

Bringing Clarity and Sustainability to Probiotics

Situation

With regulatory changes in the UK that forbid the use of the name “probiotic” — consumer confusion and a rapidly expanding product portfolio forced a top to toe review of the brand, including its positioning.

Challenge

With category growth forecast to grow at more than 4x the rate of the overall digestive health category, numerous new competitors and retail private label ranges were beginning to erode the brand’s leadership position.

Solution

A qualitative study was performed to understand the barriers to purchase and the competitive landscape. This was followed by a semiotic review of the brand and the gut health category to better understand the visual and verbal language of the opportunity area. Furthermore, a sustainability review was undertaken as the brand wanted to reduce the use of plastic in their packaging.



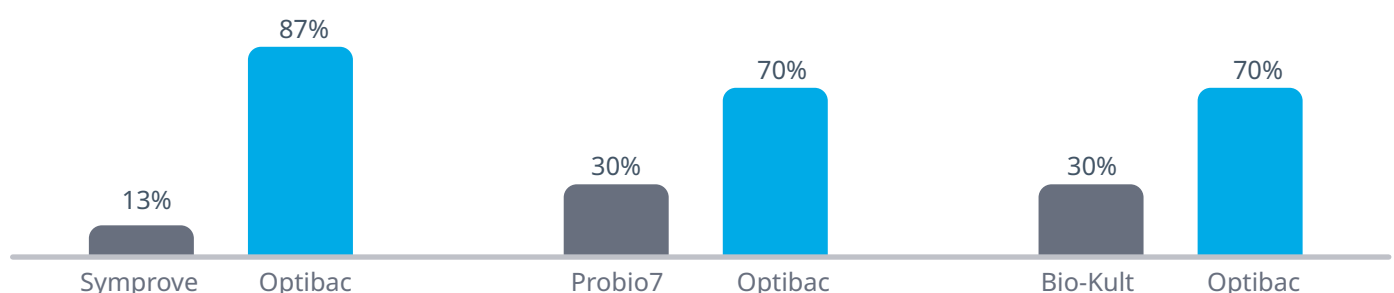
Results

New listings in **Boots, Tesco, Waitrose,** and **Sainsbury’s**

90% reduction in plastic for the packaging

100+ SKUs to 52
13 cartons to 7

Research results against competitors





Packaging design

New simplified branding and packaging that is seen as both aspirational and motivating by trade and consumers alike.



3D design and sustainability

New structural packaging that has also reduced plastic by over 96% in selected product SKUs.



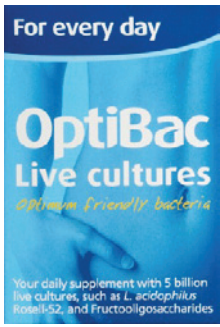
Communications

Optibac's first-ever advertising campaign which communicated, "Good health starts with Optibac, the UK's most recommended friendly bacteria supplement."



Range Architecture

Clear range architecture that has successfully reduced complexity and increased flexibility for the brand.



OLD PACKAGING



NEW PACKAGING

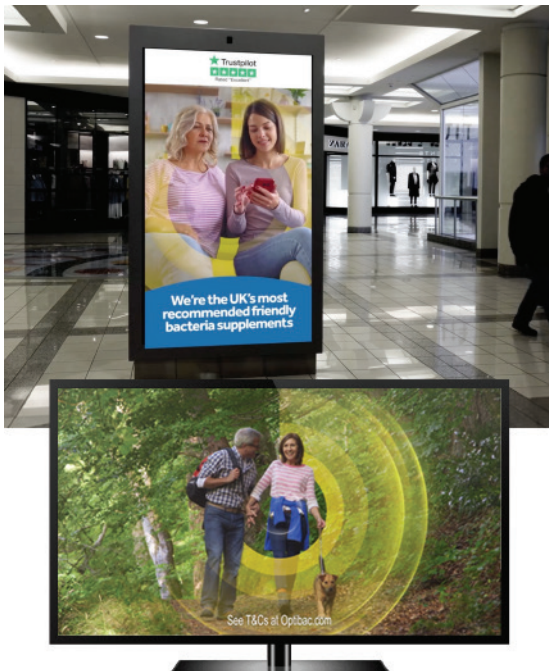
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