

# NIOXIN: Professional hair care brand for thicker and denser looking hair.



category  
Packaging  
Branded – other

client  
Procter & Gamble

design consultancy  
Dew Gibbons

DBA Design Effectiveness Award Entry 2013  
Dew Gibbons and NIOXIN, July 2012

Dew Gibbons created a premium feel for the brand by drawing on the parallel worlds of science and beauty expertise. The colour palette reflects the brand essence of 'renewal' against a background of laboratory white. The typographic approach communicates a clear information hierarchy for clarity of readability and legibility.

Benefit and technology icons were created to communicate a range of systems and benefits, including the NIOXIN '5 Effects Promise,' which demonstrates the brand's high efficacy.

A mixture of premium metallic pantones and foils, spot varnish and repeat patterns are used to enable navigation through the complex range of products, supporting stylists at point of purchase when recommending the correct hair care system to their clients.

The result is a clean, easily navigable packaging design with strong beauty and efficacy cues, and a platform for new variants to enter the market with high credibility.

design solution word count: 213



## 4. summary of results

### 109% increase in sales value for original range

Year on year sales value post-redesign of the original range rose by 109% – almost 10% more than the original 100% objective. This is an incredible feat when considered against a flat market.

### 101% sales volume growth for original range

Sales volume one year post-redesign grew by 101% – just beating the 100% target.

### 6% rise in average price per unit

The redesign has allowed P&G to raise the average price per unit for the original range by 6%, which is 2% more than the original target. This, combined with the increases in sales value and volume, serves to reinforce the fact that the new design reflects the brand's premium positioning.

### Diamax full year sales value target smashed by 200% in just 4 months

New product Diamax, launched in January 2012, has achieved 318 index sales value versus the original target of 100 by April 2012. Put another way, Diamax smashed its full year sales value target by 200% within just four months.

### Return on investment recouped in just one month

Based on sales, P&G's investment in design was recouped within one month.

### Testimonial

“The redesign significantly improved the product offering – the more premium new look has allowed a substantial price increase, and is easier to see and understand on shelf. It clearly differentiates NIOXIN from the competition as the best range on the market. As testimony to this, sales have seen a sharp increase against a very challenging market.”

### George Frantzis

Global Brand Manager, Procter & Gamble

## 5. other influencing factors

There has been no change in the management team or sales channels pre and post launch. Plus there's been no change to the formulae or make up of the range. Marketing spend outside packaging redesign has remained consistent to what it was before the redesign and is confined to print ads in trade press, trade PR, website, and shelf select store POS units. Given all this, we believe we can safely assume that the packaging redesign is the main factor in NIOXIN's success.

## 6. research resources

Procter & Gamble internal sales and volume data, 2010-2012

Procter & Gamble internal market estimates, 2009-2012

Gallup market research, 2007

Sturm und Drang market research, 2009-2010



# 3. project overview

## 1. outline of project brief

An evolutionary packaging redesign of the NIOXIN range for the North American market was required to strengthen its salon professional market-leading premium position, under the context of:

- The introduction of competitive ranges, many of whom were mimicking NIOXIN's claim and packaging.
- Difficulty in navigation and clutter on shelf at 'shelf select' stores (cash and carry retailers for the hairdressing trade).
- The 2012 launch of new product Diamax within the range.
- Planned expansion into the Western European market in 2012.

With limited above the line spend, the packaging redesign had to work hard towards achieving the following objectives in the North American market:

- 100% year on year sales value increase for original range
- 100% year on year sales volume increase for original range
- 4% increase in average price per unit for original range to reflect the brand's premium positioning
- Achieve 100 index sales value target for new product Diamax within first full fiscal year



### 3. overview of market

P&G tracks the salon professional hair care market through its own internal market estimates, as Nielsen-type ratings for the category do not exist.

Although NIOXIN is a specialist hair thinning treatment brand, it still ranks number three in the overall salon professional hair care market in North America, behind major brands Matrix and Paul Mitchell. Because the thinning hair care specialist segment is quite small within the context of the overall salon professional market, we can therefore extrapolate that NIOXIN is the leader in its specialist area.

The overall salon professional hair care market has been flat since the recession began, and is expected to remain flat for the next couple of years.

NIOXIN's main competitors in the salon professional thinning hair care market are Redken-Intraforce, Kerastase, Bosley and Clinicure, which have recently launched these specialist lines within their broader portfolios. Many of these were mimicking NIOXIN in terms of claims and packaging design. In order to retain its market leading status, it is imperative that NIOXIN continues to be relevant and differentiated in these areas. Hence the packaging redesign.

NIOXIN is sold to salon professionals within specialist shelf select 'cash and carry' type stores – P&G doesn't have a sales team selling products direct to salons. So the packaging needs to work very hard for the brand at point of purchase. Research commissioned by P&G in 2010 indicated that the brand's stopping, closing and holding power at shelf select stores could be vastly improved through revised packaging design.

### 4. project launch date

Original range: June 2011

Diamax new product: January 2012

### 5. size of design budget

Total fees: £60,550

### 6. outline of design solution

Dew Gibbons provided an evolutionary packaging redesign of the North American range and the new Diamax product, which would also be used for planned expansion into Western Europe in 2012.

The packaging needed to reflect the brand's positioning as 'The Anti-Thinning Answer' – a provocatively candid, supportive authority. The aims were to drive a more premium feel, better communicate the products' technologies and benefits, and to clarify the potentially complex and expanding range of products for consideration at point of purchase in shelf select stores.

## 2. description

NIOXIN was acquired by P&G in 2008. It's the number one salon professional premium brand for thinning hair. NIOXIN's key target audience is hair care professionals, the vast majority of whom purchase the products at shelf select stores.

The original range of products includes:

- Thinning Hair System Kits: Six three-part systems specially designed to suit different hair and scalp requirements.
- Scalp Renew Dermabrasion Treatment: an anti-ageing treatment to help regenerate and revitalise scalp skin through exfoliation.
- Scalp Renew Density Protection: Restores a dense, vibrant, healthy appearance to hair.
- Intensive Treatment Hair Booster: Delivers an intensive boost to areas of low density.
- Intensive Treatment Deep Hair Repair Masque: Delivers deep conditioning, manageability and smoothness.

In January 2012, P&G launched new product Diamax Thickening Xtrafusion Treatment within the range – a leave-on treatment that can be used with the NIOXIN three-part systems for thicker, denser-looking hair.



## 2. executive summary

NIOXIN, acquired by Procter & Gamble (P&G) in 2008, is the number one salon professional premium brand for thinning hair in North America. Under the context of a flat market, increased 'me too' competition, and difficulty in navigation through a complex range of products at point of purchase, the packaging redesign of the range has achieved results well beyond P&G's expectations within the first year.

- 109% increase in sales value for original range
- 101% sales volume growth for original range
- 6% rise in average price per unit
- New product Diamax full year sales value target smashed by 200% in just four months
- Return on investment recouped within one month

All this, with no change to way the brand markets itself.

(word count: 125)

