

Waitrose:

Health is the greatest wealth

Waitrose
LOVE life

Category

1. Brand identity

Sub-category

1.1 Design and implementation costs over £100,000

Client company

Waitrose

Design consultancy

Pearlfisher

Current date

July 2012

Executive summary

For too long, healthy eating has been shaped by self-control and restriction. We measured our happiness by depriving ourselves. But what's healthy in that?

Waitrose wanted something different. To put taste, variety and pleasure back into healthy eating.

Pearlfisher created a health and wellbeing brand for Waitrose called LOVE Life that followed a simple philosophy of celebrating wholesome and delicious food, that stood proud in a hugely saturated market.

The Waitrose LOVE Life range is extensive, including soups, nuts, juices, ready meals and dried fruits.

In the history of the Waitrose business the impact of the LOVE Life brand is unprecedented.

Sales of
£60 million
in first 12 months

In the 52 weeks from launch (in June 2011) LOVE Life has achieved sales of £60 million!!

ROI in under
2 days!

On the back of this incredible sales performance, it is possible to conclude that Waitrose recouped their design investment in less than 2 days!

In the 12 weeks between the end of December in 2011 and mid March 2012, the total health and well-being categories grew at 4% whilst Waitrose LOVE Life grew at 34.7% !!

growth
34.7%

In other words, in three months Waitrose LOVE Life sold over 8 times more than its competition.

sold over **8x**
more than its
competitors

Waitrose LOVE Life has outperformed the market across chilled, bakery, grocery, meat, fish, poultry and frozen goods.

LOVE Life has
outperformed
the market

Change in spending patterns of target market

Nearly half of the customer base are aware of or bought into the brand and incredibly in February 2012 alone **21% of customers bought a LOVE Life product.**

So in one month, for **every five customers that walked through the Waitrose doors, at least one person bought a product from LOVE Life.**

The new design has been **massively effective commercially** making LOVE Life **the leader** at the forefront of a global shift. Only a year old, the brand heralds a totally new way of championing health.

Project overview

Outline of project brief

To create a Waitrose health and wellbeing food offer which represents an entire philosophy rather than just a range, celebrating the goodness of natural food, and completely changing the way consumers think about eating well.

-Via the brand name, express a unique way of thinking that takes consumers from restricted living to a liberated lifestyle.

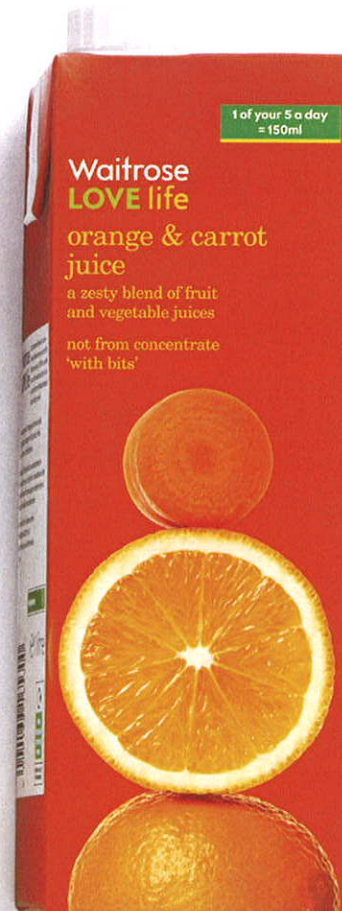
-Design a distinct brand identity and expression which communicates vitality, variety, simplicity and taste.

-Create a design template which celebrates fresh, natural and seasonal tastes across a range of delicious and nutritional products.

-Challenge current category language with an offer that differs entirely from restriction, direction, diet and control.

-Respond to consumers' desire: "I want to feel energised and truly alive."

-Create a new, versatile language that captures the Waitrose philosophy, naturally connecting with the brand, laying the foundation for the future of Waitrose.



Description

A pioneer in aspirational food culture, an upholder of care and consideration and known for its love of great food, Waitrose was the fastest growing supermarket of 2011 and was set apart by its fastidious attention to quality products. So whilst Waitrose already had a great starting point in a crowded marketplace where every supermarket has a healthy eating offer, Waitrose knew they needed something different. The solution was to ignore the authoritative culture of instant results and instead celebrate the pleasure of taste and variety. Waitrose approached Pearlfisher to create a brand that neither directs, restricts or prescribes – but one which would emerge with vibrancy, vision and choice, changing health and wellbeing from a negative to a positive.

Pearlfisher.

Overview of market

Waitrose LOVE Life competes in a competitive and overcrowded category. Every supermarket was fighting to promote their own healthy eating sub-brands, from M&S Count on Us and Sainsbury's Way To Live to Tesco Healthy Eating and Morrison's Eat Smart and NuMe. On top of this, there is a multitude of branded diet brands which, with a 54% increase in new products, had never been stronger.

Not only was LOVE Life operating within this saturated marketplace, it had to challenge a complex modern perception of eating, health and the body. Over recent years, diet brands have distanced consumers from food and natural tastes leading to heightened worries and anxieties about eating. Images of restriction and control have accompanied a language of what has been taken away rather than celebrated and enjoyed.

Waitrose set out to challenge this shaky relationship between food and the body and stand out in a marketplace overpopulated by fads and quick-fix solutions.

LOVE Life didn't just have to face market competition, it had to transform the way we and the world thought about eating well.

Project launch date

June 2011

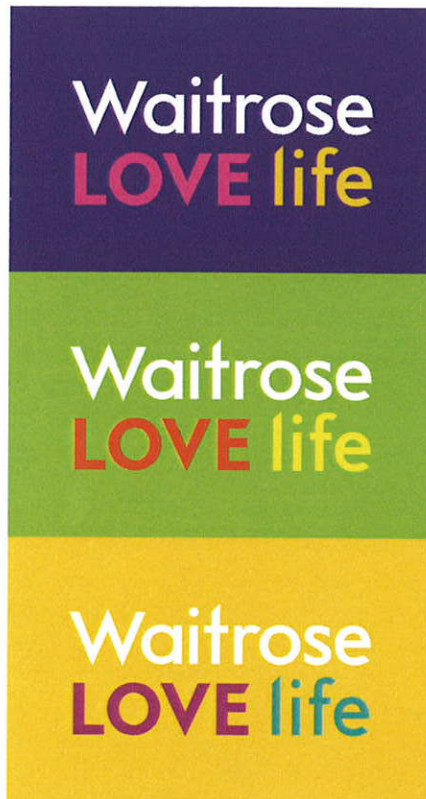
Size of design budget

£177,000



Pearlfisher.

Outline of design solution



The focus was simple: celebrate food for what it is at its most basic and very best – its shapes, colours, boldness and beauty.

Rejecting over-stylised and synthetic images favoured by other similar brands, the LOVE Life identity heroes real and natural food at the centre of every design and is enhanced by confident bold typography, crisp photography and contrasting colour palettes that directly link seasonal produce and taste.



Packaging

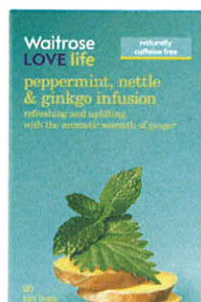
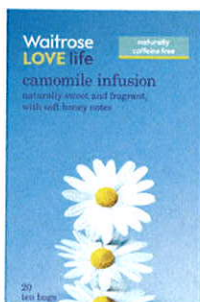
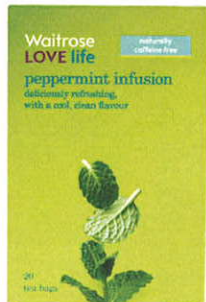
The brand rejects the vocabulary of slimming, size reduction and calorie counting and instead finds a new language that describes ingredients, sources and tastes in a simple and positive tone. Nothing is complex – because it doesn't have to be.

Identity online, off pack and beyond

From billboards and street hoarding to online and printed material, the bold brand identity is easily communicated across every medium.

The whole philosophy behind the LOVE Life brand offers consumers a world of varied and new choices to help them live a healthier and happier life.





Summary of results

**£60 MILLION
IN 52 WEEKS!**

Total brand has achieved sales of £60 million in the 52 weeks from launch.

Based on these figures you can calculate that the design investment was recouped in **less than 2 days!**

Increase in sales/ increases in market share

In the 12 weeks between the end of December 2011 and mid March 2012, Waitrose LOVE Life grew a staggering 34.7%!

**GROWTH IN
12 WEEKS
+ 34.7%**



x8 higher

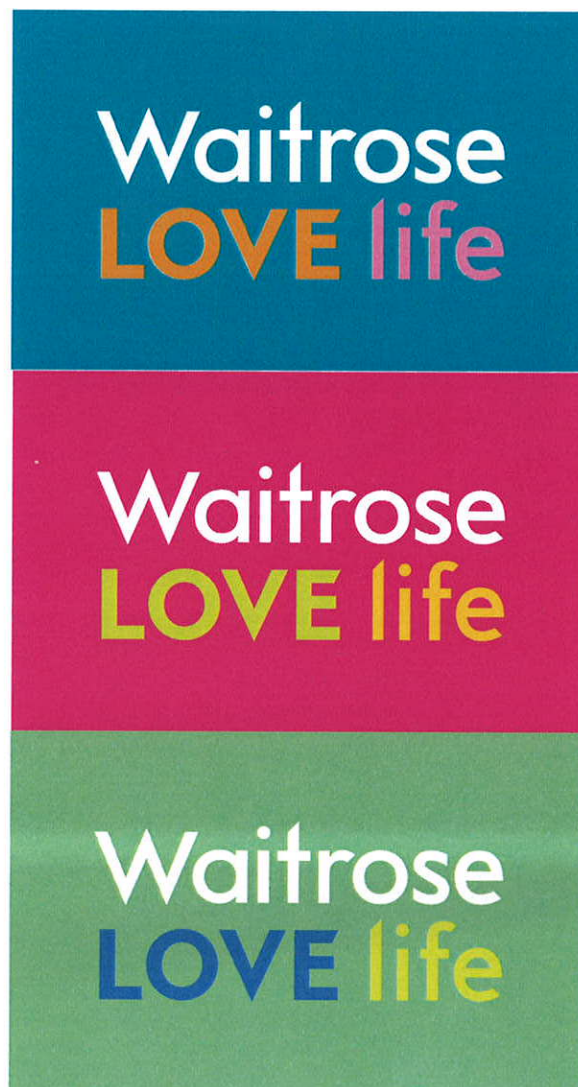
During the same period the competition in the health and well-being category grew by just 4% meaning that Waitrose LOVE Life sold over 8 times higher than all of its rivals!

Waitrose LOVE Life **outperformed the market** in across chilled, bakery, grocery, meat, fish, poultry and frozen goods.

Change in spending patterns of target market

Almost 50% of the Waitrose customer base are aware of or have bought into the LOVE Life brand and incredibly, in **February 2012 alone, 21% of customers purchased a LOVE Life product.**

So, in just one month, for every five customers that walked through the Waitrose doors, at least one person bought produce from the LOVE Life range.



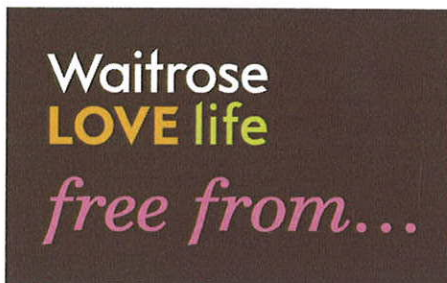
Client sales data and AC Nielsen

New lines

Following the **huge success** of the core LOVE Life brand, the brand has expanded into a number of new lines.

Within **just seven months** of the original LOVE Life launch, Waitrose introduced **80 products** in the LOVE Life You Count line which uses daily calorie guidelines to help people with specific dietary needs.

...and **just two months** after that, LOVE Life Free From presented a variety of products to provide for consumers with allergies, intolerances and vegan diets.



Waitrose LOVE life *you count...*



Other influencing factors

The LOVE Life name, identity and visual aesthetic has been the major influence in the brand's success. This was brought to life through packaging and point of sale material that provided multiple touchpoints which communicated the brand, philosophy and tone of voice.

The LOVE Life brand was supported by television, poster and press advertising for a short period at launch.

The television advert in particular is a fantastic example of how **a strong design** identity forms the foundation for everything. The styling of the advert **extends directly from the design strategy** and even mirrors Pearlfisher's initial design insight that was presented to Waitrose at the start of the design journey. Even the music in the design insight film was also used in the television advert.

Though advertising undoubtedly raised awareness of the LOVE Life brand launch, it was solidly founded on the design and visual aesthetic created for the brand identity and it is this aesthetic that forms the core of every point of communication.

Research resources

Client sales data and AC Nielsen