



# BRAND RESTAGE



## For Publication

Bayer Consumer Health USA  
DBA Design Effectiveness Awards entry  
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# EXECUTIVE SUMMARY

Midol, a 100-year old menstrual pain relief brand, was completely renovated and relaunched in 2020. Keeping nothing other than the brand name, we created a brand strategy, breakthrough visual identity and package design to appeal to a new generation of women. Within months, the solution led to brand and category growth, with increased household penetration and sales, and opened doors for new innovation and distribution.



# CONTEXT AND OVERVIEW

In 2019, Midol was the market leader in the \$63MM menstrual category, a specialty segment in the general analgesics aisle. A small category, Midol and its competitors languished in an aisle filled with well-funded and heavily advertised general pain relievers. Women knew their symptoms were more than just pain but increasingly, just looked to whatever was in the medicine cabinet.

The menstrual pain segment as a whole had been flat for decades, and had lost -2.6% versus prior year in sales volume in 2018, and another -0.6% versus prior year in 2019. Bayer had not invested in Midol for years which contributed to the category decline. In 2019, the company decided to start investing again; however, only saw moderate sales growth (+1.9% versus prior year).

Although the brand was around for many years and had high awareness with its core consumer, it lacked top-of-mind relevancy. In retail, the brand suffered from visibility challenges from a recessive package design and bottom shelf placement in a cluttered aisle.

During this same time period, the women's wellness category was exploding with new direct-to-consumer brand entries and product innovations. Based on its strong heritage and awareness, Midol saw an opportunity to be more than just pain relief and reposition itself in the women's wellness category.

This would enable the brand to expand beyond pain relief into multi-symptom period relief and increase relevance with Millennial and GenZ women.

## Key Business Objectives: (June 2020 Through May 2021)

1. Increase household penetration by 30 basis points with menstrual symptom treaters.
2. Increase Midol sales by 18% versus prior year post brand relaunch.
3. Increase trial with young women.
4. Develop a disruptive brand identity and package design to stand out in retail.



# CONTEXT AND OVERVIEW

With Midol repositioning itself to expand from the menstrual pain category to total period care and wanting to explore a broader platform in women's wellness, we were asked to bring these ideas to life through new positioning, visual identity and packaging that were relevant to Millennial and GenZ women. It all had to work for the existing Midol pain relief products, as well inspire innovation and work effectively in today's digital environment.

We knew it was imperative to understand the mindset of this new generation of women and also to understand what they knew and believed

about our brand. We completed a deep dive into consumer testimonials and interviews to hear firsthand what their needs were and what they were looking for from the category. We also realized through quantitative research that not much about the existing packaging and identity were relevant to this target. Therefore, we explored trends and audited pain relief, as well as women's wellness, to inform the brief and overall strategy. What we discovered was we needed to use a start-up mentality, to think beyond pain relief, to be real and speak to her in her voice, and we needed to uniquely convey modern femininity and efficacy at the same time.



# CONTEXT AND OVERVIEW

Revitalizing a 100-year-old brand to reach the next generation of women called for game-changing creativity that celebrated modern femininity. The name was familiar, but the brand lacked relevance and was losing ground to new female-focused start-ups. To achieve the objectives, we completely revamped the brand.

We scrapped everything except the name and built the brand back up from there. We created a bold, color-blocked design system combined with a modern, vibrant palette that was breakthrough and differentiated us in the “sea of blue” pain aisle. The system centered around the large graphic M that tapped into the brand’s single equity - the Midol name. Our goal was to make the identity so arresting that no matter where the brand was placed on shelf, the pack would engage consumers.

The simple, powerful design effectively created stopping power in any retail environment and also successfully stood out in digital media and the ever-growing world of e-commerce. The design system became inspiration for all of the partner agencies, fueling a holistic, ownable “Midol World” aesthetic across all channels.

## Work Delivered:

- Brand Positioning
- Brand Architecture Strategy & Product Naming for Future Innovations
- Brand Manifesto
- Tone of Voice/Communication Strategy
- Brand Identity/Logo
- Design System/Assets
- Package Design for 11 SKUs
- Photography Principles & Art Direction
- Retail Design Direction
- Social Media Design Direction
- Digital Design Direction
- PR Kit Design Direction
- Brand Toolkit/Guidelines

The work was done in collaboration with the Bayer Consumer Health US design, marketing and insights teams. We worked hand-in-hand on developing the research plan and building the brand positioning and design vision. Once the strategy and identity were established, we worked with partner agencies to create a new communication platform and provide guidance on design execution and photography across all channels.

**Launch Date:** June 2020 **Design Fees:** \$295K



# RESULTS

Our four objectives were very aspirational. Timing was critical for Midol had to be a turnaround brand for Bayer to keep investing in it.

1. Increase household penetration by 30 basis points with menstrual symptom treaters.

## A. RESULTS:

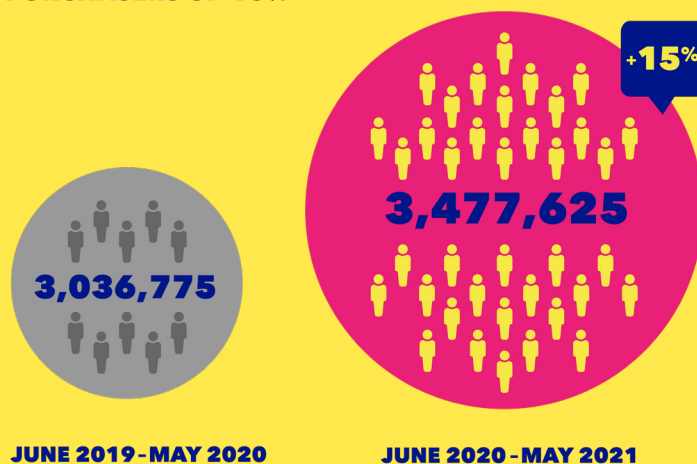
- i. Midol's household penetration has increased by 30 basis points versus the prior year. Driven by an increase in buyers (+15% versus prior year). Midol is reporting the highest penetration levels in 4 years.
- ii. The menstrual pain relief category saw the same increase versus prior year (+30 basis points) in household penetration over the same period, which was driven by Midol.

- B. Household Penetration is defined as the percentage of households in a market that buy a particular brand in a given period. The best way brands can grow over the long term is to grow their number of buyers. Improvement in Household Penetration signaled a new consumer adopting a new approach to treatment. An increase meant genuine behavioral change - more women, making room in more medicine cabinets for Midol.

## HOUSEHOLD PENETRATION UP 15%, +30 BASIS POINTS.



## PURCHASERS UP 15%

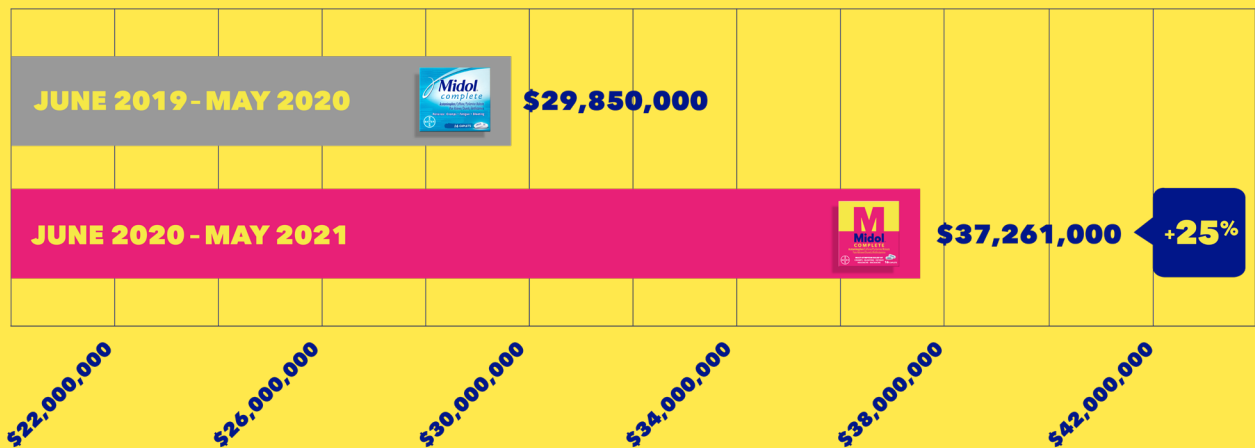


# RESULTS

2. Increase Midol sales by 18% versus prior year post brand relaunch.

**A. RESULTS: Midol exceeded targets and increased product sales by 25% versus prior year post relaunch.**

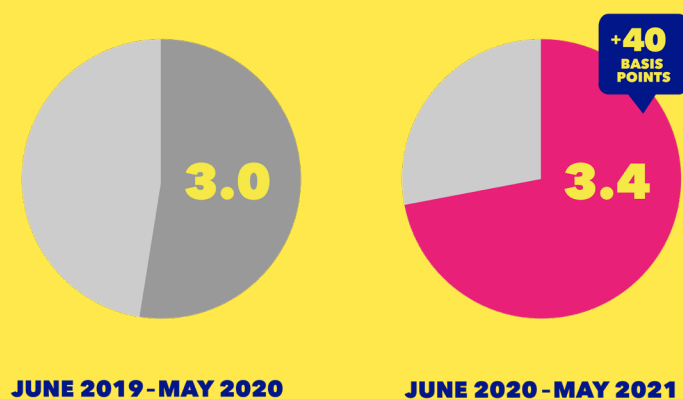
## SALES UP 25%



3. Increase trial with young women (measured by household penetration).

**A. RESULTS: Midol grew household penetration with women 18-34 by 40 basis points versus prior year from 3% to 3.4%.**

## HOUSEHOLD PENETRATION +40 BASIS POINTS



# RESULTS

4. Develop a disruptive brand identity and package design to stand out in retail stores.

## A. RESULTS:

- i. Midol retail sales velocity increased by 18.7% versus prior year which measures how fast a product is moving in the stores where it is in distribution.

While all customers are seeing growth, top customers include:

1. Target (US big box, mass retailer): sales up 41% versus prior year
2. Walgreens (US Pharmacy): sales up 22% versus prior year
3. CVS (US Pharmacy): sales up 19% versus prior year

REDACTED CONFIDENTIAL DATA



# INFLUENCING FACTORS

## Marcomm Activity

Midol marcomm (marketing communications) activity was an influencing factor as it announced the change to consumers to ease the packaging transition. To support the relaunch and packaging change, Midol launched an integrated marketing campaign with new advertising, social media activity, public relations outreach and media spend. Earned and owned media channels tapped into the sweet spot of unfulfilled needs among women, allowing Midol to gain significant attention for the relaunch and packaging design.

**Midol achieved 945M impressions in earned media, beating the goal by 270%.**

**MIDOL'S \$5.7M MEDIA SPEND FROM JUNE 2020 - MAY 2021 WAS FLAT COMPARED TO PRIOR YEAR TO SUPPORT THE BRAND'S AMBITIOUS RELAUNCH OBJECTIVES, WHICH MEANT WE HAD TO BE MORE IMPACTFUL WITH OUR DOLLARS.**

The new brand redesign was key to that objective. Midol's annualized media spend was easily drowned out by the general analgesics that were making inroads in the menstrual pain category, with Advil spending \$78 million, and Tylenol \$39 million annually. For both 2019 and 2020, Midol's media mix was exclusively digital - encompassing search, video, e-commerce search and display. In 2020, the relaunch investment plan included the addition of Influencer content for social channels, and a branded content program with Refinery29.



# INFLUENCING FACTORS

## COVID-19:

COVID was a negative influencing factor that the team was still able to overcome. Prior to the relaunch, lockdowns were announced, and consumers rushed to retail stores to buy products they might need. This drove an 18% increase versus prior year in consumer purchases and 46% increase in customer purchases from Bayer in March 2020. These sales lifts are included in the prior year comparisons. Following the pantry load, the Midol team was challenged when traffic declined at retail due to lockdowns and total US retail sales declined by more than 29% versus prior year in Q2 2020, the period when Midol relaunched in stores. The team pivoted to e-commerce channels by updating all digital assets to reflect the new branding and messaging, a shift that helped propel Midol's growth during a challenging retail year. Also, Midol was challenged with out of stock during June - August 2020 on its top SKU, Midol Complete 40 count, due to supply challenges caused by COVID. Despite this, Midol was able to recover from COVID impact and deliver sales growth in line with objectives.

## Merchandising and Distribution Changes:

Distribution was not an influencing factor.

Overall, total points of distribution were down by -13% versus prior year due to discontinuing less profitable, bonus packs that offered pills for free. Midol did see some shifts in distribution at top retailers, like adding distribution into feminine hygiene aisles at Target and Walgreens during the period and new item distribution on Midol Complete Caffeine Free at Walmart, Walgreens and CVS due to excitement around the relaunch.

## Innovation:

Based on the success of the design restage, Midol Complete On-The-Go launched in May 2020, Midol Complete Caffeine Free relaunched in March 2021 (included in results) and Midol Bloat Relief launched in June 2021 (excluded from the results).

