



# Healthy Insights

ISSUE SIX

opportunities in the health and wellbeing industry

## Welcome to issue 6

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## MARKET WATCH

by Helen Rath

### Sampling leads to purchase

The best way to sell something is to first give it away free... More and more, marketers are relying on sampling as the ultimate hook—perhaps because of the intimate psychology of it. Sampling goes well beyond other types of promos, even beyond advertising, in ensuring brand loyalty. In a recent survey by the American Promotion Marketing Association (PMA), 72% of those sampling products from a broad range of categories subsequently went on to purchase at least some of the brands—an excellent conversion rate. The survey reported that sampling could be more influential than advertising, with 69% agreeing that samples and demos influenced their purchasing more than ad impressions. Health and beauty care samples scored the highest rate of intent to consume, second only to foods.

### Oral Care

One key area responsible for stimulating growth in the oral care category in the US is the introduction of products focusing on combination results. Consumers are increasingly seeking products featuring multiple benefits, such as toothpastes that whiten teeth, prevent cavities, freshen breath and fight gingivitis in a single formula.

### Orange juice with fish oil makes debut in UK

Europe's first orange juice fortified with omega-3 DHA has been introduced in the UK. The product, SupaJus - The Think Drink, is being sold in more than 150 health food vending machines in British schools. Existing on-package marketing emphasises SupaJus is more nutritious than regular orange juice and states, "Omega-3 DHA is essential for a healthy mind and body."

### Fears of ageing prompts mid-life consumers

The signs of physical ageing often prompt mid-life consumers to change their lifestyle in order to improve the way they feel and their chances of longevity. They will also spend more time grooming in order to minimize the visible effects of ageing, according to a

Datamonitor report "Fear of Aging, 2003". According to the report older consumers were especially open to adding dietary supplements to their health regimes to retard the mental and physical effects of ageing, as well as "trading up" in terms of luxury topical skin care products that fight (or cover up) signs of ageing.

### OTC Supplements launched for Low Carb

Bayer HealthCare US has introduced One-A-Day CarbSmart, a complete multivitamin specially formulated to provide key nutrients low-carb followers may not be getting enough of, including B vitamins found in enriched grains like bread and pasta, vitamins C, E, beta-carotene and calcium. The supplement is designed to be a part of an overall healthy low-carbohydrate lifestyle.

Wyeth US has launched Centrum Carb Assist, which has high levels of B vitamins, antioxidants selenium, manganese, and vitamins C and E. It also contains the full RDI for vitamin D, iron, zinc and copper; all of which may become difficult to obtain at optimal levels when excluding or reducing certain food groups. This new variant targets people on a low-carb diet, who may be cutting their intake of key vitamins and minerals as they avoid breads, pasta and starchy vegetables.

### Coca-Cola goes Low-Carb

Coca-Cola is launching a modified version to target the millions of Americans following a low-carb diet. The company's new low-carbohydrate cola, called C2, has half the carbohydrates, calories and sugar of regular cola but tastes the same, it says.

### 7Up creates new carbonated category

Seven Up is set to introduce a low-calorie, vitamin fortified carbonated drink, which will create a new category for carbonated beverages. The drink is the first fortified

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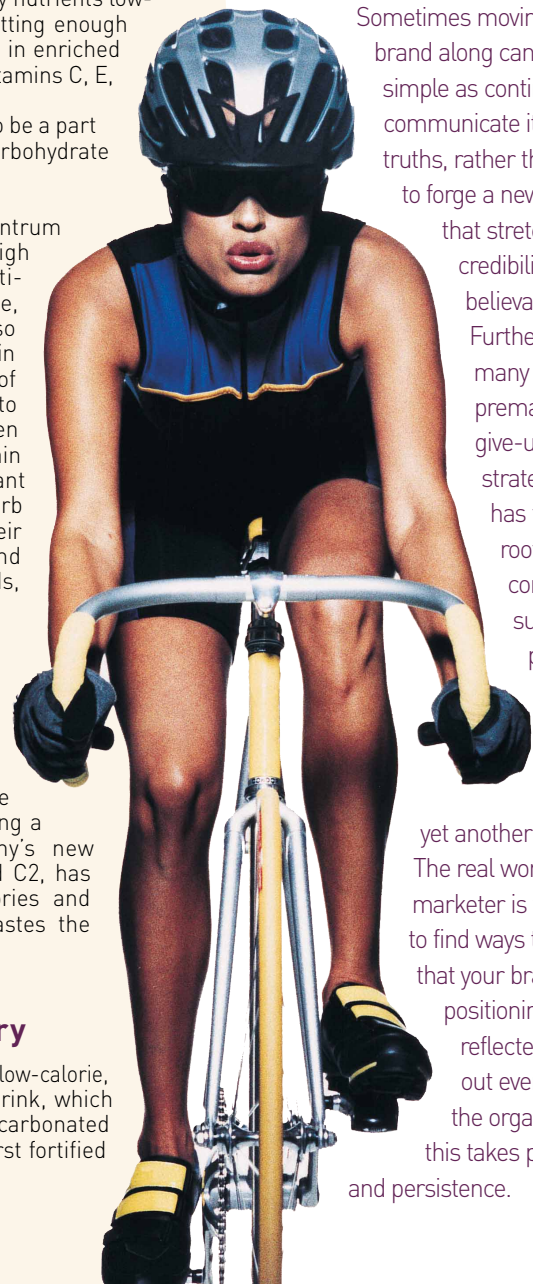
## BrandFocus

by Robyn Wunder

### Promise what you can deliver

One of the biggest traps in developing a brand proposition is to forget your current customers and why they purchase your brand.

Sometimes moving your brand along can be as simple as continuing to communicate its real truths, rather than trying to forge a new promise that stretches credibility and believability. Furthermore, many marketers prematurely give-up on a strategy before it has time to take root with continued support and proceed with machete in hand towards yet another relaunch! The real work of a marketer is to continue to find ways to ensure that your brand's positioning is reflected throughout every part of the organisation - this takes patience and persistence.



carbonated beverage from a major brand. 7Up Plus is a low-calorie version of 7Up that will be fortified with vitamin C, calcium, real fruit juice and sweetened with Splenda. The drink will also have a low calorie count and only 3 grams of carbohydrates per serving, allowing it to meet consumer demand for low-carb foods. The drink will be aimed primarily at "health conscious adults", particularly those with families.

## Fish prevents asthma

Pregnant women with asthma who eat oily fish, such as salmon or trout, may help protect their children against developing asthma, according to a new study.

## Food fortification with Folate

Australian researchers have reported that only about 25% of women in many countries voluntarily take folic acid tablets before conception, despite evidence to show that adequate levels of the nutrient could halve the risk of neural tube defects in offspring. The scientists are calling for a worldwide introduction of food fortification programmes, which they claim offer a more effective means of increasing folate intake among women.

## French approved health claim for cranberry

The French food authority AFSSA has approved a health claim for cranberry juice and powder and its effect on urinary tract health. AFSSA will permit the claim that the North American cranberry VM (*vaccinium macrocarpon*) can 'help reduce the adhesion of certain E.coli bacteria to the urinary tract walls'. Food, drink and dietary supplement manufacturers can now use the claim to highlight the health benefits of products containing this cranberry species to consumers.

## Marketing Matters

by Robyn Wunder

### Loyalty Programs

Reality check: 80% of customers are vulnerable to competitive offers, while only 20% are advocates who will recommend you to others. Does your program create customer loyalty? Recent discussion in marketing circles disputes that most programs don't. Some commentators even state that rather than create loyalty, most promote promiscuity because the rewards are often discount focused and normally attract customers who only shop in this way. The key to developing an effective loyalty program is to offer benefits that add-value for the customer AND the brand/company, rather than discounts to customers that bleed the bottom-line.

## In-Designz

by Allan Rath

### Strategic Design Planning

Its been touted as the future of brand management. This concept starts with the premise that how your brand is perceived in the marketplace, is driven primarily by its aesthetic appearance, eg. brand identity, packaging, product format, point-of-sale and the message that design conveys. Strategic Design Planning is all about understanding the relationship between design and market success; what elements drive attractiveness and consumer choice? Some commentators claim that there is a real lack of understanding in the area of design management and planning. The key opportunity is to create a managerial framework that tackles the link between this creativity and other brand planning processes, beyond just the briefing process.



### Evaluating Pack Design

Attitudes and perceptions alone won't help you to evaluate a package design effectively. Consumer reactions are what count when the package sits on the store shelf. You get a true measure of how a brand stacks up against its peers with side-by-side comparisons. That way, consumers can evaluate your brand against competitors. This is where evaluation goes astray in some package development projects. Brand managers and designers attempt to gauge the impact of packaging without a typical competitive environment. What you want is an approach that does a better job of replicating reality. It should measure your package's performance against three measurements:

- Impact, which measures a package's ability to break through competitive "clutter" on the shelf.
- Findability, which determines how easily consumers can locate your package among competitors.
- Imagery, which assesses the "thoughts & feelings" your package communicates.

### Health benefits and packaging

"Good for you" does not necessarily translate to "good for me" with many consumers. How much of an emphasis should health benefits play in packaging for your brand? The answer lies in the old adage, know your consumer. Find out what role, if any, health claims play in enhancing your brand and then incorporate them only within the context of your brand's unique emotional experience. Do they want appetite appeal first, or should your packaging play up the health benefits? Stay focused and be true to your brand experience. Make sure that your brand's identity is relevant to your product and provides meaningful differentiation.



### Metal Components for maximum impact

Metal is probably the least used component but can make the most impact. Metal components of aluminium, zamac and brass—as shells, caps, collars, ferrules and other decorative accents—add a look of luxury and an opportunity to communicate brand identity. Metal containers bring strength, resilience and decorative possibilities to applications such as aerosol cans, bottles, jars and tins.

We hope you enjoyed  
our Healthy Insights and  
more importantly find that  
spark that gives you the edge!



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