



gomacro[®]

Creating lasting expression for the long life.
How GoMacro introduced the mass market to Macrobiotics

Category

1.0 Brand identity

Sub Category

1.2 Design and implementation under £100k

Client

GoMacro

Design Consultancy

Pearlfisher

Date

June 2014

For Publication



EXECUTIVE SUMMARY:

When GoMacro Founder, Amelia Kirchoff was diagnosed with breast cancer in 2003, she began her quest back to good health with the help of a Macrobiotic lifestyle. After her recovery, empowered by the power of whole foods, Amelia and her daughter Jola founded GoMacro with the desire to share the incredible power of Macrobiotic living with the world, exposing consumers to a new potential food future. The problem was that GoMacro was a challenger brand going up against established active, lifestyle and mass market snack brands with larger budgets and, despite the superiority of their product to other offerings in the market, GoMacro lacked desire. This made for an incredibly difficult sell in the already crowded U.S. market.

In 2012, Pearlfisher partnered with GoMacro to breathe life into the brand.

In 2013, the revitalized GoMacro brand launched with a new identity, name, packaging design and supporting collateral. The new design brought GoMacro to life, challenging the existing codes of the category, championing the virtues of the Macrobiotic diet as a naturally rich and vibrant way of life and creating the platform for a new niche food movement full of choice and diversity. *The success has been epic, resulting in brand growth far exceeding that of the market.*

GoMacro is now the fastest growing nutrition and wellness bar in the natural market.



EXECUTIVE SUMMARY:

Sales



FASTEST GROWING NUTRITION AND WELLNESS BAR IN THE NATURAL MARKET

Distribution



GAINED NATIONAL DISTRIBUTION IN UNFI, **THE LARGEST** NATURAL AND ORGANIC WHOLESALE DISTRIBUTOR IN **NORTH AMERICA**



GAINED DISTRIBUTION IN OVER **1400** NEW INDEPENDENT RETAILERS



SECURED INTERNATIONAL DISTRIBUTION TO CANADA, ASIA AND THE UK

EXECUTIVE SUMMARY:

Distribution cont'd



SALES HAVE **DOUBLED**
IN CANADA

Internal growth



DESIGN INVESTMENT
RECOUPED IN **3 MONTHS**



STAFF INCREASE
OF **185%**

Environmental impact



A NEW FACTORY, MADE POSSIBLE BY
THE BRAND'S ACCELERATED SALES
GROWTH, HAS INCREASED PRODUCTION
EFFICIENCY BY UPWARDS OF **183%**,
REDUCED PRODUCT WASTE BY **14%** AND
PACKAGING WASTE BY **55%**



SAVINGS IN MATERIAL AND LABOR
COSTS OF **6 CENTS** PER TRAY

*"New packaging looks gorgeous! We're proud to
have been fans of GoMacro from the start."
— Healthy Foods and More*

PROJECT OVERVIEW:

1. Outline of the brief:

Prior to the redesign, GoMacro wasn't fulfilling its growth and distribution potential. Because of their functional and unappetizing look, GoMacro was only reaching a tiny percentage of consumers in the healthy snacking market.

Pearlfisher was tasked with refreshing the brand strategy, voice, identity, packaging and collateral for GoMacro, making room for future brand growth and helping the brand expand their consumer base. As it stood, the brand lacked premium cues and failed to portray the joys – and delicious taste – of a Macrobiotic diet. Greek for “the long life”, Macrobiotics emphasizes connecting the dots between food, body and life. Drawing on this spirit, GoMacro needed to start behaving more like a lifestyle brand, being explicit about its overall health offer and allowing itself room to grow into an aspirational iconic brand synonymous with healthy living.

Client objectives:

- Refresh the brand identity
- Dial up flavor cues and desirability
- Express the Macrobiotic lifestyle
- Help GoMacro achieve real shelf standout
- Expand brand appeal into new markets
- Create an architecture for all future line extensions
- Create a new sustainable structure for point of sale
- Increase distribution among large scale and independent retailers
- Long term goal to expand production facility



Old identity

GoMacro bars are amazing! My new go to snack, plus I love the packaging!
– Kelsey Richardson, Nutritionist

PROJECT OVERVIEW:

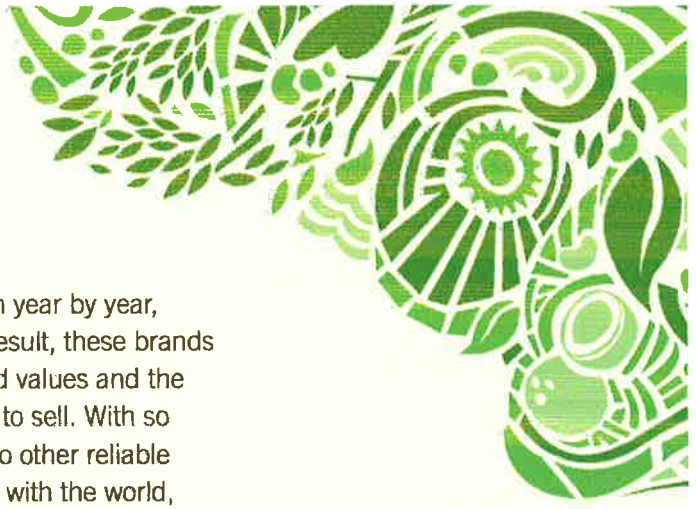
2. Description:

When GoMacro Founder Amelia Kirchoff was diagnosed with breast cancer in 2003, she began her quest back to good health with the help of a Macrobiotic lifestyle. After her recovery, Amelia and her daughter Jola gave life to GoMacro on their family farm in hopes of sharing the joy of Macrobiotic living with others.

"GoMacro has redefined my workouts and their new packaging now makes me excited to eat them." – Benjamin Altarescu, triathlete

While the brand began humbly in Amelia's kitchen, batch by batch, the mother-daughter duo saw an opportunity in the market for growth. Research and consumer demand had proven that the rise in food awareness was growing; *organic, whole food living was not just a fad, it was here to stay.* And with it came the rise of new food movements, all seeking ways to connect consumers to their food and guide them in the pursuit of living healthier lives. GoMacro felt that there was a lot of sameness and short-term fix associated with the snack and energy bar sector and that Macrobiotic living – the antithesis of a food fad – had a great part to play.





PROJECT OVERVIEW:

3. Overview of market:

While it's true that health food offerings gain more traction year by year, family owned brands get little to no space on shelf; as a result, these brands often sell out quickly or fold. Intent on keeping their brand values and the integrity of their product in place, GoMacro had no intent to sell. With so many loyal consumers in love with their brand and with no other reliable brands to turn to, GoMacro wanted to share Macrobiotics with the world, compliment consumers' lifestyles and make holistic living more accessible, and do so without compromising their brand in the process.

With its existing offers, GoMacro operates in a competitive category overstocked with big brand diet bars, meal replacements, snack bars, and sweet treats. The health and snack market is currently dominated by major players such as General Mills, Kellogg Co and Clif Bar, all aimed at the mass market and many of which sacrifice health for taste and add sugar to increase mass-market appeal. *In 2013, these brands controlled over 56% of value sales in the market.*

In comparison to the rest of the shelf, GoMacro is an outlier. GoMacro products are made with all natural, high-quality ingredients, are Macrobiotic, vegan, organic, kosher, fair trade and free from refined sugars. With this in mind, it was vital to create a look and feel for the brand that would represent GoMacro's long life philosophy, differentiate it from its competitors and portray the holistic beauty of Macrobiotic living, *elevating it above the mass market brands and creating a new niche food movement.*

New identity

gomacro®

PROJECT OVERVIEW:

4. Project Launch Date:
February 2013

5. Design Budget:
Confidential

6. Outline of design solution:

While it was clear that GoMacro was doing something worth sharing, its previous design just wasn't doing it justice. The brand needed to be infinitely more compelling and desirable, communicating the joy and freedom that Macrobiotics can offer. *Pearlfisher's vision was to redesign GoMacro, allowing it to grow and flourish while ensuring that the company remained visually true to its founding belief in Macrobiotics.*

To support this transformation, Pearlfisher developed a holistic brand strategy to support the brand's growth. A new modern identity was created, portraying Macrobiotics as a contemporary and modern way of living, bringing to life the call to action, "Go Macro. From there, Pearlfisher adjusted the brand's language hierarchy to give the brand name more power, helping to elevate brand recognition and clarify product segmentation for the future.

An ownable iconic secondary language, the mosaic, creates appetizing flavor icons that dramatize the principles of the Macrobiotic lifestyle. Within each mosaic lives several aspirational icons, uniting the tenants of Macrobiotics together in a holistic way. Rooted in this design language, new packaging reinforces these principles, using the mosaic to simultaneously cue flavor and the premium nature of the product.



PROJECT OVERVIEW:

A range of retail and marketing collateral reiterate the brand's powerful brand message both in aesthetic and brand behavior. As the environment and holistic living is so close to the heart of the GoMacro brand, newly designed coasters – for use at trade shows – contain seeds that can be planted after use. Similarly, bespoke point-of-sale trays were designed to create impact on shelf and then to be used as biodegradable plant trays.



"My family loves that GoMacro containers can be used to start gardens with! Nothing like a product that comes full circle." – Jorie Foster, Mom

SUMMARY OF RESULTS:

The past year and a half has been incredibly exciting for the brand. GoMacro – a brand standing on the legs of a niche food movement – has successfully infiltrated a category dominated by multi-million dollar snack brands with enormous marketing budgets that make up more than half the category.

Before & after



SUMMARY OF RESULTS:

Distribution

With the support of the new design, consumer and retailer perception has changed and GoMacro has increased distribution exponentially. GoMacro has acquired over 1400 additional retailers in the U.S., was picked up by Nature's Best, one of the leading wholesale distributors in the U.S., gained distribution in UNFI, the largest natural and organic wholesale distributor in North America and expanded distribution overseas. Within the first year abroad, sales doubled in Canada.

Market



GOMACRO IS THE **FASTEST GROWING** NUTRITION AND WELLNESS BAR IN THE U.S. NATURAL MARKET



UNPRECEDENTED CATEGORY GROWTH



IN TERMS OF MARKET SHARE, GOMACRO NOW CLAIMS THE **9TH** SPOT IN THE LIFESTYLE / WELLNESS BARS CATEGORY

SUMMARY OF RESULTS:

For any brand, perception is incredibly important. GoMacro's new design cuts through the clutter for retailers in a way that the previous design could not. As a result, consumer perception has changed significantly since the redesign. By elevating desire for the brand by showing Macrobiotics in a vibrant way, Pearlfisher's new design enables it to cross category lines, competing against not just snack brands, but also in specialty channels like sport and hospitality.

Perception



GOMACRO IS NOW ABLE TO TARGET OUTSIDE OF THE SNACK MARKET TO NATURAL RETAIL, GOURMET RETAIL, SPORTS, WELLNESS AND HOSPITALITY CHANNELS



GOMACRO WAS NAMED THE OFFICIAL NUTRITION BAR SPONSOR OF THE TOUR DE CURE BY THE AMERICAN DIABETES ASSOCIATION!

We can't get over how beautiful the packaging is and how tasty the new flavors are. Amazing work!! – Planet Foods

SUMMARY OF RESULTS:

Internal growth



AS A RESULT OF THE BRAND'S ACCELERATED SALES GROWTH, GOMACRO WAS ABLE TO UNDERGO AN ENORMOUS FACILITY EXPANSION WAY AHEAD OF SCHEDULE



185% INCREASE IN GOMACRO'S TEAM SIZE



POSITIVELY AFFECTED THE TEAM'S PERCEPTION AND EMPOWERED THE SALES TEAM

*"Our internal and external sales teams are excited and motivated by how well our brand looks, tastes, and performs."
- Jola Sonkin, GoMacro Founder*



SUMMARY OF RESULTS:

Environmental impact



INCREASED PRODUCTION EFFICIENCY
OF UPWARDS OF **183%**



PRODUCT WASTE
REDUCED BY **14%**



PACKAGING WASTE
REDUCED BY **55%**



COST SAVINGS EQUAL
TO **6 CENTS** PER TRAY

*"Redesigning our tray sticker for our compostable trays is definitely a benefit to the environment. It allowed us to have a top notch design while being eco friendly."
— Amelia Kirchoff, GoMacro Founder*

SUMMARY OF RESULTS:

Pearlfisher's design for GoMacro created a strong platform for growth, catapulting the brand from a family-owned challenger to a major market competitor with increasing market share and proven sales success. The premium design has helped GoMacro to compete with iconic brands bolstered by significant budgets and shelf share, even at a premium price point. By outlining the principles behind GoMacro in an engaging way, Pearlfisher was able to empower GoMacro's internal team, resulting in greater staff engagement, unprecedented recruitment and staff increase from 7 employees to 20.

For the small, family-owned brand, investing in design with Pearlfisher resulted in enormous growth allowing the brand to expand their mission and their business. Perhaps most importantly, the new design has helped to bring Macrobiotics to the mainstream market, exposing consumers to a new, vibrant and holistic way of life. *GoMacro!*

"Working with Pearlfisher has been a phenomenal experience for us. Their integration of our core values of good health and environmental responsibility into an overall branding effort really speaks to who we are." - GoMacro

Other influencing factors: GoMacro's success can be attributed to the power of the brand alone, *without any support from advertising or marketing campaigns.*

Sources: Client sales data, SPINS syndicated data, Data Garden Naturalytics, customer reviews