

ENTERPRISE IG

B_E_E™

CREATING BEAUTIFUL PRODUCTS
FOR A BEAUTIFUL WAY OF LIFE

B_E_E (BEAUTY ENGINEERED FOR EVER)

MARKETING DESIGN AWARDS 2005

CATEGORY: 16 PACKAGING (NON FOOD)

PROJECT NAME: B_E_E (BEAUTY ENGINEERED FOR EVER)

CLIENT COMPANY: B_E_E (BEAUTY ENGINEERED FOR EVER)

DESIGN CONSULTANCY: ENTERPRISE IG



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Project Summary

New Zealand-based B_E_E (Beauty Engineered for Ever) has carved a blazing trail through the formerly unexciting area of eco-friendly products. Formed by Harvard graduate and former McKinsey consultant Brigid Hardy, the company's goal is to help save the planet by making – for the first time – environmentally-sound products that are so desirable consumers simply can't resist them.

With outstanding design crucial to success, Designworks Enterprise IG was charged with creating a must-have brand that would move cleaning products from the cupboard under the sink to pride of place in every smart kitchen.

Issue

Research confirmed that, despite their growing concerns for the environment, consumers would ultimately choose cleaning products from Unilever, Colgate Palmolive or Reckitt Benckiser – trusted household names with pocket-friendly prices. To succeed, B_E_E's new products had to achieve real stand-out, with hardcore performance, eco-ethics

and enormous shelf-appeal. The strategy was to sex-up the products, making them an irresistible purchase, despite their premium pricing.

Design was crucial to the success of the strategy and Designworks Enterprise IG was appointed as partners right at the beginning of the process, involved in every stage. Design had to be at the very core of the range, which launched with three products: a washing-up liquid, a surface cleaner and a wash for delicate fabrics. Our brief was to create a brand that would sell not just on its eco-friendly credentials, but because it performed as well as the competition, smelled great and was packaged so compellingly it could stop customers in the supermarket aisles and make them change their buying habits. Ultimately, our brief was to help Hardy achieve her target of claiming 5% of the \$300 million New Zealand cleaning and detergents market.



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Solution

The brief was emphatic that the packaging must stand out. Our approach was to create something that would break the industry blue/green mould and appeal to people on its own merits – even if they weren't interested in environmental products. In Hardy's words, we set out to make 'green the new black'. We worked to a mantra of 'cool green' not 'grubby green' – a conscious move away from the existing associations of unexciting, under-performing eco-friendly products.

The design is both utilitarian and sensual. The bottle design works hard on the shelf, being both practical and premium.

The distinctive 'talking bottles' feature cheeky 'pick-up' lines designed to literally start a conversation with the shopper, promising product benefits on a personal level. Throughout, the brand works at two levels – a bold first impression underpinned by a more subtle message and character, starting a fresh dialogue in a tired, crowded and often uninspiring category.

To maintain this freshness and element of surprise, each product has four different straplines; the consumer could get a different one each time they pick the product off the shelves. To leverage the idea further, we developed customised

pick-up lines for targeted audiences. For example, personalised packs were sent to well-placed media figures for the launch.

The environmental credentials of the packaging and labeling were also essential to the success of the products. We worked closely with RONZ (Recycling Operators of New Zealand) to ensure that all our materials are as easily and locally recyclable as possible, even down to ensuring that the adhesive and inks on our labels wouldn't interfere with recycling. We developed our packaging with the only environmentally certified packaging manufacturer in New Zealand, Vertex.

Our bottles and caps are 100% recyclable within New Zealand. Labels, caps and triggers are the lowest plastic weight available. The bottles and caps are natural in colour so as not to contaminate the recycling process with artificial colouring. Our labels are made of the same material as our bottles enabling both the label and bottle to be recycled together. We had to adhere to all of the above but still design a bottle that was easy to use, stylish and aesthetically pleasing to consumers.

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Benefits

B_E_E re-defines the way eco-friendly products are perceived in its home market of New Zealand. High performance, combined with eco-ethics and huge shelf appeal, sees B_E_E now stocked throughout New Zealand in premium supermarkets (200 stores) and leading organic and healthfood shops (40 stores). The range has achieved consistent month on month sales growth since launch, doubling in recent months. This confident trading base has paved the way for the launch of bulk offerings, expansion into wholesale distribution and the development of new laundry products.

People love B_E_E! The branding has succeeded in making people feel emotional and passionate about something they never felt emotional about before. B_E_E has received over 500 unsolicited pieces of fan mail – conveying astounding levels of excitement and emotional attachment – with offers of support, advice for new product and business ideas,

and requests for increased availability. Unpaid endorsement from fashion, entertainment and lifestyle heroes provides confidence, coverage and credibility. B_E_E has also had unprecedented interest from major NGO's, political parties, businesses with aligned values and community-based initiatives who want to get involved.

The products have quickly built up premium positioning. With widespread media attention in all major national publications, B_E_E is now actively supported by many leading media commentators, and regarded as a leader in emerging eco chic trends.

The design of B_E_E has worked towards creating something that people don't buy because they feel obligated to save the planet, but they buy it because it looks good, smells good and works.

