



MEN

SUBMISSION TITLE

TENA Men: Tackling the taboo of male incontinence & getting men back in control.

Full Range redesign & relaunch

INDUSTRY SECTOR

Bladder weakness / Male incontinence category

CLIENT COMPANY

TENA Men – SCA/ESSITY

DESIGN CONSULTANCY

Design Bridge

SUBMISSION DATE

June 2017

DesignBridge

FOR PUBLICATION



Getting men back in control

“TENA Men packs are so important as they are the first ‘moment of truth’ with our brand and product.

Men entering the category often have limited awareness and knowledge and are extremely sensitive about their first purchase. So it is crucial our packs stand out as masculine, communicate clear information and help dedramatise guy’s purchases.

Research with our target group before and after the launch shows the packs deliver and this is reflected in the great sales uplift we have experienced.

Design Bridge delivered fantastically on our brief.”

Paul Dennis, Global Brand Innovation, TENA Men

Executive Summary



Despite the steady growth of the global incontinence market, driven by a quickly aging population, the specific male incontinence category touching 1 in 4 men over 40 years old, remains untapped with low awareness and market penetration of purpose-made products specifically made for men. Although the incontinence market world leader and offering more male specific products than anyone else, SCA was losing shares.

With male grooming booming and the awareness of male bladder weakness so low, SCA briefed us to redefine the positioning and redesign of the TENA Men range to bring the brand back to growth in an increasingly challenging market, and help evolve male incontinence to become more acceptable.

The new design, inspired by the automotive industry and the semiotics of performance and control has surpassed expectations with a growth of 31% - creating a truly masculine product line that serves the normalisation of male bladder weakness with purpose-made male products. As a result market penetration increased with male shoppers.

This newly found energy in TENA Men has given retailers enough momentum to stock more of the products and given the markets confidence, attracting increased investment for future years, to further increase brand growth.

+ 31%
volume growth
a year on

+ 5%
market share

+ 8%
of male shoppers
purchasing
themselves
= increased
appeal to men

Project Overview

OUTLINE OF PROJECT BRIEF

SCA pioneered and created a male specific incontinence product range early on with the launch of TENA Men in 2002, but years later the range was stagnating – lost between Femcare and stigmatised medical incontinence products on shelf. Even though 1 in 4 men over 40 years old experience bladder weakness and need purpose-made solutions. The male incontinence category was clearly identified as a strong area for growth, remaining mostly untapped but suffering from strong social taboos keeping the awareness of the condition low, and men too embarrassed to ask for help. Trying to cope with make-do solutions which can lead to great isolation and decrease of quality of life.

Contemporary as it was, the TENA Men brand marque was impossible to disassociate from the established TENA Ladies & TENA Homecare brands. **The difficulty of navigating the shelf didn't help male self-esteem, not only were they having bladder issues but also had to be associated with women or end-of-life products.** In addition, the colours and graphics lacked warmth and credibility, also appearing old fashioned and corporate, while the key differentiating benefit was looking generic instead of being clearly communicated and unmistakable. **Overall, the previous design failed to stand out on shelf & fuelled social stigma.**

SCA briefed us to redefine the positioning for TENA Men and redesign the full range of packaging in order to:

Bring TENA Men back to growth by raising awareness and driving forward the normalisation of male bladder issues

- Harmonising the TENA Men range globally while ensuring to lock its male perspective in a masculine, driven, straight-forward and practical way
- Creating a packaging range that stands-out on shelf but is discreet when buying and storing at home

Establish TENA Men key point of difference in consumers' mind and overall market awareness of products aimed specifically at men

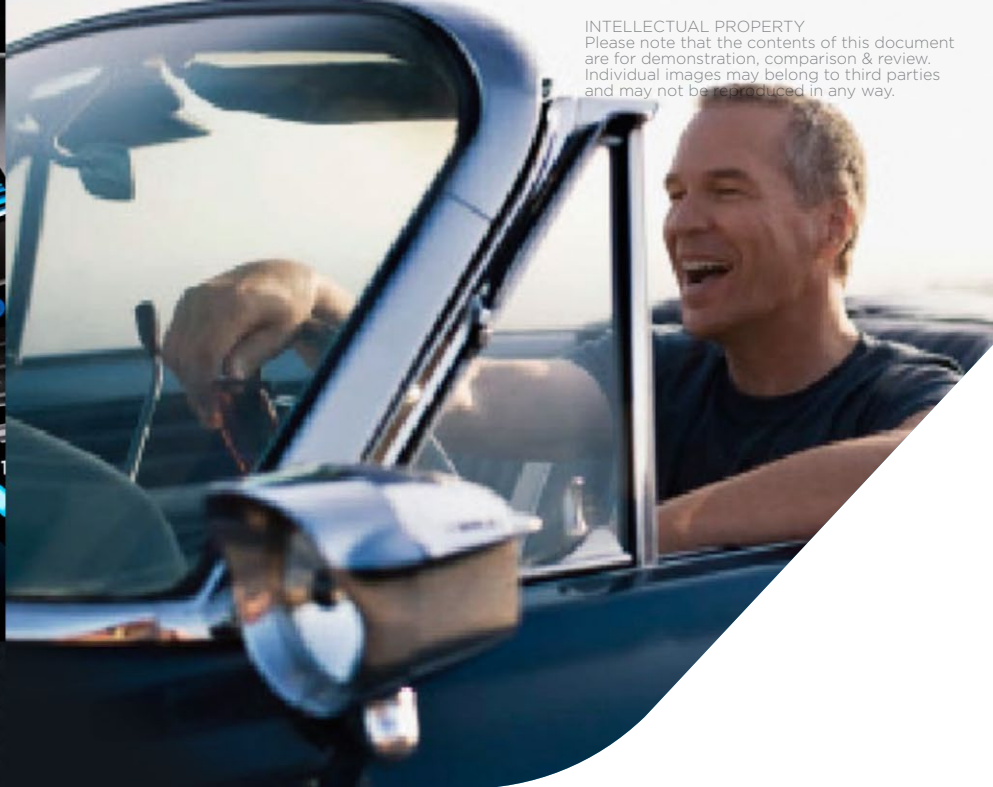
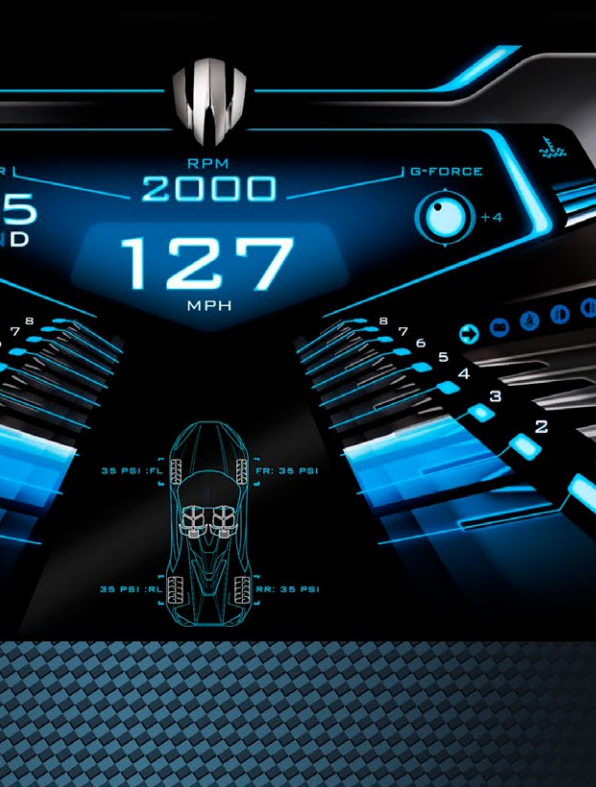
- Differentiating strongly both from feminine and medical incontinence products: away from category generic look and feel and end-of-life stigma
- Expressing strong male grooming cues with the long term end goal to be placed in the male grooming aisle
- Encouraging trial and purchase amongst male shoppers, by increasing sample request

Drive confidence in TENA Men to help men remain in control of their life despite their condition

- Taking away insecurity & inspiring confidence through a truly masculine proposition, conveying normal life, wellbeing and masculine strength.
- Educating men about how they can take control of the situation
- Encouraging more men to shop the product themselves and deal with their bladder weakness (increase market penetration).



PREVIOUS DESIGN



DESCRIPTION

Owned by SCA and with over 50 years of experience, TENA is the worldwide leader in the management of incontinence, providing products and services for individuals and healthcare services throughout 90 countries.

The strength of TENA lies in the targeted innovation and solutions that are developed for people with a deep understanding of who the audience is and what their needs are. TENA is committed to developing products and services that minimise the impact of incontinence on everyday lives.

As personal care global market leader, SCA has been on a mission to challenge these taboos and improve the life of people suffering from incontinence.

With the relaunch of TENA Men in June 2015, the brand aimed to better meet the specific and unserved need of men around bladder weakness. Further developing the range with innovations to keep men in control, and products specifically engineered for the male anatomy and wardrobe, also extending its offer to integrate an entry level product to help men deal with mild bladder weakness and freshness issues.

OVERVIEW OF MARKET

Despite being a small part of the wider global incontinence market, the male bladder weakness category is a strong contributor to the overall incontinence profit, growing faster and outperforming all other segments. This makes it a small but very appealing and profitable market to tap into, therefore also fiercely competitive across the board with both big brands and private labels.

However due to the strength of the social stigma and the low market awareness of both male bladder weakness and specific products, the category remains mostly untapped with high barriers to entry in the form of social taboo and consumers beliefs. It is a golden opportunity to take on, with a huge potential to occupy a more human and emotional space, deliver more innovations while benefiting from current consumer demographics, and recent consumer trends such as the booming male grooming category which shines the light on the will of men to look after themselves and their need for products tailored to them, whether for skincare, hygiene or overall personal care.

Reaching a promising £1.4 million in the UK, the total male bladder weakness market is growing and has further potential with strong consumer education program, dedramatisation and normalisation of male bladder issues and the development of a male targeted offer.

PROJECT LAUNCH DATE

June 2015

SIZE OF DESIGN BUDGET

£113k TOTAL BUDGET

WORD COUNT: 815

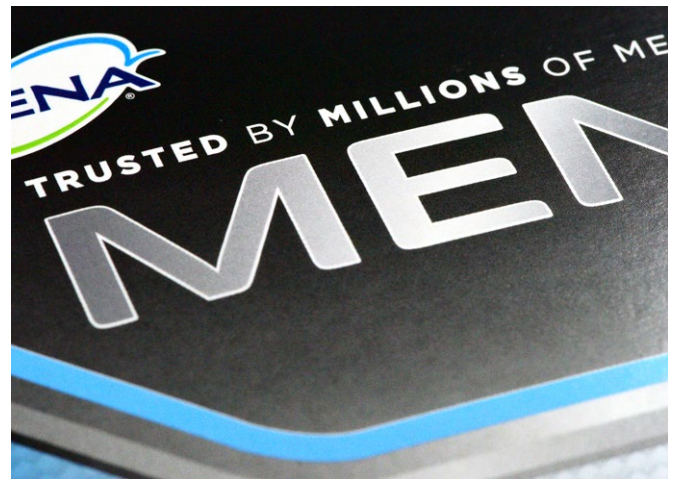
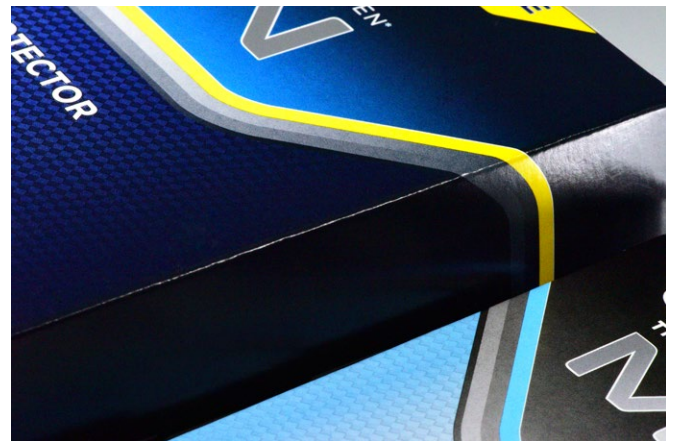


Outline of Design Solution

EMPOWERING MEN TO BE IN CHARGE

The TENA Men range was designed to appeal to men and convey a sense of being in control – alluding to a retrieved freedom through the borrowed aesthetics of the automotive industry and the semiotics of driving, safety and performance.



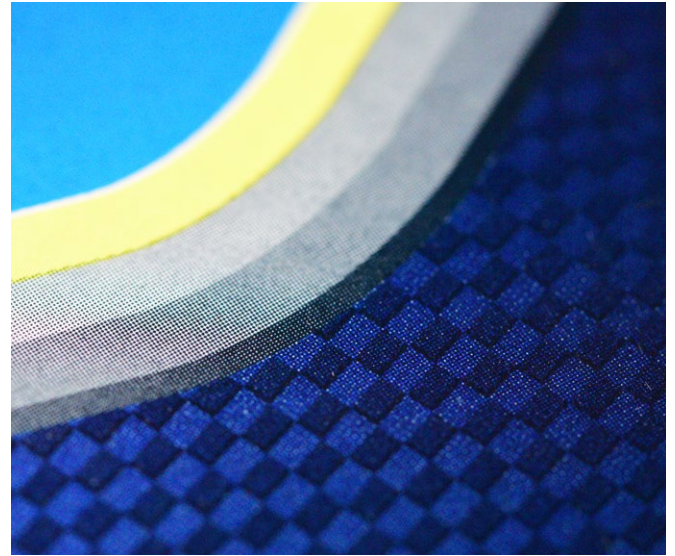
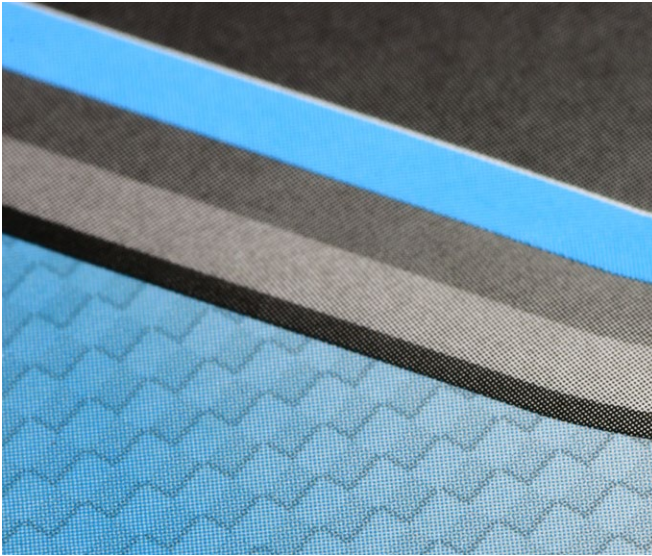


AN EMBODIMENT OF MASCULINITY AND SOPHISTICATION TO STAY IN CONTROL

The new standout box is a celebration of the classical aesthetics men universally seek and recognise as true symbols of their masculinity; automotive interiors, dashboard and control panel, watches mechanics, precious metal, light and performing textures and materials – all are subtly embedded to build a strong and subliminal male appeal, sense of control and freedom.

ATTENTION TO DETAIL WAS CRITICAL TO ACHIEVE THE PERFECT BALANCE

Special attention was given to the colours and textures used on the pack, to communicate the standout of a market leader with the experience and expertise to 'empower you' on shelf, while also being able to play ultimate discretion once in hand or stored at home by blending in with other male personal care products.



Premium bladder weakness protection engineered specifically for the male anatomy and wardrobe with leading innovations.



ALLOWING THE MASCULINITY & PERFORMANCE TO SHINE

The new design shines out with a masculine allure. It helps land the key point of difference and so tells the unique story with immediacy, a sense of everyday well-being and masculine strength. A sleeker look and feel with meaningful connections to the male grooming category.

WORD COUNT: 243

Summary of Results

"It's great to see that men are finally purchasing their own protection for bladder weakness, rather than relying on their partner or turning to homemade solutions. We have given the TENA Men range a refresh, with a new shape and colour scheme, to encourage trial and purchase amongst men.

We are now very pleased that the change in look has given men the confidence to buy TENA Men on their own and deal with their condition."

Donna Wilson, Tena Brand Manager UK, May 2017

VOLUME GROWTH

Prior to the launch TENA Men did not grow as fast as competitors. Following the launch, TENA Men reversed this trend, growing volume by 31% versus 27% for the competition.

MARKET SHARE GROWTH

5% market share growth in 2016, after one year in market. This newly found energy in TENA MEN has given retailers enough momentum to stock more of the products and given the markets confidence, attracting increased investment for future years, to further increase brand growth.

GENDER PURCHASE INCREASE

8% increase in the number of male shoppers buying TENA Men themselves.
Evidence that the new pack design has driven a strong and increased appeal to men.

+ 31%

volume growth
a year on



Other influencing factors

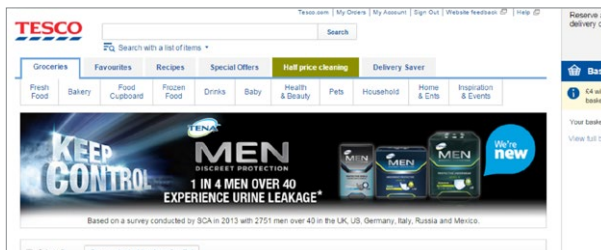
The new pack design and brand world and its PR have been the primary driver of growth.

It has attracted and convinced more men at shelf and online, while having also heavily influenced the campaign developed, with its look and feel being directly extrapolated from the identity of the packaging design.

- Updated consumer campaign – including a TV commercial (Stirling Gravitas – Keep Control)



- Bespoke buy list banner for men – raising awareness & educating on the issue of male bladder weakness



- Point of sales materials – to encourage and convince male customers to trial and purchase solutions



RESEARCH SOURCES

SCA/Essity
The Grocer
Bloomberg
Reuters
Euromonitor international
Kantar

SIGN-OFF

Through design, TENA Men accelerated into rapid commercial growth, strengthening SCA's market leadership by outperforming the male bladder category.

CLIENT DETAILS

Paul Dennis – Global Brand Innovation Manager,
TENA Men Incontinence Care Category