Longo Vital Case

Visual and Verbal Identity

Brand Design

GROUP 1

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BRIEF

LONGO VITAL

Longo Vital is repositioning itself from a brand whose core strategy relies primarily on being experienced and having a high brand awareness, to a brand that wants to focus on sustainability and have a more personal approach to its customers.

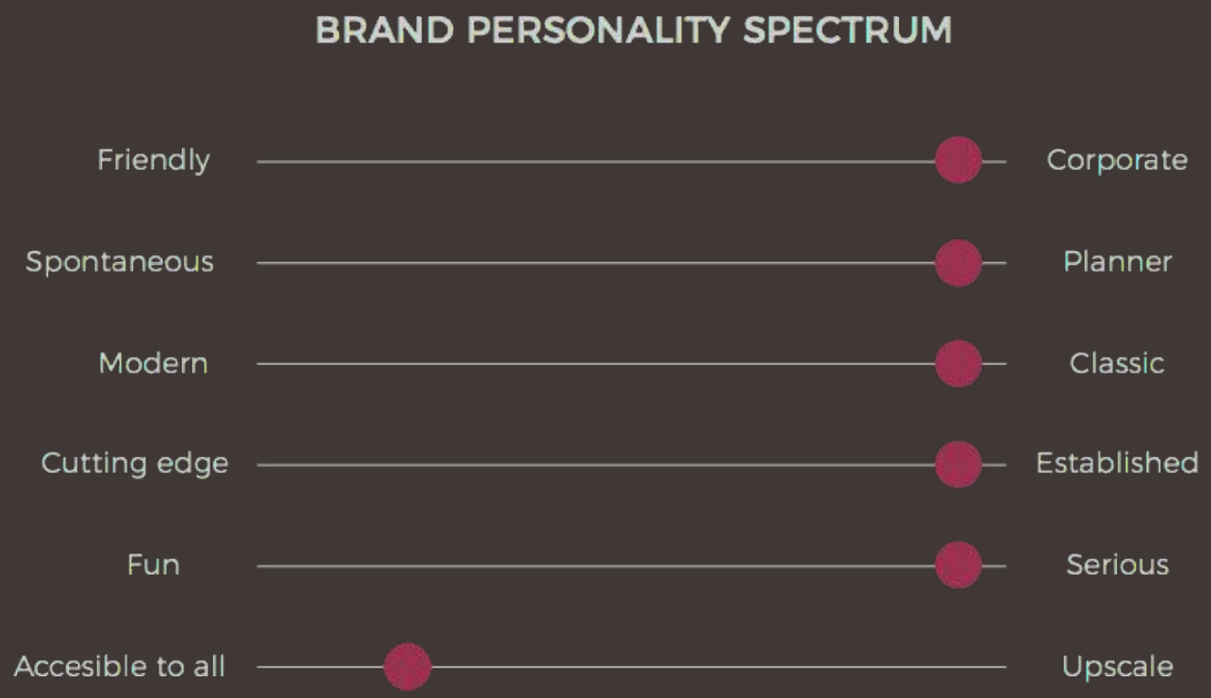
The challenge is now to create a new Visual and Verbal Identity that will reflect these values and help shift consumer perceptions.

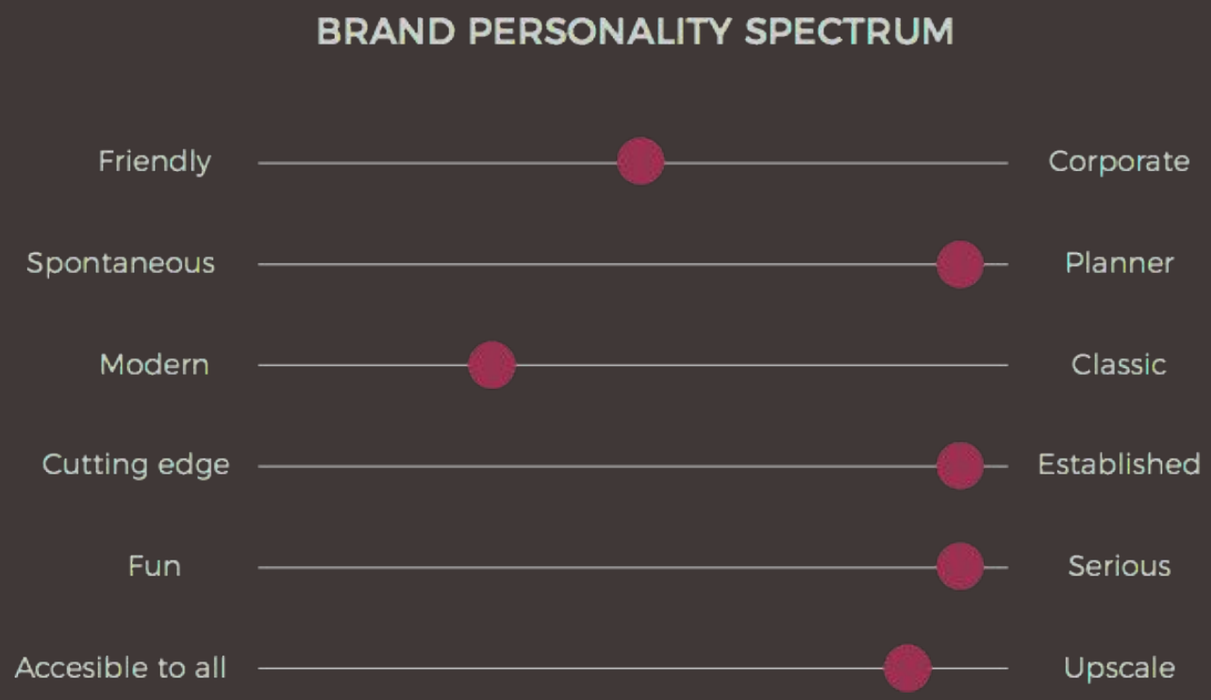
BRIEF

BEFORE

AFTER

SUM UP





1 WHAT DO WE DO AND HOW DO WE DO IT?

We offer a multivitamin product using a unique blend of natural herbs and vitamins.

2 WHO ARE WE HERE FOR?

People who prioritise quality over price and want a sustainable product with natural ingredients.

Health conscious people who see a multivitamin as natural health insurance.

3 WHAT DO WE VALUE THE MOST?

Sustainable
Quality
Trustworthy
Personal
Convenient

4 WHAT'S OUR PERSONALITY?

Experienced
Friendly
Modern
Energetic
Lively

5 WHAT MAKES US DIFFERENT ?

We make sustainability convenient by making our packaging refillable.

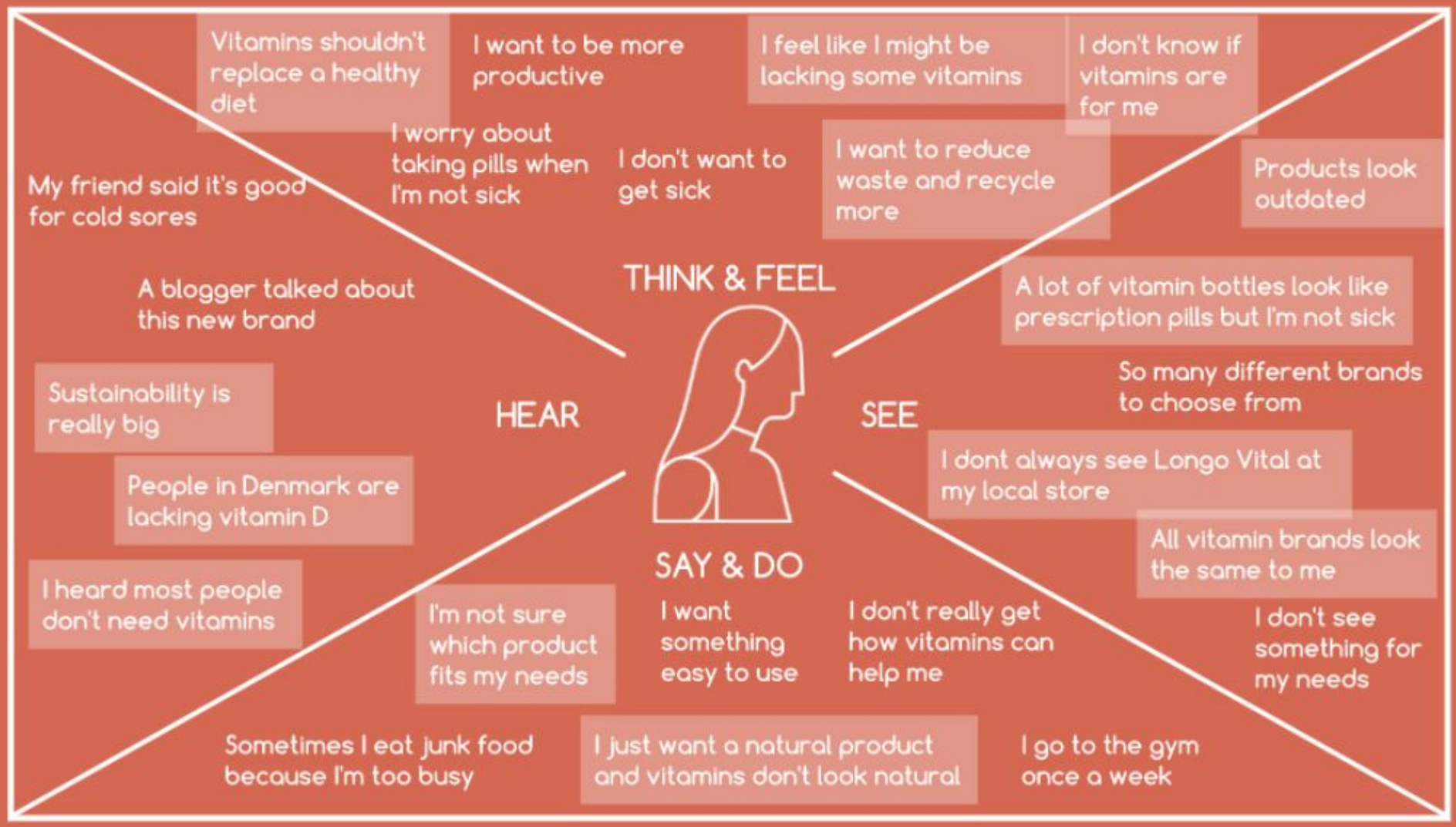
We offer a subscription service that adapts to our customers needs.

6

DESIGN METHOD

AN EMPATHIC DESIGN APPROACH
- EMPATHY MAP

- USER CENTERED DESIGN
- USED AN EMPATHY MAP TO IDENTIFY THE NEEDS OF OUR TARGET GROUP
- BASED ON DESK RESEARCH, A SURVEY AND FIELDWORK



TARGET GROUP
- KEY INSIGHTS

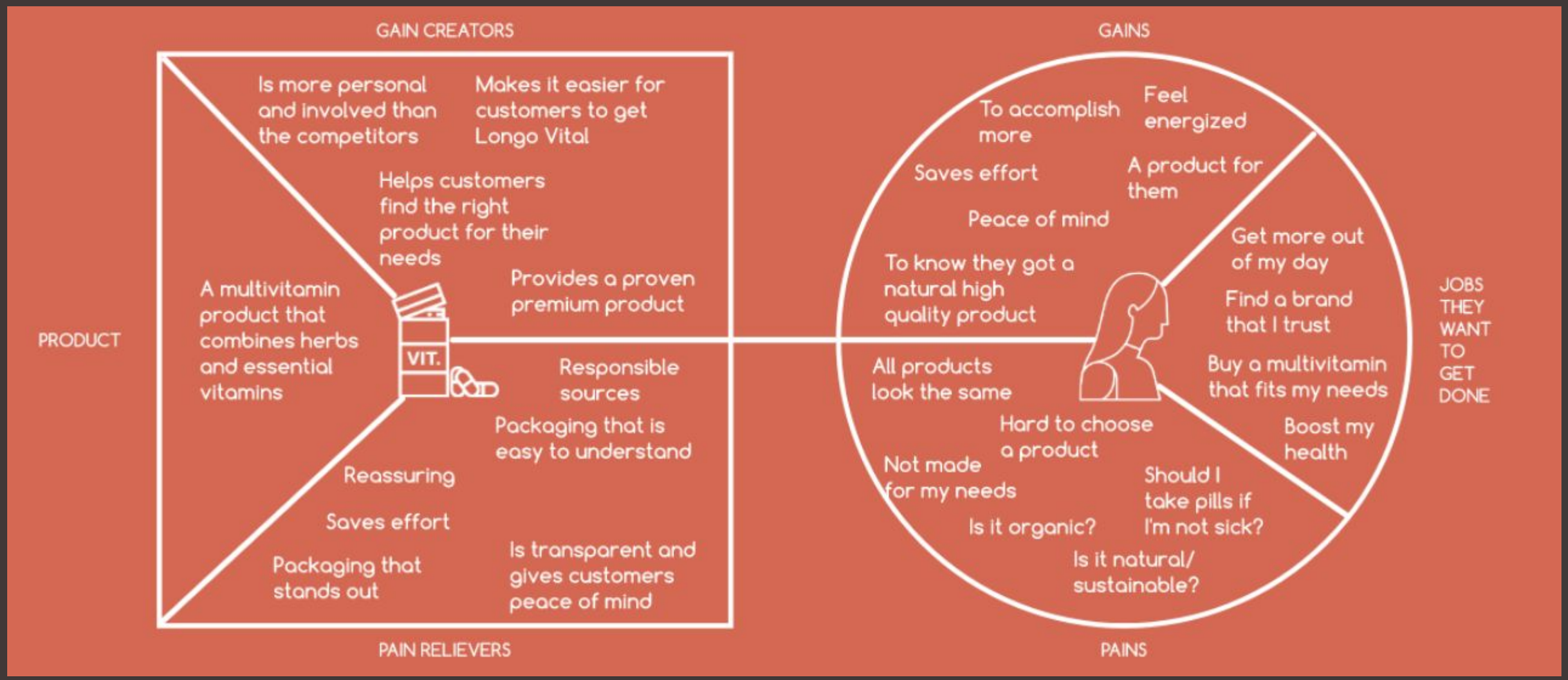
AN EMPATHIC DESIGN APPROACH

- DIFFICULTY FINDING THE RIGHT PRODUCT FOR THEIR NEEDS
- MOST PRODUCTS LOOK THE SAME
- THEY WANT TO REDUCE WASTE AND RECYCLE MORE
- THINK PRODUCTS LOOK OUTDATED
- THEY WANT TO FEEL LIKE THEY CAN TRUST THE BRAND
- THEY WANT A PRODUCT THAT LOOKS NATURAL
- MOST VITAMIN BRANDS DON’T LOOK NATURAL

TARGET GROUP

AN EMPATHIC DESIGN APPROACH - VALUE PROPOSITION CANVAS

- BASED ON THE CORE INSIGHTS FROM THE EMPATHY MAP
- FINDING A FIT BETWEEN THE PRODUCTS LONGO VITAL OFFERS AND THE JOBS CUSTOMERS WANT TO GET DONE



CREATING VALUE - KEY INSIGHTS

AN EMPATHIC DESIGN APPROACH

LONGO VITAL CAN CREATE VALUE FOR ITS CUSTOMERS BY:

- EMBRACING SUSTAINABILITY BY MAKING PACKAGING THAT IS REFILLABLE
- MAKING PACKAGING APPEALING AND EASY TO UNDERSTAND
- BEING MORE INVOLVED AND USING ONLINE CHANNELS TO REACH THEIR CUSTOMER
- MAKING IT EASIER FOR CUSTOMERS TO GET THEIR VITAMINS MONTHLY
- STANDING OUT ON THE SHELF
- INCORPORATING THE HERBS IN THEIR VISUAL IDENTITY

VISUAL IDENTITY
- CONNOTATIVE ANALYSIS

LOGO & PACKAGING

LOGO:

- ASSOCIATED THE LOGO WITH MEDICINE/ PAIN KILLERS, ENERGY & ALARM
- POSITIONING OF THE LETTERS - LOOKED BUSY & MESSY WITH A VERY CONSERVATIVE/ FORMAL FONT
- NOT LIKE THE TONE OF RED. TOO INTENSE. THOUGH THEY LIKED THE CONTRAST IN THE BLACK & RED

PACKAGING:

- NOT EYE CATCHING - DO NOT NOTICE THE PRODUCT LOCATED NEXT TO THEIR COMPETITORS
- BORING, NOT UNIQUE OR EXCLUSIVE
- GENERALLY, MOST PEOPLE THOUGHT IT NEEDED AN UPDATE TO KEEP UP WITH THE MODERN TIMES

VISUAL AUDIT

AN EMPATHIC DESIGN APPROACH
- THE BRAND GAP

VISUAL AUDIT

AN EMPATHIC DESIGN APPROACH
- THE BRAND GAP

THERE IS A CLEAR GAP BETWEEN LONGO VITALS' NARRATIVE AND THEIR VISUAL IDENTITY.

THE CONSUMER SEES THIS:

THE BRAND GAP

INSTEAD OF THIS:

THE SOLUTION

INTRODUCING THE CONCEPT

Based on the key insights gathered from Longo Vitals target group we propose a solution that is primarily based on the introduction of refillable packaging and a subscription service.

To test the viability of the concept, we conducted a survey.

The majority of the respondents showed interest in both the refillable packaging and the subscription service.

A big percentage of respondents saw it as a convenient solution that would fit their lifestyle and they liked the idea of reducing waste.

VERBAL IDENTITY

TONE OF VOICE

General

FRIENDLY

MODERN

ESTABLISHED

Methods of appeal

ETHOS

PATHOS

VERBAL IDENTITY

TAGLINE

OPTIONS

- A little boost for your health -
- A natural boost for your health -
- Your daily ritual -
- Your daily boost -

CONSIDERATIONS

BOOST

HEALTH

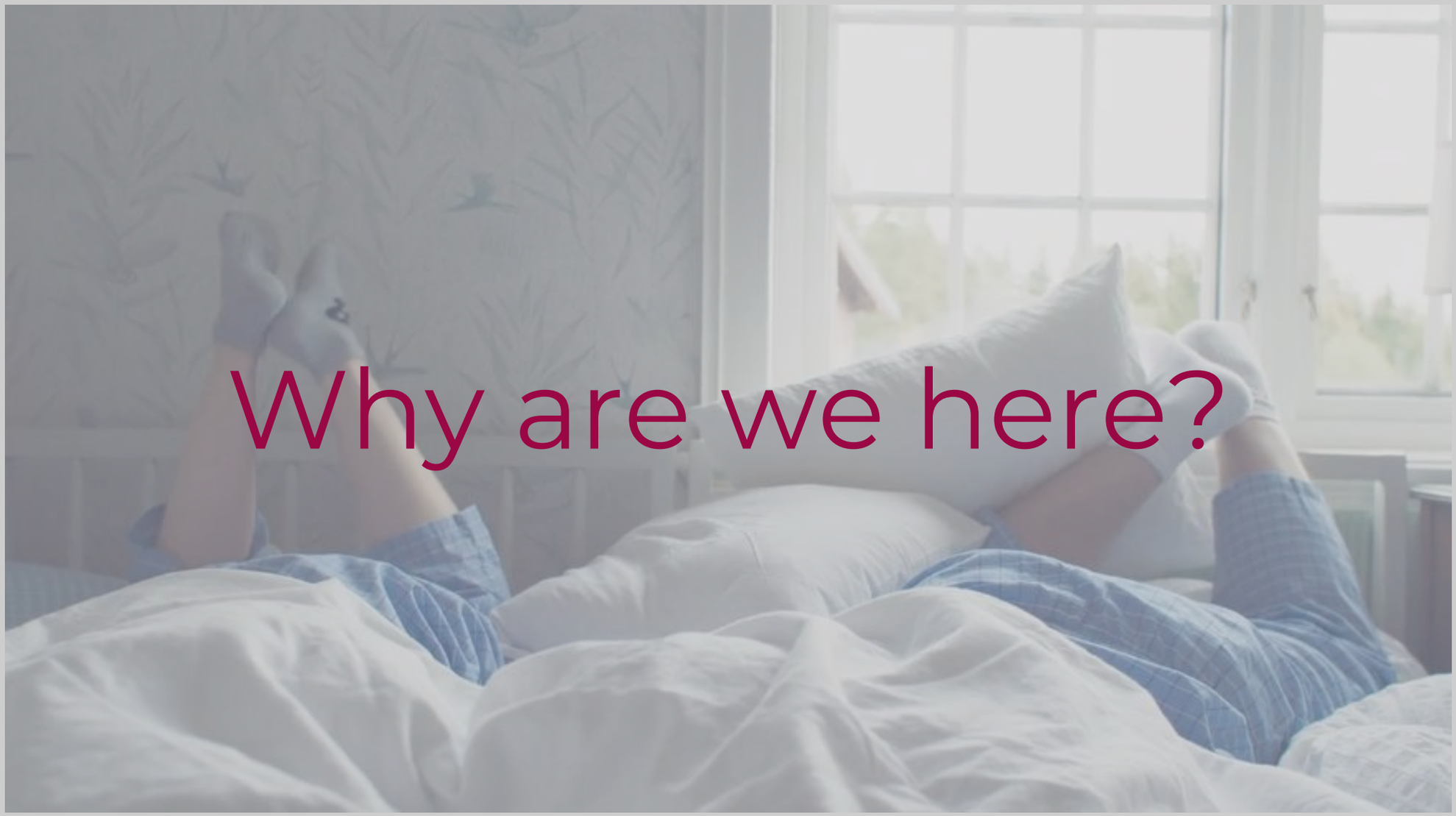
SIZE

FINAL

Your daily ritual

VERBAL IDENTITY

BRAND MANIFESTO



https://www.youtube.com/watch?v=9lPPaHiPvoE

VISUAL IDENTITY

INITIAL PHASE

Longo Vital®

Longo vital®

Longo Vital®

VISUAL IDENTITY

TAGLINE

Longo Vital®

Open Sans

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

Longo Vital® CLASSIC

Longo Vital® WOMAN

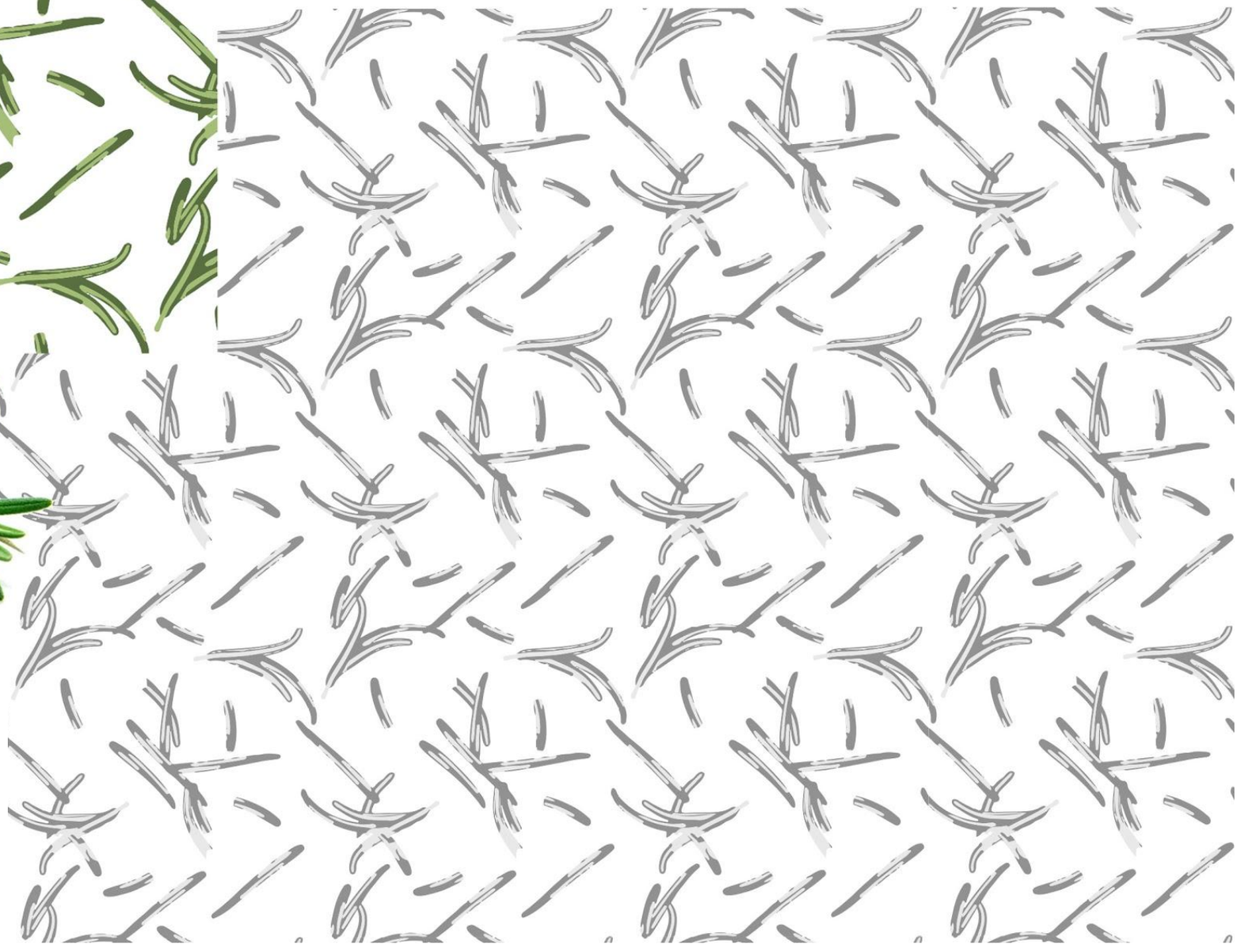
Longo Vital® 50+

Longo Vital® SPORT

Longo Vital® GINSENG

THE 5TH ELEMENT

FROM NATURE TO AN ABSTRACT PATTERN



ROSEMARY NEEDLES

1 OF 6 HERBS

VISUAL RED THREAD

ORGANIC ELEMENT

THE 5TH ELEMENT

DIFFERENT USES

PACKAGING

COMMUNICATION

EXTERNAL/INTERNAL

ONLINE/OFFLINE

GRAPHIC ELEMENTS

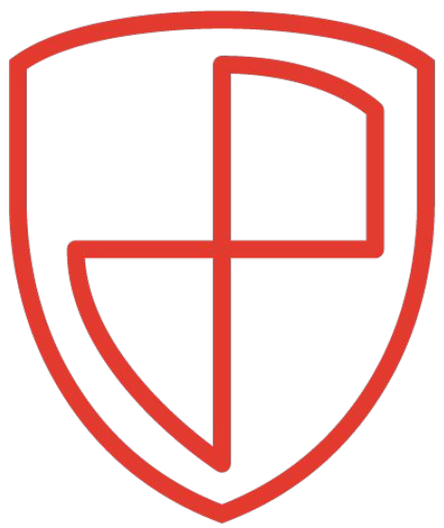
ICONS & STAMP

ICONS:

- RESEARCH - MINIMALISTIC LOOKING PACKAGING
- ICONS - STRESS, IMMUNE SYSTEM & ENERGY

STAMP:

- VISIBLE ON THE MARKET SINCE 1974 - CREDIBILITY, SECURE
- INTEGRATED ON THE PACKAGING
- ROSEMARY - NATURAL HERBS AND VITAMINS
- TEXT - CREDIBILITY & TRUSTWORTHY



MAIN PACKAGING

MINIMALISTIC, EXCLUSIVE & SUSTAINABLE

SURVEY & REDESIGN

- LIKES THE INFORMATION, MORE MINIMALISTIC, SUSTAINABLE, EXCLUSIVE LOOKING
- USP, STAND OUT FROM THE THE COMPETITORS
- FULL REDESIGN OF THE PACKAGING WITH A FOCUS ON SUSTAINABILITY
- FORM OF A REUSABLE AND REFILLABLE TIN CONTAINER

TIN

- TIN CONTAINERS ARE TRADITIONALLY USED FOR TEA – CONNOTATIONS TO HERBAL & NATURAL
- STURDY & DURABLE
- BEAUTIFUL & PRACTICAL

MAIN PACKAGING

ICONS, REFILL & INGREDIENTS

LONGO VITAL SERIES

UNIQUE, RECOGNIZABLE & COLOR CODED

REFILL PACKAGING

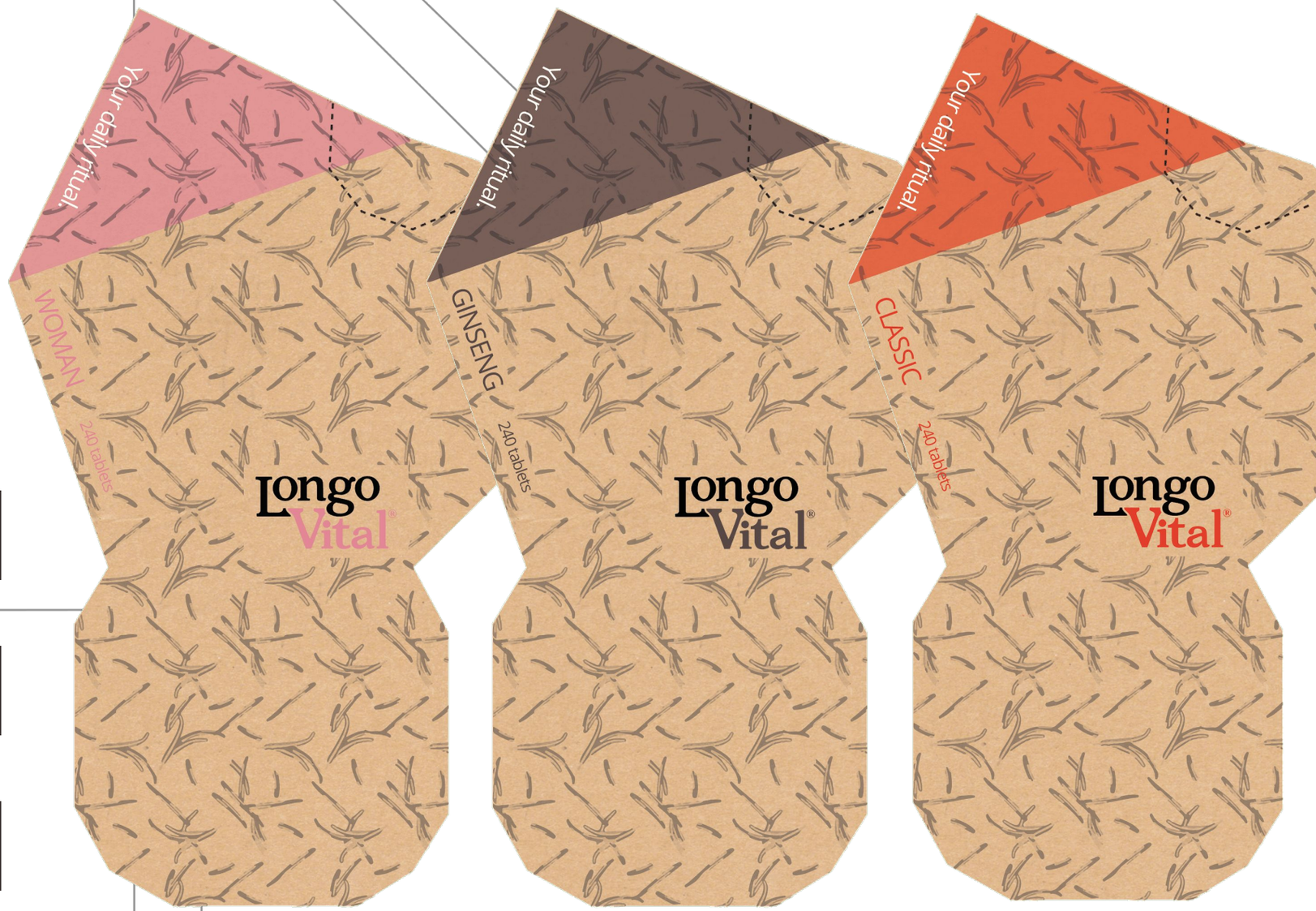
SUSTAINABILITY WITH A LITTLE HELP FROM GEOMETRY

SUSTAINABLE REFILLS

RECYCLED CARDBOARD

REDUCES WASTE

COLOUR CODED



REFILL PACKAGING

PROTOTYPING

PYRAMID SHAPE

EASY TO USE

RECYCLABLE

REFILL PACKAGING

PROTOTYPING

FORMS A CUBE

STURDY

IDEAL FOR SHIPPING

THE TRAVEL BOX

CONVENIENCE AND A PERSONAL APPROACH

PROMOTIONAL ITEM

CONVENIENT/ON THE GO

PART OF A MULTI PACK

DOUBLES AS A PILL BOX

SUBSCRIPTION SERVICE

BRINGING LONGO VITAL TO THE CUSTOMER

A MONTHLY SUBSCRIPTION SERVICE

CONVENIENT FOR ALL SEGMENTS

CHEAPER BASED ON SUBSCRIPTION LENGTH

PROMOTES BRAND LOYALTY

COMMUNICATION

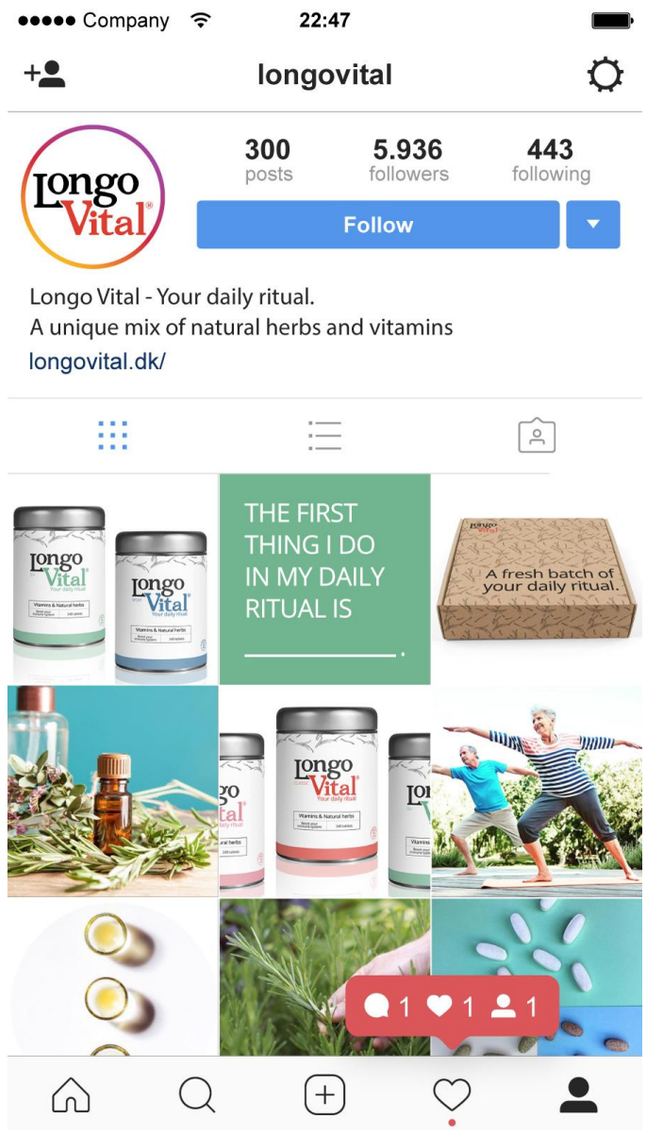
REACHING THE LONGO VITAL CUSTOMER

- MORE INVOLVED WITH THE CUSTOMER'S – FEELING OF A FRIENDLY & MODERN BRAND

- ACTIVE ON SOCIAL MEDIA – REACH THEIR ALREADY LOYAL CUSTOMERS & INTEREST OF NEW

- FRIENDLY VERBAL IDENTITY

- PICTURES, NOT JUST A VITAMIN BRAND – CARES ABOUT OTHER ASPECTS OF A HEALTHY LIFE



BRAND TOOLKIT

THE NEW LONGO VITAL

https://youtu.be/G-IDIXgwS3Q