



Vitalite[®]

DAIRY FREE

*Spreading
the sunshine!*

Industry Sector: Food Producers
Client Company: Dairy Crest
Design Consultancy: BrandOpus
Submission Date: June 2017
For Publication

Executive Summary

With over 10% of consumers actively avoiding dairy in the UK, due to an intolerance or healthy lifestyle, the dairy free sector has hit the mainstream.

To capitalise on the growth of free-from products, Vitalite the original sunflower spread, known for its catchy jingle in the 80's, reached out to BrandOpus for a brand identity redesign. As most consumers saw Vitalite as a sunflower spread, rather than a dairy free option, they saw the need to build brand equity within the growing sector.

Since then, the relaunch has allowed Vitalite to regain their No.1 dairy free spread (volume) position, increasing penetration by 12%, volume by 4.8% and value by 11.6%. All of this despite falling sales in the total Spreads category. Following the success of the relaunch, Vitalite has even expanded the portfolio with a new Coconut variant.

The new Vitalite brand positively embraces its dairy free proposition rather than treating it as a necessary compromise. The brand believes its product offers consumers the freedom to feel good about choosing Vitalite, whether they are choosing it for intolerance reasons or just to live a healthy lifestyle.

Word Count 186/350



No1
dairy free
spread
(volume)



+11.6%
value



new
coconut
variant



12%
penetration



Project Overview

Project Brief

Vitalite launched in 1983 and became part of the Dairy Crest portfolio in 2002 and reformulated as their only dairy free option within the Butter & Spreads category in 2003. Implicitly thought of as a sunflower spread, the brand was failing to gain recognition with the dairy free consumer and, as a result, were unable to penetrate the wider category.

Vitalite needed to engage with new audiences and find new ways to lead the dairy free spread conversation, without alienating current Vitalite customers.

For many years Vitalite only sold their core Original spread but were looking to build on their range with new flavours. Therefore, they needed an identity that was flexible enough for future range additions.

Our brief was to create a fresh new brand identity and pack design, that reflected Vitalite positively embracing its dairy free proposition and celebrating dairy free as a normal and positive lifestyle choice, so that consumers can celebrate being dairy free.

Key Objectives

1. Keep Vitalite loyalists, whilst reaching out to a new younger dairy free consumer
2. Shift perceptions of Vitalite to build brand equity in the dairy free sector
3. Drive penetration in the dairy free sector
4. Allow room for future NPD

Project Overview

Description

"Oh, Oh Vitalite"

Vitalite first launched in the UK in 1983 at a time when sunflower spreads were dominating the market. It was perhaps most recognisable for its advertising campaign featuring dancing sunflowers singing a parody of Desmond Dekker's 'Israelites'.

It has been part of the Dairy Crest portfolio since 2002 and in 2003 reformulated the recipe making it the only dairy free offering within the B&S category. For many years, it has been the number one selling dairy free spread (valued at £4.9m in the last year), despite not being supported for around 10 years. Pure, part of Kerry Foods, was the No.1 dairy free spread when Vitalite came to us for help.

Vitalite's offering consists of Original Sunflower Spread in 500g and a 2kg. With the macro trend seen within free-from products, and more specifically dairy free spreads, the only spreads category in growth, Vitalite was faced with an increasingly competitive market, with competitors coming into the market with new, innovative products.

project launch date:

Feb 2016

size of design budget
and production costs:

£90,000



before

Project Overview

Overview of the Market

The Butter & Spreads (B&S) category has been in steady decline in the last 12-month period, with volume sales down 2.9%. However it's not all bad news, the dairy free spreads market has bucked this trend and is the only Spreads segment in growth, with value sales up 15.8% and volume sales up 13.9%.

The free-from market is on the rise, with no signs of slowing down. This free-from market growth is attributed and being driven by consumers choosing to go free-from due to a healthy lifestyle choice vs. those who are intolerant.

Last year 65% of the UK population bought from the free-from fixture, which means 1.5 million new shoppers, who on average are buying 10.5 times per year, signalling an opportunity for growth.

With 1 in 5 Brits now regularly shopping in the free-from aisle, it's clear consumers are ditching products that contain gluten, wheat and lactose because products free from such ingredients are perceived as being better for you. 35% of Brits buy such products for their "general health"; with 28% saying it's a "lifestyle choice".

With the market growing at such a rate, it's no wonder that Vitalite are not the only brand hoping to capitalise on this growing trend. The brand is facing increased competition from brands such as Flora Freedom, LactoFree, KoKo and Pure. There was therefore a need to drive and cement their offering to new dairy free consumers.

Word Count 625/850

after



Outline of Design Solution

Our aim was to reposition Vitalite as a credible dairy free brand and reignite the brand through a new identity and pack design. The challenge was to enhance the attributes and celebrate being dairy free in a joyful way at a brand level.

We also needed to find a way to deliver the existing key brand equities of the sun and the colour green in a contemporary way, whilst being able to deliver variant differentiation for other products in the Vitalite portfolio.

We brought the brand's positive ethos to life by embracing the vitality of the sunshine – a symbol that has long been associated with the brand. The design is a distinct move away from the cartoon-like character in order to evoke the dairy free proposition as a natural and positive lifestyle choice. The elevation of the dairy free descriptor to a brand identity level establishes this as the core proposition rather than a variant of the brand. This establishes a clear architecture with the ability to expand to any potential future range extensions.

Throughout the packaging we have also incorporated a personal and conversational tone of voice to the brand. This new tone invites consumers to try Vitalite and reinforces their dairy free positioning in a friendly way encompassing all types of consumers, rather than alienating either intolerance customers or the health conscious.

The new packaging takes the green and yellow Vitalite is known for and adds depth and personality for a more contemporary finish. The painted texture and varied tones lends itself to a more natural feel while providing stand out on the fixture.

Word Count 267/500



Summary of results

Since the rebrand, Vitalite has seen incredible change. Building on their strong B&S category presence, the new design with its emphasis on the dairy free offering, has attracted new customers, driven penetration and increased value and volume sales growth. This development has also allowed Vitalite to regain the position of No.1 Dairy Free spread in the UK and widening it's positioning by +17% more volume than Pure.

1. Keep Vitalite loyal customers, whilst reaching out to younger dairy free consumers

For a brand that was already well established in the B&S sector, despite the whole category in decline, Vitalite has grown by an impressive 4.8% in volume in the latest 52 weeks, which in comparison is 202,000 units more than the previous year.

On top of that, Vitalite has also seen value growth of a massive £508,000 (11.6%), clearly benefiting from a clearer dairy free positioning.

Vitalite are successfully reaching out and bringing new and younger consumers (who are reflective of the dairy free consumer) into the market, with penetration leading to 150,000 new households since relaunch resulting in an impressive 1.2 million households buying Vitalite overall.

150,000
new households
buying Vitalite

£508,000
growth in value

202,000
more units sold
than previous year

No 1

dairy free
spread
(volume)



Summary of results Continued

2. Shift perceptions of Vitalite to build brand equity in the dairy free sector

Since the rebrand, Vitalite has gained the No. 1 position in the dairy free spreads category, reinforcing its brand equity within the sector. Vitalite is also benefiting from a strong prompted awareness of 49%.

This is further proven with an increase in penetration by 12%, equating to 150,000 new shoppers to the category. This dramatic increase has allowed Vitalite to regain the position of No. 1 dairy free spread in the UK by +17% more volume than Pure.

Best vegan friendly butter alternative

"I've tried all the dairy free butter/spread alternatives there are and this is by far the best. It melts just like butter, unlike some spreads, and tastes fantastic. It has that nice saltiness to it like a real dairy spread and I keep reading the ingredients because I just can't believe it isn't dairy."

01 August 2016, Sainsbury's Customer Review

3. Drive penetration in the dairy free sector

The new design has allowed Vitalite to drive penetration by 12%, despite an aggressive competitor landscape.

This increase in penetration, combined with strong distribution in the UK, has meant that Vitalite has had significant value and volume growth for the year and driven the growth in dairy free Spreads category, whilst remaining in the same supermarket chiller alongside butters and spreads.

+11.6%
value

17%
more volume
than



12%
penetration

Summary of results Continued

4. Allow room for future NPD

In the face of growing competition in the dairy free sector from brands such as FloraFree, KoKo and Pure, the successful redesign has allowed Vitalite to launch a new range variant; Coconut.

Coconut although in the early stages of launch, has rolled out in major multiples such as; Asda, Sainsburys, Waitrose, Morrisons and Ocado, which has not only contributed to brand growth, but is seen to be bringing new consumers into the market.

The addition of this variant further cements Vitalite in the Free From sector and strengthens their No. 1 place in dairy free spread category.



Other Influencing Factors

Vitalite were facing new and existing aggressive competitors within the market.

Being part of the repositioning campaign this included activating a new price/promo strategy. The RSP* has moved from £1 to £1.20 with promotional activity.

*Retailer pricing is discretion of the retailers.

No ATL marketing spend.

Research Resources

IRI Dairy-Free Spreads, Grocery Outlets Volume sales, 52we 20th May 2017

IRI Dairy-Free Spreads, Grocery Outlets Value sales, 52we 20th May 2017

The Grocer

Harris International Poll

Mintel Free-from Foods report January 2016

Mintel Free-from Foods report January 2017

[Kantar Worldpanel 52 w/e 28 Feb 2016]

[Kantar Worldpanel 52 w/e 21 May 2017]

