

Project Title

IQ Hair Product Rebrand

Category

Packaging

Sub Category

4.3 Branded – Other

Client Company

Avec Corporation

Design Consultancy

Good

Current Date

11.01.12

“Good’s rebrand of Avec Pro has without doubt transformed the fortunes of the brand and surpassed all expectations.”

Alistair Nicholson

General Manager, Avec Corporation



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The Avec Corporation manufactures and produces a wide variety of products to the professional hairdressing market. Distributed globally, the range includes electrical goods and various hair care products as well as their premium range, Avec Professional. This range was eight years old in 2010 and suffering from a tired image and increasingly sophisticated competition from the ‘big boys’ of the sector.

We believe our rebrand of the Avec Professional range demonstrates the impact that can be generated via good design even when operating within a tight budget. It proves the value of relevant thinking coupled with simple design principles to create impact and sales. It also benchmarks that design, when well executed is an investment and not a cost, allowing small brands to punch way above their weight against companies with much larger marketing spends. Not only that, it proves how language-neutral, simple design can increase sales in existing foreign territories and help to open up new markets.

Sources

All figures supplied by the Avec Corporation.

Commercial impact:

- 105% Increase in Sales
- 1,285% Return on Investment
- Outperformed the Market by over 100%
(Avec’s 105% growth vs organic market growth of 3.3%)

Human impact:

- Grown team by 25%
(New member of staff in the warehouse team)

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The Brief

– The re-naming and re-design of the entire Avec Professional range.

The Key Objectives:

- Re invigorate the range and ailing perceptions.
- Increase sales and distribution.
- Push through a price increase.

The Key Issues:

- Wholesale hairdressing sector largely static.
- Sophisticated competition with global footprint and budgets to match.
- Little or no brand awareness or loyalty.

Old Packaging

Uninspirational, tired packaging – lacking any real shelf presence vs the competition.



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Project Description

In 2010 Avec Corporation recognised that their premium professional range was struggling with stagnating sales and poor brand awareness in a market dominated by the likes of Schwarzkopf, L’Oreal and Wella.

With the market challenged by the global recession and with an above the line spend out of the question, it was felt that re-invigorating the brand stood the best chance of success.

Their existing packaging was recessive and homespun next to the increasingly sophisticated competition, and with little or no equity in the existing brand it was decided to spend the small budget at their disposal on this key touchpoint.

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Uninspirational, tired packaging – lacking any real shelf presence vs the competition.



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The Market

In the Professional Hairdressing Market companies sell their products through two channels - wholesale or direct to salons and it is dominated by global brands such as Schwarzkopf, L'Oreal & Wella.

Growth within this sector has been relatively slow for the past 3 years, with the overall Professional Hairdressing market increasing in value by 3.3% in 2010/11*.

The buying behaviour in the B2B wholesale channel is becoming increasingly promiscuous (like the consumer channel with a growing range of branded players) where salons are buying smaller amounts of product more regularly across a wider variety of brands rather than having to place larger orders of one brand directly from the company concerned**. In short, brands are playing a key role and Avec had to change.

*The Avec Corporation

**Mintel 2010

Competitors' Packaging

Examples of some competitors' packaging.



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The Solution (350 words)

The Avec Professional range lacked any personality or brand presence with tired colours, dated typography and uninspiring bottles and boxes. Arguably it wasn't a brand but a collection of some fairly sterile packs. Whilst we acknowledged there was a level of equity in the Avec Corporation as a whole, we felt it was important to give the range a new aspirational identity and start to create a brand that would give the organisation a foundation for the future and a real opportunity to leverage their product offering.

Whilst the budget was limited, we spent time researching the competition and considering an approach that would fit with their target market. To compete in what is a very scientific and complex sector we decided on the name 'IQ' - which maintained a level of simplicity and impact but gave us a platform to talk about the 'intelligence' behind the products and the brand.

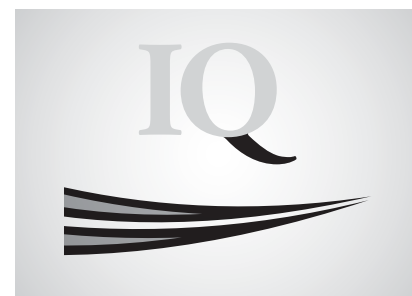
A bespoke graphic device was created as a metaphor for hair that was flexible enough to work across a large variety of physical packaging options. The packs were chosen for their contemporary styling and tactile qualities. Combined with simple but sophisticated typography we created a bold brand that could compete without stretching credibility.

These elements were enhanced with a new vibrant colour palette to ensure impact and stand out against the competition. The new colour palette also allowed us to effectively differentiate between the 29 sku's, ensuring that each colourway was reflective of the ingredients and usage as well as a way of identifying its sub-category within the range. This in turn allowed wholesalers and salons to easily merchandise the range to maximum effect.

A generic colourway was identified to be used in all other collateral, such as point of sale material and support literature – one that would not compete with the colours of the product range, but enhance them.

Since the successful launch, new products have been added to the range, where Avec have chosen the colour option for the graphic device. This illustrates the simplicity of the identity and value for money in avoiding further agency fees.

Development of graphic device



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Project Launch Date

The new packs were launched in January 2011.

New Packaging

A simple, but bold typographical style – allowing effective differentiation between product types through the use of colour.



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Please note

For unit and Sterling comparisons, all old brand SKUs that are not in the new IQ range have been ignored in order to make direct, like-for-like comparisons.

The comparative sales periods are defined as follows:

– Jan – June 2010 (6 months):
Pre launch (old range)

– Jan – June 2011 (6 months):
Post launch (new range)

All figures are in Pounds Sterling.
All figures supplied by AVEC.

Sales Value Increase

AVEC increased sales by £128,590 (105%) in the post launch period, compared to the same pre launch period.

Jan-Jun '10 Sales (£)	Jan-Jun '11 Sales (£)	% Change
123,040	251,630	105

Sales Volume Increase

Sales volume has increased by 62,652 (89%) units over the same period.

Jan-Jun '10 Vol	Jan-Jun '11 Vol	% Change
70,488	133,140	89

Increase in Average Price per Unit

Because of the rebrand, AVEC has been able to push prices up, increasing the average price per unit by 8%.

2010 Ave £ per unit	2011 Ave £ per unit	% Change
1.75	1.89	8

1,285% Return on Investment

With a total investment of £10,000 to relaunch the range; AVEC has achieved an ROI of 1,285%.

Sales Increase (£)	Launch Investment (£)	ROI (%)
128,590	10,000	1,285

Outperforming the Market

The professional hairdressing market (only selling to wholesalers or direct to salons) grew by 3.3%* in the stated period. Even allowing for this organic growth, AVEC significantly outperformed the market, by over 100%.

* Figures extrapolated from 2010/11 Salon Syndicate Analysis report.

AVEC % value growth	Market % value growth	Adjusted AVEC growth
105	3.3	101.7

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Expanding into new Markets

The rebrand allowed AVEC to open up Norway as a new market. To date they have gained Cash & Carry listings in three cities – Stravanger, Bergen and Oslo.

Market Testimonials

“The rebrand significantly improved the product offering, bringing a bright fresh new look which was easier to see on shelf and stood up to market leaders such as L’Oreal and Wella. Sales saw an instant sharp increase.”

David Williams, Marketing Manager
Capital Hair and Beauty

“Our customers were excited to take on such a visually appealing brand that would also provide them with a great retail opportunity and a fantastic price point for their salon. With the new packaging, display stands and point of sale IQ Intelligent Haircare has become a brand to contend with in the market”

Ian Evans, Product Manager
Aston & Fincher

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Growing the Team by 25%

Due to the success of the rebrand, Avec have been able to add another permanent member of staff to their warehouse team, taking the total to 4.

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Research Resources

- Keynote Market Report, Toiletries, 2010
- Mintel Market Report Shampoo, Conditioners & Treatments, UK, April 2011

Other Influencing Factors

There has been no change in the management team or sales staff pre and post launch of the new brand. Marketing spend outside of the rebrand has remained consistent and is confined solely to in-wholesaler POS units. There have been no changes to the formula or make up of the range bar the introduction of new lines due to the success of the launch.

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Declaration

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22.07.11

On behalf of Good

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