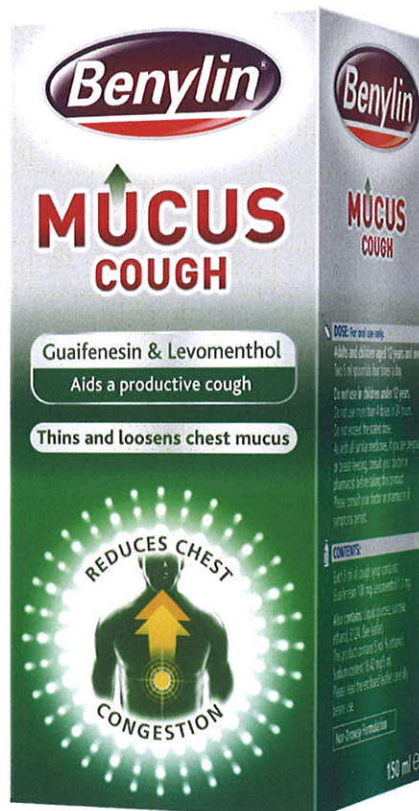


DBA

**Design Effectiveness Awards
2010 Entry**

TITLE PAGE

Project Title: Benylin Mucus Cough
Category: Packaging
Sub category: Branded – Other
Client Company: Johnson & Johnson
Design Consultancy: Creative Leap
Current Date: 6th June 2010



CREATIVE LEAP



EXECUTIVE SUMMARY

This is the story of a simple idea that has revitalised a declining category.

An idea that from an initial design investment of only £40,000 has in its first year added £2.6 million in additional product sales, 56% from consumers new to the category.

Above all it is about questioning the way things have always been, listening to what consumers really want and then meeting that unmet consumer need with a concept that consumers really identify with.

Above all it is about questioning the way things have always been, listening to what consumers really want and then meeting that unmet consumer need with a concept that consumers really identify with.

Benylin is the leading cough medicine brand in the UK. However the cough category is in decline, with increasing competition from rival brands and own brand products. A big idea was needed to consolidate Benylin's position as the 'Beacon Cough Brand'

For years all cough medicines have been segmented by the same cough types: Chesty, Dry, and Tickly. However today 63% of people say that they suffer from cough with mucus build up.

From this simple insight a brand new platform specifically targeting Mucus sufferers was created.

A year on Benylin Mucus Cough is the third most valuable product in the entire cough category.

181 words

Benylin needed to consolidate its position as a 'Beacon Cough Brand' in these difficult times. A big idea was needed to achieve greater consumer relevance and attract new consumers to the brand.

PROJECT OVERVIEW

Outline of the project brief

In 2005 Creative Leap created a new Benylin brand identity and successfully launched the Benylin Cough brand into the highly contested Cold and Flu Category delivering incremental sales in 2006 +18% over target.

The Brands strategy for 2009 was to consolidate Benylin's equity and heritage in cough whilst continuing to drive growth through it's now established Cold and Flu portfolio.

The cough category has been flat in recent years, with a 7% category decline in 2009. Benylin needed to consolidate its position as a 'Beacon Cough Brand' in these difficult times. A big idea was needed to achieve greater consumer relevance and attract new consumers to the brand.

Description

Using our category knowledge and new consumer insights, Creative Leap worked with the client to create a new and unique UK category platform and the sub-brand name 'Mucus Cough' to supplement existing Benylin cough types.

A new sub-brand identity and packaging architecture was created and the first two Mucus Cough products designed and launched into the cough category: Benylin Mucus Cough and Benylin Mucus Cough Night.



Overview of market

Benylin is the number one cough medicine brand in the UK with a 31% value share of the category 14 share points ahead of the nearest competitor.

Benylin's deep-rooted heritage is in cough, a static category, which in itself is perceived to have declining consumer relevance.

Developing new medical formulations requires high levels of scientific research and years of development with no guarantee of a successful outcome. A strategy is required therefore to target new and un-met consumer needs with existing formulations.

Benylin was the first in the UK cough market to segment their range into cough types: Chesty, Dry and Tickly. These have now become category generic terms and are wildly used by Benylin's competitors.

Consumer research commissioned by Benylin in September 2008 revealed that 63% of people said they suffer from chest congestion and mucus build up, and only 31% of those suffering have found a product they believe really works.

Project launch date

Q4 2009

Size of design budget

£40,000 including positioning development, name generation, sub-brand identity and packaging design.

The 'Wellburst' icon containing a graphic rendering of a torso draws on the powerful consumer emotional connection with the transition from feeling ill to feeling better and harnesses the image of the medicine physically driving the mucus out.

PROJECT OVERVIEW

Outline of design solution

Traditionally medicines for a cough with chest congestion have used descriptions such as 'Chesty Cough' or 'Cough Expectorant' however only 31% of sufferers using these products claim to have found a product that they believe really works. Sufferers often spoke about the need to find a medicine that would 'clear mucus out'. A market clearly existed for a product that met this need head on.

A 'no nonsense' and direct approach to the naming of this new category was proposed, and the name 'Benylin Mucus Cough' was born.

Packaging graphics needed to fit in with the existing Benylin range (previously designed by Creative Leap,) but clearly signal the novel and differentiating nature of the Mucus Cough positioning. (mucus had never previously been referenced in UK cough products)

A Mucus sub-brand identity was created and a premium foil carton was designed taking full advantage of the reflective qualities of this material to produce rich metallic colours that stood out on the shelf.

The 'Wellburst' icon containing a graphic rendering of a torso draws on the powerful consumer emotional connection with the transition from feeling ill to feeling better and harnesses the image of the medicine physically driving the mucus out.

The pragmatic name, bold design elements, and premium foil packaging combine to create a pack that gets a simple message across quickly and plainly to sufferers - 'this is the product that will treat your ailment'

Several more new Benylin Mucus Cough products are now being developed to build upon the success of this exciting new category.



255 words

SUMMARY OF RESULTS

Fantastic market performance

- Most successful category launch and third most successful OTC launch in 2009 with £2.6 million sales at retail.

(IRI 2009 Healthcare review January 2010)

- Benylin Mucus Cough and Mucus Cough Night achieved a combined weekly value share of over 11% of total cough category in major multiples.

(IRI major multiples value share 1w/e 28th November 2009)

- In one of the largest retail accounts, Benylin Mucus Cough sold at twice the rate of the established best selling Benylin product.

(EPOS data to 1st Nov 2009)

- After launch the nearest competitor's value share is declining after several years of constant growth.

- Benylin Mucus Cough is now the third most valuable product in the total cough category.

(IRI value share April 2010)

Initial success achieved through packaging design alone

- Prior to advertising Benylin Mucus Cough and Mucus Cough Night achieved a combined 4% weekly value share of the total cough category.

(IRI major multiples value share 1w/e 17th October 2009)

- In one major retailer, prior to advertising commencing, Benylin Mucus Cough was the best performing new healthcare product at the time of launch.

Bringing in new buyers

- Benylin Mucus Cough added incremental sales with minimal cannibalisation to other Benylin products *(J&J sales analysis)*

- 56% of Benylin Mucus Cough buyers are new to the cough category

(Kantar World Panel March 2010)

Award Winning concept

OTC Brand of the year 2010

(Runner up)

OTC Brand Revitalisation of the year 2010 *(Winner)*

OTC Launch of the year 2010

(Runner up)



RESEARCH RESOURCES

Research resources

Consumer insights:
Brain juicer Concept Optimizer

Market Data

IRA Market data

Kantar World Panel

J&J

Other influencing factors

Following the initial launch consumer advertising including press and television has been used to support the new product launch - the creative idea is to bring mucus to life.

However the high levels of distribution and sell in to the trade and initial high rate of sale were achieved without advertising support.

Trade and consumer feedback has clearly identified that the packaging design, foil carton and novel positioning is a key contributor to the products appeal and success.

Client Comment

‘Creative Leap’s professional and pragmatic approach to turning a powerful consumer insight into an impactful brand idea and packaging execution has once again helped deliver significant commercial results.

The premium positioning, product differentiation and shelf standout achieved by the packaging design has been a key success factor in the launch. Trade sell in has been fantastic and the resulting rate of sale has been significantly ahead of our target expectations.

Whilst advertising support has contributed to the success of the launch in the later months, trade and consumer research and sales figures before airing on TV clearly demonstrate the critical role the design has played in the overall mix.’

Alex Pitt

Marketing Director
Johnson & Johnson

‘Creative Leap’s professional and pragmatic approach to turning a powerful consumer insight into an impactful brand idea and packaging execution has once again helped deliver significant commercial results.