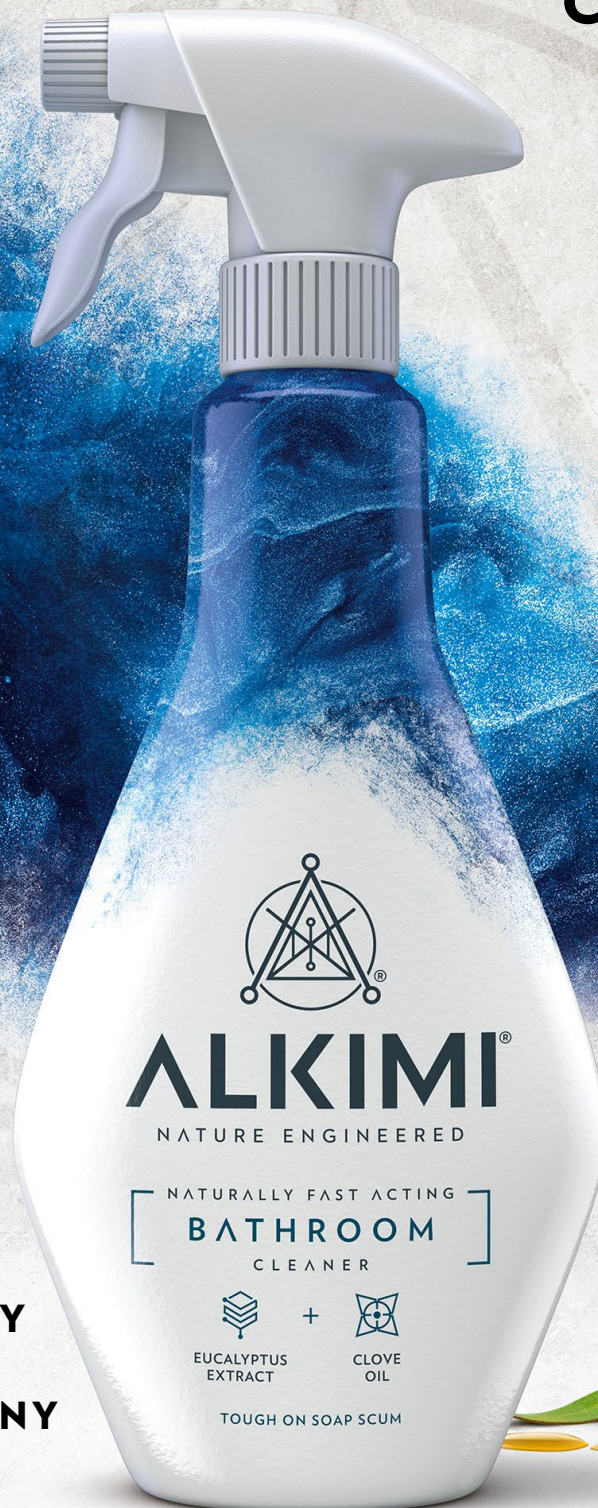


DBA DESIGN EFFECTIVENESS AWARDS 2020

**CLEANING UP
THE CATEGORY:
ALKIMI BRAND
CREATION**



DESIGN AGENCY

Bulletproof

CLIENT COMPANY

Challs International

DATE

November 2019

For publication



EXECUTIVE SUMMARY

"With an exciting new innovation to launch, this agency was the natural (and powerful!) choice. ALKIMI has been brought to life with an intricate and sophisticated design that perfectly captures the science behind its efficacy, while creating all important shelf standout in a highly competitive category. No longer will consumers have to choose between eco and effective – ALKIMI brings them together in a cleaning range that means business!"

Graham Burchell – Founder and Executive Group
Chairman of Challs

OUTLINE OF PROJECT

The global cleaning category is increasingly becoming messy, with natural challenger brands muddying the water for the traditional chemical-based players and consumers are still dissatisfied. We set out to enter the 'white space' within the home cleaning category.

Knowing where we'd clean up, we moved swiftly to establish the brand positioning, name and create the 'Brand World' for ALKIMI; the cutting edge brand that harnesses natural ingredients, scientifically enhancing them to powerfully target dirt and germs without harming you or the environment around you.

The new ALKIMI range will detox your home
#natureengineered.

CLEANING UP

The effect of the ALKIMI brand launch has been impactful and far reaching, leading to results which have wowed the client team, including but not limited to:

**£600K OF SALES
VALUE IN 18 MONTHS**

**LISTINGS IN 4 MAJOR
RETAILERS IN FIRST YEAR**

**8 NEW JOBS
CREATED**

**EXPORTED INTO A FURTHER
9 MARKETS GLOBALLY**

**118% INCREASE IN SOCIAL
MEDIA FOLLOWERS**

**3 MONTHS TO ROI
ON DESIGN SPEND**

**2 PIECES OF NPD IN THE PIPELINE
DUE TO LAUNCH SUCCESS**

**30% MORE FUNDING WON TO
FACILITATE FURTHER SUCCESS**





DESCRIPTION

The household cleaning category is increasingly becoming messy, with natural challenger brands muddying the water for the traditional chemical-based players.

But although on the surface, brands with eco credentials, such as Method and Ecover, seemed to be winning consumer hearts and minds, there was a grubby underside to the story: while these brands have visually and environmentally appealing positionings, lab analysis suggests their cleaning delivery to be significantly lower than market leaders.

Today's consumers are forced to compromise. Either they choose powerful cleaning products that get the job done, but contain harsh chemicals, or they choose eco-friendly products that ease the mind but take twice the effort. Until now, nothing could offer unrivalled efficacy without the harmful chemical impact.

Challs, a family owned and run UK business, located in Hadleigh, Suffolk, saw an opportunity to enter this 'white space' within the home cleaning category, with an exciting new highly efficacious and non-toxic cleaning range, safe for the user and their environment.

With the range of products in place, they needed to craft a brand and visual proposition that would win over consumers, and in collaboration with the agency, ALKIMI was born.

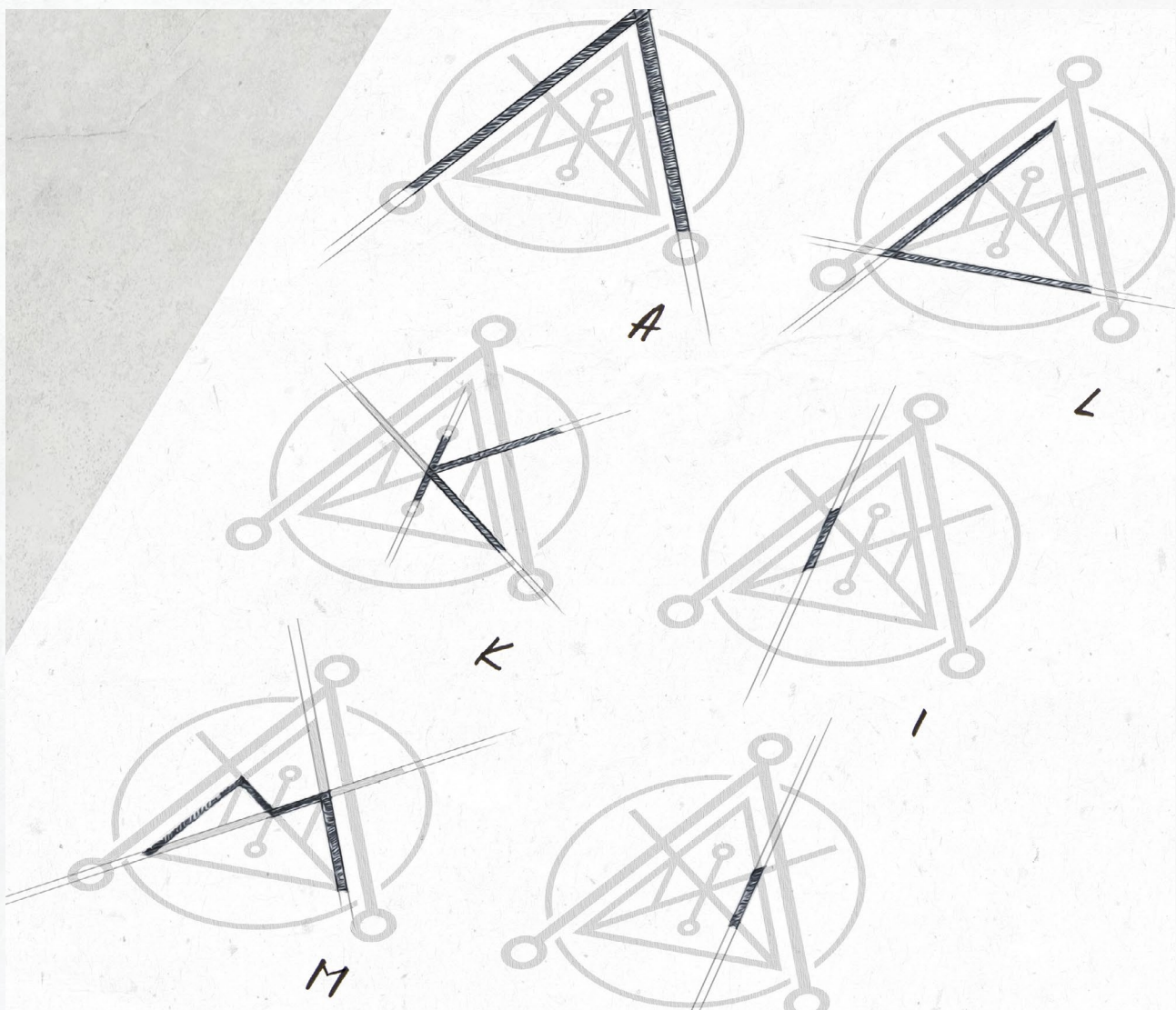
Modified for optimum performance, ALKIMI harnesses our most powerful force – nature – and engineers it to create advanced, highly effective home cleaning products that work with nature, not against it.

In short, this is Nature Engineered.

OUTLINE OF PROJECT BRIEF

The brief was to create a new brand, that credibly combines the power of traditional cleaners with the modernity of new natural cleaning brands. Specifically, the client brief required:

- An aspirational brand which is great looking, communicates that it's effective, kind to hands and the environment and which has excellent retail shelf standout.
- A unique pack customers would be proud to put on display at home, instead of putting in the cupboard.
- A unique pack that speaks to consumers who don't want to compromise on efficacy with an eco-product but currently have no choice.





OVERVIEW OF MARKET

At the time of the ALKIMI launch, supermarket sales of household products were “going down the plughole”, in the words of industry bible, The Grocer. The combined 0.9% value loss of the five big sectors in home cleaning was only eclipsed by the 2.4% volume decline. That’s 20.2 million fewer packs sold year on year, at the time ALKIMI entered the marketplace.

Much of this was down to the rise of the discounters, who accounted for 30% of the overall category, with sales up 14%, according to P&G. “Consumers’ disposable incomes are being squeezed, so they’re reacting in terms of where they shop and what they buy,” said P&G sales director Ian Morley.

So, retailers made way for their own cheaper lines, up £18.7m (6.4%). That came at the expense of brands, down £31.8m (2.9%). Even the biggest brands felt the pain: Reckitt Benckiser was down £10.3m (3.1%) as Finish shed £7m, the year’s greatest loss. Fairy Liquid contributed £4m to P&G’s £10.2m (3.1%) loss. Unilever lost £4.6m (4.5%).

In short, a tough time for ALKIMI to enter the category at a premium price point branded range of household products, which makes the success that followed all the sweeter.

PROJECT LAUNCH DATE

September 2018

SIZE OF DESIGN BUDGET

£93,470

SCOPE OF WORK

- Brand creation
- Brand positioning
- ‘Brand World’
- Packaging design

COLLABORATIONS INVOLVED

The agency worked alongside research agency Folk Agency (formerly Voodoo) to come up with the positioning, target audience & brand platforms.





OUTLINE OF DESIGN SOLUTION

Engineered for optimum performance, ALKIMI harnesses our most powerful force – nature – enhancing natural ingredients at a molecular level to create highly efficacious, advanced home cleaning products that work with nature, not against it.

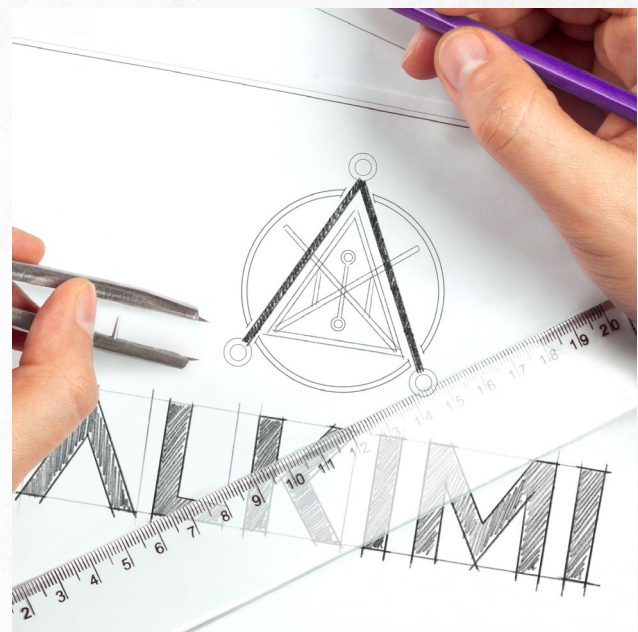
So, after a deep dive into the consumer and category, the agency created the 'Nature. Engineered.' 'Brand World' platform. The naming of the brand then followed with the winner being ALKIMI, inspired by scientific transformation.

The pack design reflects the science behind ALKIMI's power, with the brand symbol inspired by alchemist symbology, the synthesis of science and nature. At once, the brand mark reflects this process and the modern, efficacious nature of the product range.

A suite of ingredient symbols was created to inform consumers of the engineered nature of each ALKIMI product in a clear and understandable way. Dramatic surges of colour, 'ALKIMI process', at the top of each pack hints at the scientific process inside and delivers clear range navigation.

The new bottle structure is inspired by laboratory conical flasks – a beautiful and ownable structure implicitly connected to the brand world. While the ALKIMI bottle, trigger, and sleeve have been developed to be 100% recyclable, reflecting the brand's alignment with its natural origins.

The overall result is a stunning new cleaning brand that puts the safe but unstoppable power of engineered nature into consumers' hands. For a super-clean home and a squeaky-clean conscience.





RESULTS

INCREASE IN SALES

Within 18 months of launch, ALKIMI has sold **£600,000** worth of product. Retail sales have gone from zero to **£450,000** in the first 18 months. And wholesale income has gone from zero to **£150,000** in the same period.

That's pretty impressive considering that the brand launch was **not backed by any above the line marketing**, illustrating the impact of design and product merit.

Looking forward, 2020 results are on track to compound ALKIMI's rise, with total sales forecast to top **£800,000**. Furthermore, based on the brand's success in the first 14 months, year five total sales expectations are to reach a whopping **£1.7m**.

INCREASED MARKET SHARE

Within 6 months of launch, ALKIMI was **already selling 10% of the units Method was shifting**. Impressive considering Method's accumulated 13 years in the UK market and high level brand awareness.

INCREASED MARKET DISTRIBUTION

From zero to listings in **Ocado, Sainsburys, Booths and on Amazon** within just 12 months.

The brand has also seen **huge success in wholesale**, which accounted for 25% of sales, illustrating the **appeal of the brand design to independent shops** as well as national retailers.

Through their relationships with crucial wholesalers such as Decco and Home Hardware, ALKIMI is now stocked in around **3000 independents**.

PAYBACK PERIOD / ROI

The ALKIMI brand creation delivered **return on design investment within 3 months** of launch.

JOB CREATION

Perhaps the most satisfying aspect of the success of ALKIMI is the effect it has had on local jobs. The success of the brand launch has resulted in the creation of a new permanent skilled job at Challs: **a dedicated ALKIMI Brand Manager was appointed** to manage this brand exclusively.

Challs have also **employed a wider technical team of 5 people** to work on NPD for the ALKIMI brand. And a **whopping 20% more factory staff were employed** at the time of the ALKIMI launch to meet the demand levels.

HIGHER PRICE POINT ACHIEVED

The brand design has **allowed Challs to market ALKIMI at the same RRP as Method**.

In the original client brief, Challs anticipated that the pricing was *"To be confirmed but between Flash & Mr Muscle (£1 per bottle) and Method (£3 per bottle)."*

But following the design agency involvement, Challs felt confident enough in the new launch to position ALKIMI with an RRP of £2.99 per bottle, at the top end of the price positioning spectrum anticipated.

"During planning, we set RRP at an ambitious £3 mark. It's testament to the communication, packaging and successful collaboration with the agency that we can maximize recommended retail price to such an extent."

Louise Lamb - Head of Marketing, Challs

EXPORT GROWTH

In just 12 months since launch, ALKIMI has grown way beyond just the UK market, and is **now available in 10 countries** around the globe. This British-made range is now exported to satisfy customer demand in **Singapore, USA, China, Japan, Spain, Italy, France, Germany and Australia**.

BUSINESS GROWTH

The launch of ALKIMI has allowed Challs to capture a new corner of the household cleaning market previously off limits to the company, immediately adding **£600k of sales value to the company in just 18 months**, and is predicted to add an **additional £1.m within 5 years**.

NEW REVENUE STREAMS CREATED

Based on the success of ALKIMI, Challs are planning to **launch at least two new products** by 2021, in response to customer demand.



CHANGES IN CONSUMER ATTITUDES & BEHAVIOUR

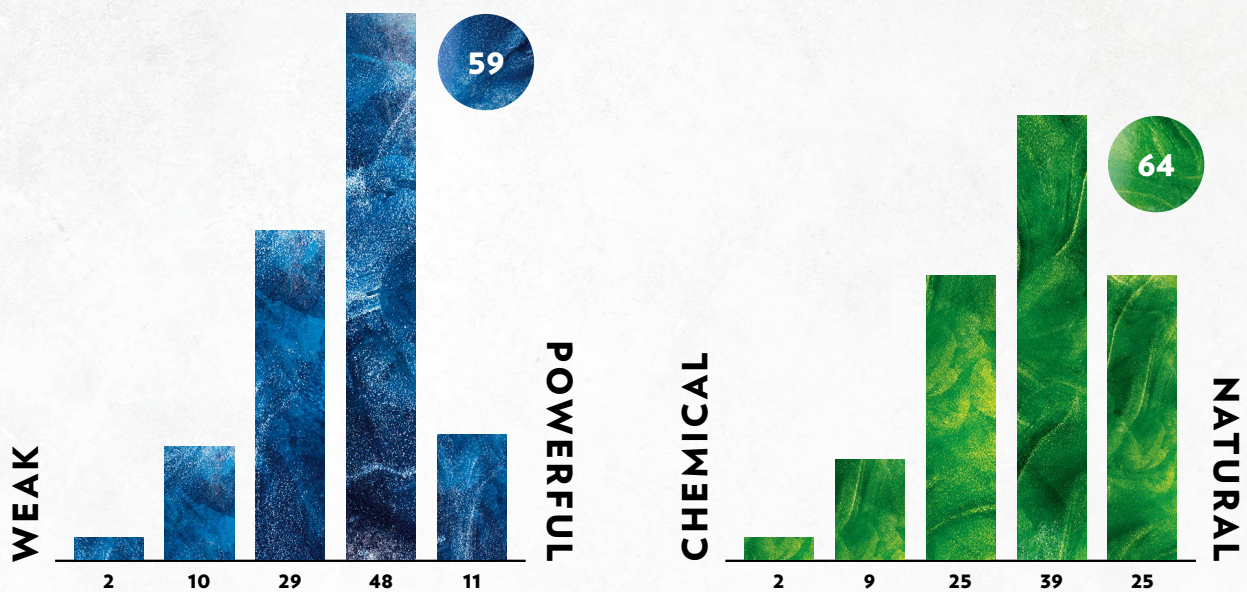
Quantitative studies have consistently shown an enthusiastic response to the packaging design.

- A whopping **70% of consumers 'like' or 'love' the pack** designs
- 74% of respondents said that they would be **likely to buy ALKIMI**
- **78%** people view ALKIMI as a **premium product**

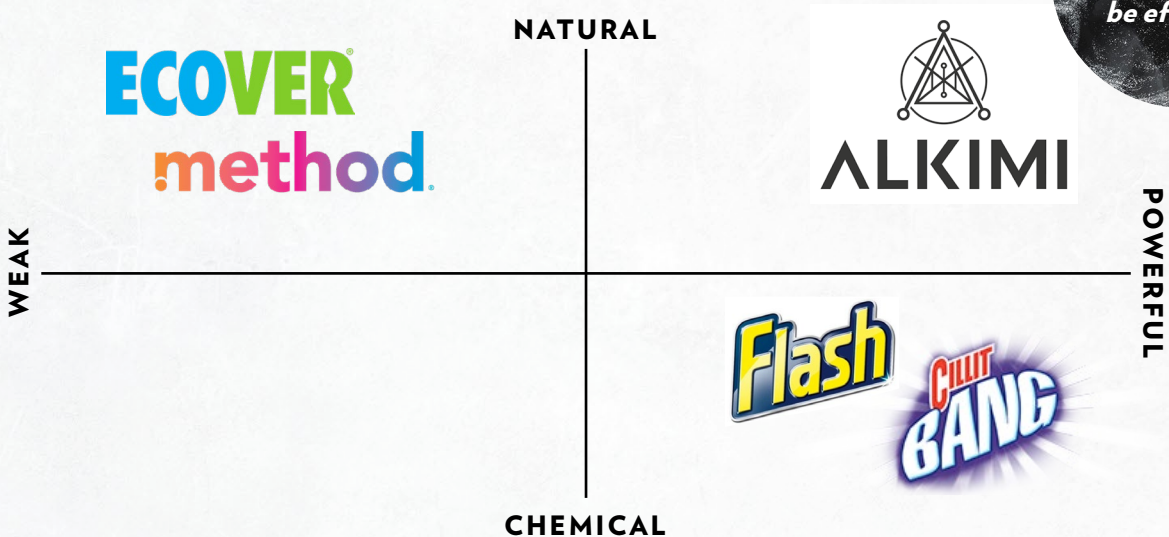
When asked specifically about how the brand sits in the space of 'Natural and Powerful', ALKIMI repeatedly occupies the desired positioning...

78% thought that ALKIMI stood out on shelf compared to other competitors. This proves that the agency achieved this key point of the brief which required pack design to have **"excellent retail shelf standout."**

Based on your initial impression, where would you place ALKIMI on the following scales?



Where would you place ALKIMI on the following scales in relation to other cleaning products?





RESULTS CONTINUED

POSITIVE SHIFT IN PERCEPTION

Consumers have been enthusing over the ALKIMI brand design. Here's a taste of the feedback Challs have received since the brand launched:

**“THEY LOOK GOOD,
MODERN & FRESH”**

**“PRETTY PACKAGING
& ECO FRIENDLY”**

IMPROVEMENTS IN CUSTOMER EXPERIENCE

Challs don't take detailed quantitative and qualitative records of customer feedback regarding design, but these quotes passed on from the customer service team demonstrate that aesthetics are key to ALKIMI's brand appeal:

*“I do remember one particular woman commenting that she **always leaves her ALKIMI kitchen bottle on the side** to encourage her kids to clean up after themselves but also because she **loved the look** of ALKIMI and **didn't mind it on show**.”*

*“I have spoken to consumers on the phone and there have been **several discussions that lean towards design**.”*

*“I remember a lady enquiring where she can buy the **full 'colour set'** of ALKIMI products, as she had seen online.”*

This last quote in particular demonstrates that the agency achieved a key brief objective to create a **“unique pack customers would be proud to put on display at home, instead of putting in the cupboard.”**

ROLLOUT OF DESIGN SOLUTION

The ALKIMI design has been so well received, that the brand could roll out into **9 further markets with no pack alterations**. Stakeholders across all markets were impressed with the presentation of the brand to such an extent that **no further expenditure was required on concept or design** to allow export growth.

SALES TEAM TESTIMONIALS

*“It's no exaggeration to say that the **look of the ALKIMI brand has been integral to our sales team success** in winning buyer support for the range. It's refreshing to work with a product that has panache as well as power, and **it's been a pleasure to sell** ALKIMI into retailers and wholesalers alike.”*

Liam Shore - Head of Sales, Challs

INCREASED ENGAGEMENT OF EXTERNAL STAKEHOLDERS

The ALKIMI brand and proposition won the brand a coveted place on the very first Sainsbury's Future Brands scheme. Speaking of the programme, and ALKIMI joining the initial intake, Rachel Eyre, Head of Future Brands at Sainsbury's said: “It's all about investing in distinctive brands.”

*“**The role of brand design** in winning our place on the Sainsbury's Future Brands roster **can't be underestimated**. During the selection process, the look and feel of the branded packaging was highlighted as being one of the key attractions for ALKIMI.”*

Claire Froude - National Account Manager, Challs (responsible for the relationship with Sainsbury's)

INCREASED ENGAGEMENT WITH INTERNAL AUDIENCE

*“Following the launch of ALKIMI there is a **very positive vibe within the company**: our employees have received the new brand exceptionally well. ALKIMI has shown our internal stakeholders that we are **continuing to invest in design**, and strive to create premium brands which add value to the business and thus increase job security. **The power of this cannot be underestimated, and is of great value to us as a company**”*

Louise Lamb - Head of Marketing, Challs

MEDIA IMPACT / REACH

Although its very hard to measure, Challs feels that the brand design has facilitated their relationships with social media influencers, who were the keystone in the successful promotion of the brand launch:

*“**ALL** the social media influencers we have worked with on the promotion of the brand launch **have commented on the design and packaging**. Without doubt this was **integral to us winning so many partnerships**, and **facilitating a successful brand launch**. Not always a given, because successful influencer partnerships depend on chemistry with the product and brand that goes beyond marketing budget.”*

Louise Lamb - Head of Marketing, Challs



RESULTS CONTINUED

INFLUENCER TESTIMONIALS

It's no secret that house-proud bloggers are one of the fastest growing influencer sectors, so it's worth its weight in gold when the ALKIMI brand design catches their eye. Especially when they feel moved to share such lovely (and design focused) thoughts on the packaging

*"On first impressions I was obviously **bowled over by the appearance of the products** and anyone who says they don't care about that, I would put safe money on they're lying. **I don't know why it gives me joy when products are aesthetically pleasing** but it just does, and ALKIMI definitely offers that."*

*With each bottle having a different colour code, it's **easy to distinguish** when they're all in the cupboard, my head is already in tune with 'ok, so I need orange to clean the kitchen worktops' 'blue belongs in the bathroom'. **They've made it easy for you** which as someone who finds cleaning more of a pain than therapeutic, **I'm ecstatic about.**"*

Emily - Blogger, Babies & Beauty

DIGITAL GROWTH / ENGAGEMENT

The ALKIMI brand design comes to life, beyond pack, on social media. The company has seen an impressive uptake in consumer awareness online since the brand launched. The saliency of the brand design has been integral to a **118% increase in followers** in the last 12 months, and **an average 58% increase in cost effectiveness** of marketing spend on social.

*"Although we have used social media as our main marketing tool to launch ALKIMI, there is no doubt in our minds that **this wouldn't have had half the audience saliency without the powerful brand design** created by the agency. Conversations with influencers, and the feedback from consumers themselves via social media **all reference the good looks of the brand and packaging**. Without doubt this has helped to **put us on a par with leading premium household brands** in the consumers' mind, from the get go. As a result, marketing has had **less friction**, and been **simpler** to execute."*

Louise Lamb - Head of Marketing, Challs

SUSTAINABILITY IMPROVEMENTS

A crucial part of the brief was to create a brand that communicated efficacy and nature, so it was vital from the get go that the packaging was eco-friendly.

In Challs' own words:

*"We have ensured that **EVERY part of ALKIMI is fully biodegradable and the packaging is all recyclable**" thus the agency has helped to eliminate single use plastic waste and reducing the carbon footprint of the brand and the end user.*

INCREASE IN FUNDING

The first year since launch has been such a success, that Challs directors have decided to invest 30% more funding in the brand than anticipated. This is to allow the brand to reach its potential, having proven that it has the power to be a significant challenger brand, and potentially in the long term, a market leader.

OTHER INFLUENCING FACTORS

ALKIMI was not supported by any ATL campaign at launch or in the first year. The brand launch was supported by social media activity exclusively, the aim of which was to educate the consumer about ALKIMI, given that the expectation for household products was that they could not deliver both efficacy and eco-friendly in one brand.

However, Challs themselves are the first to reiterate that shelf appeal of the branded packaging was a huge driver for sales:

"We know a number of people are driven to store from social media, however we also know the pack has drawn a lot of attention in store both in the UK and export markets which has been a key driver for the high rate of sales that ALKIMI has enjoyed since launch."

Louise Lamb - Head of Marketing, Challs

Some price promotion took place, but this was in line and often less than that of the bigger, better known brands in the category.

SOURCES

- ALKIMI retail sales data to 22.07.19
- ALKIMI wholesale sales data to 22.07.19
- I2C Eco Cleaning SKUs Latest 52 weeks sales data by week (20/05/2018 - 19/05/2019)
- June 2018 - July 2019 ALKIMI 12 month social media insights report
- Nielsen Scantrack 52 w/e 08.09.18
- Kantar Worldpanel 52 w/e 07.10.18
- Voodoo consumer research report July 2017
- Voodoo consumer research report May 2017
- The Grocer: Focus on Household report
- The Grocer Top Products Survey 2018