



Mama Natura: A global brand for motherhood

CATEGORY

- 1 Corporate/Brand Identity
- 1.1 Design and implementation costs over £100,000

CLIENT

DHU (Deutsche Homöopathie-Union)

DESIGN CONSULTANCY

DewGibbons + Partners

DBA Design Effectiveness Award Entry 2014
Dew Gibbons + Partners and DHU, July 2013

2. EXECUTIVE SUMMARY

With products sold around the world under different brand names and packaging, Deutsche Homöopathie-Union's (DHU) new business strategy was to create a global umbrella brand with consistent names, positioning, identity, packaging, and communications for its pre-existing homeopathic medicines targeting babies, infants, and small children.

This is a first to market – no other business has a global brand that is specifically developed for children, uniting all children's aged 0-6 natural remedies under one consistent identity.

The result is Mama Natura for children.

The long-term aims were to achieve global synergies, more focused and cost-effective marketing, with the end goal, of course, to accelerate sales. Plus a big challenge was to gain buy-in from existing markets, where the products are run autonomously through joint ventures or sold through distributors. The pilot in Spain has proven to be enormously successful.

- ✿ **Almost one-third of countries with a pre-existing children's range buy into the new brand**
- ✿ **Expansion into 20 new countries by end of 2015 one-third more than target**
- ✿ **30% rise in overall average monthly sales value**
- ✿ **47% growth in sales of InsectDHU range since packaging redesign – doubling objective**
- ✿ **12% increase in average cost per unit**
- ✿ **10% production cost savings**
- ✿ **24% overall rise in Spanish pharmacy penetration**
- ✿ **28% rise in pharmacy penetration for InsectDHU range**
- ✿ **102% increase in Facebook 'likes' – 2.5 times more than objective**



All this happened at a time when competitors increased their sales promotions, while Mama Natura in Spain had none. Plus new packaging for only one product launched a full year after the brand identity did – a testimony to the power of the brand.

Word count: 263

3. PROJECT OVERVIEW

1. Outline of project brief

With products sold around the world under different brand names and packaging, Deutsche Homöopathie-Union's (DHU) new business strategy was to create a global umbrella brand with a consistent name, positioning, identity, packaging, and communications for its pre-existing homeopathic medicines that target babies, infants, and small children 0-6 years old. The long-term aims? To achieve global synergies, more focused and cost-effective marketing, with the end goal to accelerate sales.

DHU products are marketed and sold through joint ventures and distributors in many countries. They run relatively autonomously at a local level, rather than through a centralised DHU-led marketing function. So each country needs to 'buy in' to adopting the new umbrella brand and identity.

The new brand was first introduced in Spain in January 2012, with the following objectives:



- ✿ Gain buy-in from at least 25% of the pre-existing markets 18 months post-launch in Spain
- ✿ Launch in to 15 new countries by the end of 2015
- ✿ 20% overall increase in average monthly sales value 18 months post launch in Spain
- ✿ InsectDHU range: 25% growth in sales post-packaging redesign
- ✿ 10% increase in average cost per unit
- ✿ 5% production cost-savings
- ✿ 20% overall rise in Spanish pharmacy penetration
- ✿ InsectDHU range: 25% rise in Spanish pharmacy penetration
- ✿ Increase 'Likes' on Mama Natura Spain Facebook page by 40% over 12 months: to communicate the brand 'as coming from mums to mums,' and tap into the growing use of social media amongst parents looking for information and reassurance.



2. Description

About DHU

Germany-based DHU, owned by Schwabe Pharmaceuticals Group, is one of the world's leading manufacturers in the field of natural drugs and homeopathic medicines. During the past decade, DHU entered the international OTC self-medication segment, increased its focus and presence, set the pace for natural remedies, and created a standard for caring, gentle, yet effective treatments. Maximum quality and a wide product range for adults and children contribute to the company's success in over 40 countries worldwide.

Why an umbrella brand for children's remedies?

Since 1961, DHU has been developing caring solutions for conditions that occur at various stages in a child's life – from birth to the first school days. Based on homeopathy, the products have a high safety profile. And given children's high sensitivities, homeopathic products offer a comprehensive solution to stimulate their bodies' natural processes, and prevent and activate their own defense pathways, with very good tolerance levels and no side effects.

While it should appeal to children, the brand must primarily speak to mothers, who buy the products. These consumers are looking for 'preventive strengthening' and react to emotional stimulation rather than rational. They want to feel they are not defenceless, and find support through natural products. By boosting the body's own self-defence mechanisms, the Mama Natura children's range also strengthens the child's immune system against future infections.

Having a large and proven portfolio of products around the world, DHU decided to unify the children's line under one global umbrella brand. The positioning and name had to be relevant to consumers and healthcare professionals around the world, and the brand identity and communications needed to be flexible enough to work across the entire range of products.



The range

Mama Natura encompasses a range of natural products grouped into SKUs for varying indication types. Indication types include colic, wind, coughs, colds, teething, dermatological issues, immunity boosting, and constipation.



The launch

Mama Natura first launched in January 2012 as a pilot in Spain. As a means of transition to the new brand identity, all communications except the packaging were changed. For example, point of sales materials, consumer and trade leaflets and print ads, trade fair displays, sales kits, and digital applications. Because of long production lead times, the first packaging for the InsectDHU range hit the shelves in Spain one year later. Packaging will continue to be phased in, with the objective of all products to be transitioned to the new Mama Natura packaging in Spain by early 2014. Many other existing and new markets around the world are currently implementing the new look.

3. Overview of market

DHU's direct competitors are any naturally positioned OTC products, whether homeopathic or not – these include A Vogel, Bach Remedies, Boiron, Heel, Helios Homeopathy, Nelsons, and Weleda.

However, the Mama Natura umbrella brand is a first to market – no other business has a global brand that is specifically developed for children aged 0-6 and that unites all natural remedies under one consistent identity.

In recent years there have been some problems with children's medications in the European market. For example, a lot of allopathic (chemical) cough and cold products for children were delisted due to questions around the ingredients. This has made parents far more cautious about what they're putting into their children. In this context, the natural ingredients used in Mama Natura products present a real opportunity for DHU.

And by pulling together its fragmented portfolio with a singular positioning, DHU can build a trusted brand behind one name to encourage cross-selling opportunities.

4. Project launch date

Brand identity launch in Spain: January 2012
InsectDHU packaging launch in Spain: January 2013

5. Size of design budget

£150,000 (fees)



6. Outline of design solution

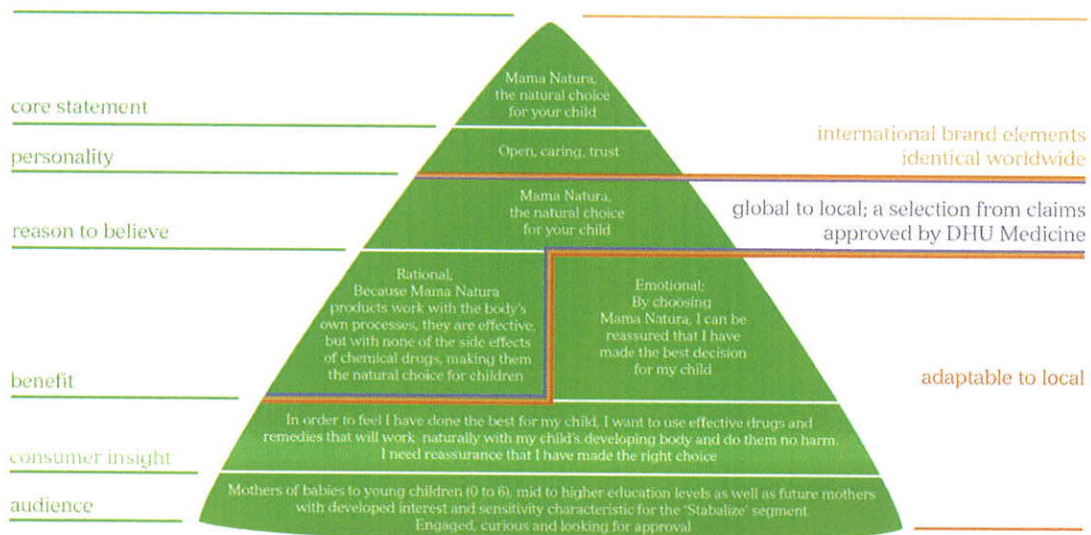
Following qualitative research of three different routes by Ipsos in five key markets in 2011, the Mama Natura concept was found to have the biggest potential for a successful international market entry:

- ✿ Name and logo use a universal language and are intuitively understandable
- ✿ Addresses mothers in an emotional way
- ✿ Uniquely and relevantly conveys naturalness and efficacy
- ✿ Packaging design is appealing

This all-embracing programme delivered positioning, naming, brand identity, packaging, and different types of consumer and healthcare trade communication materials. It's about growing the brand's DNA to make it adaptable to all sorts of situations in all markets, and to give it depth and richness.

Positioning

Everything Mama Natura says, does and looks like is based around the brand positioning. The compelling insight is around a mother's desire to protect and nurture the health and wellbeing of her child. This is the essence of her identity as a parent. From this came the core statement "Mama Natura – the natural choice for your child".



Name

The name fell naturally out of the positioning. It has resonance and immediate consumer understanding in the majority of markets, plus it's ownable.

Brand logo and graphic identity

The brand logo is all about establishing solid roots for your child's health and wellbeing as he grows. In terms of the graphic identity, it was important to find a very strong way to differentiate between the very different indication types – no one manufacturing and marketing children's products has tried to pull together such a disparate array of products before.



Colour palette

Each indication has its own colour. The colour palette adds personality and impact, and it's a key differentiator for the varying indication categories.

Frieze illustration/animation

The frieze illustration and animation are an integral part of the Mama Natura identity, used in print and digital communications. They build on the figures in the Mama Natura brand logo to create a 'timeline', which portrays children from birth to 6 years of age.

Imagery – consumer and trade

Lifestyle and ingredient imagery was created for consumer and trade communications, as well as the different indication types, to build brand awareness and recognition. Global usage rights were negotiated centrally by Dew Gibbons + Partners to save time and money, vis-a-vis local market implementation.

Brand Guidelines, Brand Toolkit and Communications

Brand guidelines allow for consistent application of the brand identity and its elements around the world. In addition, a brand toolkit includes artwork for key communications including consumer press ads and product leaflets, trade press ads and sales folders, OTC display units and point of sale materials, and exhibition/trade show displays. Individual markets adapt the artwork to suit their specific needs.

Packaging – cartons and bottle labels

The packaging for cartons and labels are designed as a range. There is a consistency of scale and positioning of the Mama Natura brand logo and all of the brand identity elements across the packs, while colour distinguishes the indication category.

range before re-design



range after re-design



The result is a strong umbrella brand that is understood and recognised across country boundaries, that engenders trust and loyalty.

Word count: 501

4. SUMMARY OF RESULTS

All results based on Spanish market pilot launch of brand identity (Jan 2012-Apr 2013), and InsectDHU packaging (Jan-April 2013), unless otherwise specified.

1/3 of pre-existing countries buy into new brand after 16 months
Six of 19 countries with a pre-existing children's line agreed to transition to the new brand by end May 2013 – that's 7% more than the objective in less than 18 months.

20 new countries to launch Mama Natura by end of 2015 – one-third more than target

The umbrella brand is a resounding success in terms of new market expansion. It has already launched in three new countries, it will launch in nine countries by end 2014, and into a further eight countries by the end of 2015.

30% upturn in overall average monthly sales value – 10% more than objective

Mama Natura's average monthly sales value for all products rose from €208,583 pre-rebrand in December 2011 to €271,000 by end April 2013. This 30% increase smashed the objective by 10%. What makes this even more noteworthy? New packaging for just one product was only on the market for four months, so clearly the brand identity is a success.

pre-rebrand overall average monthly sales - DEC '11



post-rebrand overall average monthly sales- APR '13



47% growth in sales since packaging redesign – almost doubles objective in InsectDHU range

Not only is this well beyond DHU's expectations, but it happened 'off-season' for this product, which is normally in the summer months.

12% increase in average cost per unit

Prior to rebrand the average retail sales price per unit was €5.90, and by 2013 Mama Natura was able to raise this to €6.60 – this 12% increase once again surpasses the 10% target.

10% production cost savings

Once all countries adopt the new branding, DHU estimates up to 10% in production cost savings, due to one consistent umbrella brand worldwide.

24% overall rise in Spanish pharmacy penetration

DHU children's remedies were sold in 1,981 pharmacies before the rebrand, and sold in 2,451 pharmacies by the end of 2012 – that's 4% more than the objective. And this is even before any new packaging came out.



28% rise in pharmacy penetration for InsectDHU range
The newly repackaged InsectDHU range achieved a 28% increase in pharmacy penetration in just four months. Not only this, but it happened 'off-season' for this product, which is normally in the summer months.

102% increase in Facebook 'likes' – 2.5 times more than objective
In just over eleven months from 1 July 2012-5 June 2013, Mama Natura Spain's Facebook 'likes' increased by an astonishing 102% – from 64,298 to 130,000.



Testimonials

"The success of the Mama Natura umbrella brand pilot in Spain has gone way beyond our expectations. So much so that it is now being rolled out around the world and we're well on the way to creating a brand that's relevant to consumers, generates strong emotional recall, consistent, recognisable, and ownable. As the brand continues to roll out, we expect strongly accelerated sales to continue in Spain and globally."

Waldemar Duda, International Marketing Manager, DHU

"We are all working on the launch of Mama Natura in Israel, and the brand communication and language that you developed is fantastic. Your brand book supports us perfectly to develop the launch."

Estee Rosen-Kaufman, General Manager, Blueyes Ltd (DHU partner in Israel)



"Mama Natura is a line of products with a huge opportunity in the children's care segment. Now that we in Colombia have successfully completed the registration phase we are very excited about the launch and the opportunities for growth in the short and long term."

Carlos Serrano, General Manager, BonaHealth (DHU partner in Colombia)

Mama Natura – the future

As testament to the early success of the 0-6 range, DHU now has plans to extend the boundaries of the Mama Natura brand with an exciting expansion strategy.

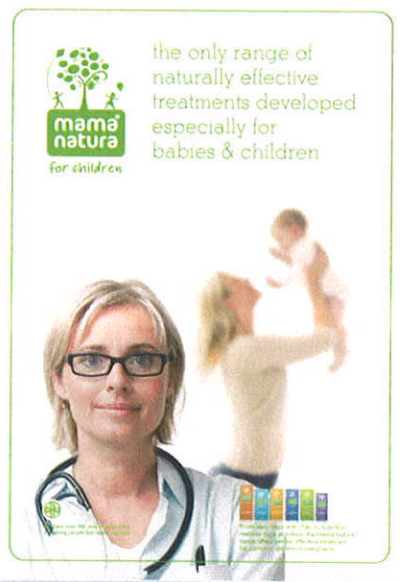


5. OTHER INFLUENCING FACTORS

There were no Mama Natura sales promotions at Spanish retailers, while competitors such as Neo Peques actually increased sales promotions for its products.

The following factors may have had some influence on Mama Natura's success in Spain, but it is important to note that all the communications are based on DewGibbons + Partners' brand positioning, brand identity, and communication artwork. Not only this, but since no new packaging was launched until January 2013, it was the brand communications that had to solely raise awareness for a year.

- ✿ **Point of sales materials for pharmacies (guidelines developed by DewGibbons + Partners)**
- ✿ **Consumer and trade press ads (all designed by DewGibbons + Partners)**
- ✿ **11 additional sales reps were hired in the year prior to launch, but they only achieved an 8% rise in sales that year. It was only after Mama Natura launched in January 2012, using sales kits designed by DewGibbons + Partners, that sales truly took off.**
- ✿ **Social Media Manager hired in April 2012**
- ✿ **Attendance at major national trade fairs (guidelines developed by DewGibbons + Partners and DHU also attended these in the years prior to the Mama Natura launch)**



6. RESEARCH RESOURCES

- ✿ DHU internal data 2011-2013
- ✿ Ipsos qualitative research March/April 2011 (Moscow, Amsterdam, Madrid, Sao Paolo, Milan)
- ✿ MumPanel: Since 2006, the number of mums using social media to connect with other mums has gone up 500%

