

DESIGN BUSINESS ASSOCIATION
DESIGN EFFECTIVENESS AWARD 2010



Acti Freeze

PACKAGING 4.3 – BRANDED NON-FOOD

PASSION FOR LIFE

SEYMOURPOWELL

September 2009

Executive Summary

Warts and verrucas are common, especially in school age children, and have a significant impact on quality of life. For this reason, mums want a quick and easy solution, avoiding repeated, painful and time consuming treatments.

The market was already developed as there were significant leaders including Wartner Wart Remover, School Freeze Verruca and Wart Remover, Bazuka Sub-Zero and Boots private label product.

Results

- More than 1400 units sold per week, without any related promotion or advertising activities
- Second best selling new foot care product in Boots one week after its launch
- 401% return on investment in 9 months
- 941% return on investment (forecast 12 months)

Please note that return on investment takes into account Unit Contribution (selling price less cost of goods). It also takes into account gate fees to list products.

Effects

- Effective and eye catching packaging
- Child friendly and approachable look
- Professional and attractive

Design

A wart and verruca product that stands out as the leader in the category through brand name, primary message and product format all very clearly highlighted through strong graphics.

Its effectiveness is enhanced by its unique, professional but friendly and attractive look, achieved by a conscious choice of colours and shapes.

Words: 206

Project Overview

The Triple Challenge: Innovation-Competition-Communication

The challenge laid in creating packaging concepts for the product as well as developing brand name, brand logo and key pack messaging based on the brand pyramid and key benefits, facing significant obstacles such as:

1. Innovation: new product format brought to the consumer by a new supplier
2. Competition: stand out vs. established competitors
3. Communication: child friendly and attractive but maintaining effective look

Objectives to pursue:

- Ensure maximum shelf presence against competitors
- Convey product's superiority against competitors
- Convey reassurance
- Incorporate all product usage details
- Build artwork around product specifications

Background

Passion for Life Healthcare had identified an opportunity to market an easy to use, effective verruca and wart freeze spray that provides an alternative to professional treatment and to less effective topical treatments.

The new treatment is an improvement on current competition due to:

- A unique cap design that prevents contact with healthy skin
- No pre-assembly (issue for the competitors)
- Measured dose which means less margin of error
- Better value (more treatments per pack)
- No leaks (issue for competitors)
- Comprehensive treatment
- Non-threatening to children

...and packaging design is the only means of communications and consumer reach they could rely on!

As the sixth cryotherapy brand launched in the UK, ActiFreeze entered a crowded category dominated by large brand names with much larger budgets, such as Scholl, Wartner, Boots, Bazuka, Carnation. These offer wart and verruca specific products relying either on strong brand awareness, GP's professional technique or child friendly approach.

The launch date for ActiFreeze was scheduled for September 2009 in Superdrug, followed later by Boots in March 2010. The design budget was £15,000.

Solution



The design of the pack is important when used to convey 'effective' yet 'approachable' cues. We used a mixture of cold metallic colours to convey efficacy, combined with warm vibrant colours to make the brand feel accessible and reassuring (especially to mother's).

The ActiFreeze logo has been designed to convey the product's effectiveness through a target shaped light blue logo that also has a functional and intuitive role, as both the shape and the colour suggest the precision and the freeze of the cryotherapy technique.

The use of a window, combined with the sleek pre-assembled primary canister reinforces the

ease of use of the product and gives an image of 'openness' (nothing to hide) with the consumer.

Finally, we ensured ActiFreeze clearly looks and communicates differently to its competitors through a vibrant and confident 'new generation' arrow with key product benefits.

Words: 424

Results

- Key accounts including Boots, Tesco, Sainsbury's and Lloyds Pharmacy, were not willing to list the product in the first instance; however once the packaging and branding work was complete, there was an immediate shift to list the product at the earliest opportunity. Superdrug were first in September 2009, Boots in March 2010 and other key multiples are looking to list the product imminently.
- In Boots the product is performing above expectations: sales in excess of 300% higher than forecasted with no unique promotion or merchandising, reflective then of purely the packaging.
- The product is listed by these key accounts because it sells off the shelf with no additional promotion. It will increase the category size, as some consumers have exited the category for a professional treatment, due to ineffective current market offerings.
- Current ActiFreeze sales in Boots are averaging 1,460 per week (consumer price £11.95) through 800 stores – 1.825 units per store per week. This is achieved in a crowded market surrounded by familiar brand names with no ATL promotional spend and before the peak season.
- In the first week of sales, 800 units were sold due to limited distribution, it was the second best selling new product listed in the category - out of about 40 listed.

*At time of writing, we only have nine months sales data from the Superdrug account and just short of three months from the Boots account.

This indicates that the strength of the packaging alone is stealing substantial market share from competitors, although exact figures have not been made available from Boots, as they retain their data as private and confidential.

A pharmacist at one of the largest West Midland pharmacy groups – Hingley - expressed her delight at how effective the packaging had been on their shelves.

“I was attracted to ActiFreeze due to the innovative packaging. I felt the packaging was a significant improvement on other cryotherapy products available. It’s bright, eye catching and stands out from the leading brands.”

Alison Gallagher, Pharmacist at Hingley Pharmacy (Warley, West Midlands)

Superdrug’s Foot Care buyer also expressed his delight at ActiFreeze performance:

“... ActiFreeze has already become a solid and important line for us. We are exceptionally pleased with how it is performing”

(Ashley Anzie, Superdrug Buyer)

Words: 378

Research Resources

Information about the UK market is retained by Boots, which makes up the majority of UK foot care sales, but refuses to sell data.

Other resources are the sales data provided by the company Passion or Life Healthcare.

Influencing Factors

The results speak for themselves.

With no marketing campaigns planned, sales are a result purely of in-store presence and packaging efficiency.



Jonathan Shaw

Managing Director – Brand Packaging

Seymourpowell



Alexander Duggan

Managing Director

Passion for Life Healthcare