

HERBAL PIONEERS SINCE 1920

**HEATH & HEATHER™**

**HEALTH & HAPPINESS  
IN A TEACUP**

DBA DESIGN EFFECTIVENESS AWARDS 2020

**FOR PUBLICATION**

**COMPANY TYPHOO TEA LIMITED**

**BRAND HEATH & HEATHER**

**AGENCY THIS WAY UP**



**THIS  
WAY UP.**



# EXECUTIVE SUMMARY

In 1920 two brothers, both pioneers of herbal medicine, launched a herbal remedy business called Heath & Heather. Their unwavering commitment to delivering improved physical and mental health to the nation saw their business go from strength to strength over the following hundred years.

Typhoo Tea Ltd. acquired Heath & Heather in 2005 and the brand continued as a staple within the UK health sector. However, by 2015 sales had slowed. Despite market reports of a 31% sales increase in herbal and

fruit teas within the UK over the previous couple of years Heath & Heather's market share was shrinking.

The pioneers of herbal remedy teas were not only absent from riding the wave of popularity of their own core proposition, but were at serious risk of drowning in the wake of their competitors.

The brand needed to reconnect with its own heritage, drawing on the spirit of the pioneering founders, to re-ignite audiences and expand its appeal and reach.

"Lack of fresh air and exercise, improper food and hastily snatched meals help to sap the vitality of large numbers of people engaged in sedentary occupations. . . That is where Herbs come into the picture. Grown in the fresh air and sunshine, they are full of vital properties which can be turned to good account by the human body."



~ The Famous Book of Herbal Aids to Health & Fitness, 1938, Heath & Heather Ltd.

In Spring 2016, Heath & Heather launched a new identity and pack design that was about to dramatically improve the future outlook for the brand by breaking new ground and opening doors. Demonstrating the power smart design has to breathe new, fresh life into struggling brands.



Before





# OVERVIEW OF THE MARKET

## In 2015

- Tea is the second most consumed beverage in the UK after water
- Total market value of 'tea' = £647.3Million
- The biggest sector of the category, Black Tea, fell by 13% as consumers were adding more fruit & herbal infusions to their repertoire
- Popularity of coffee is on the rise (increasing competition for everyday tea brands)

## SALES OF FRUIT & HERBAL TEAS INCREASING BY



## OUTLINE OF PROJECT BRIEF

### DESIGN OBJECTIVES

- Create greater brand awareness
- Increase brand's appeal to growing fruit and herbal tea consumer group
  - Reposition the brand as a premium offer
  - Design a visual identity the brand feels proud of
  - Design a visual identity that generates interest from major grocery retailers

### BUSINESS OBJECTIVES

- Drive listings at major UK multiples
- Create relevance with growing health-conscious audiences
- Create a significant value uplift by improving quality and brand perceptions
- Claim greater share of the herbal tea market



# PROJECT DESCRIPTION

**IN 2015 HEATH & HEATHER WAS FACING DECLINING SALES WITH THE THREAT OF FURTHER DELISTINGS IN THEIR KEY RETAIL DISTRIBUTION PARTNER HOLLAND & BARRETT.**

The main problem was that the brand looked too generic. Despite its rich and captivating history, it looked like a value-driven, private label brand. It lacked appeal and relevance to its audiences. There was low brand awareness outside of brand loyalists, and it was becoming increasingly dependent on promotions to drive sales.

The range was predominantly stocked in Holland & Barrett, which restricted attempts to expand the distribution to new retailers due to misconceptions surrounding the relationship with Holland & Barrett.

The owners of the brand knew that Heath & Heather had a unique story to tell, with a history that was compellingly different. The marketing team appointed us to help draw the story out, engaging new and existing audiences with it, and ultimately increasing the brand's listings.




## THE CHALLENGE

Heath & Heather was a predominantly value proposition product, with no perceived differentiating features and a lack of brand personality. We wanted to reconnect this iconic brand to its original pioneering spirit, and the passion for healthy, natural remedy teas that the founders were so famed for. But, it wasn't going to be easy. The competition pool was ever expanding, and many had built strong engagement already.

Due to the increase in popularity, the herbal tea market was beginning to become more experimental with a wider spectrum of varieties and NPD offerings, including the likes of; Flavoured Green Tea, Single Herb Tea, Super Fruit Tea, Benefit and Occasion Tea.

A lack of brand and visual architecture meant Heath & Heather was not ideally set up to be more agile with their product strategy. With a limited budget, and no scope (at the time) for any supporting campaign activity, design needed to do all the heavy lifting in forcing a reappraisal from both consumers, and retail buyers.





# KEY RESULTS

How design delivered against the business objectives

## VALUE UPLIFT

The new packaging design and "premium niche" organic brand positioning allowed Heath & Heather to successfully drive their price per kilo up by **+48%** within the first year of relaunch

Source: Kantar WP: Total Market, Total Heath & Heather, 52 w/e 04.11.18

This value growth continues still at **+28.1%** through 2019 (52w/e 8/9/19 vs YA)

## SHARE OF CATEGORY

The total brand has grown by **22% vs YA** and the brands share of total Green and Fruit & Herbal has grown by **17% vs YA**

Source: Kantar WP, Total Fruit & Herbal and Green Tea, 52 w/e 8/9/19 vs YA

- Launching into major retailers led to over **+150,000** new Households buying the brand over the last year, with **50%** of the brands growth being incremental to the category (Kantar WP, 52 w/e 8/9/19)

## CREATING RELEVANCE

- **48%** Growth in export and international new business
- Sales Increase of **+22% vs YA**

## NEW LISTINGS IN:

OCADO  
WAITROSE  
MORRISONS  
TESCO

## AND MOST RECENTLY...

Continued growth in 2019 for the 52 week period ending 8th September 2019

(Source: Kantar Worldpanel, Total GB, 52 w/e 8/9/19 vs YA)



INCREASED PENETRATION



TOTAL VALUE INCREASE



AVERAGE PRICE PER KILO FURTHER INCREASED





# DESIGN SOLUTION

We started by digging deep into the brand's history, and its pioneering founders. Inspired by their father's passion for gardening, young entrepreneur Samuel Ryder launched a mail order seed business in a bid to encourage more people to grow their own food and eat a fresher, healthier diet. This passion then expanded into herbal remedies, leading to a partnership with his herbalist brother, James, where they launched Heath & Heather in 1920.

Heath & Heather was the embodiment of the traditional principles of growing natural and organic ingredients; aiming to supply effective herbal remedies to the UK population. Hailing from St Albans in Hertfordshire, the brand was quintessentially British with an unwavering passion for the power of plants. All this rich equity was missing from the brand back in 2015. There was nothing for the consumers to engage with, at the shelf-level, and nothing for the major retailers to spot as a key USP, or indeed a future-focused brand strategy for their customers.

The white, clinical pack design acted as a barrier to new consumers, resulting in the slow de-listings at key distributor (at the time) Holland & Barret, and a stark lack of new retailer listings. In the increasingly

dynamic herbal tea environment, and with a key role in driving growth for the whole Typhoo business, Heath & Heather needed to reassert its credentials as the original category leader, whilst not looking like just another 'new kid on the block' amongst the competitor set. They had the authority, it was time to demonstrate it.

The deep dive into the brand's history enabled us to build a new positioning based on three key attributes of **Englishness, Botanical Expertise and Herbal Efficacy** leading to a core brand idea of 'Beautifully Crafted for Health & Happiness', which then inspired the creative process for the visual identity.





# KEY DESIGN FEATURES

The Seed Tag brand device links to the vision of the founders and displays the brand tag-line 'For Health & Happiness' as well as the founding date of 1920.

The new pack design features a background illustration connecting the tea leaves with an array of herbal ingredients, spices and fruit. This background has an authentic English style that captures the botanical expertise of the founders, yet feels contemporary and relevant to modern-day consumers.

The portfolio was split to include an entry level range of herbal teas, an organic range, a green tea range and a super tea offering. A visual architecture structure was introduced to support this, introducing colour-coded themes for each range accompanied by more detailed illustrations that support each products benefit. The design structure enables consumers to identify the different elements with the portfolio and trade up to 'experiment' with new flavours and herbal varieties.

The packaging is now a soft touch full recyclable board that no longer uses a cellophane wrap as a tamper proof, but has an integral carton lock. Merchandised together, the packs create a large 'hedgerow' effect with all illustration connecting to each other.





# ADDITIONAL OUTCOMES

Following the successes brought about by the new brand and pack design, Heath & Heather was able to invest in their first ever external marketing campaign which launched in September 2017. The design had delivered strong growth and sales uplift, with new listings confirmed and new consumers flocking to the brand.

The illustrations and pack redesign became a key focus of the campaign titled 'Me to the Power of Tea' – the designs were so impactful and memorable, there was no question they would influence the ATL campaign also, eventually becoming the backdrop for models, real butterflies and real 3D landscapes which were created around them!

Not only did the illustration style lend itself to a model shoot, but also a branded Morris Minor that was used for Experiential Sampling (wrapped in the packaging illustrations with real plants making it all more 3D), as well as in-store displays and POS materials that have only been possible due to such impactful and unique design elements







# INTERNAL TEAM FEEDBACK

*Paul Jefferies, Tea Buyer and Blender:*

"The new design is relevant, young and modern while maintaining a vintage/heritage feel. The organic and natural content of the products fits perfectly with the illustrations of herbs in the 'garden' context. The previous pack design felt dated and was underselling a brand with massive potential."

*Rahul Kale, International Sales Director:*

"I do feel more connected to the Heath & Heather brand now; it has the 'pick me up' appeal."

*Steve Barrett, Head of Factory:*

"The packs are excellent, I love them."

*Jan Pyne, HR MANAGER:*

"The new design is completely different to the original, it has been brought alive....We now want to engage the factory operators more on what the end product looks like, and all the hard work that everyone's put in – 'From Floor to Store'."

*Nichola McMuldloch, Customer Services Coordinator (Export)*

"The new design was refreshing to see. Especially working in the Export department where more focus is just on stock levels! It is motivating in itself to see a 48% growth and new business."



## Key Facts

Launch date – June 2016

Design Fees – Undisclosed



NIMH  
www.nimh.org.uk

HERBAL PIONEERS SINCE 1920

# HEATH & HEATHER™

## ORGANIC TURMERIC ROOT BREW

WITH GINGER & GALANGAL ROOTS

20  
ENVELOPE  
BAGS

**BOTANICALS**

NIMH  
www.nimh.org.uk

HERBAL PIONEERS SINCE 1920

# HEATH & HEATHER™

## ORGANIC BRIGHT & FRUITY MORNING TIME

WITH ROSEHIP, GUARANA & GINSENG

20  
ENVELOPE  
BAGS

**BOTANICALS**

NIMH  
www.nimh.org.uk

HERBAL PIONEERS SINCE 1920

# HEATH & HEATHER™

## ORGANIC SOFT & SLEEPY NIGHT TIME

WITH CAMOMILE, VALERIAN & HOPS

20  
ENVELOPE  
BAGS

**BOTANICALS**

NIMH  
www.nimh.org.uk

HERBAL PIONEERS SINCE 1920

# HEATH & HEATHER™

## ORGANIC TURMERIC ROOT BREW

WITH GINGER & GALANGAL ROOTS

20  
ENVELOPE  
BAGS

**BOTANICALS**

NIMH  
www.nimh.org.uk

HERBAL PIONEERS SINCE 1920

# HEATH & HEATHER™

## ORGANIC AFTER DINNER SEED SUPREME

WITH FENNEL, CORIANDER & FENUGREEK

20  
ENVELOPE  
BAGS

**BOTANICALS**



HEATH & HEATHER  
ORGANIC  
GREEN TEA WITH  
CUCUMBER

NIMH  
www.nimh.org.uk  
NET WT. 1.4oz. (40g)

HERBAL PIONEERS SINCE 1920  
HEATH & HEATHER™

ORGANIC  
IMPERIAL

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HERBAL PIONEERS SINCE 1920  
HEATH & HEATHER™

ORGANIC  
GREEN TEA WITH  
MANUKA

20  
ENVELOPE  
BAGS

ORGANIC

NIMH

NET WT. 1.4oz. (40g)

HEATH & HEATHER™

ORGANIC  
GREEN TEA WITH  
CONUT

NIMH

HERBAL PIONEERS SINCE 1920  
HEATH & HEATHER™

ORGANIC  
PURE GREEN TEA

20  
ENVELOPE  
BAGS

ORGANIC



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