

**Submission Title**

Getting a classic brand  
back in shape.

**Industry sector**

Health and fitness

**Client Company**

Hi Mark International

**Design Consultancy**

WPA Pinfold

**Date**

30.06.2017

# GETTING A CLASSIC BRAND BACK IN SHAPE.



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+34% profit in  
18 months

Our relationship with Hi-Mark stretches back more than 20 years. During that time the company has grown from a largely OEM supplier to become a serious player in the global fitness market. In the 1990s we helped the client develop its Body Sculpture brand for a western market. In 2015 the Chairman flew over from Taiwan to brief us on the relaunch of the range, which is his flagship fitness equipment and accessories range. The brief was simple and to the point: we had a fixed budget and were to deliver a new brand packaging range that positioned Body Sculpture as a major global brand. The launch was to take place at ISPO in Munich, the world's most prestigious fitness trade show. We had to create the assets and templates that would set the style for the launch of an over 200 product range. The strategy, planning and design decisions were left to us, we just had to deliver success – no pressure...

The relaunch at ISPO was a great success with major orders being won at the show and a significant increase in sales immediately following launch – both through existing trade customers experiencing increased consumer demand and through new customers that were won over by the redesign.

In terms of brand performance, Body Sculpture has been able to access new markets – since launch, online and retail space take-up has accounted for sales growth of 120%. Profit has surged by 34% in the last 18 months and Body Sculpture has become one of the leading brands in the middle market for home fitness.

#### Before



#### After



# IN SHAPE | IN CONTROL™

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Hi-Mark is a Taiwanese manufacturer of fitness equipment and accessories. It is a global supplier of both OEM products and its own branded range of Body Sculpture products. We have worked with the client on an ad hoc basis since the early 90s and in 2015 the Chairman, Mr Lane Yang, briefed us to redesign the Body Sculpture packaging range. The objective was to reposition Body Sculpture to compete in the global market as a quality brand that is great value for money – previously it had been sold as a value brand and design had not been a major consideration.

The launch was to be at the global fitness trade show (ISPO) in Munich, where Hi-Mark annually had a 300 sq m stand, to showcase the redesigned range. As a specialist Taiwanese manufacturer, the client appreciated that he did not have the cultural awareness, or expertise, to properly understand the sophistication of Western markets – who are the key customers for Body Sculpture. We were given a fixed budget and a tight timescale (four months) to deliver a design solution that could be rolled out across over 200 pack formats. It was our responsibility to provide insights, identify the brand benefits (and reason to believe) – and deliver the best solution. We had very little input from the client (apart from budget and timing); he gave us the responsibility to get it right.

The Body Sculpture range is for the mainstream market; it is sold in outlets such as Sainsbury's and Shop Direct. The target consumer is more the aspirational fitness equipment and accessories user, not so much the regular gym user or fitness specialist. As such, the packaging had to have strong on-shelf appeal (impulse) and be simple and informative in its communication – to give consumers confidence in making the right purchase.



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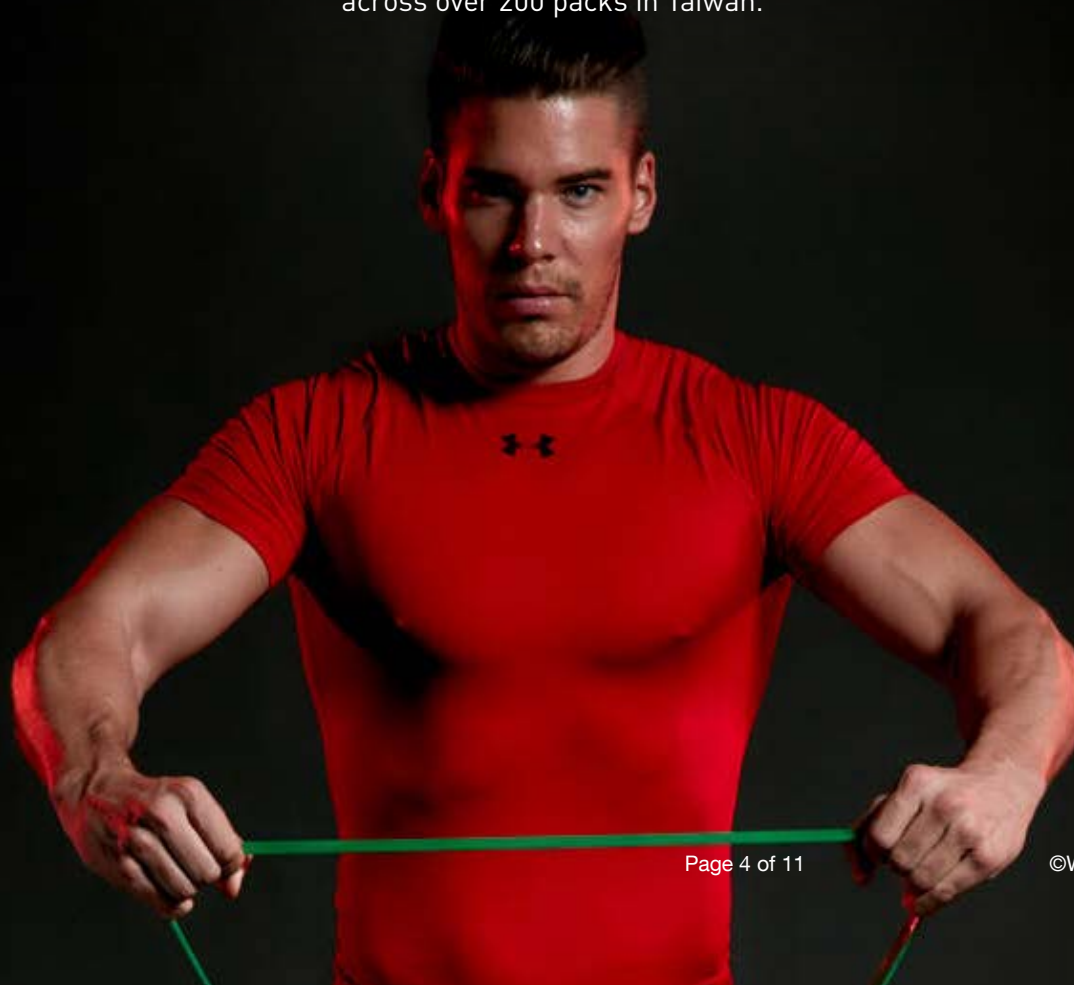
30.06.2017

The value end of the fitness market is highly competitive and there are several 'own brand' ranges too. Body Sculpture's market share was being eroded by other brands undercutting on price. It had to raise its game and major on quality, added value and design – to both emphasise value for money and demonstrate the products fitted well with contemporary home environments – looked good and made a statement in the home.

The redesigned packaging totally repositioned Body Sculpture – trade customers love the on-shelf and online impact and have given the range prominence, the designs engage consumers and have had an immediate impact on sales.

**KEY BUSINESS OBJECTIVES – BUSINESS CHALLENGES THAT  
NEEDED TO BE SOLVED**

- / Reposition the Body Sculpture range to address the challenge of lower cost competitors.
- / Add value and premiumise the packaging to protect price positioning and emphasise value for money.
- / Emphasise design and quality – to differentiate from the competition.
- / Position the range for the non-professional, occasional and home gym user – as an accessible fitness accessory that the consumer would be confident to use in their home.
- / Create on-shelf and online impact through the packaging design.
- / Develop a Body Sculpture brand style that is immediately own-able, differentiating and has integrity across the range.
- / Create a design solution and template that the client could activate across over 200 packs in Taiwan.



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**STRATEGIC THINKING  
AND DEVELOPMENT  
OF THE BRIEF**

The brand thinking was all about keep it simple, do it well. The products had to be king and have immediate engagement with the consumer, so product descriptors were clear and immediate. Purchases are largely one-off and can be impulse driven. The photography of the product and interaction with the models was critical; the aim was create maximum impact and range integrity – for example the block impact on shelf at Sainsbury's is very strong.

Strategically, we galvanised around a big thought to support the brand – 'In Shape, In Control'. We created a more 'design-led' look to the products through careful lighting and the emphasise on brand colours – black and red.

**OVERVIEW OF  
THE MARKET**

The value fitness equipment and accessories market tends to be dominated by 'own brand' and these ranges tend to focus on price in preference to quality. This market is also dominated by East Asia manufacturers and brands – there is a massive gap between these and the fitness 'super brands' (Nike, Adidas, Reebok...). Body Sculpture had to differentiate itself from the value end of the market and aspire to the the higher end market, whilst having an affordable design solution that kept overheads low.

The market for fitness equipment and accessories has intensified, with the big fitness brands moving into the premium end of the market and value driving the rest of the market. Several of the bigger, traditional brands have already gone out of business. Whilst the market was set to grow by 3.89% in 2015 (Allied Market Research) Body Sculpture was price-positioned in the squeezed middle ground.





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**MARKET DRIVERS**

- The global fitness equipment market covering both in-home and commercial applications is worth over \$9 billion. However the lion's share of the market is in commercial gym equipment and this is the growth sector. The home gym, personal equipment has been squeezed and is driven by price, through outlets such as Shop Direct and Amazon.
- Increased awareness about the importance of health and fitness has also been driving this category and the redesign was targeted at more health-conscious consumers who were inclined to purchase home fitness equipment that coordinated better with lifestyle needs and the home environment.

**PROJECT LAUNCH DATE**

February 2015

**SIZE OF DESIGN BUDGET AND  
PRODUCTION COSTS**

Design budget £30,000 – production costs were managed by client.



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**OUTLINE OF DESIGN SOLUTION**

The design thinking was to position the product as hero and also focus on the interaction between product and the relevant parts of the body, whilst also creating a brand world of red and black.

Premiumisation was a key deliverable whilst keeping the designs relevant and accessible to a wide range of users, particularly at the entry and home gym level.

Another critical factor was that the design had to be applied to over 200 packs, so the style had to be adaptable and capable of being rolled out by the artwork team in Taiwan.

Keeping it simple and 'Saying what it is on the pack' was a key factor for how we developed the communications – the packaging had to engage consumers across the world, covering a multitude of languages and cultures.

A lot of work went into the art direction to ensure the products and models created a visual brand essence that had a consistent style and quality – ensuring all the packs complemented each other with a unified facing when viewed en bloc. On-shelf and online stand-out was critical and this was delivered in a simple and honest style, that had both clarity and premium cues.



# ENDURANCE

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**+120%**

Overall sales performance  
since the implementation  
of the new brand has  
grown to +120% with  
further growth expected.



+34% sales increase  
in first two years  
since launch

#### SUMMARY OF RESULTS

Since launch – online sales have increased through the impact and visual appeal of packs, which also increased credibility of the brand.

The packaging is also used as multiple images online to give the brand more presence.

In relation to product demand, one of Body Sculpture's major UK retail outlets, Sainsbury's, has increased shelf space from 1.2m wide to 1.8m wide – offering greater product lines, from **200** to **400**. These new retail spaces followed by consumer shifts into the middle-market have resulted in an increase of sales year-on-year by **+20%**.

#### New territories gained:

- / Spain
- / France
- / Various global Amazon fulfilment centres

- / Turnover since the rebrand has increased by **21%**.
- / Overall sales performance since the implementation of the new brand has grown by **120%** with further growth expected.

#### New accounts won in first six months:

- / High street sports retailer.
- / x3 new customers won – orders are currently being developed.
- / New online retailer distribution channel.





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**“Staff morale has increased, all the Hi Mark staff are now proud and confident when talking about Body Sculpture, they see the new designs as giving them a competitive edge and renewed confidence. Especially when they receive such glowing comments from customers.”**

**Kevin Dunk, Managing Director — Body Sculpture**

**“The rise in value of the US dollar has recently impacted on bottom line profit (around 10%) however, the new designs have helped to ensure sales demand remains high, our group factories are increasing their volume so the group makes profit overall. This is a far more important measure of success (and survival) going forward, the refreshed Body Sculpture packaging is driving our growth and helping to ensure our future success.”**

**Kevin Dunk, Managing Director — Body Sculpture**



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**BEFORE**



**AFTER**



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**OTHER INFLUENCING FACTORS**

Body Sculpture promotes its brands through agents and trade shows; there was no change to its appointed agents and the trade show at ISPO was an exact repeat of previous year. No other promotional activity took place.

**RESEARCH RESOURCES**

Client statistics  
Office for National Statistics

