot below.



- Box is placed in a # 30 (Box size TR0) and shipped.
 - Expedited Next Day Air may be required for late orders. (TR0)

SKU# of BOX	TITLE	INGREDIENTS (Memory Scent Notes)
46500010224	Planting Flowers Together	daylily sweet pea willow
46500010231	Our Day at the Orchard	gala apple meadow grass dahlia
46500010248	Running Through the Sprinklers	sparkling water honeydew bamboo
46500010255	Sunday Morning Breakfast	pancakes whipped butter maple syrup
46500010262	Baking Our Favorite Cookies	vanilla cream brown sugar
46500010217	Searching for Sea Shells	salt water sunscreen coconut

(Continue with shipping instruction from Joe Spivak of SCJ)

Glade Memories Warehouse Instruction for PICK, PACK, PRINT, SHIP

April 5, 2018 8:45 PM CST, USA

Warehouse & Office Instruction:


BOX ASSEMBLY

- Match corresponding SKUS and place inside the corresponding box per below.

Memories Collection Name	UNIT UPC	Previous Description	Previous UNIT UPC
Planting Flowers Together	46500010224	Daylily	46500010462
Our Day at the Orchard	46500010231	Fresh Orchard Foliage	46500019467
Running Through the Sprinklers	46500010248	Citrus Water	46500077868
Sunday Morning Breakfast	46500010255	Warm Maple Morning	46500077868
Baking Our Favorite Cookies	46500010262	Freshing with Cocoa	46500077868
Searching for Sea Shells	46500010217	Vacation Coconut Cove	46500077874

3 SKUs we received on 4/3:

- Blooming Desert Night (Yellow Glade).....046500777868 Glade/te Planting Flowers?
- Blooming Desert Night (Blue).....046500777868 Glade/te Planting Through Sprinklers?
- Sheer Vanilla Embrace/Apple Cinnamon.....046500709443 Glade/te Sunday Morning Breakfast?



ORDER RETRIEVAL

- We will receive orders DIRECTLY from Magento NOT ETAL.
- Kathy will retrieve orders from Magento every morning.
 - If there is a card to print, Kathy will download the print file from Magento, print it out and attach to Shipment Order.
 - No paper/shipping cards to shipment orders.
 - Handle with care.
 - If no card was ordered, Kathy will print the order without a card attached.




R.Bretton - 4/09/2018

Glade Memories Project Assembly Document

1 - Candle of Respective Fragrance
 1 - Set-up Box and Insert (8*178506)
 1 - 6"x6"x6" Corrugate Box
 2 - 14.5"x6.5" Segments of Novus Air Cushion



R.Bretton - 4/09/2018

- Set up the shipper, tape the bottom closed.
- Place one Novus Air cushion in the bottom of the case. *Ensure it equally curves up two parallel walls.
- Place a candle of the correct fragrance into the base of the correct fragrance set-up box.
- Place the custom message, forward facing into the card pocket well.




R.Bretton - 4/09/2018

- Place the top of the set-up box, with the fragrance placard facing the same side as the custom message, onto the matching fragrance base.

R.Bretton - 4/09/2018

- Place the completed unit into the prepared shipper. Ensure the fragrance placard is facing upwards.
- Place one Novus air cushion piece perpendicular to the piece placed earlier. Ensure there is equal cushioning on both sides of the product.
 - After placing the air cushion, all 6 sides will have air cushioning in them.

R.Bretton - 4/09/2018

- Finally, tape the case closed and apply a shipping label to the side of the completed package.



A thorough post-project review was completed and discussed with all staff who were involved.

- What went right.
- What went wrong.
- Room for improvement.
- Brainstorm ideas for next project.

The client was pleased with our work and here is that testimonial. *(at right)*

Kathy Razzi, Project Manager at CPG.IO wrote:

I'd like to add that it was a real pleasure working with you and SCJ on this project and I was proud to be a part of it. I got to see first-hand all the love coming in through customer's pictures and I think they were really onboard with the project's mission on the whole.

The very last of the orders went out today. Let me know if you need anything further.

Joe Spivak, SCJ's Project Manager responded below:

Thanks Kathy! It was a pleasure working with you, Brad, and the CPG.IO team as we accelerated this project from ideation to completion. Thank you both for all of your time and effort bringing this to life!

I'll be in touch as future needs arise.

*Cheers,
Joe*