

For Publication



# NATURA SIBERICA

COSMETICS OF WILD  
HERBS AND FLOWERS

Category:  
Brand identity

Sub Category:  
Brand identity under £100,000

Client:  
Pervoe Reshenie

Brand:  
Natura Siberica

Agency:  
Pure

Date:  
July 2014

**PURE**

*Creating an iconic brand*

## Executive Summary:



NATURA  
SIBERICA

COSMETICS OF WILD  
HERBS AND FLOWERS

## Here's how:

In 2006 Pure was commissioned by Pervoe Reshenie to create an identity for Natura Siberica, a new brand for the Russian health & beauty market. With an initial investment in design of £3,500, Natura Siberica launched in Russia in 2007. Moving forward to today there are 37 Natura Siberica product ranges all designed by Pure, sold in Asia, Europe and the USA.

The relationship between Pervoe Reshenie and Pure, a small UK design agency with 7 employees, is still strong after 8 years. Pure has supported the growth of NS's business through design that established NS in the Russian market and then through premium packaging design that broadened NS's sales opportunities to specialist retail and international markets. With sales expected to exceed [REDACTED]

NS had a compelling brand story. When you think about Russia and valuable natural resources, you may think of oil – but probably not Pine oil. Natura Siberica is the first natural and organic health & beauty brand using herbs and plants harvested in Siberia. To survive extreme colds, Siberian herbs and plants adapted by synthesizing highly protective active ingredients that help to enhance general wellbeing, and offer unique health and beauty benefits.

The design capitalised on the brand's unique proposition – giving the products local and international appeal.

## Headlines:

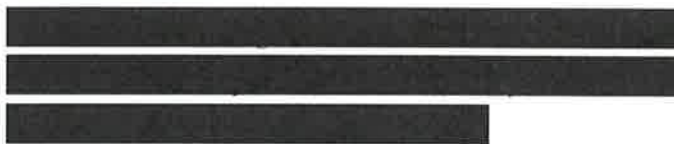


Andrey Trubnikov: Pervoe Reshenie

**“Natura Siberica and foreign retail goes, as they say, with a whistle. And last year the exports increased sharply and reached almost 10% of the turnover.”**

Andrey Trubnikov

## *Sales Revenues:*



Sales Forecasts for 2010-12, projected that the business would double, it trebled! Production had to be increased from its forecast one to four factories to support the growing demand for NS products.

## *Markets (New):*

2014 Q1 NS is growing at 75% whilst Russian competitors have seen their market share declining by 6%. Strong domestic presence led to a rapid market expansion – exporting to 5 Eastern Europe countries, against an original target of two countries.

## *New Product Categories – Premium*

Pure has identified and developed a strategy to bring the brand offer of wild Siberian herbs to a Spa range and toothpastes.

## *Awards – Recognition*

2014 Natura Siberica recognised as an “Icon of Russia”. *source – Kremlin Media*

## *New store formats / market entry*

With distribution continuing to grow, the strength of the brand enabled NS to establish their own retail store presence. 2014 NS having successfully launched into Eastern Europe, are successfully launching into Western Europe.

Presence Marketing: Flagship retail store to be launched on Oxford Street, London, UK. Success of NS “Spa” range leads to opening of “Spa Center” in Russia.



## Project Overview:

# Make 'Organic' central to the brand proposition.

Andrey Trubnikov owner of Pervoe Reshenie contacted David Rogers, impressed by his track record in the UK health & beauty sector, with a vision to challenge western brand domination in the Russian health & beauty market.

### *Competitor landscape:*

Cosmetics and toiletries sales in Russia grew by 14% in 2006, making it the 4th fastest growing market in the world.

Market dominated by International (western) brands:

1) L'Oreal -Faberlic 2) Oriflame 3) Unilever Russia  
4) Yves Rocher 5) Lush 6) L'occitane 8) Body Shop.

### *Design challenge / objective:*

The challenge was to create a brand that was undeniably Russian but with universal appeal, attractive to traditional Russian consumers and Russian consumers drawn to western goods.

### *Brand objectives:*

- Create a crossover brand that blends Russian influence with Western kudos
- Make 'Organic' central to the brand proposition.

### *Business objectives:*

- Create a 'standout' brand that demands retailer shelf space.
- Create a brand that can grow to encompass all aspects of health & beauty from hair care products to specialist anti-ageing creams.
- Achieve sales of \$50m within 10 years.



## Design Solution:



The brand is built around a brand stamp inspired by the art of people native to Siberia. As well as relating the ingredients to their geographical origin, the stamp has a secondary benefit, attributing quality and history to the brand and promoting consumer confidence.



### *Packaging development:*

2007 – First packaging designs for mass market.

### *2009 – Brand Progression:*



With early sales an indicator that the concept of 'organic' was still new to average Russian consumers, in 2009 the brand embarked on a journey to create more premium packaging suited to sales in specialist retail outlets and establish a premium position for expansion into global markets.



The strength of the brand lies in the Natura Siberica stamp and its treatment. As such a powerful and distinctive starting point for the creation of new product packaging, it provides design freedom to incorporate striking photography or explore new structural packaging possibilities – but still ensure ranges (37 in total) are clearly recognisable as Natura Siberica products.



*A new product category:*

Pure helps Natura Siberica identify a new product category, launching unique toothpastes with wild Siberian herbs as active ingredients. The design, which is a far cry from typical toothpaste packaging, reflects the product proposition and brand identity to give the range standout on shelf.

*2014 – unstable political environment:*

Reacting to anti West atmosphere, NS launches a limited edition product range based on Ghzel, a traditional Russian pattern. The design reinforces NS as ‘the Russian brand’ – a statement versus Western health & beauty brands in the market.





## Results:

**In 2012 the Russian Cosmetics market turnover grew by 15%. In the same period, NS sales grew from [REDACTED] [REDACTED] – a 75% sales increase.**

### *Broad portfolio:*

Since 2007, Natura Siberica has built-up an incredible product portfolio, a staggering number of ranges: Hair Care: 9 product ranges, Face care: 13 product ranges, Body care: 14 product ranges, Little Siberica: 1 product range.

Natura Siberica has been fundamental in establishing 'organic' health & beauty in the Russian market.

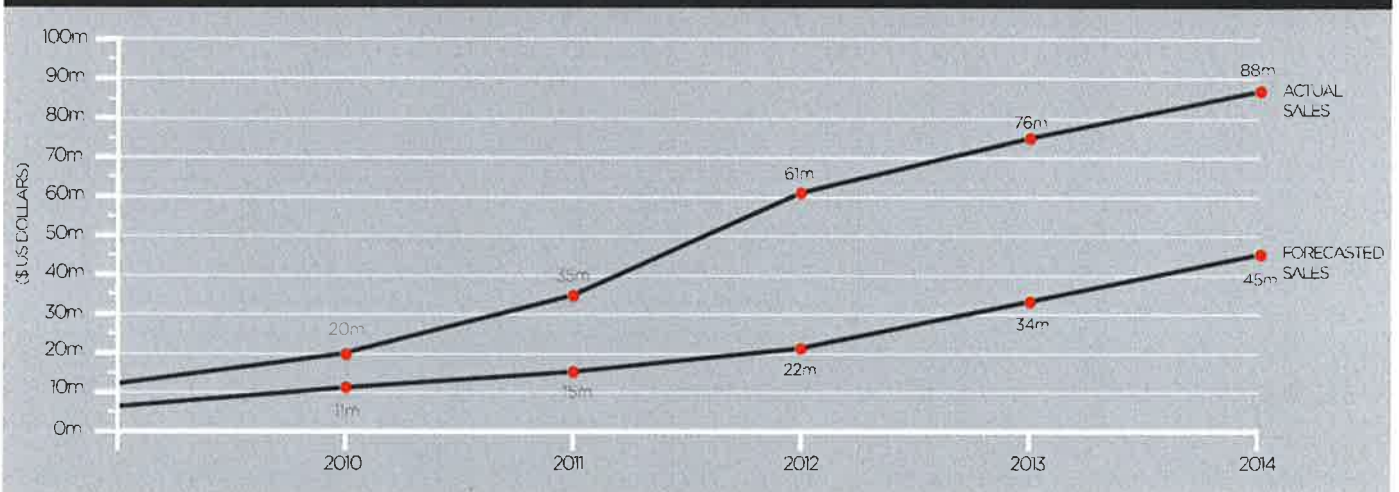
### *Rapid sales growth from year 2 onwards:*

Natura Siberica has grown from modest sales of 30,000 units monthly at the end to 2007 to [REDACTED] [REDACTED] [REDACTED] [REDACTED]

### *Versus market growth:*

Natura Siberica's sales growth is far in excess of market growth. For example, In 2012 Russian Cosmetics market turnover grew by 15%. In the same period, NS sales grew from [REDACTED] [REDACTED]

Natura Siberica - Sales Revenues (Actual US Forecast US Dollars)



Initial sales target of US \$50 million within 10 years, reached in 5 years.

**Natura Siberica  
is one of few  
brands moving  
East to West –  
with sales to  
Europe in 2012  
exceeding  
[REDACTED] and  
set to exceed  
[REDACTED] in  
2014.**



*Natura Siberica moves West:*

Whereas Western brands are commonplace in Russian stores, it's rare to find Russian consumer products travelling in the opposite direction. Natura Siberica is one of few brands moving East to West – with sales to Europe in 2012 exceeding [REDACTED]

*Other influencing factors:*

- The relationship continues to develop and has moved into a strategic partnership whereby Pure advises Pervoe Reshenie on Western marketing trends.
- NS proactively take their brand to the consumer by attending globally recognised health & beauty exhibitions – Italy, Germany, Lithuania, Russia, America, Estonia, Ukraine, Kazakhstan and Hong Kong.
- Experiential marketing underpins all exhibitions, enabling consumers to “live the brand”
- Over 75 consumer press features secured in publications such as Marie Claire, Elle & Glamour.

Sold in stores: Russia, Estonia, Romania, Latvia, Lithuania, Belarus, Japan, China.

Available online: UK, USA, Germany, France, Croatia and Czech Republic.



## Retail stores / Presence Marketing:



In Moscow alone there are now over 150 places where consumers can purchase Natura Siberica products, from large retailers such as Auchan to specialist cosmetic shops.

With the brand such a strong force in the market, Natura Siberica opened 3 dedicated stores in Russia.

Opened in April, 2012. *Saint Petersburg, Nevsky Prospect, 108*

Opened in February, 2013. *Rostov, Bolshaya Sadovaya, 76*

Opened in April, 2013. *Moscow, Tverskaya Street, 27* – Tverskaya is a main street of Moscow, similar to Oxford Street in London. Brand interaction has been taken through into the consumer experience: in the morning consumers can taste a fresh drink made from Siberian berries, and at noon the shop gives away samples of fresh cedar oil, that is made right in front of customers.

Opened in December, 2013. *Tokyo, Minato-ku, Minamiaoyama, 5-6-6.*

In January 2014 the world's largest organic shop was opened in Valencia (1,560 sq m) and Natura Siberica has been one of its most popular products.

## Helping small Siberian Tribes:

**“Some think  
that Siberia is  
somewhere  
lifeless.”**

Andrey Trubnikov

Natura Siberica pays premium prices for wild hand-harvested herbs and plants in order to help Siberian tribes take care of their families and meet the social and environmental needs of their community. There are 41 ethnic groups and each of them has preserved their own language and unique culture. Some of these groups have less than 1000 people left. There are only 540 Aleut and 276 Tazy people left.



**By 2018 we will  
plant more than  
70,000 herbs.**

Natura Siberica

## Brand recognition:



*2014 Recognised as an "Icon of Russia" source – Kremlin Media.*

Natura Siberica has just been awarded 'iconic' status by Icons of Russia and recognized online and in a book published by Kremlin Multimedia.

Natura Siberica will be seen alongside culturally significant symbols, events and people from Russian history. Showing just how recognised and important Natura Siberica has become, its newfound iconic status means it appears alongside figures such as Yuri Gagarin.



2013 Interbeauty: "Winner" Best Packaging Design Award.

2013 The Natural and Organic Awards 2013: Best Organic Mother & Baby Product.

2013 Diamond Beauty Award.

2012 Intercharm: Creative approach of developing a national brand.

2012 Cosmoprof Bologna: Best "green" brand.

*\* All sales figures for Natura Siberica must be treated as strictly confidential*