



elmwood

Seven Seas
Making bigger waves

4.3.8

Category
4 Packaging

Sub Category
4.3 Branded - other

Client
Seven Seas

Design Consultancy
Elmwood

June 2012



2. Executive summary

Seven Seas – Pure Cod Liver Oil



increase in value sales
in the first 6 months



After: Cod Liver Oil

Seven Seas pure cod liver oil (PCLO) was losing out to own-label. They'd been around since 1935, and time had rendered their range disparate, tired-looking and was proving no match for own-label cod liver oil. After refreshing their range and tweaking their brand identity, the results are in.

Seven Seas' fantastic new brand identity and packaging has done wonders. They're now in growth from a declining category, with no above-the-line support post-launch. Our design work gave them the lift they needed, made them relevant to modern audiences and lifestyles, and also prepared the stage for their expansion into other health products.

In the six months following the launch, PCLO sales saw an uplift of 11% – an increase of **£150,000** (Symphony IRI Data, 2012).

All the major multiples are stocking more product, and the refreshed brand hierarchy has led to a successful new product launch (*Health Oils*) which, when combined with PCLO sales, has led to a **29%** sales increase – that's an extra **£400,000** in the first six months (Symphony IRI Data, 2012).

'They helped us quickly establish the right strategy for *Seven Seas*, and their wonderfully experienced team rolled up their sleeves to implement it to perfection in a very respectable timeframe. You've challenged us to be brave, helped us bring our vision into reality, and opened up the potential for further future growth.'

Sarah Day, Marketing Manager, *Seven Seas*



Before: Cod Liver Oil variants

3. Project overview

Seven Seas – Pure Cod Liver Oil

-40%

decline in market value
in last five years

-4%

market share for *Seven Seas*
in five months



growth for own label

Outline of brief

Seven Seas had been the go-to people for cod liver oil since 1935. But the years had left their product range looking disparate with no visible parent brand holding them together, and some packs hadn't changed for twenty years. It was high time for a refresh.

The original brief was a redesign of the Pure Cod Liver Oil (PCLO) product range. However, it became clear that *Seven Seas* 'the brand' was synonymous with cod liver oil 'the product', so for the sake of future new product development, we also worked on the brand to separate it out from the product – expanding the brief into a brand refresh as well as a packaging range refresh.

Specific marketing objectives were to:

1. Stop the sales decline and put *Seven Seas* back into positive growth
2. Increase distribution
3. Provide a platform for growth through new product lines

Description

Seven Seas have been around since 1935, after 18th century research discovered that cod liver oil could combat the effects of malnutrition. By the early 20th century, cod liver oil was used to fight the crippling bone disease, rickets, after it was found to be a rich source of bone-building vitamin D, vitamin A and polyunsaturated fats.

Overview of market

The cod liver oil category was in decline

The PCLO market has been shrinking year-on-year since 2001, falling 40% in value in the past five years alone (Symphony IRI Data, 2012). *Seven Seas* was the market leader but its share of the market had dropped from 56% in March 2011 to 52% by August of the same year, with retailer brands accounting for 40% Symphony IRI Dataa 2012.

The category had become commoditised. There was little visible differentiation amongst products which were generally ingredient-focused, so there was no real reason for consumers to pay more for brands when there was so much choice in own-label – which were often sold on deal, and which were growing at **9%** year-on-year in value Symphony IRI Dataa 2012. There was no real category leadership or NPD, and as a result the trade was also beginning to lose interest, leading to increased competition for distribution.

3. Project overview continued

Seven Seas – Pure Cod Liver Oil



Before: On shelf

The existing customer base was ageing (50% of *Seven Seas*' customers were aged 45+), and the category had an old-fashioned image. With the most common perception of the product being in liquid format, PCLO appeared dull and simplistic to the modern consumer, making it seem irrelevant and unappealing to the younger target audience.

Another challenge to the category was that consumers were struggling to navigate the ranges in-store. They found it difficult to understand the products' benefits – shopping the range was time consuming and confusing.

Seven Seas needed re-energising

The fate of *Seven Seas* and cod liver oil were intertwined. Given that the brand was synonymous with the product, it became clear that *Seven Seas* needed to do more than reinvigorate the PCLO range. As well as refreshing the brand to attract a more modern audience, *Seven Seas* also recognised the need to offer new ranges and products to maintain relevance for a number of different age groups and consumer interest.



Before: Logo

Project launch date

August 2011

Size of design budget

£67,500 (to include brand and PCLO packaging refresh)



After: Revitalised brand mark

Outline of design solution

A new positioning

As the brand leader, we had to focus on what the *Seven Seas* brand stood for. The fundamental truth was that *Seven Seas* had the benefit of being around since 1935, so had the heritage. This with the brand's associations of quality, warmth, trust and expertise gave us the basis for a new positioning – the '*art of better health*,' to highlight *Seven Seas*' expertise in boosting general health and vitality.

We revitalised the brand mark with a crafted, modernised typeface, added the 'since 1935' line for a touch of heritage, and introduced light rings to suggest flexibility and fluid, dynamic movement. The result is a modern, confident brand mark that naturally draws the eye and reflects the brand's warmth, and also widens *Seven Seas*' credibility away from solely cod liver oil.

3. Project overview continued

Seven Seas – Pure Cod Liver Oil

On pack, we put the brand on centre stage, adding deeper tones to further amplify the brand, and to create greater stand-out and blocking on-shelf, we dialled up our brand colour red.

Finally, we rearticulated the brand story and made *Seven Seas'* heritage relevant to a modern audience – whilst retaining existing customers.

Benefits clearly communicated

Seven Seas is the only cod liver oil on the market trademarked as 'pure', so we created a strong messaging architecture to emphasise this and to further differentiate from own-label. To help the consumer shop up the range and to understand the differences in the products and price points, we developed a pack architecture that uses a different coloured band to contain the strength indicators of 'original, high strength and extra high strength', that worked across the various structural packaging formats. This makes it clear to consumers why the brand is worth paying more for.

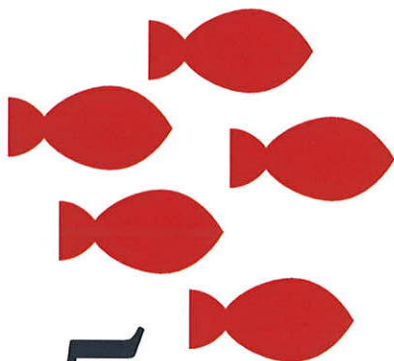


4. Summary of results

Seven Seas – Pure Cod Liver Oil

£400k

increase in total
Seven Seas revenue



+5 extra

products on average taken
by major multiples

+£150k

sales increase for PCLO only

Results

In the first six months post launch, *Seven Seas* noticed a significant improvement on its Pure Cod Liver Oil performance. Looking at each specific marketing objective in turn:

1. Stop the decline and put *Seven Seas* back into positive growth

In the six months following the launch (up to Jan 2012), PCLO sales saw an uplift of **11%** from **£1.38m** to **£1.53m** – that's an increase of **£150,000**, meaning the design fee was more than repaid twice (Symphony IRI Data, 2012).

This was achieved in what was recognised by the entire category as tough trading conditions – a market declining by 7% (Symphony IRI Data, 2012). And more importantly, was a lifeline for the brand!

2. Increase distribution

The new range hierarchy demonstrated the different benefits of each product and SKU, and as a result all of the 'Big Four' supermarkets have taken, on average, an extra five products, with retailers such as (SIG HBA/OTC) and (MAJOR MULTIPLES INC BT) taking an extra three (Symphony IRI Data to 24 March 2012).

The strong red colour-blocking now acts as a clear signpost for the category, pulling the entire category up and acting as the category champion. Retailers now want to stock more of it!

In qualitative research, a non PCLO user said, 'the simple, stripped back designs now communicate purity and quality, justifying the premium position held in the market, underpinned with over 75 years expertise'. Potentially another factor why retailers are likely to have taken on more product in store (The Thinking Shop, 2011).

5. Other influencing factors

Seven Seas – Pure Cod Liver Oil

Other influencing factors

Advertising

No advertising was carried out for the core PCLO range, and this still showed a healthy sales increase of **11%**.

Seven Seas commissioned a small advertising campaign to support the launch of *Health Oils*. This will have contributed to the new range's sales, but you would expect this for a new product launch.

Promotions

Promotions are a mainstay of this category, however, *Seven Seas Pure Cod Liver Oil* was promoted no more than in the year pre-launch, and no more than any of its competitors. In the first six months post relaunch, *Seven Seas* PCLO managed an **11%** increase in sales, compared to own-label sales which were growing at **9%** the previous year.

Research Resources

Client data

Symphony IRI Data to 24 March 2012

Symphony IRI Data to 21 January 2012

