

help®

I want to take the pain out of OTC:

*How Help Remedies turned the  
pharmaceutical aisle on its head.*

# help® remedies

**Category**

4.0 Packaging

**Sub Category**

4.3 Branded – Other

**Client**

Help Remedies

**Design Consultancy**

Pearlfisher

**Date**

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**For publication**

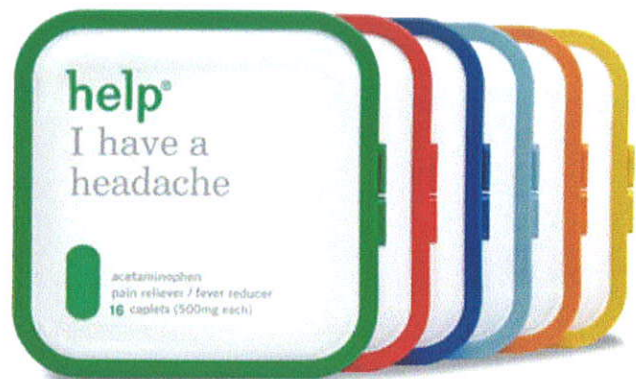
## Executive Summary:

For too long, the OTC pharmaceutical market had been a stagnant one - formulaic, clinical and devoid of emotion. Richard Fine and Nathan Frank were fed up with the excess of ingredients and lack of humanity in an industry as personal as healthcare and in 2008, Help Remedies was born.

Help is a range of OTC healthcare products with tons of personality and not much else. All Help products contain less - less drugs, less dyes, less confusion. *Help is all about easy to understand solutions* made accessible by communicating candidly to consumers.

**help**<sup>®</sup> is a new type of drug company - a drug company that promises you less.

The challenge was that the pharmaceutical category is an established marketplace and therefore resistant to innovators. Help Remedies had been around for 2 years but needed to make a bigger impact, faster in order to convince the world that Help was as worthy—and effective—as its competitors. Pearlfisher partnered with Help Remedies to optimize the brand, leveraging the humanity at its heart while reinforcing the brand's credibility and authority in a market all about proven effectiveness. The new design was a game changer, speaking to consumers in a way that was nurturing but authoritative, bucking the painful problem-based language and aesthetic of the market for one that was bright, colorful and full of hope. Help was finally connecting with consumers on a large scale using a bold visual language. *The resulting success was colossal.*



Executive Summary:

In 2011, sales increased by

1,000%

In 2012, sales  
increased again by

94%

150%  
increase in  
distribution.

8% reduction in  
production costs

ROI on design  
investment in  
3 months



## Executive Summary:

Most importantly, *the redesign has begun to change the way consumers feel about healthcare.*

“Help Remedies’ simple products and cheeky packaging bypass the pharmaceutical industry’s bombardment of pain to make healthcare more approachable.”

– *Contagious Magazine*

In early 2013, the Help brand was acquired by Remedies LLC, a new venture backed OTC company with plans to aggressively internationalize the brand.

200%  
increase in  
web traffic

Word count: 308

## Project Overview:

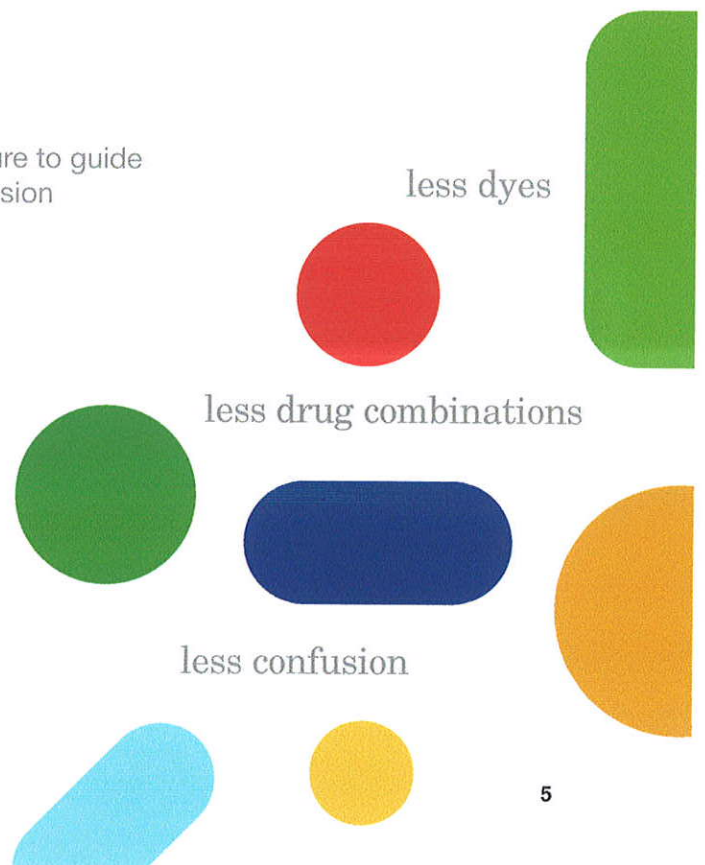
### 1) Outline of project brief:

Prior to the redesign, Help Remedies was struggling to achieve the type of mainstream distribution it needed to make impact in the OTC market alongside pharmaceutical giants. Some retailers were frustrated that Help wasn't more easily understandable and relatable to the mass market.

Help Remedies came to Pearlfisher to create a more compelling offer for the brand by refreshing the packaging for the existing product range and new variants, expressing the humanity and effectiveness of the Help Remedies brand more clearly. *The goal was to create broader desire around the brand*, taking it from niche to mass by clarifying the brand's benefits, demystifying its segmentation and reinforcing its authority, all allowing the brand better stand-out on shelf and more room for growth.

### Objectives:

- Refresh the brand identity
- Dial up brand personality
- Enhance brand authority
- Enhance brand credibility
- Broader market appeal
- Clarify point of difference
- Improve shelf standout
- Create a definitive brand architecture to guide future extensions and brand expansion
- Streamline production
- Launch Help into new markets



## Project Overview:

### 2. Description:

Launched in 2008, Help Remedies is a New York City based boutique pharmaceutical company that decided to challenge one of the most stagnant, confusing and rigid categories. In a marketplace that traditionally pushes more, extra, bigger, faster, Help Remedies was about a different message: *sometimes less is more.*

While all of its competitors boast relief from multiple symptoms with one sweet and colorful pill, all of Help's solutions are made with a single active ingredient and are free from dyes and excess coatings. The brand's goal was cut through the clutter by speaking directly to the consumer about their pain in a way that was empathetic, emotional, authoritative and trustworthy. Each pack communicates the exact symptom the sufferer is experiencing in the title and provides them with a simple solution.

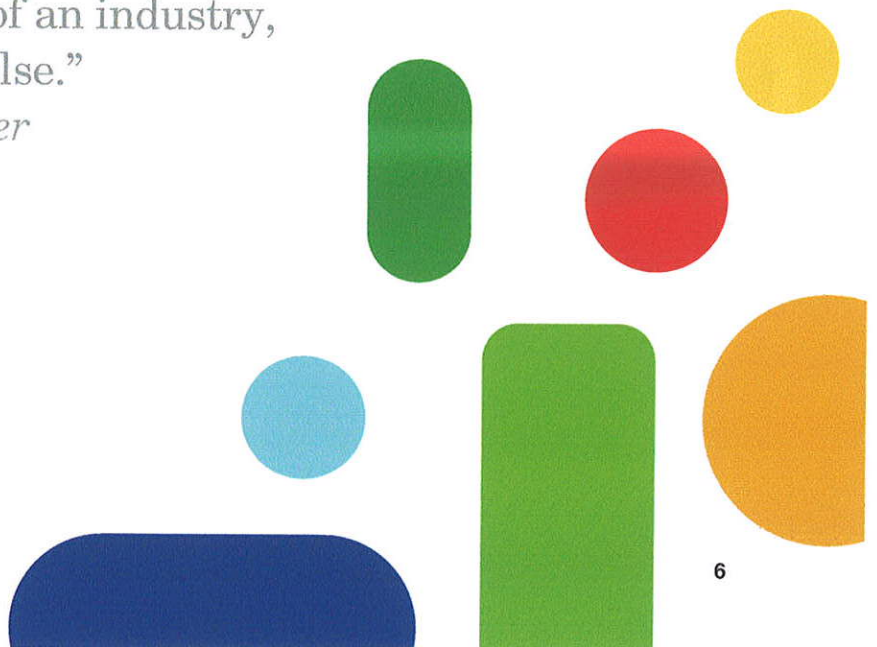
# help

## I'm nauseous

"Help Remedies was created to make solving simple health issues simple. We find the best solution there is, and take away everything else. By stripping away some of the complexity and fear-mongering of the health industry, we hope to make the category friendlier and more accessible, and in doing so empower people to make their own health decisions." – *Help Remedies About Us page*

"If you change the tone of an industry,  
you change everything else."

– *Nathan Frank, Founder*





## Project Overview:

### 3. Overview of market:

Help Remedies competes in a saturated category chock full of pharmaceutical giants like Johnson & Johnson, P & G, Pfizer, Roche, Bayer and Merck. In such a category, boutique pharmaceutical companies like Help are up against enormous marketing budgets, manpower, intensely established categorical norms and little to no shelf space. (Pfizer, the top dog in pharma had annual revenue of 59 Billion dollars in 2012.) To make matters worse, the top ten brands often serve as category captains with retailers and define shelf share of products.

*Help is a pioneer in the healthcare market.* Lacking the budget and resources to fight giants like Pfizer in a traditional fight, the brand decided to approach the category differently. Though it was up against mammoth competitors, Help was intent on challenging market standards and shifting the perception in the OTC aisle from one that focuses on problems to one that focuses on solutions, 1 pill at a time.

“I don’t think expertise is what this category needs, it needs some humanity.”  
– *Richard Fine, Founder*

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## Project Overview:

### 4. Project Launch Date:

October 2011

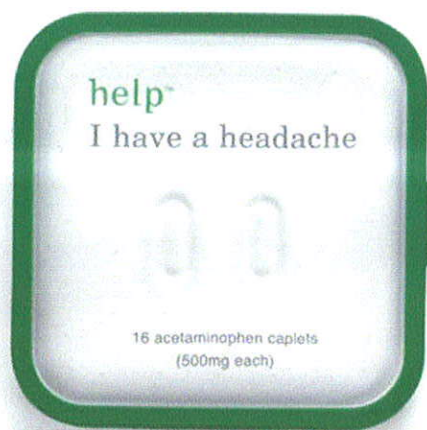
### 5. Design Budget:

Confidential

### 6. Outline of design solution:

Pearlfisher's design goal was a clear one: to recreate Help's visual expression to emphasize its point of difference - effective but minimalist medicine with an empathic mindset and approachable personality.

Help Remedies already had a very distinct personality. For Pearlfisher it was about giving this personality a megaphone, allowing consumers to see it, hear it, pick it up and trust it intuitively. In order to make this possible, *Pearlfisher refined the brand identity and dialed up Help's existing equities, creating an ownable secondary language through iconography.* New color-coded product icons on pack guide brand segmentation and clarify product dosage for the consumer. Combined, this visual system gives the brand better stand-out and immediacy of recognition, allows Help Remedies to extend the brand into new territories and creates a consistent brand language across all their platforms.



Before



After



## Project Overview:



## Project Overview:

In addition to being a key part of the brand's new segmentation, the new color-coded iconography did away with an embossed pill on pack. This change has resulted in a decrease in production costs of 8%. *The colorful pill icons that replaced it create a complete secondary language that transitions seamlessly from on-pack to off-pack communications, website and brand collateral.*





## Project Overview:

Nathan Frank, Founder, Help Remedies, comments,

“As a small company rolling out nationally, our packaging is our most important piece of communication. Pearlfisher has done a great job in enhancing our identity so that it communicates everything we have to say without having to spell it out, literally.”



“With the second iteration we developed a packaging system that can grow with our company as we continue to introduce new products.” – Kimberly Oliver, Help Remedies, Consulting Communications Director

word count: 340



Summary of Results:

“Co-founders Richard Fine and Nathan Frank are doing for generic drugs what American Apparel did for plain T-shirts.”

– *David Sax, Bloomberg BusinessWeek*

In the few short years since the brand was born, Help Remedies has infiltrated a category riddled with restrictions and dominated by multimillion-dollar brands. Since the redesign, the brand has exceeded all expectations and catapulted to even greater success.

In 2011 sales increased by

**1000%**

**20%**

increase in same store sales from 2011 to 2012

“What a big difference in packaging! It was so easy to find what I needed for my headache without the confusing names of other medicines.”

– *JT, Customer review from drugstore.com*

Summary of Results:

“No artificial coatings, no artificial dyes, biodegradable packaging, no huge list of “other” ingredients. I love this company. Always works fast, and they’re very clear with their dosage and usage recommendations.”

– CPL, Customer review from *buzillions.com*



150%  
increase in distribution.



ROI in 3  
months



In 2012, sales  
increased again by

94%



Summary of Results:

200%  
increase in  
web traffic

In early 2013 the Help brand was acquired by Remedies LLC, a new venture backed OTC company with plans to aggressively internationalize the brand.

40 inquiries from  
international  
distributors for Help

8%  
reduction in  
production  
costs

“Help Remedies is taking what Method did for Home Care and applying the concept to Health Care. The company is bringing simple, yet elegant packaging/design to health care products, while using a singular benefit such as “help, I have a headache.”  
– Dave Knox, *Brands I Love*



## Summary of Results:

In addition to its sales successes, *Help has shifted consumer perceptions about healthcare and increased awareness about the current state of the current OTC marketplace.*


The new packs are sold not just in healthcare aisles, but also in design retailers and have become a common gift item via sites like Fab.com and Designwithinreach.com, all of whom sell no other OTC drugs, opening up new distribution channels for the category with a focus on design and gifting.

“Even the packaging is environmentally friendly because it is biodegradable. We love it.”

– Mary, Customer review from Amazon.com



0 staff turnover



Aided brand awareness is at 10%, which is incredibly high for a brand so new.

### **Other influencing factors:**

Help Remedies new packaging was part of a brand campaign called “Take Less” that included a new website, outdoor, in store and online communications. Compared to the major players in the market, this campaign was conducted with very limited investment.

### **Research Resources:**

Client sales data, Nielsen data, Customer reviews