

# Frûche

## Reinvigorating the Frûche brand



### Situation

Frûche was a fresh dairy brand in decline and in danger of delisting. Previous brand investment including advertising had not arrested the decline.

### Approach

We established an end to end process from insight to execution, involving marketing, sales, product development, design and ad agency. After the initial information analysis, we researched the fresh dairy needs and Frûche's positioning as well as the trust drivers using HuNeeds™ and HuTrust®. Identifying a key unfulfilled need we optimised the positioning and brand trust drivers.

Together with the design agency we redeveloped the pack design and messaging and optimised it in further research. The agency developed a new campaign based on the trust drivers and with the marketing and product development team, we established a new innovation pipeline. Based on the new brand strategy and materials, we accompanied the client to present and to discuss with the retailer customers, ensuring alignment and support. Further, we advised to reduce the pack size based on the defined brand experience. A side effect was a pricing reduction without loss of margin.

### Result:

Frûche sales increased immediately with the introduction of the new packs.

The communication campaign drove sales up to 36% sales increase.

Sales stayed sustainably high even after communication burst.

Tracking showed increase frequency of use as well as attraction of new users.



Frûche old pack



Communication that reinforces unique character and involved pleasurable adventure and a refreshing relief.



New website design that is calm and provides a pleasurable adventure and refreshing relief.