

project title: Bassetts Soft & Chewy Vitamins Range Re-design

category: Packaging

sub category: Branded Non Food

client company: Ernest Jackson

design consultancy: Design Activity

current date: 2nd June 2009



Taking vitamins doesn't have to **be hard**



executive summary

The re-brand of Bassetts Soft & Chewy vitamins is a strong candidate for assessment. Not only has it clearly uplifted sales in a declining sector, it has also shown how effective design can shift consumer perceptions of the brand and give them a reason to believe in the product once more.

- Post launch sales have increased by 49%.
- Increase in listings - Full range now listed in all major grocers and pharmacy multiples.
- Consumer perceptions have changed from a less efficacious children's vitamins brand to a more grown up and credible vitamins brand
"It makes you think they will do what they say on the packet rather than perhaps tasting nice"
- The re-brand has provided a solid platform for future growth through new product development.
- Return on investment delivered £245k incremental retail sales immediately post launch against £50k design investment.
- In a market declining by 9%, the re-design has built market share by 26% and increased spending patterns.

"It is extremely satisfying that consumers perceptions about our brand have changed in exactly the way we wanted them to as a result of the new pack designs, allowing the brand to now grow into the rest of the vitamins market".

word count: 204

Helen Samways - Brand Manager

project overview

outline of project brief

Bassetts Soft & Chewy as a brand entity has become so integrated with its packaging elements that it was 'lost' to the consumer, making the overall pack communication product generic with the 'Jelly Baby' illustrations conveying confectionery undertones rather than vitamin efficacy.

The aim was to re-launch the entire Bassetts range in order to bring it in line with current consumer trends, positioning the brand for further growth in the kids sector and new growth into the adult sector. New pack design was required to achieve the following objectives:

- Raise the overall credibility of the brand
- Further exploit and strengthen the Bassetts Brand Values to create a unique market proposition
- Create a design that eases confusion at fixture and enhances consumer loyalty
- Create a design structure that can be added to in the future

description

- Bassetts Soft & Chewy is one of the UK's leading children's vitamin brands.
- Launched in 1995 with orange-flavoured pastilles containing 100% RDA of vitamins A, C, D & E, the brand has grown through new additions to the range and awareness driven by television advertising.

project overview

- In 2007 consumer research revealed that consumers found the vitamins category confusing and that, whilst there was a great affection for the Bassetts brand with its strong and positive taste associations, it was considered to be less efficacious and not quite as credible as other brands on the market and certainly not a brand for anyone other than children.

It was identified that the pack design contributed to these issues and it became clear that if the brand was to meet its ambitious growth plans and become a larger player in the wider vitamins market, a complete range re-launch was required. Central to that re-launch would be the pack design.

overview of the market

- The total annual worth of the VMS market now stands at £381m of which Bassetts has an annual share of 2.12%. Bassetts closest competitor, Haliborange, has a 2.54% share of the market. Other key competitors include Abidec and Own Label.
- The children's vitamins market has also seen decline with value sales down 16% YoY. Although total market decay has driven Bassetts value sales into decline, Bassetts has increased value share by 7%, whilst Haliborange is suffering a 13.2% share decline.

project launch date

- New packs were rolled out between July and September 2008

size of design budget

- £50,000

project overview

outline of design solution

The challenge was two-fold:

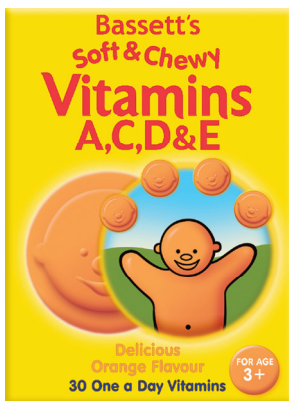
Firstly, to create a brand mark for Bassetts Soft & Chewy that would reinstate its caring family values and provide leadership to the category denoting a range of vitamins that caters for all ages and lifestyles.

Secondly, to build and develop core pack equities that are relevant to today's consumer and provide clear life stage differentiation along with a choice for all family members.

Brand, what Brand?

The over-arching need for this re-design was for brand cohesion.

The Bassetts branding was the weakest element on the pack and the Soft & Chewy sub brand was a 'default' childlike piece of typography. Both needed to be brought together in a modern, structured manner that conveyed confidence and caring family values allowing the new icon to own the range.

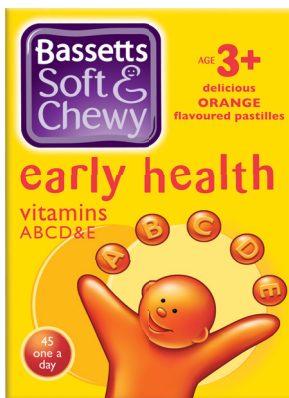


old packaging

Life Stage Differentiation

A pack 'striptease' was undertaken to determine which elements were true equities and which were irrelevant to the future of the brand. It became clear that the twin circles should be retained and developed as they were a useful focus for life stage communication.

For the younger children's packs, retention of the Bassetts Baby was key but its nature and styling needed more warmth and personality. For the 12+, Teen and Adult packs, we created more relevant age imagery (still retaining echoes of the twin circles) so consumers could associate with, and ultimately choose the right product.



new packaging

Colour System

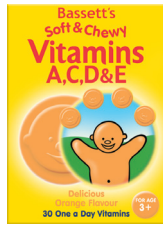
For the younger users, we introduced subtle adjustments to be more in line with the natural flavourings of the new formula jellies. Silver backgrounds gave the teenage sub brands a more modern feel and for the adult packs we introduced an efficacious white.

Finally, we introduced a range of simple typography, clearly delineated on pack to define the range in terms of target consumer and their need state.

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project overview

the range before



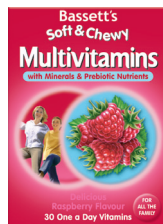
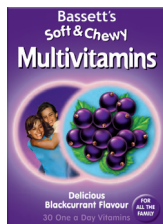
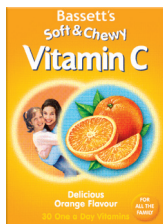
younger childrens packs



younger childrens omega 3 packs



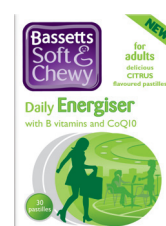
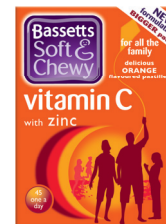
teenage packs



family packs

adult pack

the range redesign



summary of results

increase in sales

The re-launch accelerated Bassetts' growth ahead of the market; value sales achieved an astonishing 49% growth rate between August and January, which equated to £245k in retail sales, with the total market achieving only 18% growth.

	Jul-08	Jan-09	% difference
Total Market	£26,140,256	£30,802,652	17.84%
Total Bassetts	£507,857	£754,555	48.58%

increases in market distribution

- Two new sku listings in Asda and Morrisons allowed us to gain full listings of all products in all major grocers and pharmacy multiples.
- One major grocer was so impressed with the new range that they decided to list the product two months earlier than originally planned.
- The clarity of the range allowed our pharmacy sales team to gain full range listings and also open a number of new accounts.

increases in market share

Bassetts had a 2.45% share of the total market and 39% share of the children's market. Since the relaunch, Bassetts' market share has consistently grown. In January 2009 share was up 26% vs. (pre-launch) July 2008.

	Jul-08	Jan-09	% difference
Bassetts share	1.94%	2.45%	26.09%

change in spending patterns of target market

Amongst Bassetts consumers, average packs per purchase occasion has increased by 5% vs. the total market which has remained almost flat at +0.2%.

	Jul-08	Jan-09	% Difference
Total market	1.55	1.55	0.24%
Total Bassetts	1.26	1.32	4.65%
Total Haliborange	1.46	1.48	1.34%

summary of results

changes in perception

A qualitative study conducted after launch of the new pack designs with a wide range of target consumer groups shows the positive shift in perceptions towards the new packs. This was summarised in the research report as follows:

- Response to the new packaging was consistently positive, and it always portrays the brand as more grown up and serious – it adds much credibility to the brand
- It will allow the brand to move into more specialist and adult areas and seems to be breaking the link with its confectionery heritage – whilst still remaining very family and child appropriate

Specific quotes from consumers who took part in the study are as follows:

“It makes you think they will do what they say on the packet rather than perhaps tasting nice”

“It’s still clear which ones are the children’s vitamins but it just seems that it’s lifted its game a little bit. It looks more professional and a little bit more mature perhaps”

These findings are also supported by a wider quantitative study which analysed consumer perceptions pre and post launch campaign (to which the pack design was central). Whilst the pack design element cannot be separated from the effect of the rest of the launch campaign, the pack designs formed a central part of the campaign visuals and were the basis for the creative development of the campaign:

Overall view of the brand:

	Pre launch	Post launch
Positive overall view of the brand	52%	73%
Positive likelihood to purchase	37%	64%

summary of results

client payback It is estimated that the investment in design paid for itself through increased revenue within 6 weeks of launch.

research resources

- Qualitative research undertaken by Frontline Research.
- Quantitative tracking research commissioned by Bray Leino.
- IR – market data. All data is either monthly or MAT values to January 2009.
- TNS – Panel Data

other influencing factors The Bassetts re-launch was accompanied by a six week above the line advertising campaign that began in October, which incorporated TV, print and online. A website was also devised to complement the launch.

The advertising campaign was devised purely on the basis of the re-packaging and re-positioning created for the re-launch.