



Strong

nutrients

Submission title

Strong Nutrients

Sector

3570 Food Producers

Sub sector

3577 Food Products

Client

Strong Nutrients

Design consultancy

Pearlfisher

Date

June 2015

For publication

1.0 EXECUTIVE SUMMARY

Strong Nutrients was born from a desire to challenge the stagnant and functional vitamins, minerals and supplements (VMS) market. The brand wanted to positively change consumers' perceptions around health and wellness and create a new category of high-quality nutrients that would offer consumers something new.

Made from the freshest and highest grade of ingredients and developed to target health and beauty at a cellular level, Strong Nutrients had a great product but it needed a design that would set it apart from the competition and justify its premium price point. Pearlfisher's task was to bring this start-up challenger brand to life through positioning, naming, tone of voice, identity and packaging design to achieve its ambitious targets in sales and listings.

The result is a premium, visually impactful and easily navigable design with powerful health and beauty cues and a design platform for new variants to enter the market with high credibility.

Measured against the brand's original targets, Strong Nutrients has exceeded expectations on every level, with no additional marketing, promotion or sales support.

- Sales up 852% YOY
- Profits up 78% YOY
- YOY May monthly sales up 64%
- Market distribution double the original target
- Selfridges listing in 10 months
- Whole Foods Market listing 1 year ahead of schedule
- Return on investment recouped in just 6 months
- Launched 5 new variants with 2 more in the pipeline
- Outselling primary competitors in Selfridges
- NPD with 2 new product ranges
- Platinum Pentaward winner

Word count: 238



2.0 PROJECT OVERVIEW

2.1 Outline of project brief

Set within the context of a highly competitive market and increased 'me-too' competition from low-quality, low-ingredient supplements, Strong Nutrients set to challenge the functional vitamins, minerals and supplements (VMS) market, positively change consumers' perceptions around health and wellness and create a new category of high quality nutrients that would offer consumers something new.

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Pearlfisher's task was to bring this start-up challenger brand to life through positioning, naming, tone of voice, identity and packaging design to achieve its ambitious targets in sales and listings. Strong Nutrients needed to be an authentic, premium and desirable product proposition with a design to match.

Key criteria from the outset were:

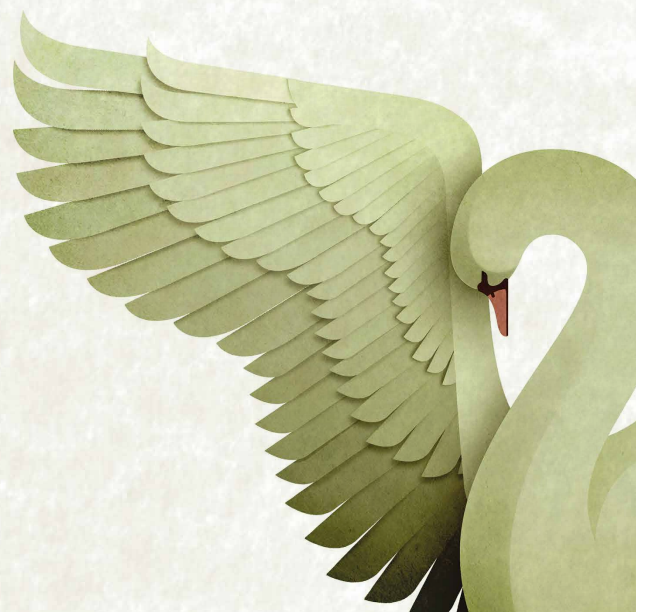
- To create a new category language for nutrients which challenges the functional VMS category and consumers' perceptions of health and wellness
- To create packaging design to communicate the brand's unique proposition and point of difference
- To showcase premium, contemporary cues to justify the price point and attract a more affluent consumer
- To deliver a brand which avoids the consistent homogenisation and price discounting in the VMS category
- To encourage range navigation and consumer engagement
- To create a design platform for new variants to enter the market
- To create point of purchase stand out
- To create a compelling design that would help the brand generate PR

With no other marketing support beyond the new design, specific year one business objectives included:

- Gain a listing in one major multi-national retailer
- Build a platform to launch 2 new variants

As a result of the success of Y1, Y2 objectives included:

- Increase sales by 70%
- Increase profits by 25%
- Gain listings in five new multi-national retailers
- Launch 1 NPD



2.0 PROJECT OVERVIEW, CONTINUED

2.2 Description

Strong Nutrients epitomises entrepreneurial spirit – a new brand launched to fill a gap in the market, leveraging the growing health and wellness trend and the opportunity afforded by a functional category which confuses and alienates consumers.



Strong Nutrients needed to compete against well-established and popular brands such as Vitabiotics, Seven Seas and private label brands including Holland & Barrett and Boots, most of which offer almost continuous price promotions and several of which advertise heavily.

With no additional support beyond the brand and packaging design, Strong Nutrients relied entirely on design to communicate its product proposition, point of difference and stand out in the retail environment.

2.3 Overview of market

2014/2015 has been a successful year of growth for the VMS market with growth in value sales up by 5%, driven, in particular, by sales in multivitamins and fish oils. This growth outperforms the total healthcare market, which grew at 3%. Sales through grocers, high street chemists and specialists such as Holland & Barrett have climbed 5% to £382.7m and volumes have grown by 2% or 1.6 million packs.

Whilst the average price of general VMS is £3.78 per pack, consumers are more likely to pay a premium for products aimed at specific needs, such as those for over-50s, which have pushed the average price per pack up to £5.47.

VMS is a market dominated by internationally renowned brands including Vitabiotics and Seven Seas who invest heavily in advertising – for example Vitabiotics, the sector's biggest advertiser spent £5.5m on traditional advertising space in 2014.

Interestingly, a significant variable impacting the growth of the market is price promotions – just over half of packs (53.1%) have been sold on promotion.

Pearlfisher's premium design for Strong Nutrients has allowed the brand to launch with an average price point that is more than three times the average price of the competition. **It is never sold on promotion.**

To gain market share with a premium price in a market defined by price-promotion strategies, is testimony to the impact created by the new design.

(Source: Kantar Worldpanel 52 w/e 1 March 2015).

2.4 Project launch date
May 2013

2.5 Size of design budget
£25,000

Word count: 679

3.0 OUTLINE OF DESIGN SOLUTION

The design convention amongst the big brands within the VMS market is brash presentation, functional messages and lazy repetition of familiar motifs.

Pearlfisher's challenge was to create a persuasive and credible presence for a challenger brand with which consumers were unfamiliar. It was essential that the product benefits were clearly and quickly communicated, in a sophisticated, engaging and premium way.

The story and positioning

To come up with the brand's point of difference and positioning, Pearlfisher's Futures Studio looked at health and wellness trends, the world of VMS and what makes a premium challenger brand. Pearlfisher Futures identified a key insight that the future aspirational body will be a strong body and that one of the key drivers of future growth in the VMS market will be related to increasing consumer awareness and education on the role of these products as part of a balanced, healthy lifestyle – allowing consumers to make better-informed choices.

Tapping into this growing acceptance of health and wellness and the future consumer aspirations, Pearlfisher developed the Strong Nutrients brand positioning: 'inner strength, outer beauty', a deep, emotional and highly inspiring promise.

Identity

In a move away from VMS clichés, Strong Nutrients' identity is simple yet sophisticated. It's a powerful statement that strong can be beautiful. This is conveyed through a series of beautifully crafted hand-drawn illustrations that tell an impactful visual story of elegant birds that have hidden strength.



3.0 OUTLINE OF DESIGN SOLUTION

The name and logo

The brand name, and the playful variant names and descriptors, are simple yet impactful, and clearly communicate the brand's promise of 'inner strength, outer beauty'.

Packaging design

On pack, the bespoke bird illustrations bring to life the product benefits in an unexpected and emotive way. They enable easy navigation through the range of products, creating visual impact and theatre at the point of purchase and, in the absence of a sales representative, allow consumers to choose the right products for their needs.

Emotionally led messages and clever product descriptors add an element of quirkiness whilst clearly communicating the products' related benefits. For example, 'Brain Box', represented by an owl, communicates how the powerful combination of cutting edge nutrients promotes optimal brain performance, whilst the 'Sunshine Pill', represented by a bright yellow canary, communicates the end benefit of a radiant, healthier immune system.

Amber packaging signifies the premium, authentic nature of the product and contrasts with the visually impactful labels. The beautiful illustrations are presented against a background of laboratory white and communicate purity and confidence while emphasising the quality of ingredients, depth of creation and care of production that has gone into each variant.

Website

Working together on a digital strategy, Pearlfisher also designed and built the Strong Nutrients website with a CMS system that feeds into e-commerce and will eventually feed into an educational app in year three.

Word count: 465



4.0 SUMMARY OF RESULTS

Two years post-launch, Strong's results have exceeded all expectations. The brand has significantly surpassed all its objectives, and all unprecedented results have a direct correlation with the brand identity and packaging design.

SALES UP 852% YOY

Sales value grew an enormous 852% in 2014/2015 compared to 2013/2014. That's twelve times greater than the initial Y2 objective!

PROFITS UP 78% YOY

Profits grew 78% in 2014/2015 compared to 2013/2014 – an impressive three times the original Y2 target.

YOY MAY MONTHLY SALES UP 64%

May 2015 saw a 64% sales increase over May 2014.

MARKET DISTRIBUTION DOUBLE THE ORIGINAL TARGET

Strong Nutrients ended its second year of trading with distribution in more than 10 multi-national outlets – double the original target. These include high street retailers such as Whole Foods Market, Fenwicks and chains of luxury boutique gyms.



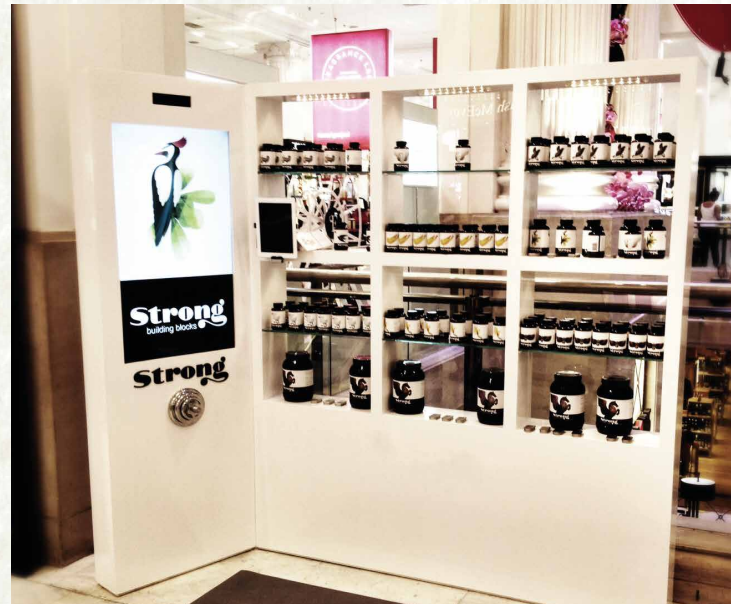
4.0 SUMMARY OF RESULTS, CONTINUED

SELFRIDGES LISTING IN 10 MONTHS

In just 10 months, Strong Nutrients secured a listing with Selfridges – one of the most prestigious retail destinations in the world – and is now available in their stores in both London and Manchester and on their website. This is all an unbelievable achievement, considering Strong Nutrients needed to beat off huge competition to secure such a coveted and exclusive listing. One they could only have dreamed of achieving in Y1!

DESIGN INVESTMENT RECOUPED IN JUST 6 MONTHS

Strong Nutrients recouped its £25,000 design investment within 6 months of launch – an amazing result for a small challenger brand.



4.0 SUMMARY OF RESULTS, CONTINUED



EXPANDING NEW RANGES

As testament to the success of the core range, Strong Nutrients launched a range of 5 new variants in 2014 and a further 2 variants are in the pipeline and will be launching in 2015. That's over three times greater than the original target.

A STRONG PLATFORM FOR NPD

Given the success of the Strong Nutrients brand in Y1, a Y2 objective was to launch 1 NPD and that came to life in the form of a new range of Strong Nutrients Teas. Not stopping there, the brand is extending into Nutrient chocolates and an imminent launch is planned in 2015.

PLATINUM AWARD WINNING

Strong Nutrients has won numerous prestigious design and industry awards including:

- Platinum award in the 'Best of the Body' category at global packaging design awards The Pentawards.
- Finalist at 'Health and Beauty Industry' Packaging Design Awards.
- Award for 'Outstanding Creativity' at the Mobius Awards.
- Red Dot Design Award for Design Communication.

CELEBRITY ENDORSEMENT

Strong nutrients is about to be listed on singer, Sinnita's website. This will be a site of Sinnita's favourite brands and products - a great new retail channel for this small challenger brand.



4.0 SUMMARY OF RESULTS, CONTINUED

THE RESULT

Pearfisher's design for Strong Nutrients has catapulted the brand to success, allowing it to compete at a premium price point in a highly competitive, price-promotion driven market, dominated by functional health brands. And all this while challenging consumer perceptions around the nature of nutritional health, vitamins and supplements.

Measured on every level against the brand's original targets, Strong Nutrients has exceeded expectations, with no additional marketing, promotion or sales support.



TESTIMONIALS

“The packaging design brought to life the brand positioning and product offering in a powerful and highly engaging way. The design and quality of Pearlfisher’s work has allowed Strong Nutrients to differentiate itself from the competition as the best range in the market and has helped justify a substantial price increase over the average market price. As testimony to this, sales have seen a sharp increase against a very challenging market.”

Zana Morris, Founder of Strong Nutrients

“I am a nutrient addict but I’ve never found anything like Strong before. Not only is it so beautiful that I don’t want to throw the empty packaging away(!) but it’s really helped balance my energy and mood. I will definitely be recommending chill pill to my friends.”

Helen Fospero, Library Gym member & TV presenter

“As an athlete, I’m constantly inundated with the same aggressive, functional nutritional supplements and marketing. Strong has changed my daily routine – the design is so beautiful and aspirational, I now look forward to taking my nutrients and am proud to display them on my counter.”

Benjamin Latham, Tri-Athlete

“I was hooked on Strong from the first moment I saw it in Selfridges. The design is so contemporary and elegant it just jumped out at me.”

Jemma Hemsworth, Selfridges Customer



5.0 OTHER INFLUENCING FACTORS

In a market dominated by internationally recognised brands with huge marketing budgets, Strong Nutrients had no budget for any additional marketing, promotional or sales activity. In fact, there wasn't even a sales team – sales were managed by the founder.

The design budget has been the only major investment and the packaging design has been their only promotional tool.

6.0 RESEARCH RESOURCES

- Strong Nutrients internal data
- Pearlfisher Futures, Body Mode Report, 2014
- Kantar Worldpanel 52 w/e 1 March 2015
- The Grocer's Focus On: Health care and supplements, June 2014



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