

Inovox Express: *Fast Sore Throat Relief*

Industry sector:

4570 Pharmaceuticals & Biotechnology

Client company:

USP Zdrowie

Design consultancy:

Creative Leap

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FOR PUBLICATION



INOVOX *Express*

EXECUTIVE SUMMARY

(Word count: 144)

USP Zdrowie asked Creative Leap to develop a totally new challenger OTC sore throat lozenge brand – one to take on both local and international brands operating in Poland.

Against an incredibly crowded category with flat growth, it's an unbelievable success story – **Inovox Express is on a trajectory to become Poland's number one brand in this category!**

Much of the success can be attributed to Creative Leap's partnership with USP Zdrowie – pharmacists and consumers are responding to the differentiated consumer need approach of this challenger brand.

Many of the incredible results are confidential, but of those that can be shared, Inovox Express has achieved the following within just five months of its consumer activation:

- > Number 4 brand in OTC non-herbal sore throat lozenge category
- > 6.5% market share
- > +140% sales value versus category average
- > Sold in 8 out of 10 pharmacies
- > Design investment recouped in one month

6.5%
market share

+140%
sales value versus
category average





PROJECT OVERVIEW

(Word count: 606)

Outline of project brief

Sore throat care is a distinct and important therapeutic category in Poland, but it's also hugely competitive and static. Under this context, USP Zdrowie asked Creative Leap to develop a totally new challenger OTC non-herbal sore throat lozenge brand – one to take on both local and international brands operating in Poland.

To be known as Inovox Express, this was an opportunity to create a uniquely differentiated brand based around consumer needs, rather than the market norm to dazzle consumers with scientific messages that they don't understand.

The brand's positioning, name, and architecture had to support Inovox Express' consumer activation. Other design elements included brand identity, packaging design, and a brand toolkit. It's imperative that the brand stands out from the competition to quickly gain distribution, build market share, gain in-store visibility, engage pharmacists and consumers, and thereby achieve sales value and volume targets.



PROJECT OVERVIEW CONTINUED

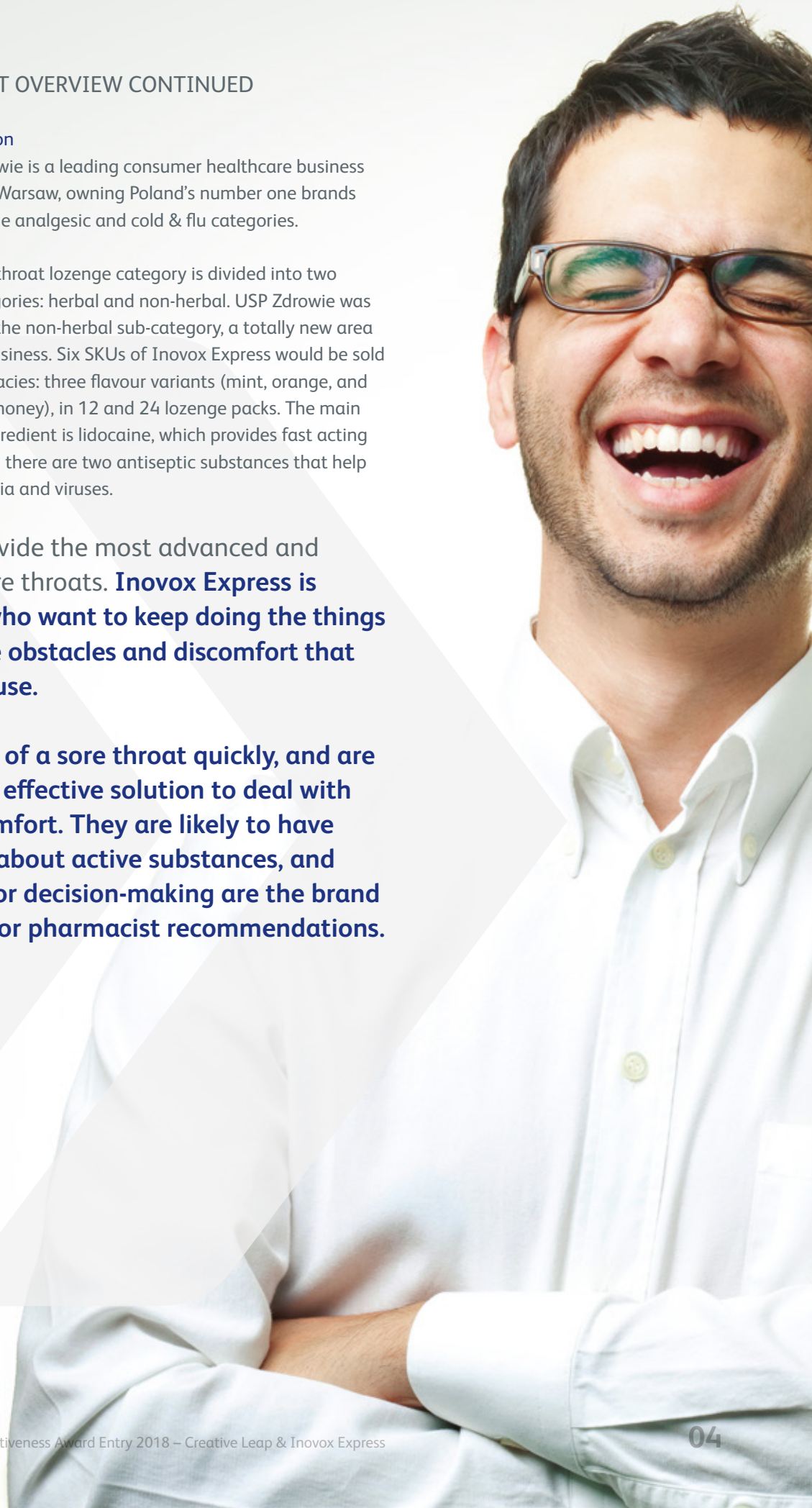
Description

USP Zdrowie is a leading consumer healthcare business based in Warsaw, owning Poland's number one brands in both the analgesic and cold & flu categories.

The sore throat lozenge category is divided into two sub-categories: herbal and non-herbal. USP Zdrowie was entering the non-herbal sub-category, a totally new area for the business. Six SKUs of Inovox Express would be sold in pharmacies: three flavour variants (mint, orange, and lemon & honey), in 12 and 24 lozenge packs. The main active ingredient is lidocaine, which provides fast acting relief, and there are two antiseptic substances that help kill bacteria and viruses.

The vision was to provide the most advanced and speediest relief to sore throats. **Inovox Express is targeted at people who want to keep doing the things they love despite the obstacles and discomfort that a sore throat can cause.**

They want to get rid of a sore throat quickly, and are looking for the most effective solution to deal with their pain and discomfort. They are likely to have very low knowledge about active substances, and so primary sources for decision-making are the brand promise/design and/or pharmacist recommendations.



PROJECT OVERVIEW CONTINUED

Overview of market

The total sore throat market is the 2nd biggest category in Polish pharmacies, including lozenges, sprays, gargles and other formats. Of this, lozenges dominate. Although static in growth, herbal and non-herbal lozenges constitute a 71% market value and 75% market volume of the total sore throat category. Despite the static growth of lozenges, USP Zdrowie considered this to be the most fertile ground for its new brand, due to its domination over the other types of sore throat remedies, which are growing but small in comparison.

The non-herbal lozenge segment is extremely cluttered and highly fragmented. **Prior to Inovox Express' launch, there were 43 OTC brands competing for a share of customer's wallets, but just five brands made up 72% of OTC non-herbal lozenges, or 38% of the total lozenge market.**

Despite high media spend by the top brands, their design and communications were almost entirely centred on scientific messaging, with no distinctive customer need focus. The main players were almost all well-known, well-established international brands.

It's also worth noting that the sore throat lozenge category is largely seasonal, and so Inovox Express needed to be in-store and make a positive impression on pharmacists and end users before the winter 2016 cold and flu season began.

Project launch date

Consumer activation: October 2016

Size of design budget

N/A

the herbal & non-herbal lozenges constitute:

71%
market value

75%
market volume

Top six non-herbal lozenge brands before Inovox Express launched:

- n°1. Strepsils: *owned by RB*
- n°2. Cholinex: *owned by GSK*
- n°3. Orofar: *owned by GSK*
- n°4. Chlorchinaldin: *only local Polish brand*
- n°5. Neo-Angin: *owned by Doetsch Grether AG*
- n°6. Tantum Verde: *owned by Angelini*

OUTLINE OF DESIGN SOLUTION

(Word count: 288)

Following a thorough audit of the market, we found that competitive brands all focus on scientific product benefits. We sought a consumer need approach for Inovox Express. This new brand was launching in a very crowded category, so a very simple golden thread needed to run through everything it says and does. In this way, Inovox Express can build a strong, personal, emotional link with consumers through all communications.



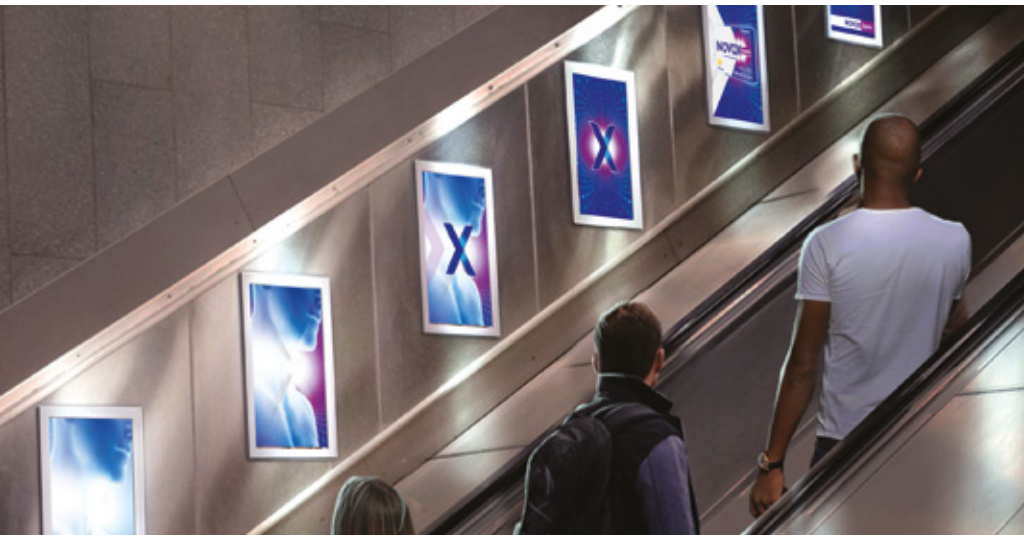
Brand promise

This brand is all about fast, effective sore throat relief that allows you to recover your voice.

Name

In keeping with the brand promise, regulatory naming requirements, and consumer research, we chose the prefix 'Ino' which refers to the innovative nature of the product. The stem suffix 'Vox' is short, crisp, memorable, and end-benefit focused. Adding 'Express' provides cues relating to fast and effective relief.





OUTLINE OF DESIGN SOLUTION CONTINUED

Visual assets

The Inovox Express brand identity is not just a logo. A number of core elements come together to create a distinctive look and feel that's instantly recognisable. The brand's visual assets are designed to communicate its promise of 'Fast, effective sore throat relief' – built to encourage awareness, interest, understanding, and ultimately trial (via pharmacist recommendations and consumer requests).

The visual identity's foundation is derived from the idea of the voice made visible as sound waves. Added to this is the use of the 'X' and the arrows – their direction and purpose convey efficacy, particularly in brand communications.

The strong use of differentiated colour, typography, iconography, imagery, and messaging also combine to create an instantly recognisable brand that can be seamlessly integrated across packaging and all other communications.

Brand toolkit

The brand toolkit ensures that local agencies can create consistently branded communications such as POS, and ATL and BTL promotional activity.



SUMMARY OF RESULTS

Inovox Express is on a trajectory to becoming Poland's number one OTC non-herbal sore throat lozenge!

Against an incredibly crowded category with flat growth, it's an unbelievable success story. Much of this success can be attributed to Creative Leap's partnership with USP Zdrowie – pharmacists and consumers are clearly responding to the differentiated consumer need approach of this challenger brand.

Many of the incredible results are confidential, but of those that can be shared, Inovox Express has achieved the following within just five months of its consumer activation:

n°4

brand in OTC non-herbal sore throat lozenge category

Inovox Express came from nowhere to be ranked number 4 amongst a field of 43 OTC non-herbal sore throat lozenges, overtaking mature market players such as Neo-Angin and Chlorchinaldin.

6.5%

market share

Inovox Express has a 6.5% market share in the OTC non-herbal sore throat lozenge segment. Not only this, but *it's stealing market share from big players like Strepsils, Orofar and Cholinex who lost between 0.4%-1.4% market share versus a year ago.*

+140%

sales value versus category average

Sold in 8 out of 10 pharmacies

Design investment recouped in one month



SUMMARY OF RESULTS CONTINUED

“The Polish sore throat market is mature, has a huge number of players, and is characterised by low consumer engagement. New entrants must stand out in terms of branding, packaging, and communications to gain consumers. Inovox Express’ design builds strong, distinctive brand assets that work consistently through all consumer touch points. It’s the lynchpin for a future market leader.”

Justyna Fijalkowska, Product Manager, Inovox Express



OTHER INFLUENCING FACTORS

Given the competitive nature of the Polish sore throat lozenge category, Inovox Express' ambitious growth plans, and the fact that consumer activation started in October in a largely seasonal market, this brand needed to make a positive impression on pharmacists and end users quickly. So a through-the-line campaign including TV/Radio, digital, PR and POS was always a given. All of these communications were fully in line with Creative Leap's Brand Toolkit, resulting in consistently on-brand communications.

As the design brief from the outset was to ensure that every action, behaviour, and communication for Inovox Express revolves around the positioning, name, and visual assets, one could argue that Inovox Express may not have been as successful as it has become in such a short time without such a strongly differentiated brand promise and visual look and feel.

RESEARCH RESOURCES

- PEX PharmaSequence Market Research:
Sore Throat Market and Sales Data, 2016/17

