



VIVID[®]

THINK VIVID!

CATEGORY

BRAND IDENTITY: COSTS UNDER £100,000

CLIENT COMPANY

VIVID VITALITY

DESIGN CONSULTANCY

BRANDOPUS

DATE

JUNE 2014

“ We’re thrilled with the creation of the Vivid brand. It brilliantly captures the benefits of an invigorated and focused mind that matcha green tea delivers.

We've got a pack that asserts our unique space in the lifestyle & health drinks market and allows Vivid to lead the flourishing ready to drink matcha category. Trade buyers and consumers alike are excited by our brand's originality; distribution has expanded quickly and importantly rate of sale in existing stockists continues to grow. ”

**JAMES SHILLCOCK
FOUNDER, VIVID DRINKS**

EXECUTIVE SUMMARY

Matcha is nature's most powerful green tea. A pure powder prized for centuries by Buddhist monks for focus during meditation. Budding entrepreneur James Shillcock had a dream to introduce the Western world to the benefits of this amazing superfood which is packed full of antioxidants, and helps to energise, clarify and focus the mind. So he approached BrandOpus to create a brand for a range of chilled and flavoured matcha tea drinks to win the hearts and minds of consumers and ensure the successful launch and growth of this new grocery offering. Tasked with creating a brand that would reflect the unique proposition of a chilled matcha drink, we created a brand identity that establishes a metaphor for the effect that matcha has on your mind. This acts as a shortcut for consumers to understand what makes Vivid different to its competitors. The bold and vivid colours of the brand deliver standout and differentiation in a colourful and congested category, testified by the incredible results the brand has enjoyed since launch.

HITTING THE MARK

Vivid has met and exceeded targets set for the brand way ahead of expectations: Retail sales values have gone from zero to est. £600K in just the first year of trading, and the brand has had to significantly ramp up production to meet consumer demand. What's more, design allowed a 20p price premium on the original RRP anticipated in the business plan.

£600,000

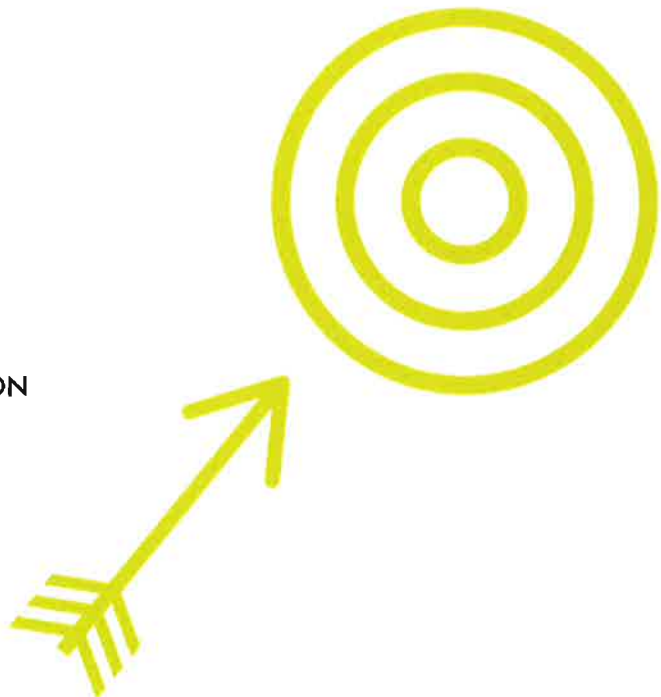
SALES IN YEAR 1

20%

INCREASE ABOVE PLANNED PRODUCTION

11.8%

INCREASE IN PRICE POINT.



CLEAR SUCCESS

Through sampling and sales we will have brought the Matcha Movement to over ¼ million new people in the first year, and stockists and distributors alike are hailing the brand as the next big thing in on the go drinks. Some have described it as the next Red Bull.



¼ million

more matcha drinkers

bestselling

tea drink on their distributors books

“**THE MOST SUCCESSFUL TEA
BASED DRINK LAUNCH WE’VE
EVER SEEN... BY FAR**”

LEADING HEALTH STORE GROUP

READY TO GO

The successful launch of Vivid has seen the brand export into new international markets before the end of year 1. Whilst closer to home, the design allowed a 20p price premium on the original RRP anticipated in the business plan, and the overall product and presentation allowed retailers to charge up to 50% above the average RRP for an iced tea beverage boosting the value of the category.

Exported into Ireland & Finland too

50%

above avg. category price point

DESCRIPTION

Matcha is nature's most powerful green tea. A pure powder prized for centuries by Buddhist monks for focus during meditation.

The green tea leaves are dried and very slowly ground by granite to a very fine powder, which is then packed and sealed immediately, to lock in all the nutrients in. It has been a ceremonial beverage drunk by Buddhist monks and royalty for over 900 years.

But you needn't feel foolish if you've never heard of it before as, until recently, virtually all matcha has been consumed within Japan and only has a small but dedicated following in the Western world.

Budding entrepreneur James Shillcock had a dream to introduce the Western world to the perks of this amazing superfood which is packed full of antioxidants, and helps to energise, clarify and focus the mind.



OVERVIEW OF MARKET

The soft drinks market was in decline at the time of brief, further compounded by rising consumer awareness of the negatives of a high sugar diet. However healthy drinks are booming.

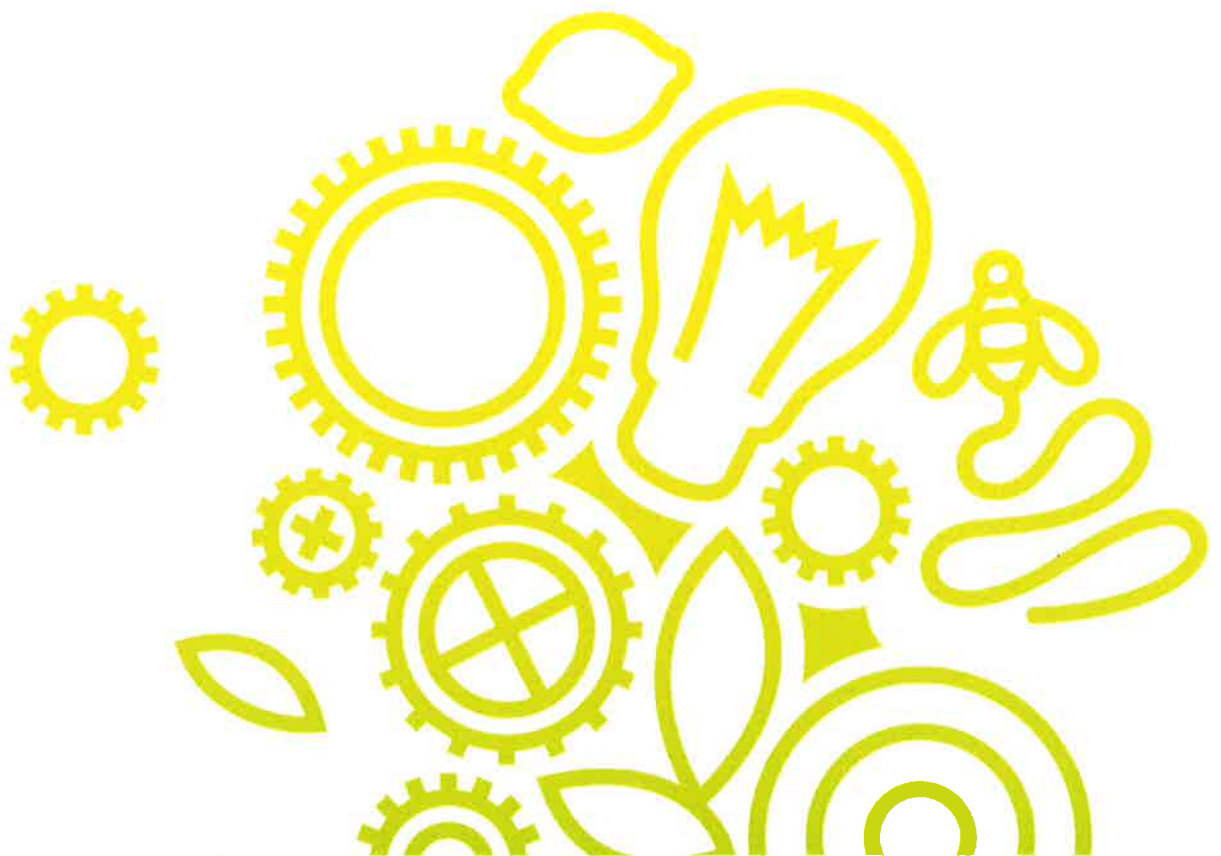
Leading industry publication The Grocer testifies:

“Bottled water has cashed in, partly by marketing itself as a healthier alternative to carbonates and sports drinks; squash is soaring...and now the next generation of functional, health orientated and exotic drinks is moving in.”

This has resulted in stellar growth for health drinks brands such as Vita Coco which has secured 127% increase in sales over the past year.

The declining market share of fizzy pop mega-brands, has allowed the health-focused brands to thrive. Smaller brands such as Firefly, Arizona and Mangajo are quickly creeping into the market, whilst classic tea brands such as Twinings and Lipton are also developing blends specifically for iced tea.

The rapidly increasing consumer interest in purchasing drinks with health and stimulant benefits, in comparison to fizzy pop drinks, has resulted in a highly competitive category, and an intimidating landscape for any new product entering this category, who face the massive challenge of capturing the consumers' interest and thrive amongst huge competition.



OUTLINE OF PROJECT BRIEF

James spotted an opportunity to enter the healthy drinks market with a range of tea-based beverages blended with matcha green tea, and armed with a big idea, he asked us to help him build a first-to-market aspirational lifestyle brand from scratch. His goal: to introduce people to the wonders of matcha, revolutionise the ready to drink tea category, and gain listings in Selfridges, Harvey Nichols, Wholefoods and Waitrose.

And despite the busy competitive landscape, James was game to try and break into dog-eat-dog world of the healthy, stimulating, 'grab and go' drinks category.

The brief was to revolutionise the ready to drink tea category by creating a lifestyle brand with personality to appeal to young professionals and keen coffee drinkers, whilst communicating the benefits of matcha: energy, clarity and mental focus.

Project Launch Date

August 2013

Size of Design Budget

£40,000



OUTLINE OF DESIGN SOLUTION

We recognised a huge opportunity for young professionals to wake up and smell the benefits of matcha over their regular caffeinated product, but how to create stand out in the crowded health drinks space?

Whilst a lot of healthy drinks brands focus on physical benefits, James wanted Vivid to focus on the mind. We decided that to give the brand a unique space we needed to evoke the benefits of matcha as a healthy mental boost.

INTRODUCING VIVID: A BRAND THAT IS ANCHORED IN A LIFESTYLE, A WAY OF BEING, WHILST PERFECTLY CONVEYING THE PROPOSITION OF SUPERFOOD MATCHA.

The brand identity integrates the word Vivid with an outline of an active head, conveying the idea that the range invigorates, encourages, and stimulates the mind to be able to Think Vivid.

Icons integrated into the identity portray the benefits of each variant: an arrow heading for a target to represent focus; a sailing boat for calm, and a diamond for clarity

Beyond the creation of this new brand, we also created packaging, digital design, point of sale material, trade stands and print adverts to help ensure Vivid achieved a successful launch into the marketplace.



RESULTS

SALES

From £0 to est.£600K retail sales value in first year of trading, incredibly impressive as an independent brand privately funded from scratch. Vivid will beat revenue target by 25% in its first year of trading.



MARKET SHARE

Vivid has risen from zero to become the bestselling tea drink on their distributors books.



LEADING THE CATEGORY

The competitive landscape at time of Vivid's creation was barren.

Since launch a slew of iced tea products have hit the market and Vivid's success has encouraged Tata Global Beverages to launch a directly competitive ready-to-drink matcha drink.

Well they do say that imitation is the sincerest form of flattery.

But thanks to the successful launch of this new brand creation, Vivid is now the clear leader in the burgeoning matcha category.



MARKET DISTRIBUTION

Vivid converted a whopping 75% of their distributors top 100 customer list within just 4 weeks of launch.



The brand's first year distribution target of 400 stores was achieved within just 6 months of launch, leaving James and the Vivid team to reset targets for the year!

The Vivid brand achieved immediate listings in a broad range of the biggest names in healthy and contemporary living, from Planet Organic, Wholefoods Market and As Nature Intended, to Selfridges, Harvey Nichols, Hilton Gyms, Partridges, Waitrose, Bikram Yoga, London College of Fashion, Guildhall, English National Opera, Booths, Calvin Klein Head Office.

HARVEY NICHOLS



Waitrose



SELFRIDGES & CO



BOOTH'S
FOOD, WINE AND GROCERY



Vivid was available in 180 Waitrose stores within 5 months of launch, an incredible result for a founder brand.

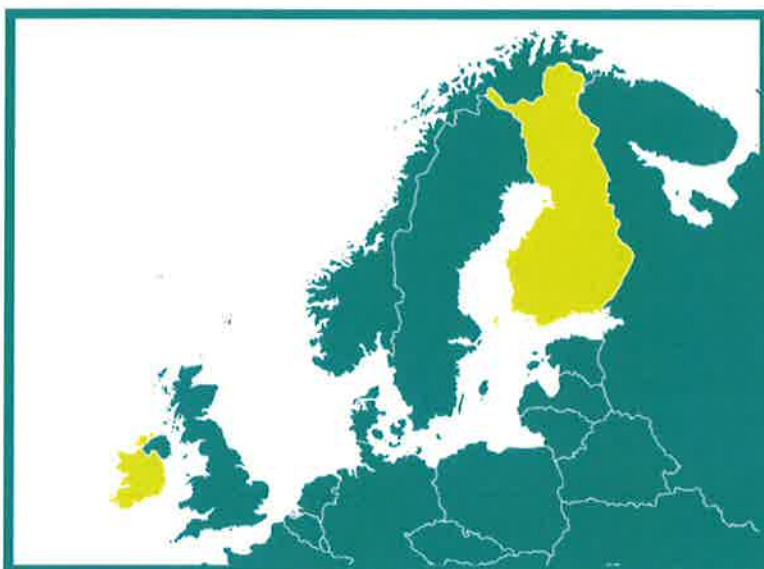
But crucially the brand also elevated its local kudos with listings in over 250 independent stockists, ensuring that Vivid is not just associated with the big names in retail.



Vivid is in conversation with all the big four major multiples. The strength of the brand, the unrivalled product, the highly successful launch and the unique proposition, has ensured that Vivid is in a comfortable position to call the shots: James has turned down one big 4 listing to protect the long term interests of the brand.

EXPORT GROWTH

Thanks to the strength of the brand and product, Vivid is now available beyond the UK borders, and is currently exported to **Ireland and Finland**.



INCREASE IN PRICE POINT

The design allowed a **20p price premium** on the original RRP anticipated in the business plan.

The original business plan priced product at £1.69. Product was launched at RRP of £1.89, amounting to an **11.8% increase in price point**.

The branding and premium ingredients in the product allow retailers to charge **up to 50% above the average RRP** for an iced tea beverage boosting the value of the category.



BUYER TESTIMONIALS

It's fair to say from the distribution figures that buyers have been clamouring to stock Vivid, but it's worth all the more when they are willing to offer justification for why they are so excited about the brand:

" JAMES HAS COME UP WITH AN IDEA THAT NOT ONLY GROWS THE TEA DRINK CATEGORY BUT CREATES A TREND ON ITS OWN, REVAMPING THE APPROACH TO GREEN TEA, WITH SOMETHING EQUALLY UNIQUE TO THE MARKET WHILE TYING TOGETHER CONVENIENCE, TRADITION AND HEALTH CONSCIOUS PROFILES, AND HE'S STILL DEVELOPING IDEAS FOR PHASE 2! "

WHOLEFOODS BUYER



" THIS ISN'T EVEN ON-TREND, ITS PRE-TREND! "

WAITROSE BUYER

" THE MOST SUCCESSFUL TEA BASED DRINK LAUNCH WE'VE EVER SEEN, BY FAR "

LEADING HEALTH STORE GROUP

CHANGES IN CONSUMER ATTITUDES & BEHAVIOUR

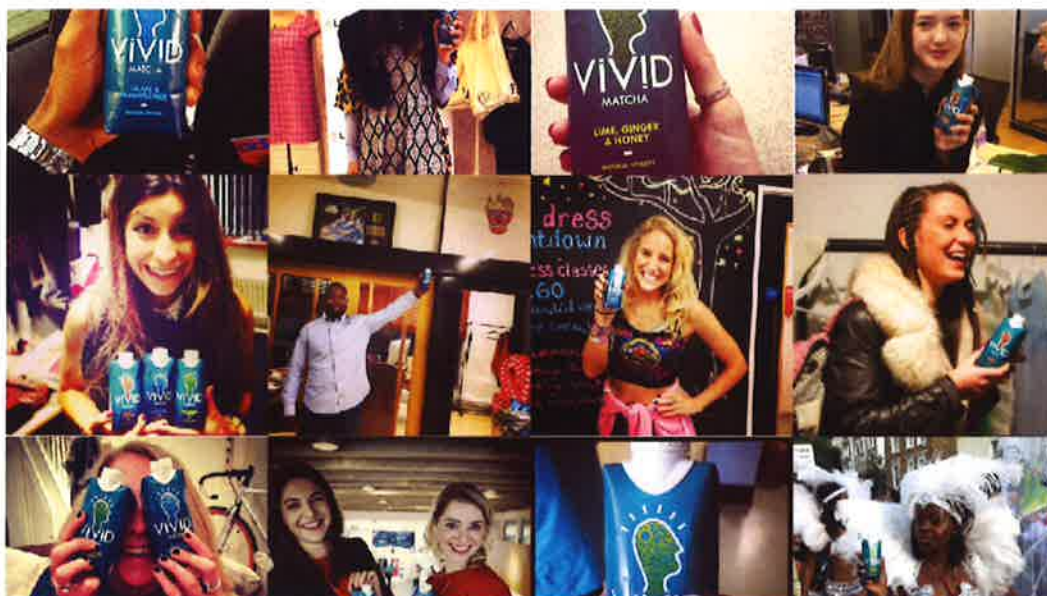
Through sampling and sales we will have brought the **Matcha Movement** to over ¼ million new people in the first year.

250,000
new people

Vivid has not just won the consumers hard earned money, but also the respect of the wider industry. Hot on the heels of the launch, the brand has won a range of accolades including the Innovation **Challenge 2013, Best New Drink** category at grocery specialist publication Foodbev, and was recognised as an **Innovator Winner** at the 2014 UK Soft-Drink Conference.

4500
twitter
followers

Consumers are always keen to engage with the brand, whether it be on Twitter where Vivid has amassed **over 4500 followers**, or Instagram where the brand is spreading the Matcha Movement to 1000 consumers and counting.



Best New Drinks Brand
FoodBev.com
Awards
2013
WINNER

For a brand that launched less than a year ago, Vivid is making big waves in the ready to drink market place. Put simply, **no new drinks brand is more talked about.**

PRODUCTION INCREASES

The incredible success that Vivid has enjoyed since launch, although welcome, was unanticipated, and the brand has had to **increase planned production volume and frequency by 20%** to meet demand.

20%
increase above
planned
production