

COSTEN



VITALITY

NEW PRODUCT INNOVATION PACKAGING DESIGN
FOR SLIMFAST

DBA DESIGN EFFECTIVENESS AWARDS
2018 ENTRY
FOR PUBLICATION

SlimFast

Works for me.

EXECUTIVE SUMMARY OF ACHIEVEMENTS

SlimFast has developed an advanced range to spearhead incremental innovation in meal replacements – helping consumers ‘feel good’ on the inside and out. Using scientifically advanced ingredients known to improve wellbeing, boost energy and metabolism, SlimFast Advanced Vitality is fortified with the vital macro and micro nutrients needed for losing weight.

Launched in spring 2017, the pack design has been instrumental to the success of this new product launch for the SlimFast business and the weight management category as a whole, inspiring overweight and obese people to lose weight and improve their health. We believe it is worthy of a DBA Design Effectiveness Award for the following reasons:

SlimFast has been instrumental in growing the weight management category, increasing SlimFast’s total sales and brand share. *Redacted Confidential Data.*

SLIMFAST ADVANCED VITALITY
HAS DRIVEN CATEGORY SALES,
AND IT GOES FROM STRENGTH TO STRENGTH WITH
5.3% MARKET SHARE
LATEST 12WKS**
REDACTED CONFIDENTIAL DATA.

+22% INCREASE
IN BRAND PENETRATION*

87% INCREMENTAL
TO THE CATEGORY AND
96% INCREMENTAL
TO SLIMFAST*

NEW INNOVATIVE
SUB-BRAND HAS
INCREASED
CONSUMER BASKET
SPEND**
REDACTED CONFIDENTIAL DATA.

OVER 49% AWARENESS
OF SLIMFAST ADVANCED VITALITY & BUILDING,
THAT’S 1 IN 2 WOMEN
AGED 25 TO 55 ***

SLIMFAST ADVANCED VITALITY
IS CONSIDERED EYE-CATCHING
AND APPEALING TO A
NEW CONSUMER TARGET

69% LIKED
THE PACK DESIGN A LOT
HIGH APPEAL, IMPACT
AND CATEGORY DYNAMISM*

97% FELT IT WAS
A STRONG FIT
FOR SLIMFAST*

SOURCES: * RETAILER PANEL DATA JULY 2018,

**NIELSEN DATA 52 WK ENDING 11/8/2018,

***CONSUMER TRACKER FEB 2018

* SOURCE: CONSUMER KNOWLEDGE -
QUANTITATIVE PACK RESEARCH 2016

OUTLINE OF PROJECT BRIEF

Health is a huge global trend. Obesity rates are rising: 2/3 UK adults are overweight or obese. 1/3 of adults are pretty much permanently on a diet. Increasing choice of products and approaches to dieting causes a great deal of consumer confusion and failure.

SlimFast conducted extensive category research that identified a demand for a unique premium offering with a holistic health advantage – a growth opportunity to bring new consumers to the weight loss category.

BUSINESS OBJECTIVES:

- THE OVERALL OBJECTIVE FOR THE PROJECT WAS TO INCREASE TOTAL BRAND PENETRATION. REDACTED CONFIDENTIAL DATA.
- CREATE A SUCCESSFUL SUB-BRAND RANGE THAT ATTRACTS A BROADER DEMOGRAPHIC AUDIENCE TO THE WEIGHT LOSS CATEGORY. THAT IS DESIGNED TO DELIVER A WELLBEING, PREMIUM POSITIONING TARGETING ABC1 HOUSEHOLDS THAT ARE HEALTHIER AND MORE HOLISTIC IN THEIR CHOICES.
- RE-INVIGORATE THE BRAND AND PRODUCT RANGE AND TO INCREASE SHELF PRESENCE AND SHELF SPACE ACROSS ALL KEY RETAILERS.
- GROW THE CATEGORY – INCREASE BRAND VALUE SALES YOY AND BRAND SHARE (REDACTED CONFIDENTIAL DATA) , WITH MINIMAL PORTFOLIO CANNIBALISATION OF THE CORE BRAND AND BE INCREMENTAL TO THE CATEGORY. REDACTED CONFIDENTIAL DATA.

As a leading brand with over 40 years of heritage, SlimFast has significantly invested in reformulating its entire portfolio over the past two years, such as the removal of sugar from all the SlimFast Shakes and spearheaded recognition for Meal Replacement as an effective and sustainable weight loss method.

In 2017, SlimFast - the UK's leading meal replacement brand, launched its most significant innovation. NEW SlimFast Advanced Vitality Shakes offering a cutting-edge and premium alternative to the existing brand's popular portfolio of meal replacement shakes, bars and snacks.

Responding to consumer demand and the emergence of a new wellbeing and nutrition trend in the world of Weight Management SlimFast Advanced Vitality shakes were created.



SLIMFAST ADVANCED VITALITY RANGE LAUNCHED IN SIX DELICIOUS FLAVOURS:

4 dairy-based variant powders:

- Chocolate Intensity
- Raspberry Crush
- Salted Caramel Infusion
- Strawberry Kick

and two Vegan powder alternatives:

- Strawberry & Blueberry Burst
- Intense Mint Chocolate

The product recipes have the added benefits of:

- High protein and high fibre
- 23 vitamins and minerals - a third of you recommended daily allowance per serving
- Biotin - contributes to normal energy-yielding metabolism
- Chromium - contributes to normal macronutrient metabolism
- Iron - contributes to the reduction of tiredness and fatigue
- Green Tea Extract - thought to have a role in helping boost metabolism
- Real fruit pieces to enhance the taste expectation

We spoke to a number of consumers and shoppers to fully develop the SlimFast Advanced Vitality concept & proposition and maximise the opportunity. This helped us to develop a unique pack design to spearhead incremental innovation in the weight loss category.

The research methodologies used included:

- Qualitative Focus groups. *Redacted Confidential Data.*
- Quantitative Concept research. *Redacted Confidential Data.*
- Monadic Pack design tests and shelf simulations. *Redacted Confidential Data.*
- Consumer and Sensory panels. *Redacted Confidential Data.*



CRAMMED WITH DELICIOUSNESS

PACKAGING DESIGN OBJECTIVES

- TO DESIGN A STANDOUT SUB-BRAND RANGE TO SPECIFICALLY TARGET WOMEN AGED 25-55-YEAR OLDS – A BREADTH OF AGES ALL LOOKING TO LOSE WEIGHT AND KEEP IT OFF.
- SLIMFAST ADVANCED VITALITY NEEDED TO HAVE THE POTENTIAL TO STRETCH IN THE FUTURE ACROSS OTHER PRODUCT FORMATS E.G. READY TO DRINK SHAKES AND WORK ACROSS OTHER SUBSTRATES.
- VITALITY SHOULD DELIVER ENERGY, VIBRANCY, PERSONALITY AND DYNAMISM TO THE BRAND.
- DIFFERENTIATE FROM CORE SLIMFAST PRODUCT RANGE TO AVOID CONFUSION AND CANNIBALISATION.
- REFLECT A PREMIUM PRICE POINT AND OFFER CONSUMERS ADDED VALUE.



PACKAGING DESIGN SOLUTION

- Massive visual impact with the promise of a taste sensation - breaking category conventions.
- SlimFast Advanced branding and scientifically proven roundel provide the recognition and stamp of authority that delivers efficacy and reassurance.
- VITALITY - sub-brand typeface highlights VITAL conveying wellbeing and dynamism.
- The 3d pack format and print finish are critical to the success of this design. The metallic pouch offers great impact and shelf presence with a broad front-face to accommodate all the claims and benefits.
- We utilised a matt varnish on the metallic substrate to ensure a tactile satin finish, retaining glossy areas for the brand and ingredients to pop on the pack.
- Fresh, vibrant base colours depict variant and use additional contrasting colours to help navigate all the claims and benefits.
- On pack language amplifies taste and anticipated product experience.
- Structural pack format - a block bottomed foil pouch bag with a zip lock at the top of the bag to keep it airtight, with a powder scoop inside the bag.
- Modern, bold, friendly, tasty and fun in design style - breaking generic, slightly apologetic slimming design conventions that verge on medical problem/solution.
- Showing 'real' ingredients as a point of difference rather than milky shake product images and highlighting the addition of green tea extracts.
- Clear hierarchy of claims and benefits - well thought out, organised information, without overloading the front-face.
- Differentiation between dairy variants and vegan variants, including the Vegan Society logo.

CAUSE AND EFFECT OF THE DESIGN SOLUTION

- Driving re-appraisal of SlimFast and meal replacement products - giving consumers a tasty and a scientifically proven product range that meets the emerging holistic, wellbeing and healthy need states - helping consumers 'feel good' on the inside and out and inspiring them to lose weight and keep it off.
- Innovative packaging formats - giving consumers easy to use, resealable pouches to fit in with their lifestyle and to use with on-trend blenders and shakers.
- Highlighting scientifically advanced ingredients known to improve wellbeing, boost energy and metabolism and offering gluten free, vegan and lactose-free propositions.
- Building brand awareness - getting SlimFast back on people's radar, re-establishing relevance & saliency through a whole new sub-brand range and educate the shopper & consumer about the holistic and wellbeing benefits.

Design budget - Redacted Confidential Data.



PACKAGING DESIGN RESULTS

**25%
MORE**
APPEALING
FOR THE
TARGET
AUDIENCE*

*SOURCE:
CONSUMER KNOWLEDGE -
QUANTITATIVE PACK RESEARCH
2016 (130 CONSUMERS)

69%

LIKED THE PACK
DESIGN A LOT
HIGH APPEAL
IMPACT &
CATEGORY DYNAMISM*

82%

OF THE TARGET AUDIENCE
MORE
LIKELY TO BUY
SLIMFAST
ADVANCED
VITALITY
THAN CORE*

97%

FELT IT WAS A
STRONG
FIT FOR —
SLIMFAST*

65%

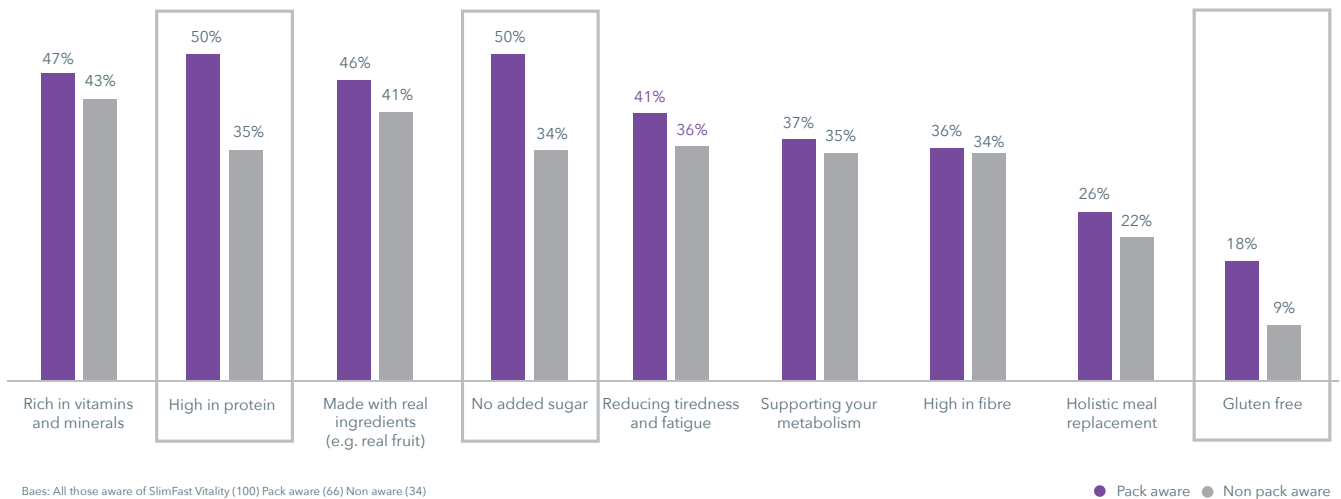
OF THE TARGET AUDIENCE
FOUND THE
FOIL POUCH
SIGNIFICANTLY
MORE
APPEALING
THAN A TUB*



VITALITY PACK DESIGN PERCEPTION

The pack design has also helped to boost perceptions of the Vitality range...

Q. Which of the following do you think describe the Slimfast Vitality range based on the design?



BUSINESS RESULTS

- SlimFast has been instrumental in growing the weight management category, increasing SlimFast's total sales and brand share.
- SlimFast Advanced Vitality goes from strength to strength with 5.3% market share latest 12wks**
Redacted Confidential Data.
- Category without SlimFast Advanced Vitality would be flat, all other competitors are down YoY**
- +22% increase in brand penetration*
- 87% incremental to the category and 96% incremental to SlimFast*
- New innovative sub-brand has increased consumer basket spend**
- Over 49% awareness of SlimFast Advanced Vitality and building, that's 1 in 2 women aged 25 to 55 in the target group ***

Sources: * Retailer Panel Data July 2018, ** Nielsen data 52 wk ending 11/8/2018, ***Consumer tracker Feb 2018

Rollout of design across other product variants and formats - all incremental to the SlimFast brand:

- Launch April 2017 of 4 dairy-based SlimFast Advanced Vitality powder variants
- Launch September 2017 of 2 vegan SlimFast Advanced Vitality powder variants
- Launch April 2018 of 2 ready-to-drink SlimFast Advanced Vitality formats as a follow up to powders

Redacted Confidential Graph.

MARCOMS ACTIVITY

SlimFast brand has an annual £4m marketing budget.

This has remained constant pre-launch to post-launch even with the addition of the sub-brand SlimFast Advanced Vitality. SlimFast Advanced Vitality has been heroed in communication but alongside the core SlimFast range.

Celebrity weight loss ambassador, Alexandra Burke had added authenticity and reinforced the brand's core proposition – easy, doable weight loss, and has also featured with SlimFast Advanced Vitality throughout the period.

Specific PR activity was instigated with the new news of SlimFast Advanced Vitality – driven by the new pack design and format.

We took the learnings from an adjacent category: Sports Nutrition which is targeted at men to really disrupt the weight loss category.

- Using premium, resealable pouch formats to shake up the 'dusty' weight loss category that has traditionally been sold in tubs.
- Premium matt and gloss foil finishes were used to enhance the premium and holistic feel of the pack
- Key protein and vitamin messages were used to highlight the key product attributes learnt from the vitamin and mineral category that sits near the weight loss category

Additional parties involved

- SlimFast Technical & NPD team
- SlimFast Marketing team
- Research companies
- Vegan Society approval for the Vegan product lines



SALES FACTORS AND INFLUENCES

- Increased SlimFast's Distribution points by +152%. *Redacted Confidential Data.*
- Clear brand blocking on shelf - signpost for the category
- 2nd sites e.g. Gondola Ends and Hotspots for launch and during the year
- Bespoke online content and activity plans
- Save 20% introductory price to drive trial without diluting value excessively
- Exclusive flavours for Tesco and Boots, building on demographic fit with our consumer and adding further interest to the brand

TESCO WEIGHT MANAGEMENT





Slimfast

Works for me.