

How a new identity stole the show:

Froosh: From nobody to
Nordic No. 1

froosh
fruit: bottled

Category

1.0 Brand identity

Sub Category

1.2 Design and implementation under £100k

Client

Froosh

Design consultancy

Pearlfisher

Date

July 2011

Executive summary

Froosh, the Nordic pure fruit smoothie brand, was fading fast. In the months prior to relaunch, volume across its core markets of Denmark, Finland and Sweden was either in decline or growth was sluggish.

The taste or quality certainly wasn't the problem – Froosh has held the coveted Børsen Award, Scandinavia's most prestigious food award, for the past two years.

The issue lay with the unappetizing and unappealing brand identity. It had zero shelf standout and failed to communicate the fruit-only message in a way that tickled people's tastebuds.

In May 2010 the new Froosh brand identity began hitting the shelves in Sweden, Denmark and Finland and from third on the podium it's now the number 1 smoothie brand in the Nordics and selling more than double the volume compared to pre-launch. No advertising, price promotions or trade promotions aided this success. The only change was the brand identity design.

107%

107% increase in total volume sales across the Nordics, Jan-May 2011 (compared to same period pre-launch).

No.1

No. 1 selling smoothie brand in the Nordics.

+50%

50% increase in weekly sales in Sweden.

2x

2 times increase in weekly sales in Finland.

3x

3 times increase in weekly sales in Denmark.



Executive summary cont.

ROI in 6 months

After normal business running costs were taken care of, Froosh recouped its design investment within the first 6 months of relaunch. This was when it had sold **150,000 additional** bottles of Froosh.

NEW TEAM

From being a **5 person** operation, Froosh now employs more than **20** full-time staff across 5 countries. That's an incredible team increase of 400% within a 12-month period.

Project overview

Outline of the project brief:

To redesign the Froosh brand identity across the current range of five flavour variants and other off-pack items including cars livery, retail fridges, uniforms, corporate collateral and website.

- Reflect the brand's up-front personality
- Clearly communicate the fruit-only health message
- Turn up the volume on taste
- Position Froosh as a fast, on-the-go snack
- Dial up premium cues
- Make Froosh the most significant smoothie player in the Nordics
- Launch it into new markets beyond the Nordics

Description:

Launched in 2004 as a healthy snacking, fruit-only smoothie drink, Froosh prides itself on its pure fruit recipes and quality ingredients. But what is also key is its positioning as a brand that never lectures or dumbs down, rather it has a refreshingly adult relationship with consumers, capturing the 'joie de vivre' of city life and understanding that life isn't about being virtuous, it is about being realistic. People will balance a bit of bad living with a bit of good – and Froosh is a delicious way to do just that.

Froosh is sold through cafés and retailers across the Nordic region. It has never advertised.



Project overview cont.

Overview of market:

Froosh competes in a crowded category filled with big marketing spenders (innocent majority owned by Coca Cola, Chiquita majority owned by Danone and Bramhults owned by German juice giant Eckes-Granini).

Fruit-only smoothies are a relatively new concept in the Nordics and there is a certain amount of confusion about what they actually are. The health benefits are often overlooked as smoothies are mistaken as heavy, yoghurt-laden drinks.

In Sweden snack-time is so ingrained into daily life it has its own name: mellanmål. Froosh went out to target the mellanmål market and change the perception of fruit from light and virtuous, to packed full of tasty goodness that really satisfies.

Project launch date:

May 2010

Design budget:

£54,000



Project overview cont.

Outline of design solution:

**Bolder,
brighter,
fruitier.**



Project overview cont.

froosh
fruit: bottled



The new logo is confident, timeless and warm with real fruit credentials. The colour palette is bright, tasty and natural, bringing modern premium taste-cues to the fore. And the new strapline “fruit: bottled” is a short-hand, no-nonsense way to clearly communicate the fruit-only message in the simplest terms.

The brand communicates its fruit-only, health and taste messages through direct statements and bold typography. We opted for simple English lines which appeal to the young, English-savvy target audience, who consider the English language stylish, adding premium value to the brand. As there was no advertising budget, the five different slogans across the variants helped to introduce different aspects of the Froosh story at point of purchase.

Packaging:

The label material used is uncoated, giving it a raw, natural finish, while silver caps convey premium appeal at no extra cost and stickered tamper seals add freshness and quality cues.

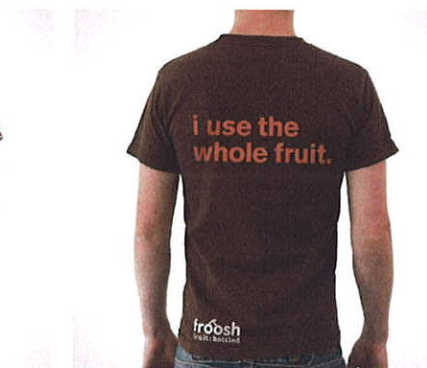
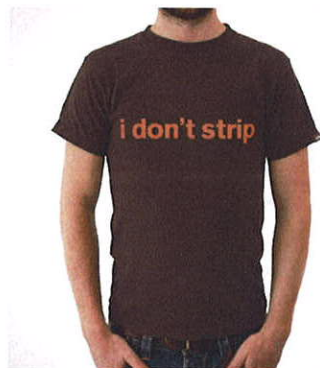
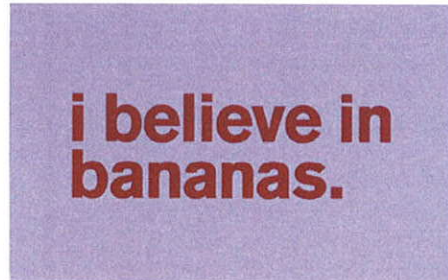
Online and beyond:

Froosh communicates in a bold, no-nonsense way, always keeping information brief and to the point, and delivering it with a burst of unexpected cheek, which is relevant to the medium on which it appears.



Project overview cont.

Off pack examples of identity:



Summary of results

Froosh is now the
NUMBER 1
smoothie brand
in the Nordics

ROI in 6 months

After normal business running costs were taken care of,
Froosh recouped its design investment within the first
6 months of relaunch. This was when it had sold
150,000 additional bottles of Froosh.

WEEKLY

Comparing weekly sales in Q1 2010 (pre-launch) with weekly sales in
Q1 2011 (post- launch):

50% 

50% increase in Sweden

2x 

2 x increase in Finland

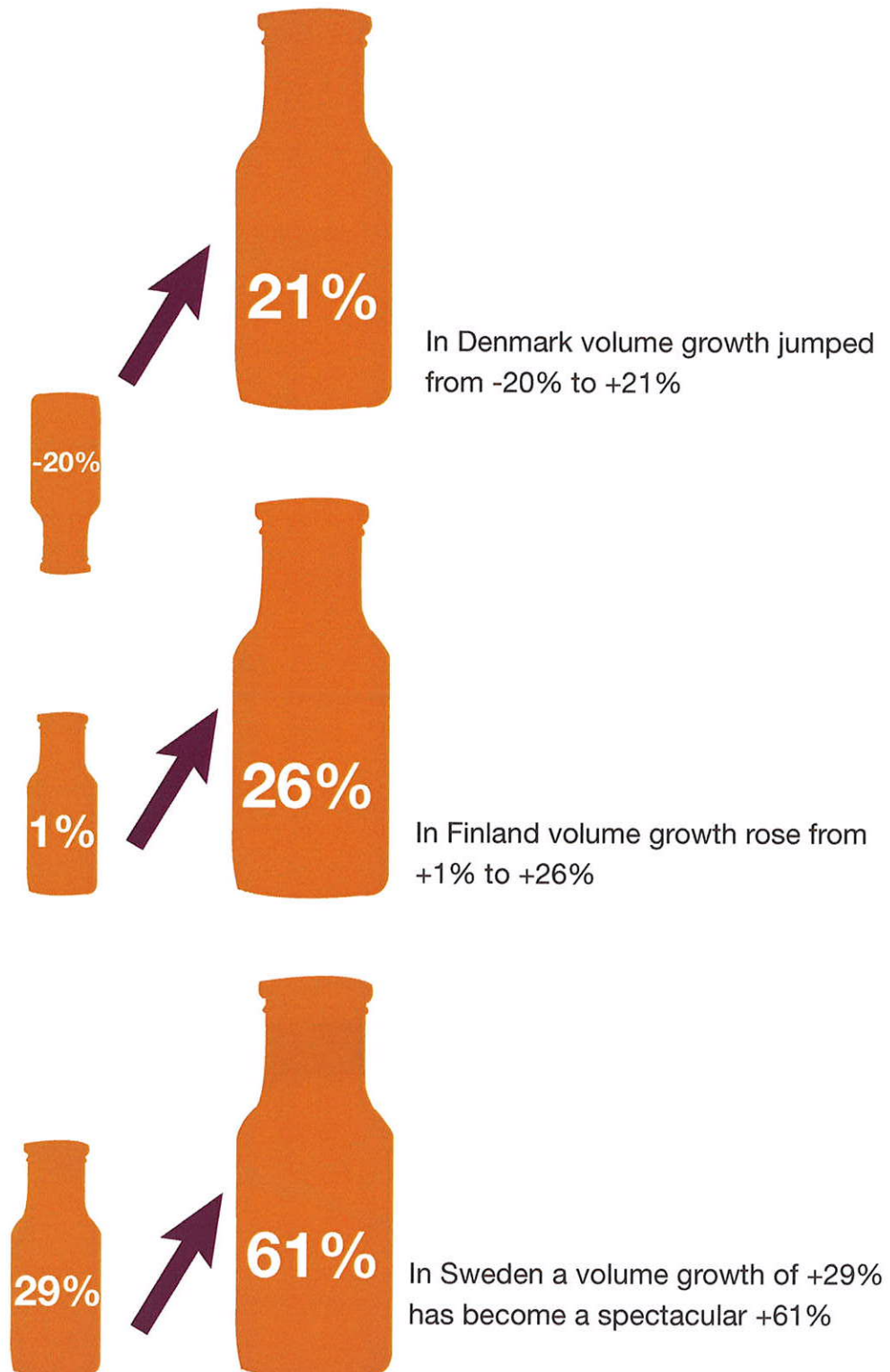
3x 

3 x increase in Denmark

Summary of results cont.

SIX MONTHS PRE & POST RELAUNCH

Or to look at it another way, we can compare the volume growth for the 6 months prior to relaunch with the 6 months after:



Summary of results cont.

YEAR TO DATE

We compared year to date (Jan-May 2011) sales volumes in all markets to the same period in 2010 pre-launch. Here's what we found:

In Norway, volume increased by **59%**

In Sweden, Froosh's largest market, volume is up **72%**

In Finland, it's up **88%**

And in Denmark, we saw an increase of **286%**

NEW LISTINGS

Following the relaunch, **Froosh** enjoyed a wave of **new listings**. Retail buyers frequently cited the **new identity** as a **significant factor in their decision**.

Seven Eleven - Denmark's largest convenience store chain made Froosh their **exclusive** smoothie brand, **de-listing other brands** (including innocent) in favour of **Froosh**.

R Kioski - Finland's largest convenience store chain made **Froosh** their **exclusive smoothie brand**.

Irma - Denmark's most **prestigious grocery retailer** listed **Froosh** in 2011.

SATS - the **leading gym** chain in Scandinavia, listed **Froosh** in 2011.

INCREASED IN-STORE PRESENCE

Throughout the retail trade in Scandinavia, **Froosh** enjoyed **significant gains in shelf space, position and distribution** as retailers reacted to the phenomal success of the new identity.

Summary of results cont.

ALL'S SWELL IN SWEDEN

In Sweden – the largest market for Froosh, we looked at the 6 months to April 2010 (pre-launch), and compared them with the same 6-month period to April 2011 (post launch):

6,000L to **14,333L**
11.7% to **24.1%**



COOP accounts for 21.5% of Sweden's entire grocery sector. Froosh's volume in COOP has increased from 6,000L to 14,333L and as a result its COOP volume market share has more than doubled.

34,000L to **42,000L**
83% to **91%**



In gas stations volume of competitor brands has dropped 43%, while Froosh has increased its volume from 34,000L to 42,000L and therefore its volume market share has grown to an impressive 91%.

> 1/3
of Sweden's
smoothie market share



In total, Froosh's market share in Sweden has risen by 6.3% to 34%.

NEW LAUNCHES

With the success of the on-the-go format, Froosh has launched a **750ml format** for home consumption. Aimed at family breakfast and snack time, it launched in May 2011. It's early days, but so far so good.

Summary of results cont.

NEW TEAM

From being a **5 person** operation, Froosh now employs more than **20** full-time staff across 5 countries. That's an incredible team increase of 400% within 12 months.

NEW COUNTRIES

Froosh launched in **Germany** where the smoothie market is well established and fiercely competitive.

INCREASE IN PREMIUM CUES ... SAME PRODUCTION COSTS

The design works hard to create a more premium look through use of uncoated label paper for a raw, natural finish while silver caps convey premium appeal **at no extra cost** and stickered tamper seals add freshness and quality cues.

GOOD FOR FROOSH ... GOOD FOR THE PLANET

The glass structure allows for a longer shelf-life without using any preservatives. Glass is also much better for the environment than petroleum-based plastic bottles. It also feels premium, can be easily recycled- in the Nordics almost all glass is recycled, crushed and turned into new glass bottles, **saving natural resources and lowering cost.**

(No) Other influencing factors

The flavour range remained the same and there were **no new pack formats.**

There were **no price promotions** following relaunch - the price point remained the same before and after relaunch.

There was **no advertising** and the level of trade promotion was the same in 2010 as in 2009.

The launch of the new identity was the only major change in the marketplace to occur in this time period.

Research resources

Froosh financial analysis
A C Nielsen market data