

Comfort *Creations*

Comfort Summer Limited Edition

Industry sector: Household Goods

Client company: Unilever

Design consultancy: Coley Porter Bell

Submission date: 30th June 2017

'NON Confidential'

*"Summer Limited
edition 2016 is the best
performing limited
edition Comfort has
ever had"*

Comfort UK Team



Executive Summary

In 2015, Comfort was the market leader in the UK, with a 46% share of the market (Mintel Laundry Detergents And Fabric Care, UK - August 2015). The brand had launched limited edition products under its Creations range for a number of reasons; to bring new news to a very crowded aisle, offer consumers a product that is contemporary and relevant to the point in time, create standout at fixture and excite trade partners.

We were asked to design the Comfort Creations Summer Limited Edition. A unique summer inspired fragrance had been created with a pink-coloured liquid, but everything else was open for development; naming, creative idea and design.

We created a striking design to 'excite the audience about the gorgeously Summery way their clothes will smell and feel if they use this product', as well as one that would:

- Be launched as a clear part of Comfort's super sensorial, 'Creations' range
- Drive sales during the summer season
- Put attention on Comfort during the Summer and entice pick-up by resonating with the special mood of the consumer at that time

The design was a unprecedented success that achieved the design objectives and more:

- Value sales outperformed previous two limited editions combined
- Highest Return on Sales for a Comfort Creations variant over past three ltd editions
- Highest contribution to the Comfort Creations Portfolio
- 3rd highest selling Creations SKU, despite no ATL support

As a result, the product became a permanent SKU in the Comfort Creations portfolio.



Project Overview

Outline of project brief

Coley Porter Bell have been global strategic design partners of Comfort for more than a decade. This has been a much valued long-term relationship which has led to strategic design success for the brand around the world.

In August 2015, Unilever approached Coley Porter Bell to design the Comfort Creations Summer Limited Edition. A unique summer inspired fragrance had been created with a pink-coloured liquid, but everything else was open for development; naming, creative idea and design. As such, the project required a strategic creative idea that would be inspired by the brand's core essence, fit with the Creations range yet clearly stand apart as a limited edition, offering consumers something new and exciting.

The business challenge was to create a limited edition that would achieve the following objectives:

- To be launched as a clear part of Comfort's super sensorial, 'Creations' range
- To drive sales during the summer season
- To put attention on Comfort during the Summer and entice pick-up by resonating with the special mood of the consumer at that time

Description

Comfort was the UK's first fabric conditioner and continues to be the market leader, with Comfort Pure being the best selling fabric conditioner in the UK. It launched in 1969, the same year that man first walked on the moon, with their mission to take on rough clothes and show the world how much softer life could be. Once people felt the difference that using fabric conditioner made to their laundry, it wasn't long before Comfort became a must-buy item on the shopping list and a household name.

Since its launch nearly 50 years ago, the brand has evolved from one of function, to one that is lifestyle and emotionally-led, with it's 'Extra Dose of Love' brand essence.

In 2014, Comfort re-launched the previous Comfort Exhilarations range as Comfort Creations, blended by perfume experts. The brand's perfume experts monitor trends in society and seek inspiration from categories such as hair and body care. These insights inform the work in the Comfort labs where they use the latest technology to design fresh and clean fragrances to match consumer needs and aspirations. These products are targeted at 'fragrance lovers', those that simply can't get enough of rich, beautiful and creative scents.

Comfort Creations was a great success, as highlighted in the 2015 Mintel category report: 'Sales of fabric conditioners grew strongly in 2014/15, with the biggest boost coming from the relaunch of Unilever's premium range as Comfort Creations. The latter sub-brand saw sales in the year to April 2015 grow to an estimated £62 million, representing nearly a third of Comfort fabric conditioner sales. Comfort Creations is clearly attracting new users to the category.' (Mintel Laundry Detergents And Fabric Care, UK - August 2015)

For the previous two seasons (Summer 2015 and Winter 2015) Comfort had launched a limited edition fragrance under the Creations range as the perfect way to:

- Bring new news to a very crowded aisle
- Offer consumers a product that is contemporary and relevant to the point in time
- Create standout at fixture
- Excite trade partners

In 2015 we were asked to add to the success of Creations with a new summer limited edition. Our brief was to 'excite the audience about the gorgeously summery way their clothes will smell and they will feel if they use this product.'





Summer
Limited Edition



CHERRY BLOSSOM
&
SWEET PEA

Comfort
Creations

33
WASHES*

Overview of market

In the year ending 2015, Comfort was the market leader in the UK, with a 46% share of the market (Mintel Laundry Detergents And Fabric Care, UK - August 2015).

FIGURE 24: BRANDS' VALUE SHARES IN FABRIC CONDITIONERS, YEARS ENDING APRIL, 2014 AND 2015

	Year ending April 2014		Year ending April 2015		% change 2014-15
	£m	%	£m	%	
Comfort (Unilever)	153.7	41	191.9	46	+24.9
Lenor (P&G)	149.9	40	153.2	37	+2.2
Fairy (P&G)	18.0	5	18.3	4	+1.7
Ecover	2.4	1	2.7	1	+12.5
Other brands	2.7	1	2.2	1	-18.5
Own-label	45.5	12	46.1	11	+1.3
Total	371.6	100.0	414.4	100.0	+11.5

Source: Based on IRI/Mintel

However, although a handful of brands make up the majority of the category, the UK market was crowded with products. For example (Mintel GNDP data search):

- In 2015, 43 products were launched, including 9 limited editions
- In 2016, 52 products were launched, including 3 limited editions
- Sainsbury’s online sells 65 fabric conditioner skus

With this in mind, it was even more important that the Summer Limited Edition would have the power to standout from the crowd and appeal to the consumer in order to be a success.

Project launch date

March 2016

Size of design budget

£15,247 (post design production costs not available)

Outline of design solution

The client brief was to 'excite the audience about the gorgeously Summery way their clothes will smell and they will feel if they use this product.'

The target audience was defined as: Emma, a delight seeker looking for sensorial pleasure. She likes to incorporate little things in her life that make her feel special and glamorous, being drawn to limited edition versions of her normal brands, attracted by their beautiful design. She cares about her clothes and the way she looks and would always use fabric conditioner - often overdosing on it. She loves perfumes and craves fragrance variety and would literally sniff every one if she had the time.

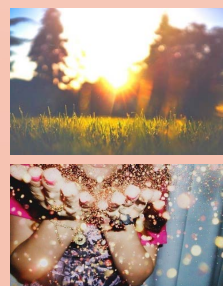
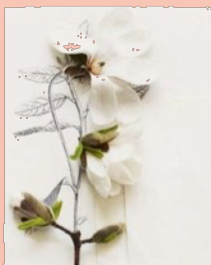
With this in mind we began our creative exploration by delving into the semiotic codes of Summer glamour fashion, Summer limited editions and Summer perfume editions. These codes inspired us to build a rich visual language and define the design thought of 'The Essence of Summer Glamour.' A territory that should feel glamorous, dreamy, evocative, full on sensorial, feminine and packed full of Summer vibes. The desired takeout was: "it totally captures that amazing Summer feeling you get and how good you feel, I want my clothes to smell exactly like that bottle looks so I have that lovely Summery feeling every time I wear them."

The design thought led us to two design routes; Flower Power and Quintessential British Summer. We also developed names that would accompany the design; Cherry Blossom & Sweetpea and Endless Summer. Of course, the brand essence 'Extra Dose of Love' was at the heart of the development ensuring that this design was one that felt in keeping with the the Comfort Brand.

We also needed to ensure that this sku felt part of the Comfort Creations range and therefore some mandatories were necessary: use a silver cap, use the 'blended by perfume experts' logo and use the 'summer limited edition' logo.

These designs were put into consumer research with the winning route, Glamour Bloom, scoring highest on 'fit with Comfort', 'attractive packaging', 'looks good on the shelf', 'something different', 'worth paying more for'.

Importantly, there would not be any promotional activity for the Summer Limited Edition, meaning that the design would have to work as hard as possible to encourage decision making at shelf, and online.



Summary of results

The following headlines are extracted from the Comfort Summer Limited Edition Performance document compiled by the UK brand team in order to propose that the SKU should become permanent:

“Summer Ltd edition 2016 is the best performing limited edition Comfort has ever had”

“Fantastic feedback on pack design and fragrance”

“If the product is delisted for Winter Ltd edition it will have negative backlash from consumers and retailers”

“Fantastic pack design impact on shelf as shown through the sales performance”

“An overwhelming positive response from consumers and retailers”

The outcome has seen Cherry Blossom & Sweetpea become a permanent SKU based on its exceptional success.



Summary of results

Value Sales outperformed previous two limited editions combined

- After 6 weeks the Summer Limited Edition 2016 recorded Value Sales of more than the Winter Limited Edition and Summer Limited Edition 2015 combined.

Highest Return on Sales for a Comfort Creations variant over past three ltd editions.

Immediately the 3rd highest selling Creations SKU, despite no ATL support

- SLE 2016 became the 3rd highest selling Creations SKU, performing exceptionally against more established SKUs and grew faster than any others.





Other influencing factors

- There was no ATL support for the Summer Limited Edition.
- There were no pricing or promotional activities identified.
- With this in mind, there is no doubt that the design alone had a huge, if not the single most influential impact on the success of the product.

Research resources

- Mintel Laundry Detergents and Fabric Care, UK - August 2015
- Mintel GNPD data search
- Unilever Comfort brand data via AC Nielsen

CHERRY BLOSSOM
— & —
SWEET PEA



Summer
Limited Edition



CHERRY BLOSSOM
&
SWEET PEA

Comfort
Creations

33
WASHES*