



*I grew sales in  
a sterile market!*

“The new-born  
packaging in the UK is  
the best Nuby packaging  
I’ve ever seen.”

Eddie Hakim,  
Founder & President of Nuby Global



## Nuby UK Packaging Design System

DBA Design Effectiveness Awards November 2020

For Publication

**DECIDE**<sup>®</sup>  
OBJECTIVE • INSPIRED • CREATIVE

# Clarity in a Competitive Market

## Executive Summary

- Growth of 47%, outperforming 20% target
- Became second biggest brand in sterilisers
- Listings maintained in Boots in shrinking market
- Savings of over £50k in design fees

Nûby UK is a challenger brand with ambitions to be the brand of choice for smart and fun baby care products. With the UK birth rate having fallen significantly for five consecutive years (source: ONS), competition for customers in this shrinking market is acute.

The flagship product in Nûby's new-born range is the steriliser. [REDACTED DATA]. This project was used to set the course for the rest of range and ultimately for the rest of the UK brand to follow.

The challenge was to create packaging that delivers a strong and cohesive brand presence on shelf – while highlighting individual product features at the same time. We needed to give mums and dads confidence in their purchase decision.

**In a downturned market, the redesigned packaging won the hearts and minds of time-stretched parents through a combination of engaging brand personality and clear product benefits. Steriliser sales grew by 47%, far exceeding an already ambitious target of 20% growth.**

Tommee Tippee is the brand leader in sterilisers and has been increasing dominance, now accounting for 72% of the category. As a challenger brand, Nûby

needed to defend and maintain its 2019 market share of 14.3%. It succeeded in growing this share by one percentage point to 15.4% in 2020, to become the second biggest brand for sterilisers.

A significant driver of the project was strengthening Nûby's relationship with its primary retailer Boots. Encouraged by the new steriliser packaging, Boots maintained its listing of 18 SKUs of the Nûby new-born range – a significant show of confidence in the brand.

The steriliser packaging project was used to prototype a strategic identity system for the whole new-born range. Its success in establishing a new system spearheaded greater consistency across the UK brand and allowed the in-house team to apply the design to future ranges and products. In the first year, £50k was saved on external design fees.

**“A big step forward from the previous packaging.”**

**Boots Buying Team**

# Context & Overview

## The business challenge

In a shrinking market with aggressive competition, the aim was to grow steriliser sales and defend market share for this challenger brand. Nûby needed to impress its primary retail partner Boots with an effective and engaging design.

### Marketing objectives

#### Objective 1:

**Grow steriliser sales by 20%**

[REDACTED DATA] from 2019 to 2020

#### Objective 2:

**Defend steriliser market share**

from 2019 to 2020

#### Objective 3:

**Instil confidence in Nûby by Boots**

and maintain listing of 18 new-born SKUs

#### Objective 4:

**Make savings of £50k**

on outsourced design fees

### Initial scope of the work

Create a new packaging identity and design hierarchy for the steriliser product **considering how the system could be adapted across the wider new-born range and beyond.**

### The design challenge

The key challenge was one of information design. There is a lot to say and a lot to show but how could we do it clearly and simply?

**The packaging had to be meaningful for parents. At the same time, it needed to build emotional brand engagement and strengthen in-store presence.**

### Design objectives

- **Heads:** Clarity for new parents faced with a wall of information and lack of experience
- **Hearts:** Increase engagement through brand personality
- **Presence:** Create greater cohesion and on-shelf presence across the range
- **System:** Create a design system for future use by the in-house team

### Strategic thinking to develop the brief

The team identified strategic brand design challenges. The steriliser packaging project was used to prototype a strategic identity system for the whole new-born range. **The opportunity was to establish a new system spearheading greater consistency across the UK brand** and allowing the in-house team to apply the design to future ranges.

### Key facts

Launch date: May 2019

Design fees: £50k





# Outline of Design solution

## A voice with personality

We knew that new parents can be nervous about their product choices. A new tone of voice talks directly to mums and dads making it the only baby product brand talking to the shopper in the first person.

The speech bubble device became a core element of the design, offering a solution for information hierarchy. Through clearly expressing the product features and benefits we reassure the consumer without overwhelming them.

The empathetic speech bubble amplifies Nuby's helpful and friendly brand voice. Empathy is reinforced by a calm colour palette.

## A clear design architecture

The softer cues of the brand personality are combined with a carefully devised graphic architecture and colour coding system for use across the new-born range. This creates a

consistent framework for communication and makes each pack easier to scan. The new hierarchy ensures better legibility, in-store brand blocking and merchandising opportunities.

## A reassuring tone of voice means:

*"I tell you what I do"*

*"I highlight key features"*

*"I show you the benefits"*

*"I display professional reassurances"*

*"I show you the age range"*

*"I speak in a consistent voice"*



**Congratulations!** Parenthood is a wonderful experience and sterilising will ensure your baby's bottles are free from harmful bacteria.

Other electric steam sterilisers simply sterilise, leaving parents to air dry, or shake dry condensation from their bottles before use. Nuby's **Electric Steam Steriliser & Dryer** is not only ultra hygienic, but **makes life easier and saves precious time.**

3 settings	5m	5m + 15m	5m + 30m
			
Sterilise	Sterilise & quick dry	Sterilise & super dry	

**WHAT PARENTS LOVE**

"Absolutely brilliant! Love that it dries the bottles so no mopping up all the water that usually spills out when you take the lid off. Very stylish & doesn't take up lots of room". **Kelly H**

"This is my dream come true, you can sterilise, dry & super dry, easy to use it fits 5 bottles and parts from the digital pump". **Alina C**



**Nuby**  
*I sterilise and dry*  
Electric Steam Steriliser & Dryer

**STERILISES IN 5 MINUTES**  
**SAVES SPACE FOR 24 HOURS**  
**HOLDS 5 BOTTLES**  
**CHEMICAL FREE**  
**QUICK DRY IN 15 MINUTES**

**INCLUDED INSIDE**

**Best Baby and Toddler Gear 2019**  
**CONSUMER CHOICE**  
**Teething Product**

**"I kill 99.99% of germs"**

**BPA FREE**

**Nuby**

# I sterilise and dry

Electric Steam Steriliser & Dryer

3 easy steps



1. Pour



2. Load  
Holds 5 Bottles



3. Load Tray  
add lid ready to GO

Our innovative, **ultra hygienic** Electric Steam Steriliser & Dryer uses natural steam to kill **99.99%** of germs, stays sterile for **24 hours** and can quickly **sterilise and dry** at the flip of a switch.



**Sterilisation time**  
For 5 bottles



**Drying time**  
For drip free bottles



**Drying time**  
For super dry bottles



**5 bottles**  
Compatible with all  
bottle brands



**Kills harmful bacteria**  
Sterilisation kills 99.99%  
of germs



**100% natural**  
Uses steam  
not chemicals



Fits all bottles,  
breast pumps & accessories.

Steriliser with clear at-a-glance  
messaging around features and  
benefits, launched May 2019

Better shelf  
presence and  
brand blocking





The system used across the new-born range in line with steriliser



The system used across the nursery range by the in-house team, launched January 2020



# Description

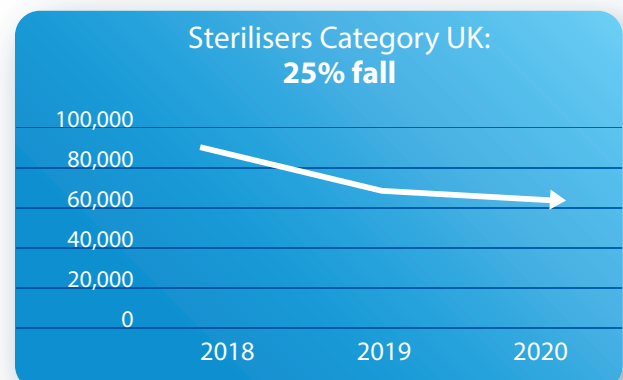
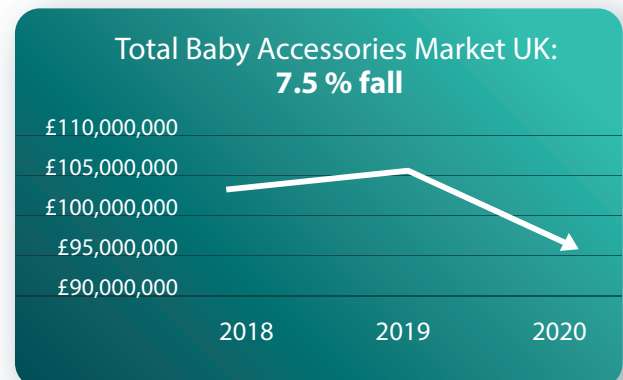
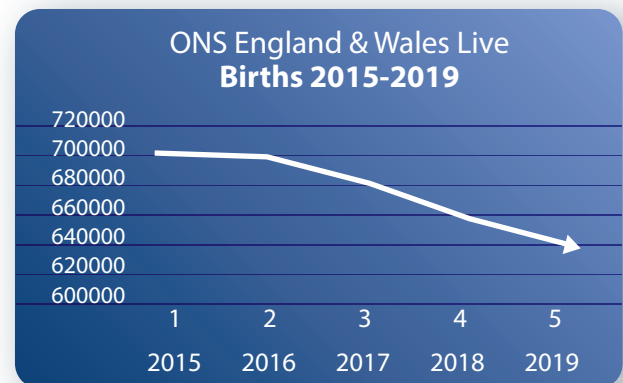
## Background and context of the business

Nûby was founded in 1970 in the USA and remains a family-run business, now selling worldwide. In 2009, Nûby UK was set up by Maria Burnell and is now an established baby brand employing around 40 employees. The Nûby brand specialises in feeding, weaning, soothing, play, bath and nursery from birth to toddlers. Nûby boasts patented innovation in all of its categories. Around 55% of Nûby's UK sales are via high-street retailer Boots (source: Nûby).

### Overview of market

The UK birth rate has been in steady decline since 2015. ONS recorded a 8.2% decrease in live births from 2015 to 2019.

For baby products this is tough. IRI Data shows the UK baby accessories category shrank by 7.5% from almost £104m in 2018 to just over £96m 2020. In April 2018 Babies R Us ceased trading. In 2019 British baby product stalwart Mothercare closed, followed by Mamas & Papas.



“Since the closure of Mothercare and Babies R Us, the market has become even more fragmented, making it more important than ever for retailers and brands to stand out.”

Chana Baram,  
Senior Retail Analyst, Mintel

The steriliser market is dominated by Tommee Tippee which holds a 72% market share. The category **shrank by 25% from May 2018 to May 2020**. (Source: IRI)

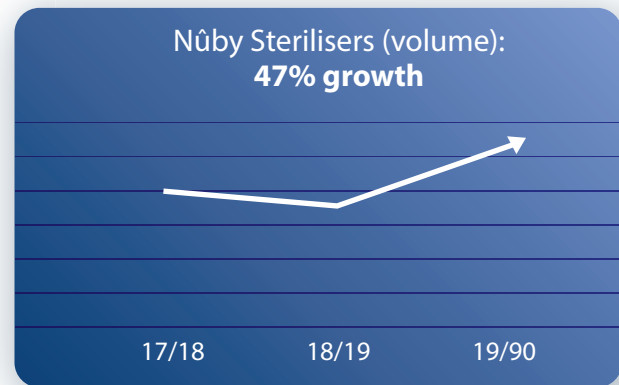
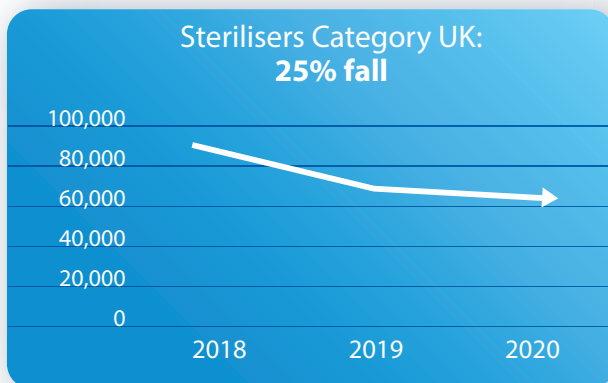
# Results

## Objective 1:

### Grow steriliser sales by 20% [REDACTED DATA] from 2019 to 2020

In the context of a falling birth rate and shrinking market, the Nûby steriliser range launched in May 2019 and outperformed its ambitious 20% growth target. With the same product in the box but improved message clarity and brand personality, **it achieved 47% growth from May 2019 to May 2020**. [REDACTED DATA] All this despite the negative impact of Covid-19 on purchasing March to May 2020 (see influencing factors). (Source: IRI)

**Growth of 47%**  
in a declining market,  
exceeding 20% target



[REDACTED DATA]

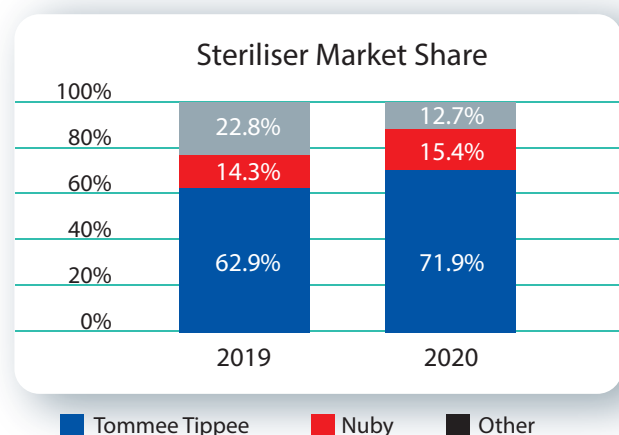
## Objective 2:

### Defend steriliser market share from 2019 to 2020

Category leader Tommee Tippee's share of the steriliser market grew from 63% to 72% from 2019 to 2020. The new design from challenger Nûby enabled the brand to defend and **grow market share, stealing from other brands to become the second biggest player in the category**.

Nûby increased its share of sterilisers by over one percentage point from 14.3% in May 2019 [REDACTED DATA] to 15.4% market share in May 2020 [REDACTED DATA] (source: IRI)

**Became second biggest brand in steriliser category**





# Results

## Objective 3:

### Instil confidence in Nûby by Boots and maintain listing of 18 new-born SKUs

In a market as tough as this, maintaining Nûby's retail distribution was key for the future of the business. Nûby's largest retailer partner Boots [REDACTED DATA] was impressed with the new flagship steriliser packaging. Nûby's investment in design gave the Boots buyers confidence to maintain its listing of 18 new-born SKUs across its stores.



"A big step forward from the previous packaging."

Boots Buying Team

## Objective 4:

### Make savings of £50k on outsourced design fees

Detailed brand and packaging guidelines and templates based on the steriliser design solution were developed for the Nûby in house studio team.

Previously, each pack had previously been designed independently. The new system saved on external design fees and internal management time. The design system was rolled out across the Nursery packaging design by the in-house team, a saving of around £50k in external fees.

As the approach is rolled out across the brand, the consistent information architecture across the range continues to help shoppers identify and compare products. It improves brand blocking, benefiting the performance of the entire range.

"We now have easy to follow templates. The project has saved us at least £50k in outsourcing so far."

Nûby marketing team

Nûby

I Reduce  
Reflux

Bottles for 'Sit-up' Feeding

Nûby

I'm a Daytime  
Dummy

Nûby

I Combat  
Colic

Easy Latch Bottles



## Influencing factors

### Was the performance driven by other promotional activity?

The baby accessories market is generally driven by frequent sales promotions. The steriliser with the new design packaging was subject to the usual seasonal promotional activity. No additional marcomms or promotional activities accompanied the relaunch.

### Did the product itself change?

The steriliser product inside the box was the same as the 2018 product. Only the packaging changed.

### Did the pandemic drive sales of sterilisers?

There is no evidence to suggest that the sale of sterilisers increased in the pandemic due to an increased focus on hygiene. In March

and April 2020 sales dropped dramatically as shown in the second graph below.  
[REDACTED DATA]

**Nuby Sterilisers 2019:** Peaks and troughs are usual in this market in line with seasonal cycles of promotional activity.  
[REDACTED DATA]

**Nuby Sterilisers 2020:** Effect of lockdown. The above sales by month show the detrimental impact of lockdown on steriliser sales from March to May 2020.

### Research sources

Nuby  
IRI  
Office of National Statistics (ONS)  
UN Population Projection