

Branding – keeping products fresh and relevant

Consumer insights inspire product improvements



Broadening the appeal of Head & Shoulders

Successful innovation begins with an understanding of current and potential consumers. Research showed that most consumers felt **Head & Shoulders** shampoo delivered good dandruff control but many assumed they had to trade off beauty benefits. The brand has shifted its focus to scalp health as the first step toward beautiful hair, and this product improvement has appealed to a broader range of consumers beyond those just concerned with dandruff.

Helping pets live healthier, happier lives

An understanding of not only dietary needs, but also the human and animal bond, skin and coat health, energy requirements and dental and digestive health, supports leading petcare brands such as **Whiskas**, **Pedigree**, **Cesar**, **Sheba** and **Kitekat**. The WALTHAM Centre for Pet Nutrition also assists in the development of clinical diets to treat particular diseases such as Feline Lower Urinary Tract Disease, and this led to the development of the only product designed to treat two of the most common types of bladder stones that can form in cats.

Innovation keeps brands fresh and relevant



Satisfying an unmet need in feminine hygiene

Traditionally **Lil-lets** has not been strong in applicator tampons. Compact applicator tampons are growing by 9% a year, something **Lil-lets** saw as an opportunity. It developed a range of compact applicator tampons which expand widthways, consistent with its non-applicator tampons and different from others which expand lengthways. **Lil-lets** also identified heavy flow as an unmet need so introduced a super plus extra compact applicator tampon, the only one of its kind on the market.

A new era in sustainable performance for paint

Until recently consumers have had to choose between a paint that delivers on sustainability or one that delivers on performance. With new **Ecosure** from **Dulux Trade** that dilemma is over as it delivers both. ICI worked with Forum for the Future on a new business tool, the Environmental Impact Analyser (EIA), to quantify changes in the environmental impacts during a product's lifecycle caused by changes in its specification. The project was co-funded by the Technology Strategy Board, a Government initiative to drive innovation.

Communication conveys key benefits and builds appeal



A vital product benefit communicated on packaging

Packaging plays a crucial role in conveying the benefits of products. For example, research into washing powder use by Procter & Gamble shows many consumers want to help the environment but don't want to compromise on the quality and performance of their powder. The response was to develop **Ariel Turn to 30°**, and this innovation has significantly increased the number of consumers who wash at lower temperatures, saving approx 60,000 tonnes of CO₂ emissions. Communication via packaging has been vital in achieving this result.

Inspiring affection for The Famous Grouse

Just at the time that other brands were pulling in their marketing horns in 1994, **The Famous Grouse** invested in a new advertising platform to engage consumers and inspire affection, while helping the brand stand out from the crowd. The result is a much loved advertising campaign, already comprising 24 variants, which expresses the personality of the brand and makes it instantly recognisable. With animation and music by UK artists, the campaign has been exported to and is used globally in countries as diverse as Taiwan, Sweden, the USA, Greece, Hungary and Portugal.

Keeping in tune with society



Coca-Cola lightweight

Packaging is crucial to the safe delivery of food and drink to consumers while being robust enough to withstand the rigours of the marketplace. The challenge is to achieve this with the minimum environmental impact. In response, Coca-Cola Enterprises Ltd along with its project partners has managed to reduce the weight of its PET bottles to 26g (from 39g in 1994) and aims to reduce this further to 24g. The iconic 330ml glass bottle has also reduced in weight, now weighing in at only 210g (down from 263g), making it 20% lighter.

Never drink and drive

As part of **Johnnie Walker's** 'Never Drink and Drive' campaign, Formula 1 World Champion Lewis Hamilton and Johnnie Walker's Responsible Drinking Ambassador and twice World Champion Mika Häkkinen visited London in December 2008 to remind consumers of the campaign's core message in the run up to Christmas. The aim of the visit was to spread the 'Never Drink and Drive' message and to encourage people to use public transport. The campaign is part of Diageo's ongoing commitment to the responsible consumption of alcohol.

The Brand Paradox – how to keep products consistent to maintain consumers' trust while ensuring relevance to their ever-changing needs and choices?

“As much change as necessary and as much continuity as possible”

Torsten Müller-Ötvös, Head of Central Marketing and Brand Management, BMW

