

DBA

Design Effectiveness Awards 2015 Entry

1. FOR PUBLICATION

Submission Title: Kytta Brand Re-staging
Industry Sector: Consumer Healthcare
Client Company: Merck Consumer Health
Design Consultancy: Creative Leap
Submission date: 26th June 2015



2. EXECUTIVE SUMMARY

Kytta is a plant-based topical ointment principally sold in Germany, used for the relief of chronic muscle, joint and back pain. The market is dominated by brand 'Goliath' Volterol which enjoys significant support.

Significant levels of above the line investment over a number of years (including TV, press and radio) had increased Kytta brand awareness but had failed to grow market share.

We were appointed to undertake a complete strategic review and re-staging of the brand to help break the cycle of lack of return on marketing investment.

Our program of work included consumer research and co-creation workshops, brand positioning & proposition development, logotype, visual identity & range packaging design as well as the design of the core communications look & feel.

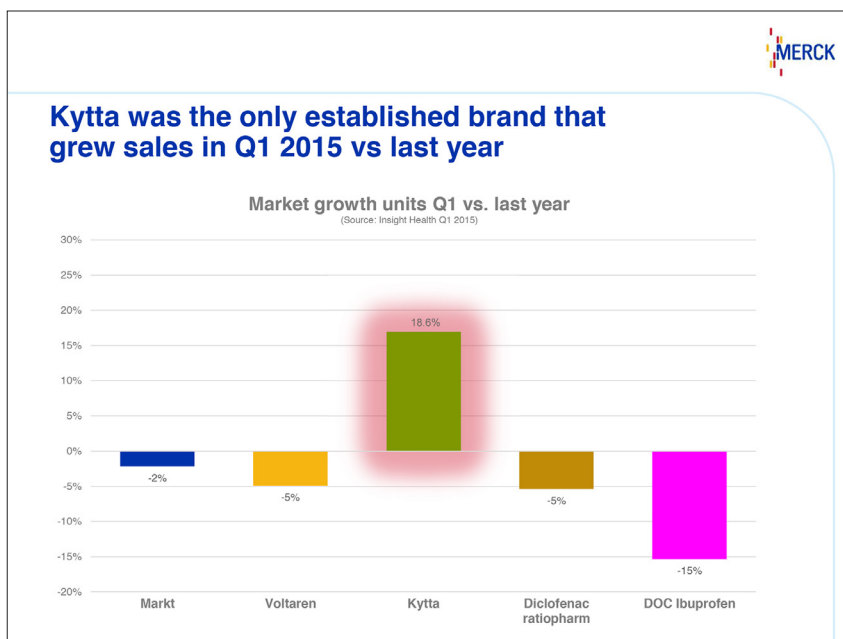
Our re-positioning and redesign lead to a 38% increase in market share in the first three months immediately following the launch.

Since then the brand has continued to go from strength to strength and was the only established brand in Germany that grew sales in 2015 versus last year by a further 18.6%.

Based on the success of the restaging in the domestic German market the business is actively pursuing launches in other geographies moving forward.

Winning Statistics

- 38% share growth in the first 5 months following launch
- An additional 18.6% sales growth in Q1 2015
- €1,746,000 Additional sales revenue Jan – April 2015
- The only established brand to grow YOY versus 2014



3. PROJECT OVERVIEW

Outline of project brief

- Position the brand for sustainable, profitable growth
- Elicit brand preference with core target of seniors & HCPs
- Identify 'Bigger Market Position' and engaging 'Big Idea'
- Drive reconsideration, demand and trial amongst current rejecters
- Stretch brand to new users, usage and consumption
- Retain sufficient equity not to alienate existing loyal consumers

Market overview

Muscle, joint and back pain is a disease that affects both body and mind. The market is dominated by chronic users, with a core target of seniors 70+ (50% of the market) and a secondary target of best agers 50-69 years (27% of the market).

Improving life expectancy is set to expand the scale of these market segments over coming decades and increasing self-management and changes in healthcare systems (Rx is decreasing) will continue to drive future growth.

Key Challenges

Despite risks associated with extended long-term usage, Medical advice continues to recommend products containing NSAIDs (non steroidal anti-inflammatory drugs). The market is dominated by Volterol, which enjoys high brand awareness and is supported with significant levels of advertising spend.

Although clinically proven to work as well as its pharmaceutical competitors, Kytta, with its overtly natural positioning and messaging was failing to communicate product efficacy to mainstream category buyers and HCP recommenders who often simply default to the brand leader.

However for Kytta's small but loyal user base it was precisely the brand's natural, non-pharmaceutical formulation that was believed to be driving purchase and preference.

A key challenge of the brief was therefore to develop a positioning, visual identity and communication platform for the brand that would be capable of driving reconsideration by mainstream NSAID loyalists and recommenders whilst retaining the core, loyal user base.

Project launch date and budgets

The brand was initially launched in March 2014 with a branding and design budget of approximately £100,000 (excluding market research costs)

4. OUTLINE OF THE DESIGN SOLUTION

We needed to uncover and communicate a meaningful point of difference for Kytta in a market dominated by NSAIDs.

Consumer claims testing identified a critical insight.

Unsurprisingly, at the top of the list was a significant reduction in muscle, joint and back pain. Efficacy is clearly table stakes in a pain relief category!

More interestingly were the next most highly desired attributes; High tolerability and lack of side effects - something that NSAIDs cannot claim.

The challenge was immediately clear:

To develop branding and packaging design that could communicate and carefully balance both 'efficacy' & 'tolerability' cues.

Strategically we needed to develop a brand positioning that translated this insight into a meaningful and supportable communication platform capable of engaging with both consumer and HCP audiences. The idea we developed focussed on "Responsible Pain Management" to straddle the twin pillars of efficacy and tolerability during extended usage.

Working from this platform we went on to develop a 4 Phase programme to interrogate and identify category and consumer-relevant semiotics and brand visual language around these issues:

Phase 1 – Co-Creation Workshops with target consumers to understand the category cues, i.e. colours, icons, typography etc. associated with both efficacy and long-term tolerability.

We introduced an unbranded concept statement introducing a 'new' brand and asked consumers to create 2 mood and tone boards representing Efficacy and Tolerability from pre-prepared stimulus.

Phase 2 – Design Exploration & Qualitative Research to review a range of packaging concepts designed using the starting point of the mood-boards developed as an output of Phase 1. Amazingly we achieved unanimity across 8 consumer groups around 1 lead concept.

Phase 3 – Design development and Quantitative Research to validate the lead packaging idea within the competitive context and in comparison to the current visual identity and packaging design.

Phase 4 – Design Detailing and Extension to embrace full packaging layouts and artworks and the development of non packaging brand assets and usage guidelines for print, TV and digital collateral and campaigns.

This phased approach allowed us to develop a brand identity and packaging design solution built around a number of key elements, each informed and validated with consumer input:

4. OUTLINE OF THE DESIGN SOLUTION

The Journey Wave

The red to green colour gradient represents the journey from pain to relief. The natural curves demonstrate flexibility whilst the complex linear details signals efficacy.



The colour green is an abstract representation of 'natural', thus retaining some of the original equity previously communicated on pack through the 'plant'.

The logo & typography

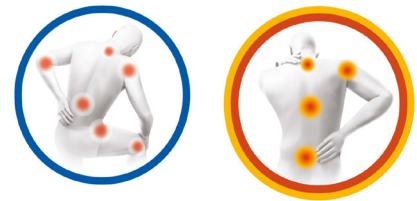
We retained the black colour from the original brand mark to help communicates efficacy.

Kytta®

In contrast, other letterforms are softer & rounded to help communicate tolerability.

The Suffering Man Icon

This is a key component representing the feeling of pain and signposting where Kytta will be effective.



The Variant Flags

Kytta variant flags contain the product name, facilitating range navigation.



The Brand Flag

The Kytta brand flag is the primary branding element that is used across all communication materials, advertising and POS materials



5. SUMMARY OF RESULTS

Pre-launch consumer quantitative testing (source TNS)

- The new design leads to a higher credibility of Kytta as an effective product to increase mobility, ease muscle, joint and back pain, while fighting the causes.
- For competitor users the new design clearly communicates a modern and differentiating take on effective pain relief.
- 67% of Voltaren users found the new design more motivating than the current one.
- Kytta users show a much higher agreement to 'modern brand', 'pain relief' and 'efficacy' cues of the product thanks to the new design.

Post launch results

- A highly successful brand re-positioning and re-staging
- 38% share growth in the first 5 months following launch
- An additional 18.6% sales growth in Q1 2015
- €1,746,000 Additional sales revenue Jan – April 2015
- An average of €436,000 additional sales per calendar month
- The only established brand to grow YOY versus 2014
- New products being launched from a revitalised, brand platform
- Planned geographical expansion following domestic market success



‘The new branding and packaging design is a huge step forward for the brand and will make it leave the natural niche. The approach to developing the design was state-of-the-art and absolutely consumer driven. We are delighted by what it has already been achieved since launch’

Katja Baumeister
Head of Category Mobility

6. OTHER INFLUENCING FACTORS

The branding and packaging design are part of a complete re-staging of the Kytta brand architected and led by Creative Leap.

Our research and planning work has created a new positioning, visual identity and communication platform for the brand that has been implemented across all consumer and healthcare professional touch-points.

We have designed the brand & communication guidelines and developed key messages and the core collateral look and feel for both trade and consumer advertising and POS materials.

It is therefore difficult to identify particular elements of the mix or other influencing factors that have contributed to the success of the re-launch.

The new communication campaign and look and feel was introduced ahead of the packaging due to different production lead times.

Following the initial rapid growth in share, the brand has grown a further 18.6% in Q1 this year following the introduction of the new packaging. This would suggest that this is also impacting positively on brand performance in the store environment.

Research resources

- Ott & Partners GmbH, Koenigstein
- Schottmer Institut fur Verbraucherbefragung GmbH, Hamburg
- TNS Infratest AdEval Pack Evaluation, Germany
- Insight Health, Germany