



# Superdrug Facial Cleansing Wipes

Sector:  
Personal Products

Client:  
Superdrug

Agency:  
B&B studio

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For publication

**B&B**

## 2. Executive summary

The story of Superdrug's facial cleansing wipes is a classic example of strategic design thinking and effective creative boosting commercial success.

Originally positioned and designed as a cost-conscious alternative to the market's leading brands, Superdrug's own-brand facial wipes had performed well in the past. But as the market declined and the brand leaders became increasingly competitive in their promotional activity, Superdrug's price fighter role became less and less relevant. The strategic decision was taken to reposition the brand as a credible competitor to the big brands while retaining its critical 99p price point – and packaging design was key to delivering new perceptions of quality, efficacy and expertise.

**The resulting redesign has smashed sales targets by 61% and achieved a year-on-year sales increase of 67% – all in a declining market that fell nationally that year by 1.8%.**

It has also been responsible for driving own-brand beauty sales overall, attracting new customers and encouraging switching from the leading brands. And there's more...

**Thanks to the success of the wipes relaunch, Superdrug has commissioned a complete range of facial skincare based on the new wipes design that will be launched in-stores in September 2015.**

It's a clear vote of confidence in a winning design that a single facial wipe can reinvent Superdrug's own-brand skincare offer.



(210 words)

## 3. Project overview

### Project Brief

B&B studio was appointed to redesign the brand and packaging of Superdrug's facial cleansing wipes, with a view to achieving:

- **clearer range navigation based on skin type**
- **improved messaging hierarchy**
- **greater perception of quality**
- **credibility against the branded competition**

There was one simple business objective:

- **to increase sales, specifically to recapture 2010 volumes**

### Description

With around 800 stores, Superdrug is the second largest health and beauty retailer in the UK. Its vision is to offer consumers the best choice in everyday accessible beauty at affordable prices, merchandising its own label products and leading global brands side by side.

### Overview of Market

In 2010, with the recession in full swing, budget-conscious consumers were more willing than ever to switch from leading brands to Superdrug's less expensive alternatives. As a result, its own-brand facial wipes were selling well. But when the named brands started to fight back with bigger and more frequent promotions, Superdrug quickly lost out. In 2011, sales fell by 53%, while the leading brands grew by 21% overall. After trying to claw back sales through its own promotional activity, Superdrug decided to rethink its packaging design strategy instead, repositioning its facial cleansing wipes brand from budget alternative to credible competitor.

### Project Launch Date

March 2014

### Design Budget & Production Costs

Confidential.

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## 4. Design solution

When it comes to facial skincare, female consumers demand the gentle touch. In focus groups, words such as soft, gentle and caring came up time and again, with packaging defined as the key source of this reassurance.

But Superdrug's existing facial cleansing wipes packaging didn't feel gentle at all. Featuring bright bold colours and minimal messaging, the design looked harsh and functional, lacking credible facial skincare cues and failing to convince on product quality or efficacy.

Compared to the pastel shades and reassuring messaging of benchmark brands like Simple, Nivea and Johnson's, the existing design was completely out of touch with consumers' needs and desires.

### Previous Design



### New Design





## 4. Design solution

B&B's design solution retained the recognisable Superdrug star, but reimagined everything else.

The first change was a shift from portrait to landscape in keeping with the leading brands and to more clearly differentiate from the tougher world of hand wipes. Next came a softer colour palette of pastel shades to better aid range navigation, while clearer skin type messaging enabled a more personalised product experience.



Greater detail, more confident claims and a reassuring softness stamp were added to the front of pack messaging to increase credibility and consumer understanding, while a water-inspired graphic device subtly communicates product efficacy in the place of soap and water.

**By understanding and responding to consumer needs, the resulting design has brought clarity and credibility to Superdrug's facial cleansing wipes brand. Confident and convincing, it looks perfectly at home among the leading brands of the category.**



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## 5. Summary of results



### Sales Targets Smashed

Launched in 2014, the redesigned facial wipes have had a sensational impact, smashing the project's sales target by 61%.



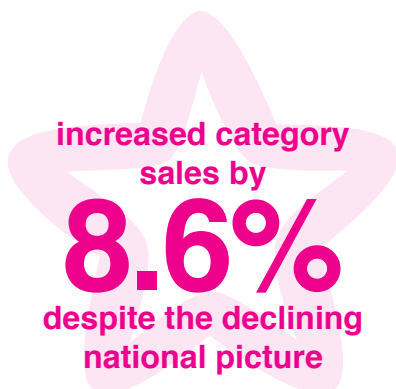
### Strong Growth In A Declining Category

Sales were up 67% compared to the previous year, utterly outperforming the UK facial wipes category overall, which fell by 1.8% during 2014.



### Driving Own-brand Beauty

Data from Superdrug Beautycard holders shows that customer recruitment to own-brand beauty rose by 126% between April 2014 and March 2015 compared to the previous year. This growth was absolutely driven by the wipes, which achieved increased customer recruitment of a staggering 6086%. Sales of the wipes among Beautycard holders rose by 3211%, driving an increase in overall own-brand beauty sales of 77%. Wipes also now have a 27% repeat purchase rate – the highest of any own-brand beauty category.



### Increased Market Share

The redesign is helping drive the wipes category in Superdrug overall, which saw increased sales of 8.6% despite the declining national picture. As a result, Superdrug increased its market share of all wipes by 1.1% and its market share of own-brand wipes by 3.3%.

## 5. Summary of results



**“By conveying the really fantastic product benefits and making it easy for consumers to navigate their needs, the design has managed to turn an under-performing product in a declining category into a superstar!”**

Jill Flood - Senior Brand Manager, Skincare.

## 5. Summary of results

### Launch Of A Premium Variant

Thanks to the credibility of the new design, Superdrug was able to introduce a more premium variant to the wipes range – a micellar water wipe introduced in April 2015 at an increased price point of £1.29.



### Birth Of A Skincare Range

The success of the redesign has gone above and beyond a simple sales increase. As a result of consumer confidence in the new packaging design, a complete cleansing range will be launched in-store at the end of September 2015 that will carry the look and feel over a host of new products, including facial wash, facial scrub, day cream, foaming cleanser, cream cleanser and eye make up remover.



To be launched in September 2015

**For an entire skincare range to be launched on the strength of a single facial wipe is a rare and significant step, and a clear indication of Superdrug's confidence in the strength and longevity of the new design.**



## 6. Other influencing factors

The success of the wipes was achieved with absolutely no advertising or PR spend.

The wipes have been offered on promotion since the redesign, however this is the norm for the category and common among both branded and own-brand wipes within Superdrug stores.

## 7. Research resources

- Superdrug sales data.
- IRI industry data (52 weeks ending 15 Nov 2014)
- Superdrug Beautycard data

