

WE KNOW OUR VEG AT...
GOODLIFE

4.0 PACKAGING
4.1 BRANDED-FOODS
GOODLIFE FOODS
SPRINGETTS BRAND
DESIGN CONSULTANTS

WE KNOW OUR VEG AT...
GOODLIFE

SMOKED PAPRIKA
SWEET CARROT

VEGETARIAN BURGERS

WITH CRUNCHY
CASHEWS



WE KNOW OUR VEG AT...
GOODLIFE

**SPICY VEG
BEANBURGERS**

WITH A KICK OF
CHIPOTLE CHILLI

WE SELECT
THE MOST
SCRUMPTIOUS,
FRESH AND TRULY
VEGELICIOUS
INGREDIENTS & PUT
IT ALL TOGETHER
WITH CARE &
LOVE



WE KNOW OUR VEG AT...
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**BEETROOT
& FETA**

SAUSAGES

WITH ROASTED
FENNEL



EXECUTIVE SUMMARY

We believe our combination of consumer insight, strategic planning and creative thinking led to a category-changing solution which has completely re-invigorated the Goodlife brand. This project was about reframing a brand to make vegetarian food appealing to all because of its fabulous taste, and not a sacrifice only die-hard vegetarians have to make.

Goodlife is a leading manufacturer of vegetarian frozen foods. However, the brand was playing in a limited market. We identified an opportunity to appeal to a much larger segment, people who seek a healthier lifestyle by reducing their meat intake and people who simply love the freshness, versatility, healthiness and taste of vegetables. A market opportunity of **16 million versus the previous 3 million.**

The strategic plan to relaunch the brand included a complete re-positioning. We transformed the brand from **'vegetarian meals for vegetarians'** to **'great tasting food made with vegetables'** that everyone can enjoy.

The **Springetts** process identified a unique brand proposition: **'inspiringly vegtastic food'**, that informed the product and brand development programme. A result of which was a new range of indulgent and foody recipes that aimed to increase the brand's appetite appeal.

The new **Goodlife** brand design challenged the category convention of light 'healthy' looking packs and instead used brand semiotics to evoke real, hearty 'foodiness' and so resonate with a new wider audience as well as core loyalists.

Fantastic results!

TOTAL SALES UP 66%, IN 9 MONTHS.

A terrific result for a 25 year old brand...the sort of growth rates you might expect from a new product.

IN WAITROSE ALONE 64%.

The retail trade have been hugely enthusiastic, and the consumers have been raving about the products in online reviews.



PROJECT OVERVIEW

PROJECT BRIEF

Our main challenge was that **Goodlife's** product range not only appealed to a niche market but the brand itself was perceived as a niche player within that market. In order to deliver transformational growth for the brand we needed to:

- **Identify a market opportunity for Goodlife that could deliver the brand's leadership ambitions**
- **Create a new brand positioning to optimise the market opportunity**
- **Bring the new positioning to life through distinctive and engaging brand design which would grab attention in the freezer**

Fundamentally our job was to transform the brand from producers of vegetarian meals with a niche appeal, into a brand that resonated with a wider audience due to its fabulously tasty vegetarian food, whilst not stretching the portfolio too far and risk diluting brand distinction.

Our brand strategy started with some fundamental market research that quantified the opportunity outside of the core vegetarian audience. More and more people are looking for a healthier lifestyle by reducing their meat consumption (6 million), and increasingly people are simply developing a taste for the fresh, healthy and tasty qualities of vegetables (7 million). So we identified an opportunity to attract these 'part time' vegetarians.

For this audience, the main barrier to purchase was the perceived lack of taste and sustenance of frozen meat-free meals. This prejudice was also in part real, as the products on the market often failed to deliver on appetite appeal. Given **Goodlife's** passion for creating delicious veg-based meat-free meals, this was a massive opportunity to push against an open door.

With **Springetts** brand strategy process we developed a unique and compelling brand proposition: '**inspiringly vegtastic food**' which informed both the product and brand development programme.

Springetts worked with the **Goodlife** chefs to create truly mouth-watering recipes which were researched to validate their appeal. Many were winners but some of the chosen few were:

- **BEETROOT & FETA SAUSAGES WITH ROASTED FENNEL**
- **CAULIFLOWER & MATURE CHEDDAR SAUSAGES WITH TRUFFLE OIL**
- **SPICY VEG BEAN BURGERS WITH A KICK OF CHIPOTLE CHILLI**

DESCRIPTION

Goodlife is a frozen meat-free brand available in high-end supermarkets and specialist stores. The family owned business has been supplying products under the **Goodlife** brand for 25 years to **Waitrose, Ocado, Co-operative, Booths** and independent health stores.

OVERVIEW OF MARKET

The market for vegetarian food has historically been quite specialist; catering for vegetarians, vegans and people with dietary needs.

Goodlife directly competes with vegetarian brands like **Linda McCartney, Cauldron, Quorn, Amy's Kitchen** and **Tivall**. It also shares the market space with **Innocent veg pots, Birds Eye** and own label vegetarian ranges.

PROJECT LAUNCH DATE

September 2014

DESIGN BUDGET

£35,000

DESIGN SOLUTION

The design idea seeks to make 'veg the hero', creating a stacked visual architecture showcasing all the ingredients that go into the delicious products. The vegetable ingredients cascade down from the **Goodlife** logo, which with creative love and care, turn into 'vegelicious' products.

The naïve execution of the ingredients and hand-drawn type add an air of natural integrity and honesty to the product. The stacked robust slab-serif typeface enhances the feeling of sustenance.

The colour palette was chosen to accentuate the foodiness of the products and the rich earthy tones add a rustic charm that harks back to simpler times when things were naturally tasty and trigger semiotic cues of abundance and hearty generosity.



create a **GoodLife**

Spicy Bean Quarterpounders
with Fairtrade white & red kidney beans

A lively one this one! Full of beans and colourful vegetables with a kick of chipotle chilli

www.createagoodlife.co.uk

Vegetarian! Veggie Awards WINNER 2011

FAIRTRADE

4 per pack

Vegetarian Society APPROVED

Vegan

ETHICAL AWARD

Serving Suggestion

BEFORE

WE KNOW OUR VEG AT...

GOODLIFE

SPICY VEG

BEANBURGERS

WITH A KICK OF
CHIPOTLE CHILLI

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AFTER

SUMMARY OF RESULTS



INCREASE IN MARKET DISTRIBUTION

The fundamental key to success is being on shelf and available to consumers. So excited were **Waitrose** by the new brand story that they put **Goodlife** into all their stores and took all 6 lines versus the 3 lines in 2014. And **Co-operative** have just listed the brand in 260 stores while **Booths** have increased their listings.

INCREASE IN SALES



WAITROSE +64%

SALES are now UP 64% year on year in Waitrose. And in independents where the new branded proposition has had a fantastic response sales have increased 54% versus year ago. This despite the fact that in the face of this success for **Goodlife** the competition have been forced to aggressively promote with deep price cut promotions. The main competitors slashed their prices meaning **Goodlife** was between +82% and +144% price premium over them, yet still **Goodlife** sales continued to grow thanks to a great product in great packaging.

INCREASED LEVELS OF ENGAGEMENT

In the product testing research, the packaging scored a massive **8.3 out of 10 in top box appeal.** Norms are in the 6.0-6.5 range!

The unconventional vertical pack format stands out on shelf. It was a real achievement to get the retailers (**Waitrose**) to adopt this format and so successful do they think it is, they have required it of other brands in the freezer.



Really encouraging is the great response of the brand in foodservice for schools – making really great tasty meat-free food part of the healthy diet for kids in Britain!

The press and PR coverage has been very exciting with the brand appearing in Weekend Kitchen, Mail online and women's interest magazines.

The CAULIFLOWER & MATURE CHEDDAR SAUSAGES WITH TRUFFLE OIL have been used to create a CAULIFLOWER, MATURE CHEDDAR & TRUFFLE OIL SAUSAGES WITH PORCINI MUSHROOM RISOTTO.

“THE NEW BRAND DESIGN HAS CAUSED EXCITEMENT AND REAL ENERGY WITHIN THE BUSINESS. EVERYONE IS FOCUSED BEHIND OUR VISION TO MAKE GREAT VEGETARIAN FOOD THE NORM, NOT THE EXCEPTION. AND THIS ENTHUSIASM HAS ENGAGED THE RETAILERS TOO WHO ARE GIVING THE BRAND GREAT IN-STORE SUPPORT. FUNDAMENTALLY THOUGH IT'S CONSUMERS WHO ARE VOTING WITH THEIR WALLETS. MORE PEOPLE ARE BUYING INTO THE BRAND AND DOING SO AGAIN AND AGAIN.”

– GARY JOHNSON, MARKETING DIRECTOR FOR GOODLIFE

OTHER INFLUENCING FACTORS

The **Goodlife** brand's growth was almost entirely down to the new re-designed packaging. There was no above the line advertising spend or indeed any other promotion than in-store deals. The website was re-skinned to reflect the new design but it is not a sales driver. So the success was even more remarkable given the brand lives in the frozen fixture...not a part of the supermarket traditionally known for inspiration or discovery.



RESEARCH RESOURCES

Goodlife Ltd

Cousins Davis Consulting

Tasting Panels

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GOODLIFE

PICADOR PARSNIP
 & SWEET CARROT

NUT BURGERS

WITH CRUNCHY
 CASHEWS

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VEGELICIOUS

4 PACK 250g e

WE KNOW OUR VEG AT...
GOODLIFE

FRENCH BEAN
 & SPINACH

SAUSAGES

WITH WENSLEYDALE
 CHEESE

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VEGELICIOUS

WE KNOW OUR VEG AT...
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RED SKY TOMATO
 & BASIL

SAUSAGES

WITH CREAMY
 MOZZARELLA

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VEGELICIOUS