

The logo is centered within a white, scalloped-edged circle with a pink border. It features a stylized 'Q' logo above the brand name 'Lil-Lets' in a black script font, which is underlined. Below the underline, the word 'teens' is written in a pink, lowercase, sans-serif font.

Q
Lil-Lets[®]
teens

Category: Packaging, Branded, Other

Client: Lil-Lets

Design Consultancy: BrandOpus

Date: July 2014

"The Lil-Lets Teens range has been incredibly successful, creating a new sub category within a well-established and volume static market. Centred around a powerful insight that young girls are shorter and narrower than adults. Moreover, they want packaging designed especially for their periods. Working with BrandOpus we have been able to successfully deliver a brand identity that engages with our younger audience and sign posts them to the adult range when they are ready."

Mary Young, Head of Marketing, Lil-Lets



Executive Summary

Lil-Lets had launched Teens to make waves in the declining UK San Pro category. But 6 months on from launch, the brand was getting lost on shelf and Lil-Lets appointed BrandOpus to maximise the potential of the range. The result is an overwhelmingly positive upward trend in sales, penetration, market share, and overall brand value. And in this highly loyal market, the success of Teens allows Lil-Lets to pick up a valuable and varied customer base early on.

In safe hands with Lil-Lets Teens

The redesign has seen a remarkable **300% overachievement of the original sales KPIs** set at the time of the brief, and has achieved **return on design investment in just 10 months**.

The industry have responded extremely positively to the redesign. The teens range has secured distribution in **all of the major multiples**, has been featured on **Tesco power aisle** and Lil-Lets are **category champions for teens at Boots**.

300%
overachievement
of Targets
set

ROI in
10 months

Boots Category
CHAMPIONS and
Tesco POWER
AISLE



Building confidence

Lil-Lets, like the rest of San Pro category, is suffering in a declining market. But the redesign of Teens has pushed the overall brand back into unit sales **growth of 0.9%** to achieve a value of **£18.5m**. Teens has allowed Lil-Lets to command an **additional 0.5% value** and **0.6% volume share** of the £280m san pro market.¹



Talking to teens

The redesign has pushed the penetration rate amongst teens up to an **incredible 43%**. That means just under **half the target market of UK 11 to 13 year olds is buying into Lil-Lets Teens** over the competition.

The redesign of Lil-Lets Teens has allowed the brand to maximize the success of this unique range, and has seen the brand carve a further **£2m retail sales** value out of a declining market.²



Project Overview



Description

Lil-Lets launched in 1954 with a product that featured ground breaking technology, and women have trusted the brand **ever since not to let them down.**

This spirit of innovation and commitment to creating the best protection for women still inspires the company today, and Lil-Lets is unique in offering a full range of feminine hygiene products.

The feminine hygiene sector is very functional and feeds the anxiety of the consumer through brand positioning and packaging which offers a practical solution to what is positioned as a 'problem' for women. Lil-Lets needed to find a way to redefine the category and rise above the competition. The brand had seen an opportunity to reach the teen market, in order to win the loyalty of the younger demographic while they are still in their teens

Thus originated Lil-Lets Teens, a unique product within the market. But 6 months on from the summer 2011 launch, teens was getting lost on shelf and Lil-Lets appointed BrandOpus to realise the potential of this sub-brand.

Overview of Market

For the last three years all brands in the Sanitary Protection (San Pro) category have been losing market share to private label competitors and constant promotions.

The category has risen just 1.8% over the past year to £264m while the volume of sanitary protection products sold on deal in the supermarkets has risen 5.7% to 54%, with promotions on applicator tampons up 18% to 47%.³

Even Lil-Lets previous hero product, non-applicator tampons, were in double digit decline at the time of brief, while sales of its compact applicator tampons fell 36% to £744,000.⁴

In addition to the sales decline of compact applicator tampons, other brands were also innovating with NPDs such as Always and Tampax Compax. These had left Lil-Lets lagging way behind in the market.⁵

Lil-Lets launched its Teens range based on the insight that the San Pro consumer remains fiercely loyal to the first brand they are introduced to.

But shortly after launch, it was apparent that the target demographic was not fully aware of the range, and that there was a big opportunity to optimise the design to immediately grow sales, and build brand awareness at an early age, ensuring loyalty to Lil-Lets as its customer base 'graduates' into the brand's adult ranges.

Outline of Project Brief

Lil-Lets had some success with their teens towels but were keen to increase engagement with the youngest part of their audience as a way of securing their future allegiance.

To achieve their ambitious target to extend the Teens range to offer the full spectrum of sanitary protection to this age group, Lil-Lets appointed BrandOpus to develop a cohesive and persuasive approach to the Lil-Lets Teens brand that differentiated it from the mainstream portfolio, appealed to the younger market, but was still recognisably delivered from the Lil-Lets parent brand.



Range at Time of brief

Size of
Design Budget:
£65,000

Project
Launch Date:
August 2013

Outline of Design Solution

As part of the Teens redesign, we introduced a new brand identity to align with a shift in Lil-Lets positioning to focus on discretion and femininity. We worked closely with Lil-Lets to design an identity for the brand which evokes the discreet and sophisticated world of beauty, cosmetics and fashion. We wanted to create a brand that would stand apart from its competitors by speaking from woman to woman.

The Lil-Lets GEM icon is a representation of real femininity and is derived from cross cultural symbols for the Goddess, the Earth and the Moon. The GEM is a confident and positive identity for the Lil-Lets brand, which evokes femininity and an understanding of all that there is to being a woman.


Lil-Lets
teens

Crucially, we subsequently introduced the GEM icon to the wider Lil-Lets portfolio unifying the brand offer and building visibility and recognition. This helps to ensure that the previous brand loyalty built through the success of Teens is maintained as the consumer matures.

Lil-Lets Teens feature hand drawn and naturally angled icons, giving an effortless and approachable personality to the packaging. Even the palette was chosen to talk to the demographic: The use of the pink and blue Teens colour way is unique and ownable to Lil-Lets as they are not used by any other brands in the San Pro category. And vitally the consistent use across the Teens range means optimum brand blocking on shelf, further increasing visibility.

The redesigned packaging borrows cues from the beauty category, ensuring discretion at point of sale. On the back of retailer feedback the packaging is now in shelf-efficient formats that deliver sophistication both at the fixture and in the home.

The redesign brings a discreet yet confident look to the Lil-Lets Teens range, which is simple for women to find on shelf.



Word count: 300

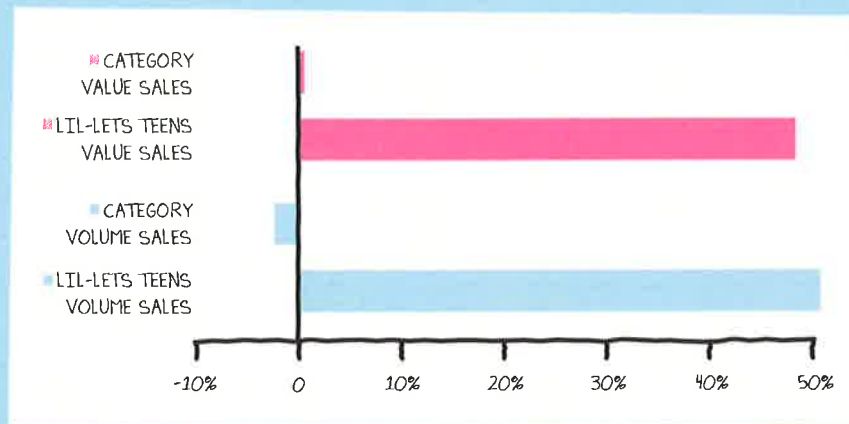
Results



Sales

Lil-Lets Teens is **now worth £2m⁶**, a **value sales growth of 41.4% year on year**, and the range is now selling 1.0m units annually, a **volume sales growth of 50.7%** year on year!⁷

The graph below demonstrates how well Teens is performing against the category.



Range Growth

The success of Lil-Lets Teens has triggered the launch of a further raft of products, **allowing the range to grow fivefold since the BrandOpus design launched:** from 2 products to 10.



2011: 2 products



2014: 10 products

ROI

The redesign has seen Lil-Lets Teens **overachieve project targets set by client by over 300%**. The return on the design cost invested was realised **within 10 months** of project launch

Business Growth

The best thing about the whole project is that Teens targets an entirely new audience, so Lil-Lets **has not seen any cannibalisation of the existing range**.

Every sale of Lil-Lets Teens has contributed to the overall business growth, and helps to build hard-to-win consumer loyalty with an entirely new demographic in this declining and competitive market.

And the range is so in demand, that Lil-Lets Teens is now the **fastest growing sub-brand in the category**.

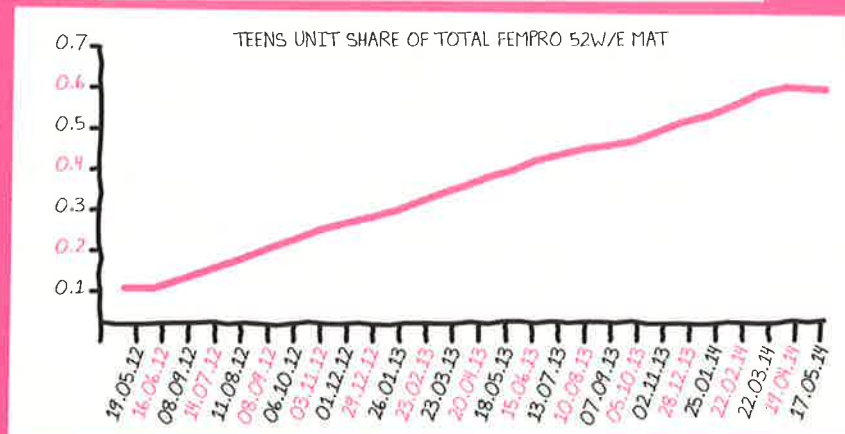
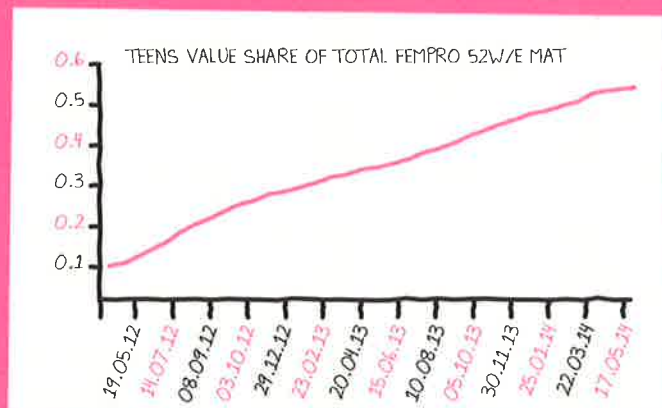
At the time of brief the long-time hero product in the Lil-Lets range, non-applicator tampons was in double digit decline. The launch of Teens has allowed the brand to reverse that trend, **and become a prominent name in the San Pro category once again**.

Although the wider brand is still facing fierce competition from the rest of the category, the Teens redesign has pushed the brand back into **unit sales growth of +0.9%** and contributing to the **total brand value of £18.5m**.⁸

Market Share

Teens has allowed Lil-Lets to **commander an additional 0.5% value and 0.6% volume share** of the £280m San Pro market.⁹

And this trend **continues to grow at a strong rate of 41.4% YoY** as can be seen in the value and volume market share graphs below.



Category Shifting

Teens signifies the creation of an entirely new sub-category within San Pro, which thanks to design is recognisably Lil-Lets, ensuring that consumer loyalty is retained when consumers graduate on from Teens to the next tier of products. Lil-Lets Teens has seen the brand carve a further £2m retail sales value out of a static market.¹⁰

Market Distribution

Lil-Lets Teens range is **now listed in all of the Major Multiples:** Tesco, JS, Morrisons, Asda, Waitrose, Boots, Superdrug & The Co-op

The design has allowed the brand to **secure a top shelf permanent display** agreement with Boots, with full range of 9 lines listed, further boosting awareness of the brand (1NPD to launch later in 2014.)

Lil-Lets Teens has also achieved star positioning in Superdrug and Ocado as a result of the redesign.

Market Recognition

It's not just about the huge listings that Lil-Lets has achieved following the redesign of Teens: what means even more to the brand as a whole is being hand picked to represent the category.

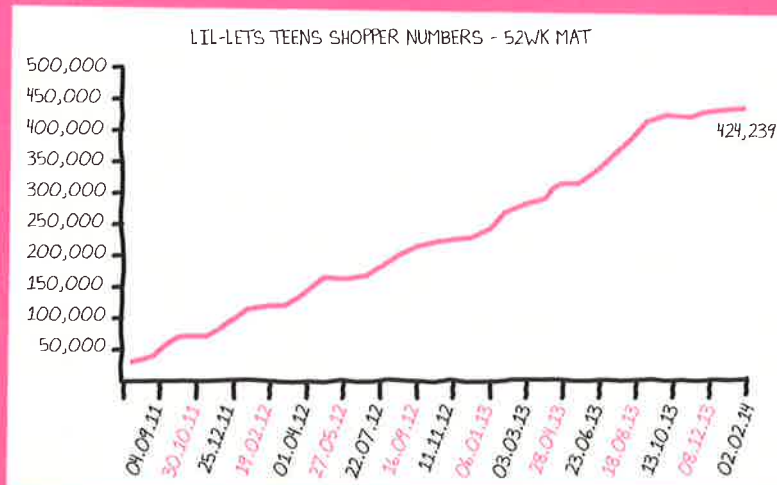
The success of Teens has resulted in Lil-Lets being **appointed Boots' feminine hygiene 'Category Champion'** – a much coveted position for any brand in the retailer.

The redesign of Teens has allowed the Lil-Lets brand to achieve space in the **coveted 'Power Aisle' in Tesco** for the first time.

♥ Penetration Within the Teens Market

The redesign has pushed the household **penetration rate up to an incredible 43%**. That means **just under half the target market** of UK 11 to 13 year olds is buying into Lil-Lets Teens over the competition.

Lil-Lets Teens **shopper numbers have increased by a total of 68% YoY**, and the Teens range is **now purchased by 424,000 shoppers nationwide.**¹¹



♥ Export Growth

The Teens range is widely regarded to be highly differentiated in a 'science' focussed category.

On the strength of the Teens range Lil-Lets has now launched into **UAE, Lebanon, Jordan, Bahrain and Saudi Arabia**, is in advanced talks with the **Chinese market**. The brand is also seeing interest from **France, Australia, New Zealand**, with all exporters commenting that the design and proposition of the Teens range was key to their interest in the brand.

♥ Driving Category Value

Less volume sold on deal than the rest of the category which therefore maintains a **higher average RSP** and **drives growth** back into the category.

♥ Sales Team Testimonials

"The pack was impactful, simpler, and more geared towards the Teens' vibrancy"
"With the launch of Teen starter pack and liners, the range becomes more cohesive."

Kate Wilkins, National Account Manager, Lil-Lets UK Limited

♥ Changes in Consumer Attitudes + Behaviour

Each consumer is now buying an average of 2.2 packs per transaction. This is a **significant increase versus the old design.**¹²

In only 23 months since launch, brand awareness is at a high: consumer awareness that the brand has a Teens specific range is **the most highly rated of all the measurables** tracked in Millward Brown studies for the Lil-Lets brand.¹³

♥ Consumer Quotes

But perhaps the most touching result of the project is the feedback that the redesign of the Lil-Lets Teens range has generated. Thanks to the design UK teens are **genuinely engaging with the brand.**

"Just a quick email to say I think your Teen product range is not only beautifully packaged and makes periods as cute as they can be (odd but is strangely true) but are genius, knicker and figure-friendly designs that are suited to more than just teens... The time of the month just got far tidier."

"Lil-Lets is great... Their products make growing up so much easier... :)"

"I've always been scared about becoming a teenager. I use to wish I could stay little and not worry about things like boys and periods. Now thanks to Lil-Lets I'm not cared anymore. It's like I have the older sister I've always dreamed of.... U GUYS R AWESOME!"



Sources

¹ IRI 52w/e 17th May 2014

² Kantar 52w/e 2nd Feb 2014

³ The Grocer, FMCH, 4th Aug 2012

⁴ SymphonyIRI 52 w/e 11 June 2011

⁵ The Grocer, FMCG, 3rd July 2013

⁶ IRI 52w/e 17th May 2014

⁷ IRI 52w/e 17th May 2014

⁸ IRI 52w/e 17th May 2014

⁹ IRI 52w/e 17th May 2014

¹⁰ IRI 52w/e 17th May 2014

¹¹ Kantar 52w/e 2nd Feb 2014

¹² Kantar 52w/e 2nd Feb 2014

¹³ Kantar Worldpanel data ending 2nd February 2014