



# Bassetts

## Vitamins Redesign

**Industry Sector**

3577 Food Products

**Client Company**

Ernest Jackson & Co. Ltd

Mondelēz International


**Design Consultancy**

Bulletproof

**Submission Date**

June 29th 2017

For Publication

A red, glossy, rounded cartoon character with a large head, small ears, and a wide smile. It is holding a large, dark purple speech bubble with both hands. The character is standing on a dark purple oval shadow against a light pink background.

“We are delighted with Bassetts Vitamins’ new look. Bulletproof were instrumental in the revitalisation of our brand. The new design is engaging, while helping mums easily navigate the range, as testified with the exceedingly positive results we have enjoyed since re-launch.

“In addition the new design has boosted pride, morale and brand engagement around the site and in the business. This is a major step forward for the brand.”

**David Walter**

*Managing Director at Ernest Jackson & Co. Ltd*

## EXECUTIVE SUMMARY

Everyone needs extra energy occasionally, and Bassetts Vitamins are no different to the little consumers they take care of. The brand has had a sprightly spring in its step since launch in 1995, but in 2014 seemed to be feeling a little under the weather.

Using a newly defined positioning of 'delicious and fruity vitamins tailored to every stage to fuel full-on families', Bulletproof set about refreshing the portfolio to increase brand blocking, aid navigation and grow the number of shoppers in the family vitamin category, without alienating current consumers.

The result is a fresh new look that has won over new consumers, and increased loyalty from existing fans of the brand.

### A brand with a bounce in its step

Since the redesign, Bassetts Vitamins customer sales value has grown by 17%. That's a huge £1.47m increase! But more importantly, that means over 7 million more Bassetts Vitamins-fueled days for children across the UK in the space of the most recent 12 months following the re-launch.<sup>(7)</sup>

### Fruity gains

The confident new look of the branded packaging has allowed Bassetts Vitamins to introduce a price increase of 15% on average. Not that it's detracted from sales: over 5 packs of Bassetts Vitamins are sold every minute in the UK, with unit sales growing by 7% since the redesign.<sup>(7)</sup>

### Fuelling the category

Bassetts Vitamins is currently growing faster than the market. The brand is also bringing the most new consumers into branded children's vitamins, contributing to the growth of the category. After all, following the redesign, 27p in every £1 spent on children's vitamins is spent on Bassetts Vitamins!<sup>(7)</sup>

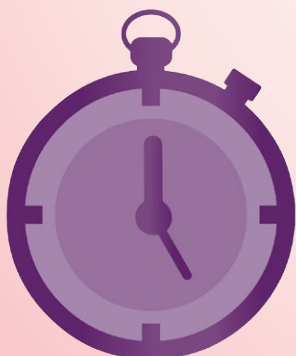


**A huge growth of £1.47m!**

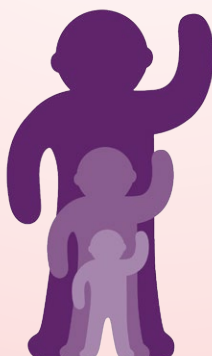


**Price increase of 15%**

280 Words



**Over 5 packs sold every minute**



**Currently growing faster than the market**



**Over 7 million more Bassetts Vitamins have fueled children across the UK**

# PROJECT OVERVIEW

## Description

**Bassetts Vitamins are a range of delicious fruity, soft and chewy vitamins tailored to fuel full-on families at every stage of life.**

First launched in 1995, the brand was a true innovator: Bassetts Vitamins created a revolutionary, tasty, soft and chewy pastille alternative to children's syrups and tablets. Such was its success that the brand grew to become the UK's number one children's vitamin brand.

But in recent years, the family vitamin sector, which Bassetts Vitamins once was a significant beacon within, was waning. The brand itself wasn't helping: at the time of brief, Bassetts Vitamins was in both value sales and value share decline, in a flat market suffering from steep penetration losses. <sup>(1 & 2)</sup>



## Before



## Lost in a sea of colour

# PROJECT OVERVIEW CONT.

## Outline of Project Brief

Brand owner Ernest Jackson & Co. Ltd (part of Mondelēz International) tasked Bulletproof in late 2014 to create a new brand identity and packaging design for the Bassetts Vitamins range.

With its USP eroded, the brand was losing out at the fixture. Bassetts Vitamins recognised the need to stand out from the copycat, crowded, colourful fixture and restate their prominent market position to protect the future of the brand, without alienating current consumers.

### The commercial objectives of the re-launch were to:

- ✓ Cease the decline across the brand.
- ✓ Be a market leader once again, regaining the category number one position.
- ✓ Return Bassetts Vitamins' to share growth.
- ✓ Drive growth through penetration.

Bulletproof recognised that Bassetts Vitamins needed to appeal to a more distinctive consumer mindset, but the current design sought to communicate too many messages. As a result the impact was watered-down and Bassetts Vitamins was at risk of being lost on shelf in a highly competitive sector.

The task was to reinvigorate the Bassetts Vitamins brand, and reinstate its position as market leader by cementing loyalty with existing buyers, and drawing new ones in.

### Specifically, the design needed to:

- ✓ Reposition the brand as the delicious and fruity vitamin choice, tailored to fuel every stage of growth within busy families.
- ✓ Stand out from the crowded fixture, and revise the hierarchy of the product portfolio range to aid consumer navigation.
- ✓ Build brand penetration (without alienating current consumers).



## PROJECT OVERVIEW CONT.

### Overview of Market

When Bassetts Vitamins briefed Bulletproof in 2014, the 'accessible' children's vitamins market where Bassetts Vitamins sits, was worth £17.4m. <sup>(3)</sup>

However, where the brand had once been a significant beacon, it now faced competition from Haliborange, Wellkid, FitVits, VitHeroes, Peppa Pigs Vitamins and Disney, not to mention private label. The result was a busy shelf that consumers struggled to shop and Bassetts Vitamins was missing out.

At the time of project brief, the vitamins and supplements market was stagnating and the outlook was bleak. Following on from slow growth in recent years, the category was predicted to see a 1% decline in 2014. <sup>(4)</sup>

These challenges were primarily driven by a tougher regulatory environment, particularly for claims. In 2014, the ASA (Advertising Standards Agency) showed evidence of clamping down on claims in advertising, particularly when it comes to appearance benefits, making the advertising and claims environment significantly more challenging for brands.

Brands had taken the biggest brunt of this category decline; as consumers remained cost-conscious, much of category growth came from online and discount store channels.

Furthermore, the category saw a rise in value sales of vitamins specifically for men and women, but vitamins aimed at children had not enjoyed the same positive trend.

However therein lay a clue for the wider re-launch team, which Bulletproof played a leading role within: although the top reason for taking vitamins is generic, the rise in value sales of vitamins suggested that consumers want a degree of personalisation in design.

As a brand with a product proposition that spanned a variety of demographics, if Bassetts Vitamins could clearly communicate their age and stage-tailored vitamins range through design, the brand had an opportunity to grow.

679 words

### Project Launch Date

August 2015

### Size of Design Budget

£62,000.00

### Size of Production Costs

£15,000.00



# OUTLINE OF DESIGN SOLUTION

The first step was to understand what consumers recalled about Bassetts Vitamins. Focus groups led by PRS identified some surprising results. People could recall much more visual detail than anticipated.<sup>(5)</sup>

The vibrant colour palette, particularly the primary brand colour of purple along with the playful 'Jelly Man' character were the main aspects that were remembered unprompted. But beyond that, people actually drew the bubbly shape of the logo typeface, as well as listing the product benefits. Another learning was the need for Bassetts Vitamins to evoke the product intrinsic through an implied sense of softness and fruitiness.

Armed with this understanding, the new brand positioning and the shared mindset of our fun-loving moderators – dubbed the Balancer Mums – three Brand World Platforms were created as inspiration points for design ideas that allowed Bulletproof to explore different facets of the brand. Further qualitative research identified a clear winner.

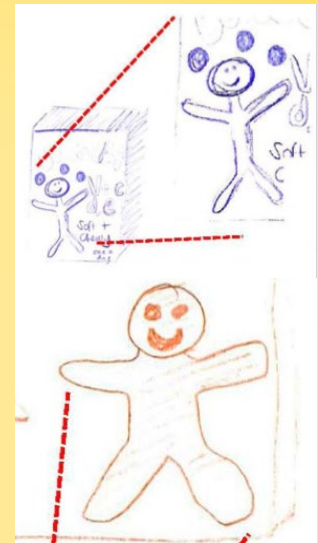
A new modernised, soft-form brand device was created using the signature purple to drive brand impact. The logo typeface, depicted in white, was evolved from the original to spark recognition with existing consumers. The brand's well-loved 'Jelly Man' character was redrawn and to better reflect the different ages ranges, he plays a different role on each pack from baby through to teens, where he waves goodbye as they migrate into adulthood.

To drive taste appeal - a key product benefit - the jewel-like colours were retained with fruit illustrations introduced to further reinforce the delicious, fruity, natural flavours of each product.

Consumer testing had also revealed that one of the biggest barriers to purchase was simple confusion at fixture and how pack information was presented.<sup>(6)</sup> To help combat this, the product portfolio was rationalised, segmented by age group: 6-36 months, 3-6 years, 7-11 years, 12-18 years and Adults. In addition, a simpler presentation of information on pack was devised, using more edited copy that called out the unique product benefits.

In a market riddled with category generics such as complexity of messaging, forced or artificial photography and scientific visual cues, Bulletproof allowed Bassetts Vitamins to stand out from the crowd with a fun design, bursting with the delicious fruitiness proposition. The result is a quick to read pack design that allows mums to focus on the important information when making decisions at point of purchase.

The combination of a great re-launched range and unique ownable branding and packaging brings Bassetts Vitamins back to its former glory, and a smile to the face.



Consumer Outtakes - Character

412 words

After



## SUMMARY OF RESULTS



**Customer Sales Value has grown by 17% and £1.47m**



**Bassetts Vitamins drew an additional 1.3m shoppers into the category in the past year**



**Rebranded packaging allowed for an increase of 15% on the price of Bassetts Vitamins**

Bassetts Vitamins has seen a continued upward growth trend across all key metrics following the redesign, that defies all re-launch 'buzz' and is testament to the enduring positive impact that the new look and Bulletproof's involvement has had upon the brand.

### Increase in Sales

Put simply:

- ✓ Bassetts Vitamins is currently **growing faster than the market** <sup>(7)</sup>
- ✓ Customer Sales Value has **grown by 17%**. That's a huge **£1.47m increase**, allowing the brand to **hit £10m** for the first time since 2013 <sup>(7)</sup>
- ✓ **27p in every £1** spent on children's vitamins is spent on Bassetts Vitamins <sup>(7)</sup>
- ✓ **Over 5 packs of Bassetts Vitamins are sold every minute**, as unit sales have grown by 7% <sup>(7)</sup>
- ✓ Bassetts Vitamins **bring the most consumers** into branded children's vitamins <sup>(8)</sup>
- ✓ **233,393 more packs** of Bassetts vitamins sold in the most recent 12 months since the redesign <sup>(7)</sup>
- ✓ And the equivalent of **over 7 million more Bassetts Vitamins fueled days** for children across the UK in the space of the most recent 12 months following the re-launch! <sup>(7)</sup>

### Increase in Price Point

The confident new look of the branded packaging has allowed Bassetts Vitamins to introduce a **price increase of 15%** on average.

Vitality, the new look has not alienated existing consumers, who traditionally perceive Bassetts Vitamins to provide a good value for money option, but instead contributed **incremental growth in consumers shopping within the brand and category.** <sup>(7)</sup>

### Frequency of Purchase

Bassetts Vitamins drew an **additional 1.3m shoppers** into the category in the latest year, each purchasing on average more than twice. This represents a **6.8% growth** in the most recent 12 months following the re-launch. <sup>(8)</sup>

The number of packs purchased per trip has also increased by 1.3%, to **1.73 packs per trip** since the redesign. <sup>(8)</sup>



# SUMMARY OF RESULTS CONT.

## Market Share and Growth

In a nutshell, Bassetts Vitamins is **currently growing faster than the market.** <sup>(7)</sup>

The brand's unit sales between 2016 and 2017 have grown **2% faster than the market**, and value sales have grown 6% faster than the overall children's vitamins market. <sup>(7)</sup>

Bassetts Vitamins' success is the entire category's gain: the brand brings consumers to the category more often than any other children's vitamins brand. <sup>(8)</sup>

Furthermore, the brand's customer base growth since the redesign is almost **entirely driven through incremental gains.** <sup>(8)</sup>

Because it brings in more shoppers who are spending more, **Bassetts Vitamins has been the most significant contributor to category growth in the last year.** <sup>(7)</sup>

But is the brand on course to get a market share as laid out in the original KPIs of the brief?

In short yes! The brand has steadily and organically increased market share in the months following the redesign, and by projections is not far from achieving its market share goal. <sup>(7)</sup>

Vitaly, the **new look has not alienated existing consumers**, who traditionally perceive Bassetts Vitamins to provide a good value for money option, but instead contributed incremental growth in consumers shopping within the brand and category. <sup>(7)</sup>

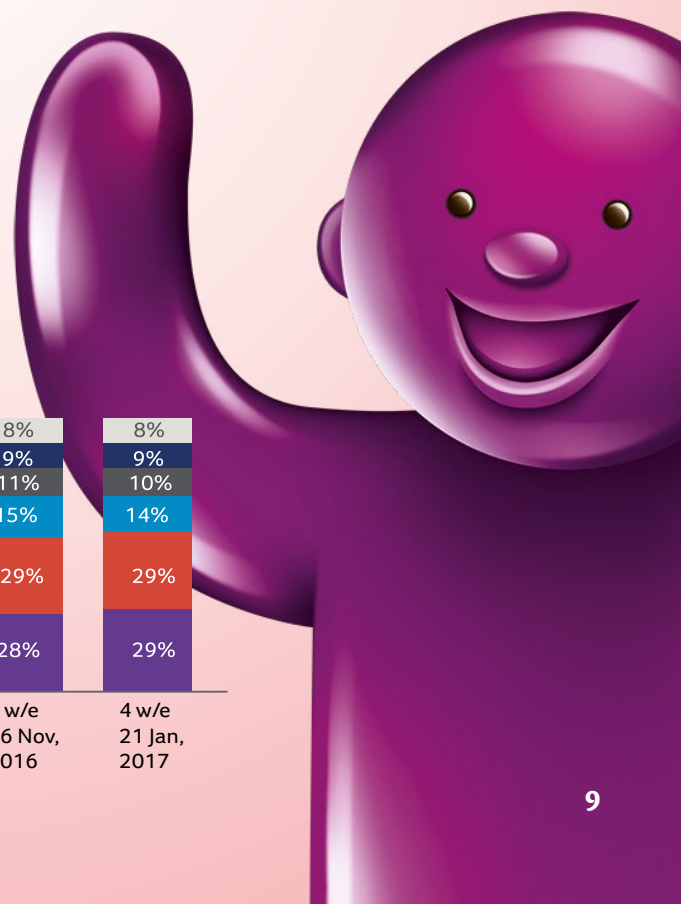
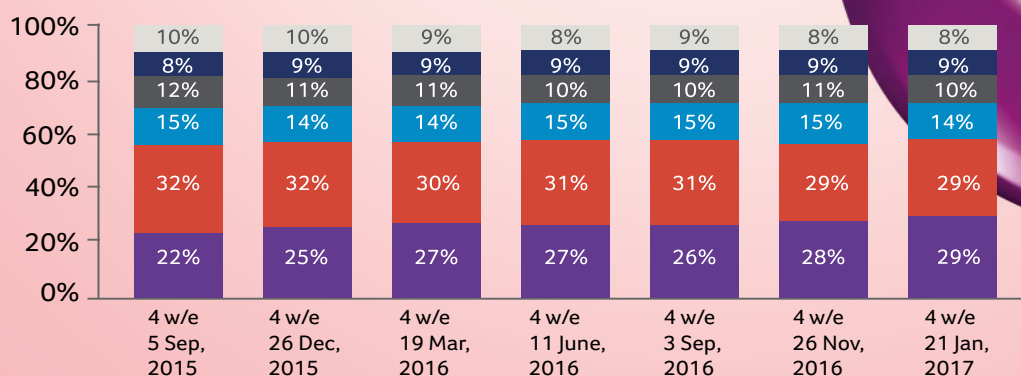
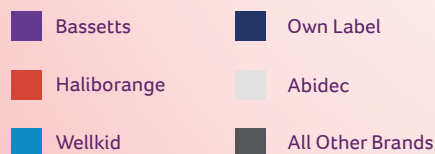


**More shoppers that are spending more!**



**Most significant contributor to category growth**

## Key



## SUMMARY OF RESULTS CONT.

### Changes in Consumer Behaviour

Following the redesign, **more consumers have bought the brand** than any other. <sup>(8)</sup>

Bassetts Vitamins **brings consumers to the children's vitamins category more often than any other brand.** <sup>(8)</sup>

And it's **the fastest-growing brand with Young Families**, who in turn are the fastest growing demographic in this category, spelling a very positive trend for the future sales growth. <sup>(8)</sup>

### Changes in Consumer Attitudes

Following the redesign, Bassetts Vitamins now boasts a range **proven** to make the category easier to shop. <sup>(9)</sup>

Consumers rated Bassetts Vitamins **18% more appealing** than another brand within the category. <sup>(9)</sup>

This appeal was recognised with the prestigious **win of Product of the Year 2017** award for the 7-11 Multivitamin Raspberry variant. <sup>(10)</sup>

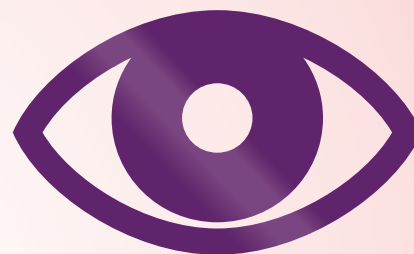
Following the redesign, **94% of Mumsnet testers said they would recommend** Bassetts Vitamins 3-6yrs Strawberry Multivitamin to friends and family. <sup>(11)</sup>

In addition, the redesign by Bulletproof has **increased consumer perceptions of the product as containing no added sugar**, only natural colours and flavours and offering a one-stop multivitamin. <sup>(9)</sup>

Although harder to measure, this evidence is crucial as it indicates that the brand stands for the most important key purchase drivers in children's vitamins and therefore stands out in this competitive category.



**Fastest growing brand with young families**



**18% more appealing!**



**94% of Mumsnet testers said they would recommend**



## SUMMARY OF RESULTS CONT.

Bassetts Vitamins feels the love following the redesign...

*"What is it that appeals to you about Bassetts Vitamins?"*

flavour appealing price  
better cheaper packaging  
tasty natural good children  
love range age better  
multivitamin

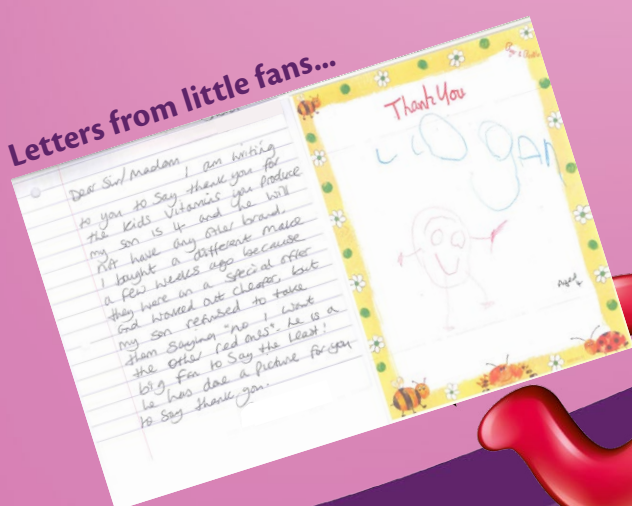
"I won't have to worry which ones to give my child as it's an all-in-one vitamin. I remember Bassetts from when I was a child so I definitely wouldn't be afraid to let my child have these."

"I prefer the simpler packaging."

"I think it's best to give children (and adults) products that are healthier and more natural, and these have no added sugar."

"Because it is a no added sugar soft multivitamin so everything should be in one tablet rather than in a range of different tablets."

### Letters from little fans...



### Letters from little fans...

Dear Bassetts and all your lovely employees  
Just a little note from my family and I.  
We love your brand, especially your Strawberry  
Flavour multivitamins, these are Ethen's favorite.  
And Devon enjoys your Strawberry Flavour liquid  
multivitamins.  
Keep up the good work and we look forward  
to finding out what different products you have  
for next year. Merry Christmas

We wish you all a lovely Christmas and a  
happy new year



## Market Distribution

Because the re-launch entailed a change of barcodes across all products, Bassetts Vitamins in effect had to delist, and then convince buyers to relist each of the products in the range.

Considering the opportunity given to retailers to slash the brand's distribution and the effort that went into re-winning each retailer, that Bassetts Vitamins achieved an increase in distribution points following the redesign, is testament to the success of the redesign.

## Buyer & Internal Testimonials

**“The re-launch posed a hard task for the Bassetts Vitamins customer development team; winning back each account was a challenge we had to strive to achieve. The positive impression that the new look had upon buyers undoubtedly played a pivotal role in this mission. We certainly hit all the reasons consumers walk away from fixture and have made it easier to shop with the new age range pillars.”**

Kevin Prince, customer development director, Bassetts Vitamins.

## Award Wins

Following the redesign, Bassetts Vitamins has won a series of prestigious trade awards that are testament to the shift in perceptions and increased awareness of the brand.

Not to mention consumer authority endorsement, with the victory of winning the prestigious ‘Mumsnet Rated’ seal of approval for one of the products in the range. <sup>(11)</sup>

## Other Influencing Factors

In addition to the re-design, the campaign included press, PR, digital, experiential sampling and social media.

## Research Sources

1. IRI SIG Value Sales 28w/e 14.06.14
2. Kantar Worldpanel 2014
3. IRI SIG Key Children's Brands Vitamins Value Sales 52w/e 19.04.14
4. Mintel: Vitamins and Supplements - UK - September 2014
5. Bassetts Vitamins & PRS Qualitative Research, September 2014
6. Bassetts Vitamins & BrainJuicer Quantitative Research, January 2014
7. IRI SIG Value and Unit Sales 52w/e 21.01.17
8. Kantar Worldpanel Total Market 52w/e January 2017
9. Bassetts Vitamins & PRS Qualitative Research, January 2015
10. Bassetts Vitamins 7-11 Multivitamins Raspberry – winner of Kids Vitamin Category. Survey of 11,637 people by TNS
11. Bassetts Vitamins 3-6 Multivitamins Strawberry was awarded a Mumsnet Rated badge in 2015



2016 IPM Award for Consumer Products - Healthcare, Beauty & Fashion



Mumsnet Rated product



Product of the Year 2017

