



# Nivea For Men

## Christmas Gift Packaging

**Category** Packaging

**Sub Category** 4.3 Branded Packaging - Other

**Client** Beiersdorf

**Design Consultancy** Design Activity Ltd

22 June 2011

# Executive Summary

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## 81%

increase in sales

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## 61%

of men receiving a NIVEA FOR MEN® gift pack felt more positive about the brand as a result

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## 78%

now claim to be likely to purchase other products from the brand

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The male toiletries gifting market offers core brands a great opportunity to increase awareness, reach out to new customers and most importantly provide incremental revenue streams.

NIVEA FOR MEN® was one of the first brands to recognise this potential, and as a consequence has been producing male gift packs at Christmas for a number of years. However, as competition in the category becomes increasingly fierce, the challenge for NIVEA FOR MEN is to keep improving their positioning to stay ahead of the game.

Having worked alongside NIVEA FOR MEN in this category for a number of years, Design Activity were commissioned to create a range of new packaging for 2010 which would deliver a strong and recognisable presence, and ultimately drive NIVEA FOR MEN's position in the category up from its existing position of No 4.

The brief focused heavily on consumer insight to ensure that the 2010 range of designs captured new consumers without alienating the current NIVEA FOR MEN users.

The result is a simple, bold and confident design that translates into a cohesive range of packs to deliver strong re-enforcement of the NIVEA FOR MEN brand values. The new proposition engages the buyer and recipient through a combination of innovative structures and eye-catching graphics.

### **The effect?**

In a year when the total market grew by only 4.3% **1**, and other key players were in decline, the NIVEA FOR MEN new packaging, in the absence of any other major marketing support, pushed NIVEA FOR MEN Gifting from No 4 in the category to No 2, with an 81% increase in sales **1**.

Word Count 258

"Although our expectations for the 2010 gifting range were high and our target to improve our positioning in the market from No 4 was ambitious, we were confident that we had all the key ingredients to achieve our objectives. The combination of our range of great performing products with new pack designs that stand out from the crowd, certainly proved to be a recipe for success. With an uplift of 81% and a move to No 2 in the gifting market, the results speak for themselves. Design Activity delivered on all fronts, providing great creative and excellent client servicing throughout the process."

Clare Wright **Gifting Manager**

# Project Overview

## Outline of project brief

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NIVEA FOR MEN is No 1 in the Male Facial Skincare market and this offers an excellent platform to drive its Christmas Gifting range to increase overall sales and offer greater potential for promoting and further strengthening the core brand image.

### **Business Objectives**

- Attract new shoppers to NIVEA FOR MEN without alienating existing shoppers
- Secure incremental sales and market share for NIVEA FOR MEN

### **Marketing Objectives**

- Drive awareness of the breadth of the NIVEA FOR MEN range
- Contribute to a positive shopper perception of NIVEA FOR MEN

## Description

NIVEA FOR MEN was the first recognised Male Skincare brand, developed in the 1980's and introduced into the UK in the mid 1990's.

Both the brand and its products have earned great respect among male and female consumers, and NIVEA FOR MEN is recognised for quality and reliability.

Gifting has been an important part of the NIVEA FOR MEN strategy for a number of years, but the increasingly competitive market means they must continually strive to stay ahead of the competition.

The challenge for NIVEA FOR MEN was to select a range of core products that would resonate with the consumer to encourage switching from other brands and drive incremental sales.

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## Overview of the market

While NIVEA FOR MEN have held the No.1 spot in the Male Facial Skincare market for a number of years, the Christmas gifting category follows quite different rules, and is becoming increasingly competitive – enhanced by the introduction of several own brand offerings.

Shoppers are also becoming increasingly savvy and so striking the right balance between perceived value for money, a good product mix and eye-catching packaging is essential. Fundamental to success is creating a gifting proposition that can stand out and differentiate from the crowd whilst staying true to the NIVEA FOR MEN core brand values.

## Project launch date

October 2010

## Size of design budget

£75,000

## Outline of design solution

When branded packs are only on sale for a limited time, listening to your consumers is key to hitting the right tone.

The 2010 brief focused heavily on consumer insight to ensure that the range of designs captured new consumers without alienating the current NIVEA FOR MEN users.

The challenge was that gifting had become a hugely competitive sector – how could we stay ahead of the competition?

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**Anything but square**

Structurally we needed to develop innovative packs that would create differentiation and stand out on shelf.

The range uses a variety of innovative opening mechanisms to create interest on shelf, and enhance the receiver's experience.

The front faces of the more premium packs are angled upwards. This allows the packs to 'look up' towards the purchaser while on shelf and allows greater ingress of light. The angle also creates a dynamic point of difference against the flat front faces of the competition.

**Motif and accent**

Graphically the designs needed to be modern and eye-catching, and appeal not only to the male recipient, but more importantly to the female purchaser.

With a range of 15 packs creating a range feel that is easy to navigate, while ensuring clear differentiation between price points was key.

The design of each pack reflects its contents but also makes a gifting statement of its own. This is achieved through a prominence of NIVEA FOR MEN brand colours, highlighted with bright accent colours.

A hounds tooth background pattern featuring a motif of the NIVEA N completes the effect. Created through a subtle spot varnish with a scattering of coloured Ns for further premium cues.

The result is a simple, bold and confident design that translates into a cohesive range of packs to deliver strong re-enforcement of the NIVEA FOR MEN brand values. The new proposition engages the buyer and recipient through a combination of innovative structures and eye-catching graphics.

Word Count: 309

# Summary Of Results

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## Increase in Sales and Market Share

- 2010 Christmas saw NIVEA FOR MEN become the fastest growing brand in the Male Gifting category **1**
- With gifting sales increased by 81% **1**
- When the overall male gifting market grew by just 4.3% **1**
- And main competitors Adidas and Gillette were in decline **1**
- This equates to sales of £7,084,771 compared to £3,895,105 in 2009

## Improvements in Consumer Perception

- Qualitative research has shown that 61% of men receiving a NIVEA FOR MEN gift pack felt more positive about the brand as a result **2**
- While 78% claim to be likely to purchase other products from the brand compared to only 67% average for the rest of the category **2**

## Increase in Distribution

- 2010 was the first year that Tesco listed a complete NIVEA FOR MEN Gifting Range.

## Other influencing factors

There was no other marketing support around the time these packs were in-store, and any in-store promotional activity (i.e. Boots 3 for 2) was consistent in 2009 and 2010.

# £7,084,771

Sales delivered against a £75,000 design investment

## Research Resources

1. SIG 52w/e 1st Jan 2011
2. Basis Spring 2011 Qualitative and Quantitative studies on shoppers and gift receivers Christmas 2010

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