



ProActiv®

SUBMISSION TITLE

Flora ProActiv: Committed to change

CLIENT COMPANY

Unilever

DESIGN CONSULTANCY:

Design Bridge

INDUSTRY SECTOR:

Food Producers

SUBMISSION DATE:

June 2016

DesignBridge™

For Publication

Executive Summary

“With an identity which clearly communicates our brand positioning, Flora ProActiv now looks like the proud brand it should be, premium and powered by science and nature. We’ve seen our sales growing after the launch which is an incredible feat considering the market is declining double digit.”

TALITHA RUTTEN – GLOBAL BRAND DIRECTOR FOR FLORA PROACTIV

NATURAL IS BEST

In a new world of food transparency, people return to what they know. In this sector, it’s butter. Butter volume sales are continuously growing by 4% every year. This has meant a significant decline of 9.6% of UK volume sales in just one year for margarine, whose natural credentials are being questioned. It was our challenge to halt this decline for Flora ProActiv through an effective and evocative design to match its premium price.

BALANCING FUNCTION WITH EMOTION

With a natural active ingredient to be proud of and science to back our claims, it was time to mirror the product efficacy with design efficacy. It was the role of design to generate appeal and re-establish the credibility of this life-changing product through a new visual identity that communicated a healthy combination of science and nature.

CREATING BEHAVIORAL CHANGE

The new design translated into sales and saw Flora ProActiv value share increase by 8.6%, whilst parent brand Flora continued to decline in sales. However, for Flora ProActiv the journey to triumph over cholesterol is not just about units sold but lives improved. By breathing life into the on and off pack world, we have reached a further 108,000 households in only 7 ½ months.

Butter volume sales growing

4%
a year

80%

of deaths due to cardiovascular diseases can be prevented through diet and lifestyle.

Reached an extra

108K

UK households in 7 ½ months

Project Overview

Design Bridge was asked to create a visual identity for Flora ProActiv which clearly communicated purpose and meaning in order to halt the decrease of sales in a declining market.

The primary touchpoint was to be packaging but the visual language would have to effortlessly live across the entire range and all points in the consumer journey.



OUTLINE OF BRIEF

1. COMMUNICATE CLEARLY THE VALUE ADD

When semiotically tested, the only premium thing about the original design was the price.

Flora ProActiv can be up to 3x the price of everyday family spreads.

TO ACHIEVE THIS WE SET ABOUT:

- Better leveraging our clinically proven plant sterols
- Introducing more premium cues through design execution, colour and finish.

KEY CHALLENGE:

Unlike with most premium ranges, the physical pack was not an element we could enhance. Margarine tubs are standardized and cost-optimised, so the new design would rely purely on graphics.

2. FROM SUB-BRAND TO STAND-ALONE

Flora ProActiv started life as a variant of Flora. It now deserved its own identity in order to benefit from the growth in functional products and differentiate itself from suffering family spreads.

TO ACHIEVE THIS WE SET ABOUT:

- Crafting the word mark
- Balancing the hierarchy with the Flora logo
- Establishing a design language that was distinctly Flora ProActiv

3. COMMUNICATE NATURAL EFFICACY

With spreads suffering from negative media coverage, Flora ProActiv needed to reassure consumers that their product and active ingredient were the result of harnessed plant power.

TO ACHIEVE THIS WE SET ABOUT:

- Balancing the semiotics of science, nature and taste

4. STAND OUT AT SHELF

The spreads shelf is vast and over crowded. Most playing to generic cues and often layering confusing messages.

TO ACHIEVE THIS WE SET ABOUT:

- Keeping on pack messages visually immediate
- Building a disruptive colour palette

5. BALANCE FUNCTION WITH EMOTION

Flora ProActiv is not a medical brand, rather a lifestyle brand. The pack would play an important part in a bigger story so should not be limited to functional claims.

TO ACHIEVE THIS WE SET ABOUT:

- Leveraging the duality of the name
- Creating typography and tone that could flex between reassurance and motivation
- Developing elements that could work across more emotive touchpoints.



ALL IN PURSUIT OF A HIGHER GOAL OF...

**HELPING REDUCE
CHOLESTEROL OF
100 MILLION PEOPLE
BY 2020**

DESCRIPTION

Flora is one of Unilever's 3 UK everyday spreads brands. Unilever believes in brands with purpose, and Flora ProActiv actively delivers on change on a personal and societal level.

Flora has been positioned as a heart health brand since its creation in 1962. Flora ProActiv started as a successful innovation in 2000, it was launched as the first variant of Flora to have an active ingredient that helped lower cholesterol.

Over that time, renowned scientists and universities have undertaken **50+ clinical trials**. Although, Flora ProActiv believe in real results with real people, hero'ed in their long standing 'It takes a village' campaign, in which they saw **85% of people reduce their cholesterol** in just 3 weeks by using Flora ProActiv and making small behavioral changes.

It is an ongoing mission for users and brand, to triumph over cholesterol. **Flora ProActiv cares about more than just sales**, and believe in motivating change that lasts. Supporting its spreads with other activities including online education, starter kits and health care professional engagement.

However, despite the ongoing above the line support, in recent years Flora ProActiv has declined in line with the rest of the market.

**3.5
MILLION**

starter kits since
re-launch

50+
clinical trials

OVERVIEW OF MARKET

BUTTER GROWING, MARGARINE DECLINING

Concerns over artificial ingredients saw many consumers return to butter and buy less margarine. The price of butter also fell by a staggering 27% in 5 years. Both influencing factors, helping butter volume sales grow by 4% and margarine decline double-digit in the last year. The outlook didn't look good, with butter forecast to see volume growth of 9% and spreads to see a decline of 17% between 2015-2020.

CONSUMER BENEFITS

In order to halt the decline, Unilever needed to strongly communicate the reason to believe for its spreads brands.

They recognised that consumers are searching and often paying more for products which are perceived or communicated as natural and/or have added health benefits.

With **cardiovascular diseases being the no.1 killer globally**, this is a brand capable of tackling such big problems on a large scale. The opportunity for Flora ProActiv was to credibly convey its active health benefits; to defy market losses, challenge perceptions and grow by empowering little and often positive change.

Doing well by doing good.

PROJECT LAUNCH DATE

October 2015

SIZE OF BUDGET

£320,000

Word Count: 805/850

38%

of those aged 55 and older are looking for 'natural' food choices

78%

Europeans said they would pay more for food with health benefits



BIG IDEA:
**REDUCING
CHOLESTEROL**

*for a
better
you*

Flora ProActiv is not just about reductions but positive life gains.

We used design to reassure, with a healthy balance of science and nature. Whilst also motivating people to embrace an active lifestyle through empowering design on and off pack.



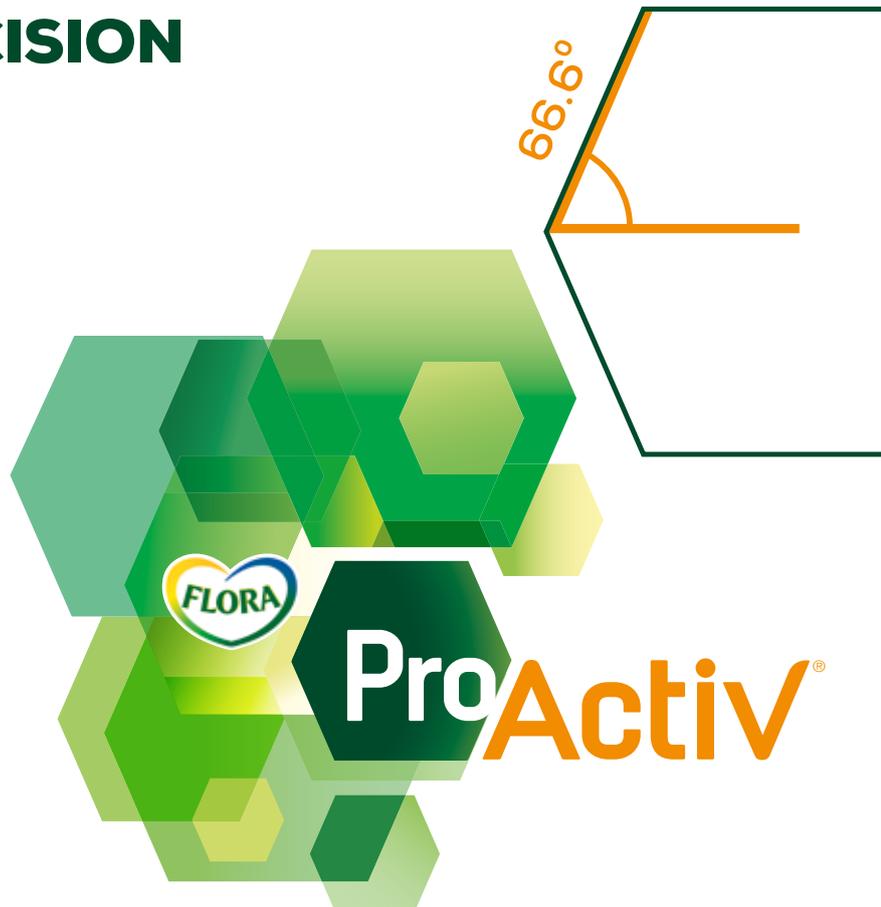
PATTERNS OF PRECISION

Nature is beautifully precise. It works to patterns not accidents. We applied this principle to every element in the creation of our design identity.

Hexagons make up naturally occurring patterns in the biology of plants and people, they are a shortcut for science in nature. We used this semiotically strong shape as part of our word mark, visual identity system and our photography style.

When overlaid and the afternoon light shines through, the clinical edges are softened and dappled leaves appear. Taking you to long walks in the forest rather than just the lab.

**OBJECTIVE:
TO BE PERCEIVED
AS MORE NATURAL**



A PROACTIV PALETTE

Dark green for wisdom, silver for efficacy and orange for optimism. All work together to elevate Flora ProActiv beyond the expected with a healthy dose of credibility and an uplifting amount of energy. All balanced by a clean white that cuts through a world of predictable cream and yellow.

OBJECTIVE:
TO STAND OUT FROM TYPICAL CATEGORY

WHEN RESEARCHED...

**PROACTIV BUYERS
FOUND THE NEW
PACK IN HALF THE
AMOUNT OF TIME.**

DEMYSTIFYING ICONOGRAPHY

Leaves and hearts are nothing new in the world of margarine. By taking a closer look at the leaf and at the pulsing veins running through it, Flora ProActiv can tell a product truth story in a unique and immediate way.



QUALITATIVE RESEARCH CONFIRMED THAT

**CONSUMERS PERCEIVED THE
ICON AS A SEAL OF APPROVAL
BY PROFESSIONALS AND
INDICATED NATURAL EFFICACY.**

MOTIVATIONAL PHOTOGRAPHY

Whilst the emphasis on pack is to communicate efficacy, photography was an opportunity to use the design elements to be more evocative of a ProActiv lifestyle. Purposefully choosing outdoor imagery of real people being gently active, using hexagons as glints of light and warm orange hues of late summer. Ultimately encouraging small steps to make a big difference.



BALANCED TYPOGRAPHY

A harmony of two fonts for a balance of credibility and approachability. Precise and clean sans serif for confident professionalism, paired with a looser hand written style for more active and engaging conversations.

NEXA

Our lead typeface family



Pro
(Scientific),
Wise and
Visionary

NEXA SLAB

Nexa Rust Script R00



Activ
Committed
and Motivating

DESIGN SUMMARY

By achieving balance between trust and taste, science and nature, health and living we created positive change for brand and body.

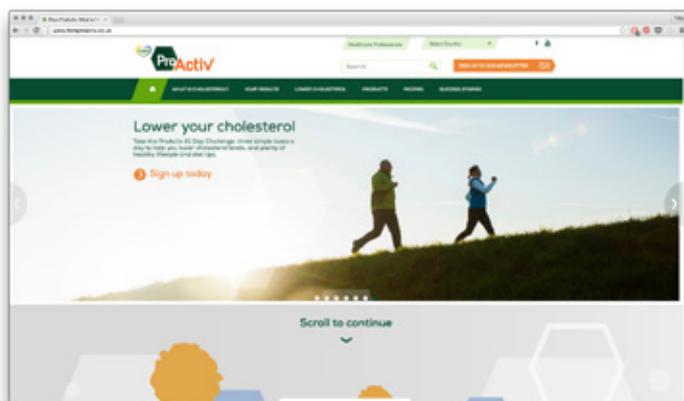
Appeal increased by **33%** amongst non-users of Flora ProActiv in research.

Purchase intent in the top **8%** of design tested in Unilever, globally - ever!



DESIGN STRETCH

Our design language and developed assets were applied across all consumer touchpoints and will continue to be used as Flora ProActiv continues their journey on creating products to combat cholesterol.



SINCE THE RELAUNCH OF THE WEBSITE WITH THE NEW DESIGN LANGUAGE...

THE AMOUNT OF TIME PEOPLE SPENT ON THE SITE DOUBLED

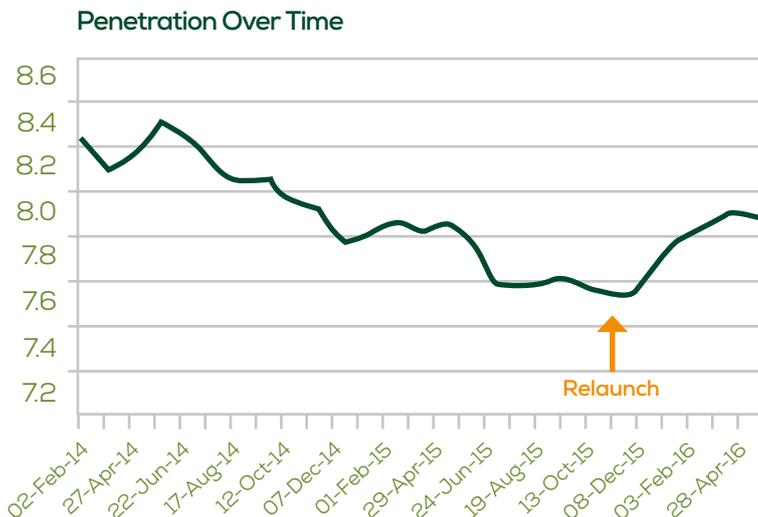
SUMMARY OF RESULTS

With butter growing year on year, overall margarine value sales have been in double-digit decline for 3 years, decreasing by 12.7% in the year before Flora ProActiv relaunch. Flora equally declined by 12.5 % in value sales, in the same period. All the while, butter reaped 4% volume sales rewards.

Flora ProActiv also felt the strain of the market and had been declining by 5-6% in value sales for 2 years. In the 7 ½ months before relaunch, Flora ProActiv sold 114,000 kg less than over the same period the previous year. The latest figures show that the relaunch halted this decline and in the first 7 ½ months Flora ProActive has sold 40,000 kgs more than the same period prior. Not only did sales increase, but penetration figures showed that after relaunch, Flora ProActiv can be found helping people control their cholesterol in 108,000 more UK households.

40K
Kgs more
in 7 ½ months

Reached
an extra
108K
UK households
in 7 ½ months



Purchase intent
in the top
8%
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in Unilever,
globaly - ever!

OTHER INFLUENCING FACTORS

The above the line campaign 'It takes a village' was launched September 2014. Sales initially saw an increase but had been declining up until the pack redesign. The same campaign continued to be used with consistent levels of spend.

FPA	Oct 14 - Apr 15	Oct 15 - Apr 16	Diff
Oct	570	561	
Nov	20	127	
Dec	22	75	
Jan	642	703	
Feb	229	232	
Mar	163	196	
Apr	230	66	
	1876	1960	84

Following relaunch the Average Price Index remained consistent compared to margarine generally – not heavily discounted to drive sales.

RESEARCH SOURCES

- Unilever research documents – Undertaken by The Big Picture
- Kantar Worldpanel market statistics
- Mintel yellow fats and oils – September 2015
- The Grocer industry articles
- Nielsen's 2015 Global Health & Wellness survey
- Office of National Statistics – Statistical bulletin for Families and households 2015

A POWERFUL AND PURPOSEFUL VISUAL IDENTITY MOVED FLORA PRO-ACTIV FROM BEING SIMPLY A CHOLESTEROL LOWERING SPREAD TO AN AGENT FOR BEHAVIORAL CHANGE. GROWING SALES IN A DECLINING MARKET. AFFECTING THE LIVES OF 108,000 MORE HOUSEHOLDS IN JUST 7 ½ MONTHS.