

PRESENTATION OF THE ANALYTICAL PART AND VARIANTS OF BUILDING LUBYATOVO BRAND PORTFOLIO

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Analysis

Portfolio Architecture

STRATEGY

Pack Design

STYLE

Test

STYLE

Adaptation, Layouts, Pre-Press

STYLE

OBJECTIVES OF THE STAGE

This stage's objectives were:

- Profound analysis of LUBYATOVO brand, markets the brand is present at, and its competitive environment basing on the data provided by the client and the agency's internal expertise
- Development of different approaches to LUBYATOVO brand architecture
- Composing the brand's portfolio versions basing on the defined approaches

- 1 LUBYATOVO AS SEEN BY THE MARKET AND CONSUMER
- 2 COMPETITIVE ANALYSIS
- 3 LUBYATOVO ANALYSIS
- 4 LUBYATOVO'S BRANDING DEVELOPMENT
- 5 PORTFOLIOS

LUBYATOVO AS SEEN BY THE MARKET AND CONSUMER

LUBYATOVO BRAND AWARENESS*

LUBYATOVO brand is the strongest or one of the strongest players in the categories it is available in.

Ready-to-eat cereals are first of all associated with LUBYATOVO.

In the category of biscuits and crackers it is recalled right after YUBILEINOE brands.

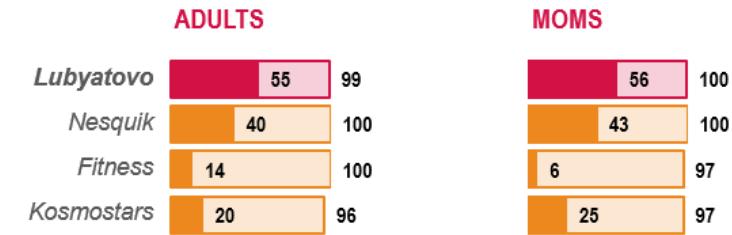
Tuc, Hrusteam are also strong players in crackers.

Lubyatovo's aided awareness in crackers makes 87% (for adult audience).

Work over the brand's design change should be evolutionary, it is important to preserve all the strengths.

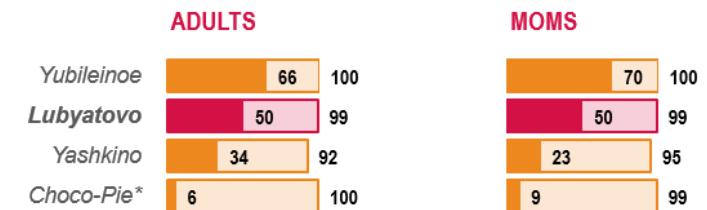
RTEC

What brands consumers recall spontaneously and with the prompt?



BISCUITS

What brands consumers recall spontaneously and with the prompt?



BRAND'S ASSOCIATIVE FIELD*

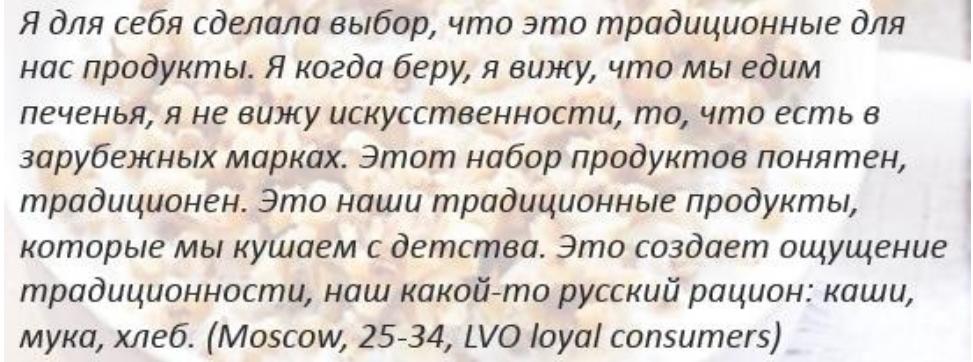
- The current associative field of the brand based on qualitative surveys



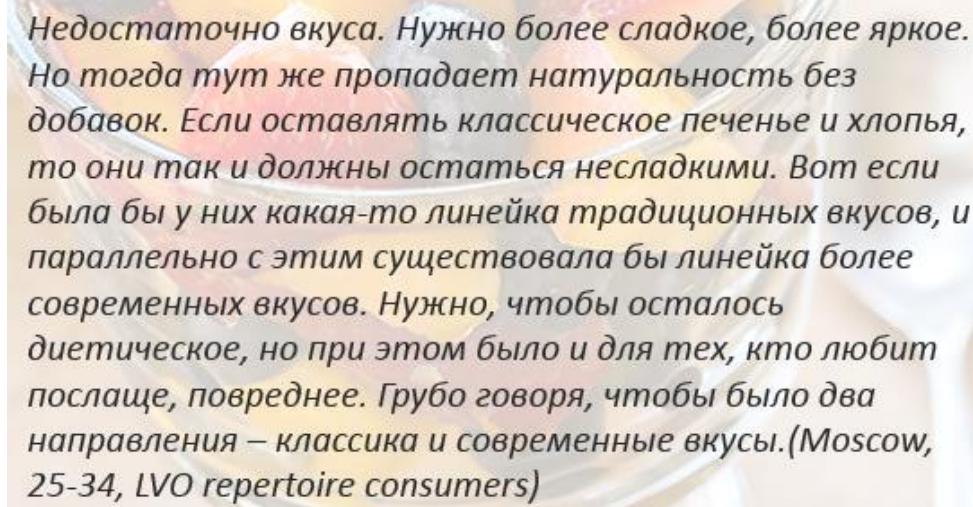
LUBYATOVO BRAND NOW (as seen by consumers)*

■ CLASSIC, AND NOT TASTY DELIGHT

Consumers appreciate LUBYATOVO for its naturalness, for providing them with habitual, good traditional products.



Я для себя сделала выбор, что это традиционные для нас продукты. Я когда беру, я вижу, что мы едим печенья, я не вижу искусственности, то, что есть в зарубежных марках. Этот набор продуктов понятен, традиционен. Это наши традиционные продукты, которые мы кушаем с детства. Это создает ощущение традиционности, наш какой-то русский рацион: каши, мука, хлеб. (Moscow, 25-34, LVO loyal consumers)



Недостаточно вкуса. Нужно более сладкое, более яркое. Но тогда тут же пропадает натуральность без добавок. Если оставлять классическое печенье и хлопья, то они так и должны остаться несладкими. Вот если была бы у них какая-то линейка традиционных вкусов, и параллельно с этим существовала бы линейка более современных вкусов. Нужно, чтобы осталось диетическое, но при этом было и для тех, кто любит послаще, повреднее. Грубо говоря, чтобы было два направления – классика и современные вкусы. (Moscow, 25-34, LVO repertoire consumers)

THE MARKET DEMONSTRATES DEVELOPMENT OPPORTUNITIES IN TWO DIRECTIONS: CLASSIC & SOPHISTICATED*

ZOOM ON BISCUITS: biscuit products roughly fall into 'classic' and 'sophisticated' by product properties and answer different needs



CLASSIC, STANDARD, REGULAR, HABITUAL,
EVERYDAY, PLAIN, BORING, COMMON

Can be sweet, salty or plain, not very expressed taste, mono-component, simple shape (square or round), simply packed and affordable

RATHER FUNCTIONAL (FOOD) →
SATIATION, NATURALNESS, VERSATILITY, SAFETY
(incl. FOR KIDS), AFFORDABILITY

Everyday → usage for breakfast and snacking during the day for all family members

On their own or with hot / cold drinks (tea / coffee / juice, milk, kefir)
With other products: butter, jam, cheese etc.

ASSOCIATIONS

PRODUCT PROPERTIES

KEY NEEDS ADDRESSED

KEY OCCASIONS

USAGE MODE



VARIETY, PLEASURE, PAMPERING, EXCLUSIVENESS,
INDULGENCE, FESTIVITY, SURPRISE

Explicitly sweet, multi-component (with chocolate, jam, cream, fruit etc.), multi-texture (airy, crispy or soft), interesting shape and looks, festive-looking package and higher price

RATHER EMOTIONAL (TREAT) →
GREAT TASTE, INDULGENCE, VARIETY, REWARD,
PRESENTABILITY

Occasional → usage as a dessert after meal with tea / coffee, used to treat guests

Usually with a hot drink (tea / coffee)

→ NO EXPLICIT GAP → key needs are met with current offer in the market

→ POTENTIAL GAP → there may be a lack of exclusive / indulgent options for consumers

COMMUNICATION DEVELOPMENT IN THE RENEWED CONCEPT

Исполняем вкусные желания

Fulfill Tasty Desires

Ключевая потребность:

Чувствовать себя хорошей мамой и выглядеть таковой в глазах других – во всем, что она делает

Key need:

To feel a good mother and to look so in the perception of others – in everything she does

Сообщение:

Любятово помогает маме предугадывать желания своих близких и радовать их вкусным печеньем, крекерами и хлопьями, в пользу которых она не сомневается

Message:

Lubyatovo helps a mother foretell the desires of her family and please them with tasty biscuits, crackers, and flakes which healthiness she has no doubts about

WHAT SHOULD REMAIN/ APPEAR IN THE BRAND*

RUSSIAN TRADITIONS

Preserving/ strengthening the topic of traditions,
naturalness, Russian fields

TASTE

Currently the territory of taste occupies
the second-third position for the brand.
It should move forward to support the
new communication.

OUR CONSUMER

- LUBYATOVO brand consumer is the same woman, the same mother who shops for other food, too.
- We used our accumulated experience in FMCG category to learn more about her.



“TREATS” AND “PAMPERING YOURSELF” TERRITORY ARE THE FIRST VICTIMS OF THE CRISIS

OVER
40%

of the respondents switched to buying “treats” more seldom

Possibly, now “LUBYATOVO” brand is at the territory of habitual, traditional, necessary products that will be the last to refuse.

If the brand shifts too much in the direction of “treats”, and, consequently, excesses, it can find itself in the risky area, in the area of saving in case of reducing expenses.

	% of answers	
Started buying more of different “treats”	14	2%
Started buying fewer of different “treats”	355	46%
I buy different “treats” often, same as I did before	162	21%
I buy different “treats” from time to time, same as I did before	205	27%
I buy almost NO “treats”, same as I did before	31	4%

Questions: Has your consumer behaviour in terms of “treats” purchase (purchases to pamper yourself and your family) changed due to the change of the economical situation?

POWER OF CROSS-CATEGORY BRANDS IS OVER-ESTIMATED

EXPECTATION



REALITY



WE WORK WITH REPERTOIRE CATEGORIES

- The category of biscuits and crackers is supposed to belong to repertoire categories by the nature of consumers' choice of brands.
- These are usually the categories characterised with wide ranges of brands, big variety of products offer on the part of producers, and as to consumers – their key choice criterion is the subjective “tasty/ not tasty”, “like/ dislike”, etc.
- The loyalty is weak, brands are easily replaced.
- Category examples: milk, juices, sausages, cheeses, etc.

2-3 brands

Usually form consumers' regular repertoire
(agency's hypothesis)

We cannot hope that “LUBYATOVO” brand consumer is special in any way. This is the same consumer who buys Nesquik, Yubileinoye, and Tuc.

Our solutions should take into consideration **daily competitive fight of brands for consumers' attention.**

COMPETITIVE ANALYSIS

OUR APPROACH

We evaluated and analysed the key players of the following product categories as competitors:

- **RTEC** (*Nesquik, Khrutka, Kosmostars, Gold, Fitness, Na Zdorovie!, Ogo!, Matti*)
- **BISCUITS** (*Yubileinoye, Yubileinoye Utrennee (Belvita), Yashkino, Posidelkino, Oreo, Choco Pie*)
- **CRACKERS** (*Yashkino, TUC, Lorenz (Clubs and Saltletts), Hrusteam*).

Key attention was paid to the analysis of branding and rules in each category, defining trends general for the categories, analysis on international experience.

COMPETITION FOR LUBYATOVO

LUBYATOVO IS THE ONLY* FEDERAL BRAND IN THE RUSSIAN MARKET THAT IS THE LEADER (OR ONE OF THE LEADERS) IN THREE CATEGORIES AT ONCE: RTEC, biscuits, flakes.

All the other large players launch separate brands for these categories, sometimes even several brands (for instance, Nestle in RTEC).

*We do not consider retailers' private labels.



COMPETITIVE ANALYSIS: BRANDING STRUCTURE ANALYSIS

2.1



COMPETITIVE ANALYSIS: BRANDING STRUCTURE ANALYSIS: ANALYSIS PRINCIPLES AND EXAMPLES

SPLITTING PACKS INTO SEPARATE ZONES



Logo + Branding:
38%



"Window": 21%



Product group: 11%



Claims: 6%



Logo: 16%



Product description:
23%



Promo elements: 4%

We have split the typical formats of LUBYATOVO pack and competitive packs into separate zones for the sake of competitive analysis with competitors.

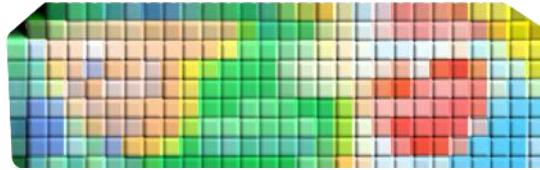
EXAMPLE OF BRANDING STRUCTURE ANALYSIS: LUBYATOVO 1

Packs

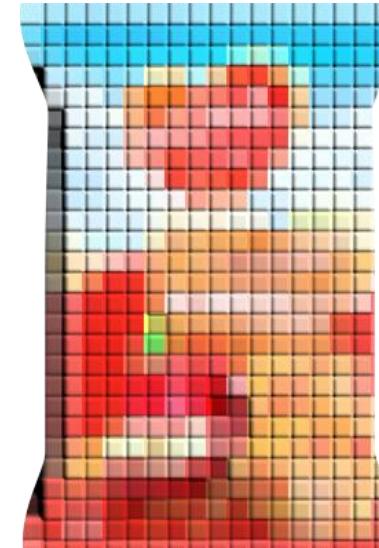


Logo + Branding	37%
Logo	15%
Product group	11%
Product description	22%
Window	20%
Claims	6%
Promos	4%

Distance exercise – visual
zoning



Logo + Branding	42%
Logo	10%
Product group	21%
Product description	22%
Window	13%
Claims	1%
Promos	-



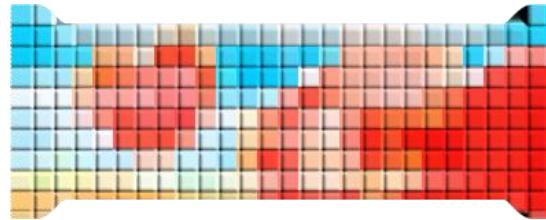
EXAMPLE OF BRANDING STRUCTURE ANALYSIS: LUBYATOVO 2

Packs

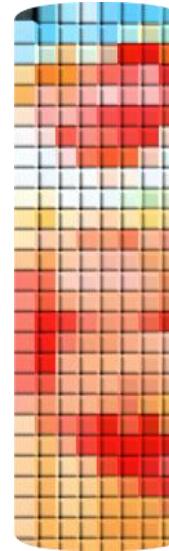


Logo + Branding	49%
Logo	13%
Product group	24%
Product description	23%
Window	-
Claims	4%
Promos	-

Distance exercise – visual
zoning



Logo + Branding	37%
Logo	17%
Product group	15%
Product description	28%
Window	17%
Claims	3%
Promos	-



EXAMPLE OF BRANDING STRUCTURE ANALYSIS: LUBYATOVO 3



Logo + Branding 47%

Logo 10%

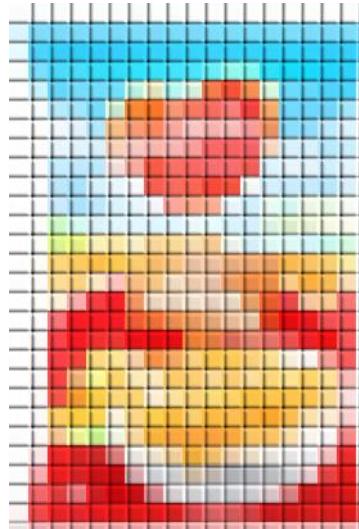
Product group 34%

Product description 18%

Window -

Claims 1%

Promos -



Logo + Branding 37%

Logo 11%

Product group 31%

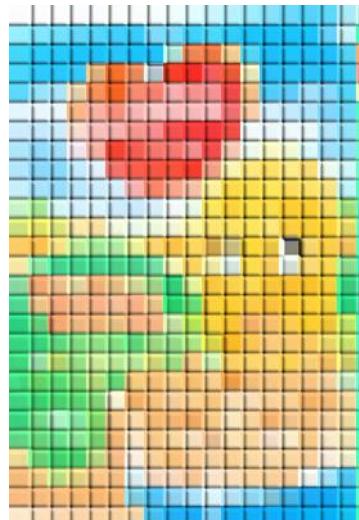
Product description 10%

Window -

Claims 3%

Promos -

Character 19%



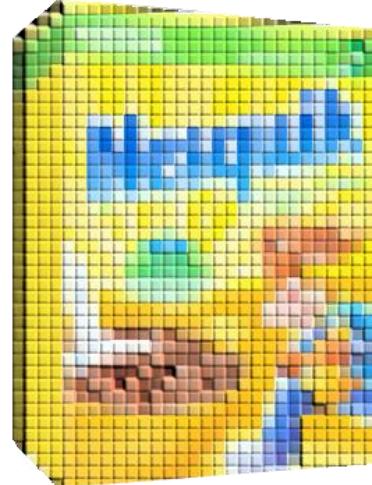
EXAMPLE OF BRANDING STRUCTURE ANALYSIS: NESQUIK

Packs

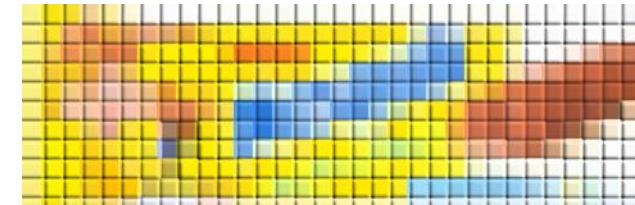


Logo + Branding	70%
Logo	20%
Character	20%
Product group	20%
Product description	5%
Window	-
Claims	5%

Distance exercise – visual zoning



Logo + Branding	75%
Logo	19%
Character	29
Product group	19%
Product description	-
Window	-
Claims	6%



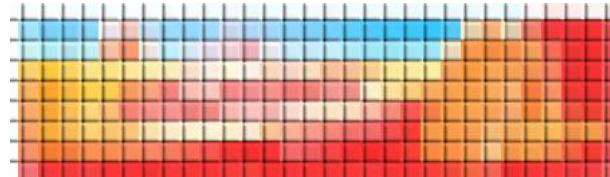
EXAMPLE OF BRANDING STRUCTURE ANALYSIS: YUBILEINOYE

Packs

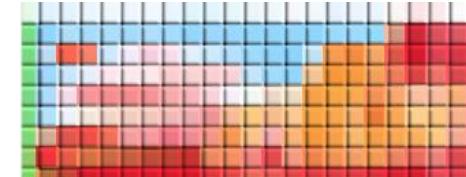


Logo + Branding	42%
Logo	23%
Product group	27%
Product description	32%
Window	-
Claims	-

Distance exercise – visual zoning



Logo + Branding	25%
Logo	16%
Product group	25%
Product description	25%
Window	-
Claims	-
Promo	25%



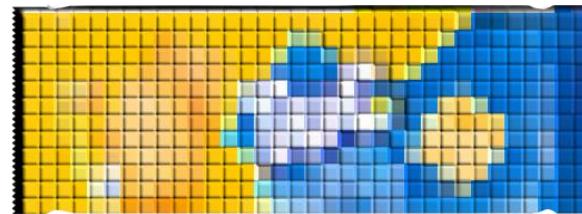
EXAMPLE OF BRANDING STRUCTURE ANALYSIS: TUC

Packs

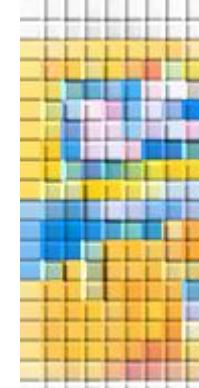


Logo + Branding	50%
Logo	25%
Product group	29%
Product description	21%
Window	-
Claims	-

Distance exercise – visual
zoning



Logo + Branding	40%
Logo	20%
Product group	38%
Product description	18%
Window	-
Claims	4%





COMPETITIVE ANALYSIS: BRANDING STRUCTURE ANALYSIS: JOINT RESULTS

CATEGORY: BISCUITS

 /  Significantly higher/ lower than Lubyatovo


	Lubyatovo	Yubileinoye	Yubileinoye утреннее	Yashkino	Posidelkino	Choco Pie	Oreo
Logo + Branding	37%	42%	71%	48%	50%	55%	65%
Logo	17%	23%	22%	20%	20%	15%	25%
Product group	15%	27%	16%	25%	10%	25%	25%
Product description	28%	32%	6%	22%	10%	-	-
Window	17%	-	-	-	25%	-	-
Claims	3%	-	6%	5%	5%	15%	10%



CATEGORY: CRACKERS



	Lubyatovo (thin/ thick)		Yashkino	TUC	Lorenz (pretzels/ crackers)		Hrusteam
Logo + Branding	25%	38%	48%	47%	55%	50%	37%
Logo	11%	13%	14%	20%	25%	40%	6%
Product group	40%	22%	26%	28%	9%	40%	35%
Product description	23%	21%	21%	15%	8%	10%	25%
Window	-	16%	-	-	25%	-	-
Claims	7%	4%	5%	10%	8%	-	3%



CATEGORY: RTEC

 /  Significantly higher/ lower than Lubyatovo


	Lubyatovo (with and without Khlopushka)		Ogo!	Matti	Na Zdorovie!	Fitness	Gold	Kosmostars	Khrutka	Nesquik
Logo + Branding	47%	45%	32%	25%	25%	55%	40%	70%	38%	70%
Logo	10%	7%	10%	25%	20%	30%	24%	22%	27%	20%
Character	-	19%	-	-	-	-	-	19%	-	20%
Product group	34%	31%	25%	25%	28%	15%	29%	13%	39%	20%
Product description	18%	20%	35%	18%	14%	15%	22%	7%	4%	5%
Window	-	-	-	8%	-	-	-	-	-	-
Claims	1%	4%	8%	19%	6%	15%	8%	4%	13%	5%



BRANDING STRUCTURES: KEY CONCLUSIONS

- In RTEC category LUBYATOVO loses to other key players by logotype size (its zone is 10-20% of the pack smaller), but at the same time the overall zone of the brand identity is at the average level.
- In biscuits category LUBYATOVO's overall branding is weaker than that of the key competitors (Utrennee BelVita, Yashkino, Choco Pie, OREO). At the same time the logos of all the players take about 20% of the pack.
- In crackers category the competitors are visually stronger than LUBYATOVO – they have both stronger identity in general and a bigger share taken by the logotype on the pack.

FOR MORE SUCCESSFUL COMPETITION FOR CONSUMERS' ATTENTION AT A SHELF THE BRAND NEEDS TO BOTH STRENGTHEN THE ACCENT ON THE BRAND'S LOGO (especially in the categories of crackers and RTEC), AND WORK OVER THE OVERALL BRAND IDENTITY (especially in the category of crackers and biscuits).

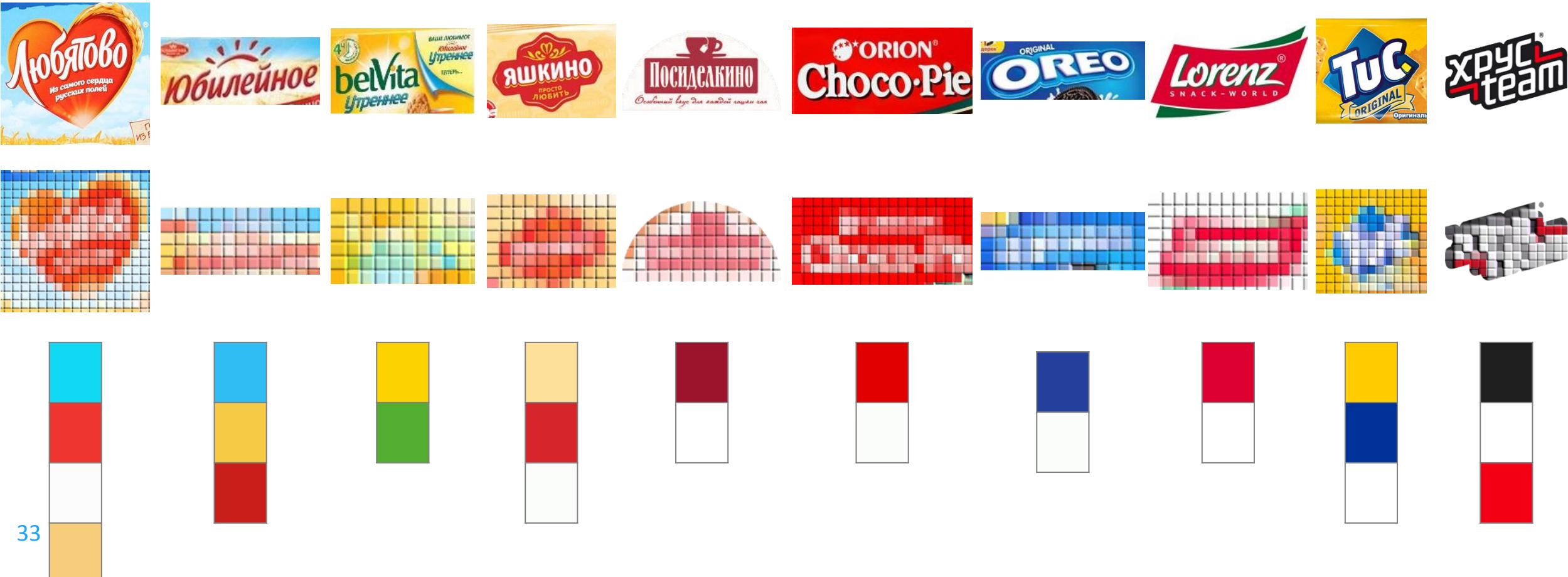


COMPETITIVE ANALYSIS: COLOUR CODING

2.2

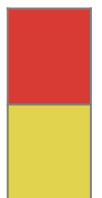
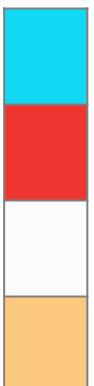
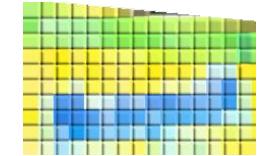
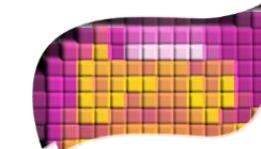
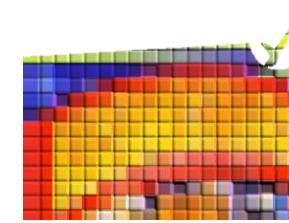
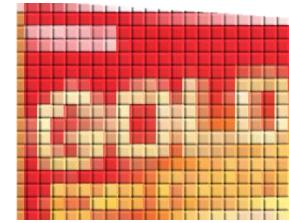
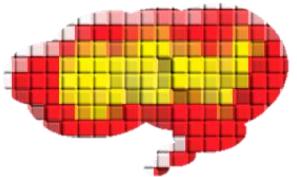
COLOUR CODING: BISCUITS AND CRACKERS

- LUBYATOVO' identity has a too long colour palette – 4 colours.
- Currently the light-blue colour works poorly as it is mixed up with white ("clouds").
- LUBYATOVO colours are similar to those of the key competitor on biscuits category – YUBILEINOYE brand.



COLOUR CODING: RTEC

- Most of the competitors with strong identity and noticeability at the shelf have chosen 2 brand colours each.
- A logo not linked to a regular brand colour works at the shelf worse (“Matti”, “Na Zdorovie”).





COMPETITIVE ANALYSIS: ANALYSIS OF TRENDS IN IDENTITY

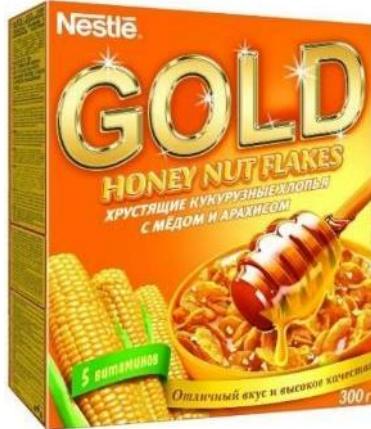
2.3

NESQUIK: more tender logo with gradient, increase of branding share and decrease of the character's role, usage of infographics.

"Lighter" pack, easy to find on a shelf due to the high share of the brand colour and logo.



GOLD: softer colours, light design – fewer elements, thinner logo letters, reduction of the product area, but working over its “tastiness”, increase of product description.
“Lighter” design. Branding strengthening. Work over “tasty” product presentation.



YUBILEINOYE: succession via the usage of rhombus and “Bolshevik” logo, clear colour split by tastes, refusal of big packs, the logo text is ascending.

Clear tastes navigation, easy to find at a shelf.



1960s



2004-2005



2011-2012

Current

YUBILEINOYE UTRENNEE: gradual increase of the branding share, reduction of brand colours, usage of infographics elements, gradual transition from “Yubileinoye” brand to “BelVita” brand.
Noticeability at the shelf due to the bright combination of 2 brand colours and a big logotype zone; division of “Yubileinoye” into 2 separate brands.



2010



2012



Текущий

YASHKINO: refusal of windows, increase of branding share, change of logo (tagline appeared) and the core brand colour into a softer and more natural one, decrease of the product zone preserving the size of the product picture.

Strengthening branding due to the logo increase, fixing the brand colour, laconic composition.



Before 2012



Current



Renewed

POSIDELKINO: photographic style of ingredients, strengthening of colour differentiation by tastes, territory of “home cosiness” due to the use of dotted design.
Clear tastes navigation; “tastier” pack.



≈2012-2014



Before 2016



Current



KHRUTKA: logo renovation, refusal of the character in favour of product and branding, quitting the evident image of a children's product, realistic design, accent on quality, naturalness, and ecology, succession via the logo shape.

Simplification of the composition, accent on naturalness via claims and colours, strengthening of identity, defining brand colours.



2012-2013



Before 2015



Current

TUC: stronger accent on taste zone, strengthening of taste description, the logotype has become more laconic and strict.

Logo simplification; increase of accent on product taste.



2016



Current

KEY TRENDS IN THE DESIGN OF BISCUITS, CRACKERS, RTEC CATEGORIES.

- LOGO INCREASE AND SIMPLIFICATION
- INCREASE OF IDENTITY, DEFINING CLEAR BRAND COLOURS
- DISTINCT AND CLEAR TASTES DIFFERENTIATION
- REFLECTION OF TASTE IN THE DESIGN
- ASPIRATION AFTER LACONISM
- BRANDS SPECIALISATION ON A CERTAIN PRODUCT



COMPETITIVE ANALYSIS: INTERNATIONAL EXPERIENCE

2.4

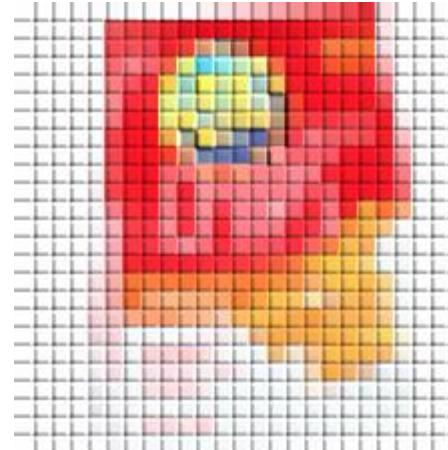
RITZ: Wide assortment range, bright colours, rich design, composition around the logo block.



Logo + Branding	65%
Logo	35%
Product group	15%
Product description	20%
Window	-



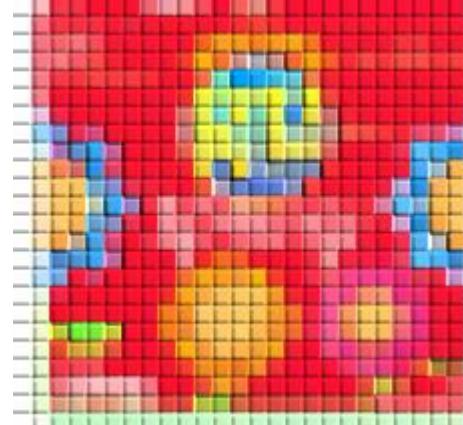
Logo + Branding	35%
Logo	15%
Product group	20%
Product description	15%
Window	-
Claims	15%



RITZ: Radical change of the design, but the logo block is held perfectly.



Logo + Branding	55%
Logo	20%
Product group	15%
Product description	20%
Window	-
Claims	10%



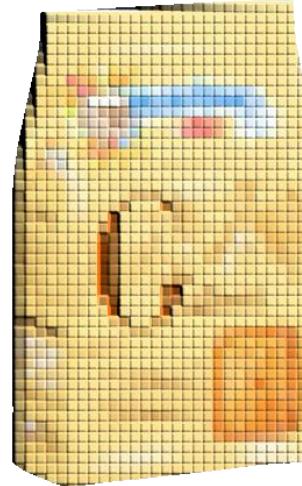
Logo + Branding	40%
Logo	15%
Product group	15%
Product description	23%
Window	-
Claims	12%



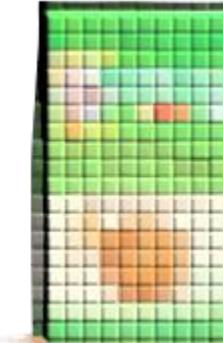
Mulino Bianco – Strong differences between product types. Slight differences and harsh guideline within one category (especially biscuits).



Logo + Branding	70%
Logo	20%
Product group	10%
Product description	10%
Window	-
Claims	10%



Logo + Branding	40%
Logo	20%
Product group	20%
Product description	30%
Window	-
Claims	10%



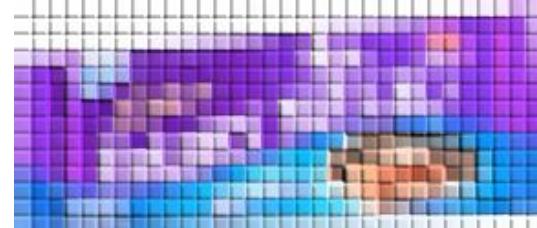
Cadbury: Strict brand colour builds powerful identity.



Logo + Branding	55%
Logo	15%
Product group	15%
Product description	30%
Window	-
Claims	-



Logo + Branding	40%
Logo	20%
Product group	20%
Product description	25%
Window	-
Claims	15%



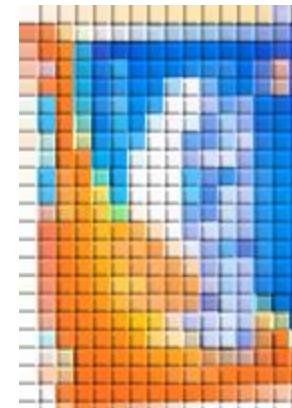
Horlicks: Different solutions on pack construction depending on the product.



Logo + Branding	30%
Logo	20%
Product group	25%
Product description	30%
Window	-
Claims	15%



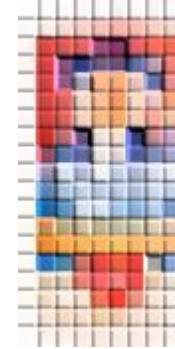
Logo + Branding	55%
Logo	25%
Product group	20%
Product description	10%
Window	-
Claims	15%



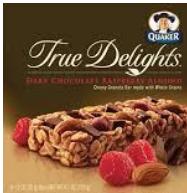
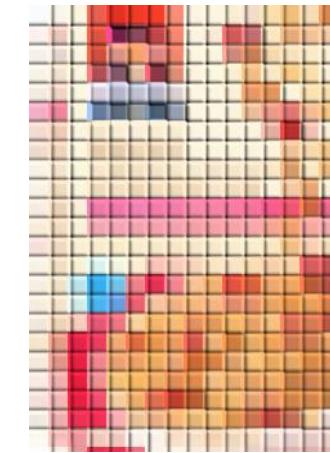
Quaker: 2-3 basic SKU with the brand as big as possible, others – less branding, more taste.



Logo + Branding	70%
Logo	60%
Product group	-
Product description	15%
Window	-
Claims	15%



Logo + Branding	30%
Logo	14%
Product group	40%
Product description	25%
Window	-
Claims	5%



LUBYATOVO ANALYSIS

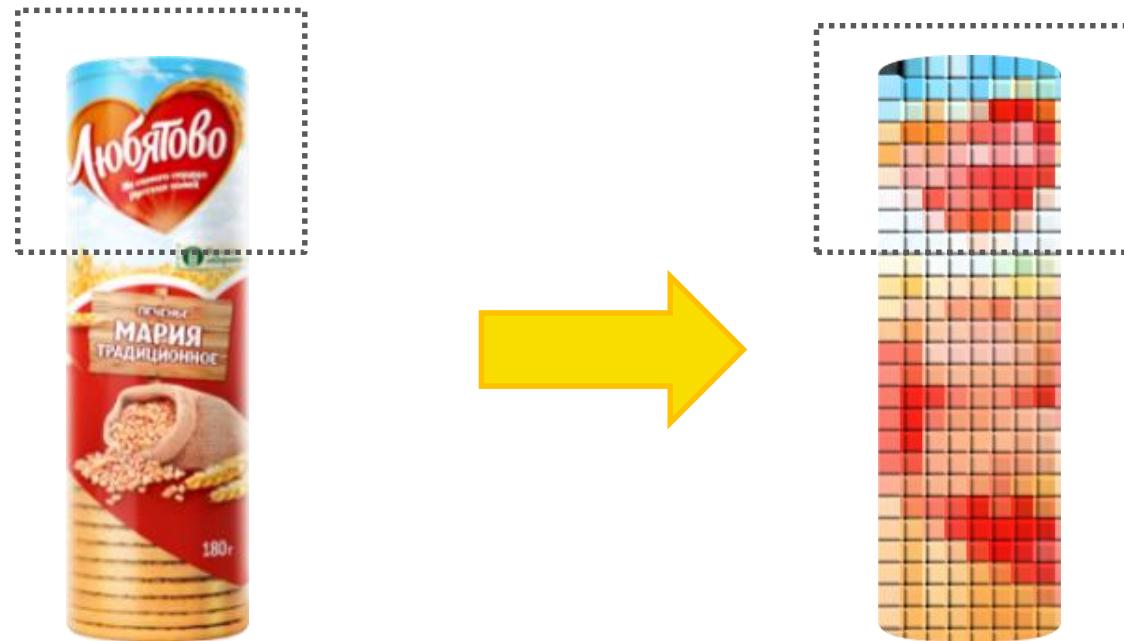
DESIGN EXPERTISE OF THE BRAND

We have conducted internal visual expertise of Lubyatovo brand to define strengths and weaknesses of the current brand design that could be solved or at least noted in the course of the first stage of works.

We have presented the results of this evaluation in the form of 19 separate points.

1. MANY COLOURS IN LOGOTYPE AREA, NO SINGLE CORE COLOUR

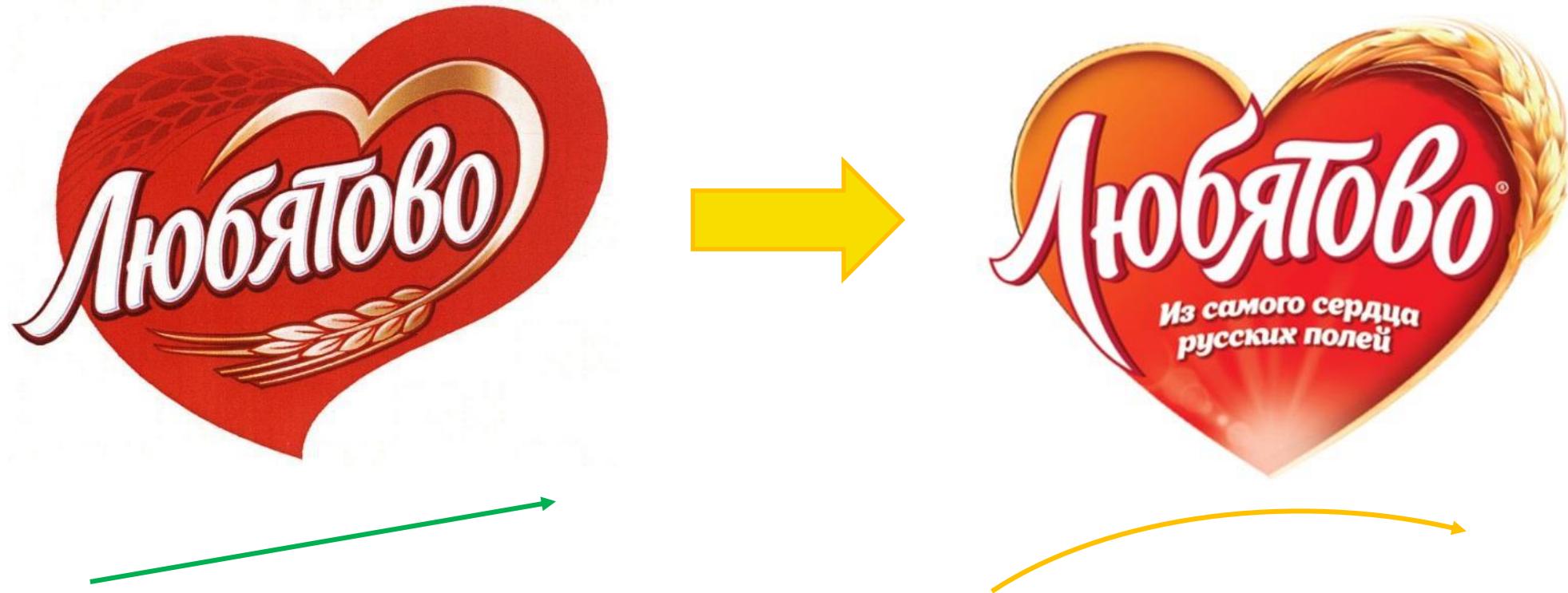
Currently the brand uses 4 main colours: red, white, blue, and yellow.
It makes reading the logo and brand differentiation much more complicated.



2. THE LOGOTYPE RENEWAL HAS NOT IMPROVED ITS READABILITY

At a distance the tagline is poorly read and erodes the overall composition.

The direction of the brand name inscription has change – the logo line ascends at first and then falls down.



3. THE BRAND IS ACTIVELY USING SOVIET VISUAL CODES



388. Свердлов В.
Женщины в колхозах — большая сила. И.Сталин. 1935



4. HEART IS A RECOGNISABLE STRONG IDENTITY OF LUBYATOVO BRAND. BUT THERE SHOULD BE ONLY ONE HEART

Now the pack is overloaded with heart pictures, this depreciates the main usage of the heart in the logotype.



5. “EAR IN THE HEART” MAKES THE LOGOTYPE MORE COMPLICATED, AT THE SAME TIME IT DOES NOT BECOME AN ELEMENT OF THE BRAND IDENTITY

Ear as the brand's attribute is poorly read as an independent item and has negative influence on the logo perception (as it brings additional colour).



6. RADII CONFLICT

Circles conflict at almost all the packs – the product block fights with the logo zone. The elements contradict each other instead of supplementing.



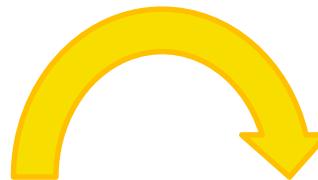
RIVALRY

SUPPORT



7. THE DESIGN IS POORLY TRANSFORMED INTO HORIZONTAL FORMAT

At the change of orientation from vertical to horizontal the composition loses integrity and becomes illogical – “the sky” is shifted to the right, and “the field” does not top the horizon any more, but turns into a vertical line.



8. FIGHT OF ELEMENTS IN THE DESIGN

No evident accent on one of the pack components.



Logo + Branding

Logo

Product group

Product description

Claims

49%

20%

24%

23%

4%

≈



Logo + Branding

Logo

Product group

Product description

49%

20%

24%

23%

≈

9. STYLISTICS OF CERTAIN DESIGN ELEMENTS CONTRADICT EACH OTHER

The smooth voluminous logo does not match the casual “brush strokes” in the product zone.



10. IS THE FIELD AN ELEMENT OF THE BRAND'S IDENTITY?

Field as the brand's attribute is almost unnoticeable at the pack, and at some points it is absent.



11. NO UNITY OF ELEMENTS

Certain elements are not linked to each other, they are placed “occasionally”.



Sky – field – heart – window – ingredients



Field – heart – sign – bag – ears

12. NOT BRIGHT FADED COLOURS

The traditional not bright, faded colours used in the pack create the feeling that the products are affordable (in the good sense of the word).



13. THE CURRENT COLOURS DIVIDE ALL THE PRODUCTS INTO TWO GROUPS

The colour solutions visually divide the product categories into “basic, traditional” and “rich, tasty” ones.



14. INDISTINCT PRINCIPLES OF COLOUR DIFFERENTIATION. DOUBLING COLOURS

No clear colour solution of the SKU by product categories and tastes.



Green = healthiness?



Green = taste?



Red = biscuit type?



Red = taste?

15. DIFFERENT PACK MATERIALS – DIFFERENT PRINTING QUALITY

The products notably differ from each other by printing quality and used materials.



16. WINDOWS WHERE TASTY PRODUCT IS SEEN – THIS IS GOOD

“Windows” visually make the product clearer and more trustworthy due to the demonstration of pack content.



17. NO SINGLE RULE OF USING WINDOW IN THE DESIGN

Even within one product category there is no common rule: window availability, it's shape and location.



18. THE BRAND NEEDS COMMON COMMUNICATION RULES IN THE DESIGN

No unified place for promo messages, it reduces the branding area visually.



19. RTB SHOULD WORK

Now the product's RTB are poorly noticeable and get lost at the pack.



LUBYATOVO BRANDING DEVELOPMENT

INTRODUCTION

- The conducted analysis has shown that to a significant extent improvement of the brand noticeability at a shelf can be achieved by solving pack design problems defined at audit stage.
- Further recommendations consist of two blocks: universal ones and specific for different models of building brands portfolio.

RECOMMENDATIONS

UNIVERSAL

BUILDING THE PORTFOLIO

IMPORTANT NOTE

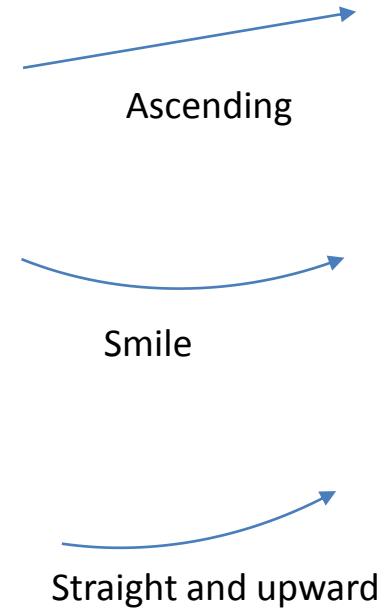
- All the recommendations are not related to the overall design stylistics, but refer to the technical execution of the elements only.
- The overall stylistics of the brand should preserve the basic brand's values.



UNIVERSAL RECOMMENDATIONS

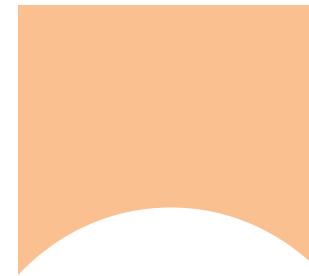
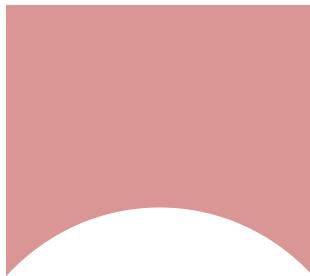
LOGOTYPE (GENERAL RECOMMENDATIONS)

- To decrease/ refuse the gradient at the logo background – this will increase its contrast at the background and make it more noticeable
- To remove/ shift the ear. The golden colour makes the logo more complicated and worsens its noticeability.
- To introduce positive direction (ascending, smile, straight and upward).
- It can go beyond the heart (see below).



LOGOTYPE (BEYOND THE HEART)

- Location of the heart next to or behind Lubyatovo brand allows to hardly increase the brand name's size.



LOGO BLOCK

- To decrease the number of colours and shades at the background. The purer the colour, the more noticeable the logo is at its background and the logo block – at the shelf.
- It should have a protected area that must not include other design elements, including temporary ones (promos, etc).
- The field picture should be removed or rethought. Now this is a small “littering” element that is not always logically located on the pack (sideways to it or the logo).
- Logo block zones – to consider the variants of changing the logo's position at the pack (see next slide).

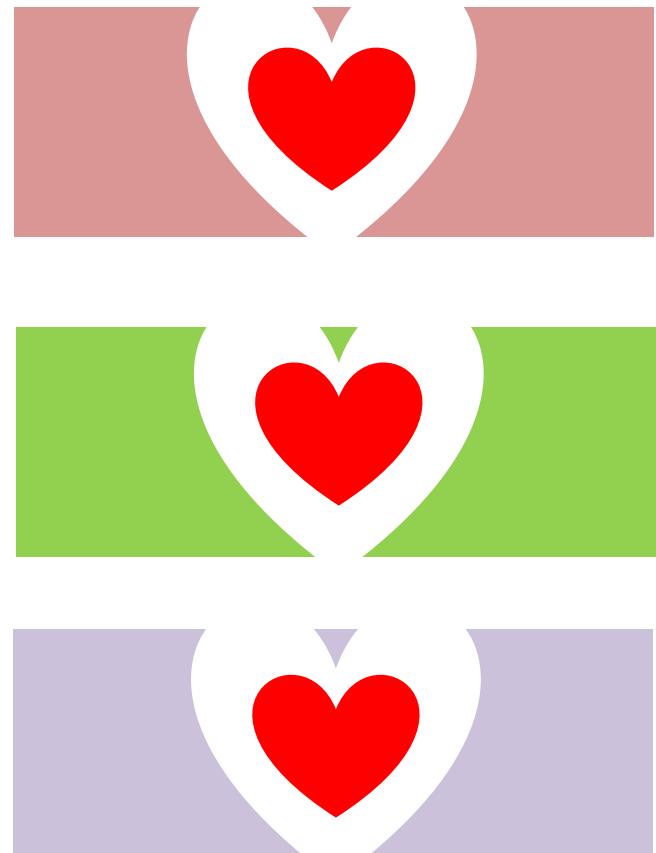
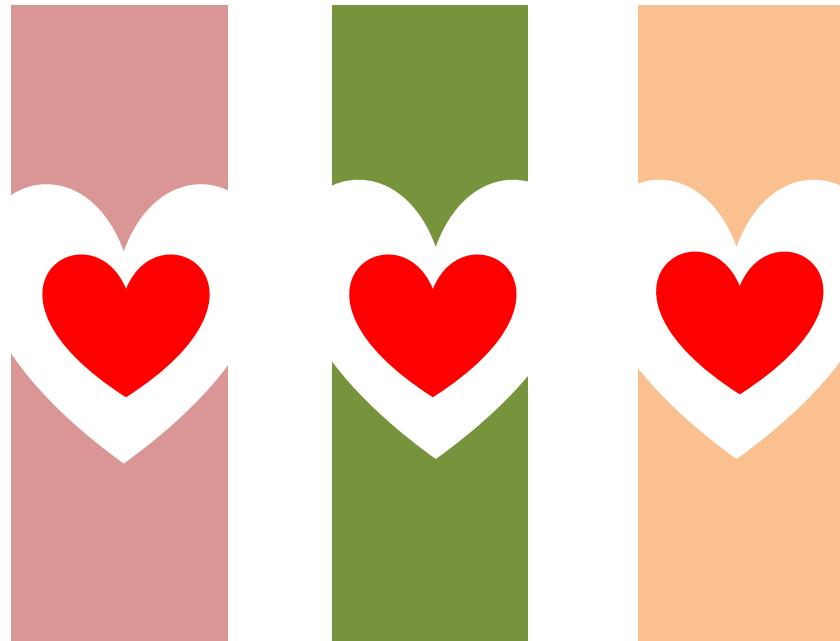
LOGO BLOCK (Central Location of the Logotype)

- In case of two faces (vertical and horizontal ones) it is reasonable to locate the logo and branding zone in the centre to build up the shelf.
- For the whole assortment range of biscuits and crackers.



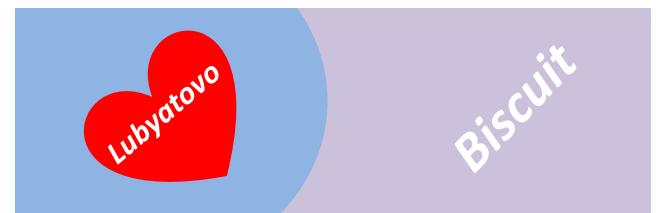
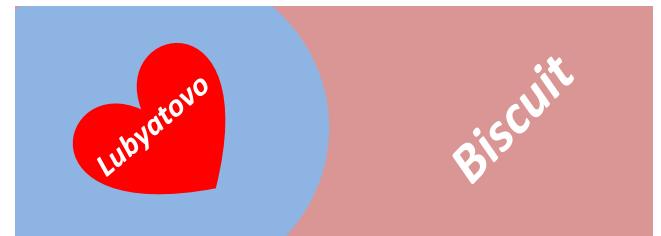
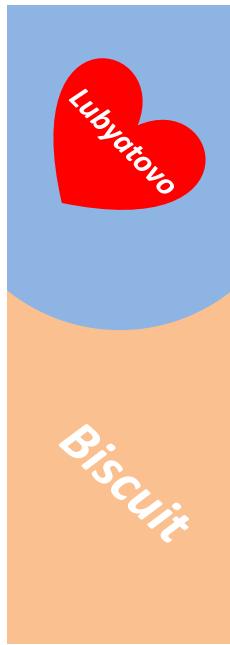
LOGO BLOCK (Variant: “Protected Heart”)

- Central location
- Logo protection by a white area repeating the logo's shape
- Two brand colours: white and red
- Ears remain in the product zone or at the bottom part of the logo



LOGO BLOCK (Variant: Diagonal Logo)

- Such location solves the problem of “two faces”. Any face can be used both as vertical and horizontal.
- Possibility appears to write “Lubyatovo” straight or as a smile.
- In the horizontal (basic) variant the logo is located in the ascending plane.



OVERALL PACK STRUCTURE

- It is necessary to develop a hierarchy of visual messages (1. Logo, 2. Taste, 3. Type) or different depending on the portfolio.
- Visually the elements should support the branding and logotype, and not to conflict with it.
- The fewer elements the pack contains, the more noticeable each of them is. It is necessary to get rid of non-obligatory, small elements, to use decorative elements carefully and dose them out.
- To preserve holistic visual style of all the elements.

VISUAL SOLUTIONS (DEPENDING ON PORTFOLIOS)

Questions for portfolio variants:

- Priority of elements on the pack (consequence of reading by consumer)?
- Size of the logotype and logo block: single or changed?
- Colour coding of the products, including lines?
- Overall vector of pack stylistics, brightness, feelings?

CONCEPTS OF BUILDING LUBYATOVO BRAND PORTFOLIO



PORTFOLIO 1

The current design's problem is poorly noticeable branding

Problem for new positions – it is necessary to tell about the taste in the maximally attractive manner

How can we solve the task of simultaneous strengthening of both branding and product?

SOLUTION

MAXIMUM BRANDING FOR CLASSICAL POSITIONS & ACCENT ON THE PRODUCT FOR NEW POSITIONS

“Shelf” (noticeable branding) is made with classical positions.
In new positions – accent on taste to attract attention of new consumers.

PORTFOLIO 1: "FROM BRANDING TO TASTE"

In this approach to building the brand architecture the whole "LUBYATOVO" portfolio is split into 2 key groups.

"**LONG-KNOWN TASTE**" – accent on branding.

These are LUBYATOVO biscuits, flakes, and crackers long-known to the consumer, he/ she knows and loves their taste. In these positions branding is strengthened to the maximum (logo block size) – so that such positions form the brand image and its noticeability at the shelf. Consumers have strong loyalty to these positions and will find the necessary goods easily.

"**NEW TASTE**" – accent on the product.

This group includes tastes new for consumers, innovative products by "LUBYATOVO". Here we need to tempt the buyer with taste first of all. Large appetising product group needs to be accentuated. This group more efficiently works for new buyers and switchers.

Division principle:

known famous products – "**LONG-KNOWN TASTE**", new products – "**NEW TASTE**".

PORTFOLIO 1: “BRANDING & TASTE”

LONG-KNOWN TASTE

- 60-70% of the package – branding zone
- Product demonstration— window
- Product group (10-25%) – small or medium
- Show taste (chocolate, bran, milk, strawberry, etc), and not the product (exception – flakes)
- Classical colours: red, brown, green

NEW TASTE

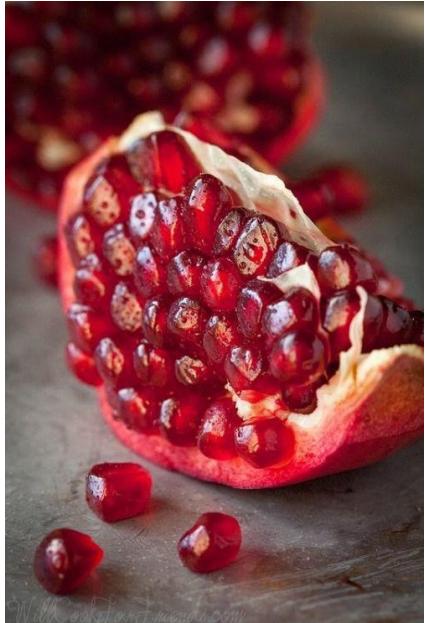
- 30-40% of the package – branding zone
- No window
- Product group (40-50% of the package) – key accent. Obligatorily show both the product (biscuit, flakes, cracker, etc) and ingredients group.
- Bright, modern colours

PORTFOLIO 1: “BRANDING & TASTE”

Food Styling

LONG-KNOWN TASTE

- Product group (10-25%) – small or medium. Show taste (chocolate, bran, milk, strawberry, etc), and not the product (exception – flakes)



NEW TASTE

- Product group (40-50% of the package) – key accent. Obligatorily show both the product (biscuit, flakes, cracker, etc) and ingredients group.



REFERENCE

Basic Products



Development Lines



Example of large branding at basic positions and its reduction at new product types.

PORTFOLIO 1: “FROM BRANDING TO TASTE”

LONG-KNOWN TASTE

NEW TASTE

Sweet

(red scale)

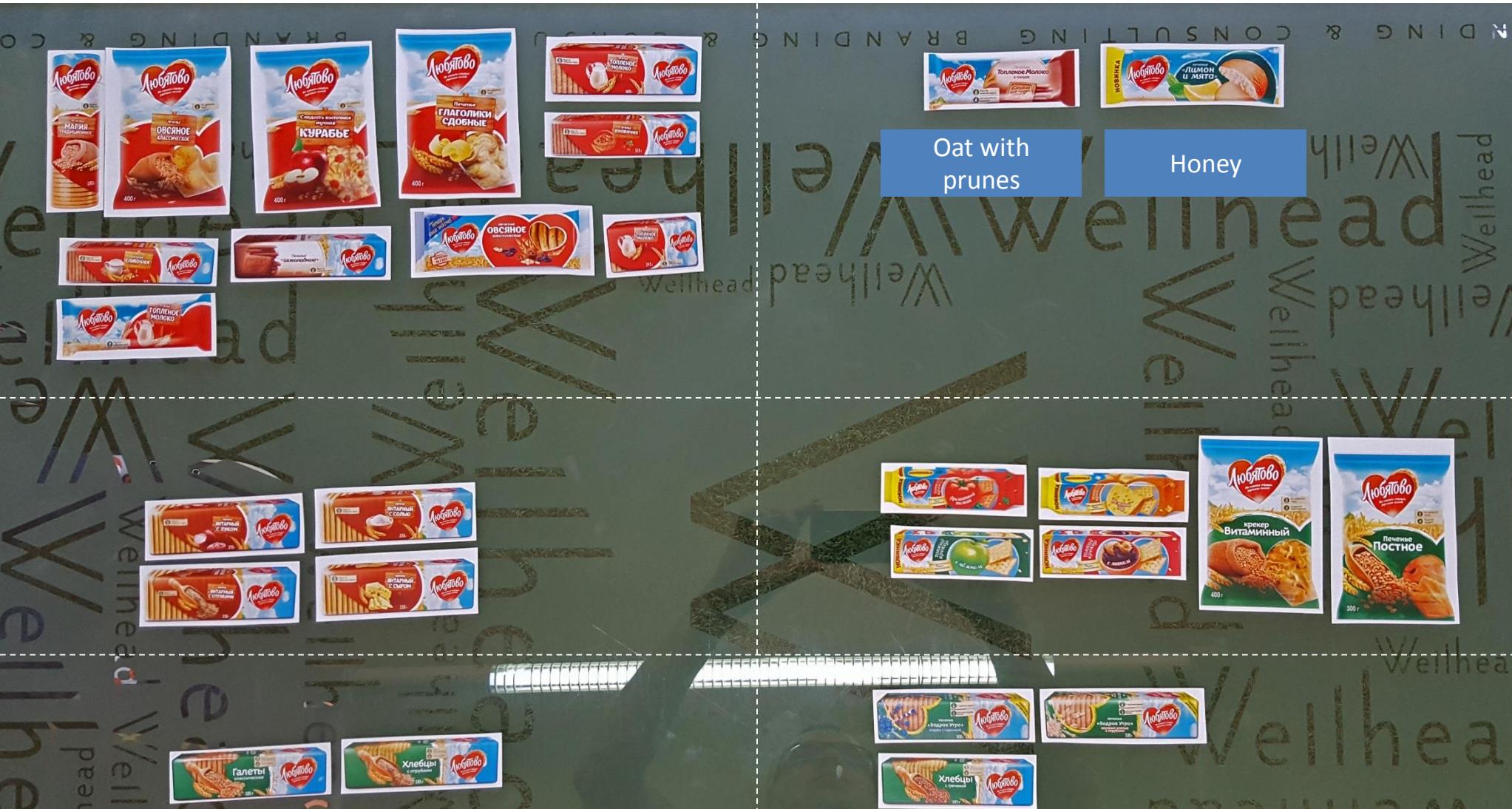
Crackers

(yellow/ brown scale)

Crisps andhardtack

93

(green scale)



PORTFOLIO 1: “FROM BRANDING TO TASTE”

Flakes
(red scale)

Treats
(yellow/ brown scale)

Muesli
(green scale)

LONG-KNOWN TASTE
(red scale)



NEW TASTE



Muesli



2

PORTFOLIO 2

One of the key values of LUBYATOVO brand for its consumers is **NATURALNESS.**

In this architecture approach we have analysed naturalness as perceived by consumer: what it means to the user in each product, how he/ she understands it, what naturalness codes he/ she knows and seeks.

And here LUBYATOVO portfolio architecture will build the brand logically and visually around this key value.

At the same time it was important to reflect the idea that naturalness can be different: from classical (like in the childhood) to fashionable (eco-products). This is what consumers often speak about.

SOLUTION

NATURALNESS

PORTFOLIO 2: FROM TRADITIONS TO UP-TO-DATEDNESS

The portfolio will split into 2 big groups basing on what naturalness exactly the consumers need in each case.

- “**TRADITIONAL NATURALNESS**”.

The most traditional, historical positions for the category get here. Naturalness is shown via classical Russian-Soviet codes. The main route – loyalty to traditions.

- “**MODERN NATURALNESS**”.

Products that meet modern requirements of consumers get here: more interesting taste and healthier. Naturalness is also communicated via up-to-datedness here: colours, laconism, fonts, etc.

Division principle:

Traditional products from the Soviet heritage – “**TRADITIONAL NATURALNESS**”,
new, more “relevant” products – “**MODERN NATURALNESS**”.

PORTFOLIO 2: “NATURALNESS”

TRADITIONAL NATURALNESS

- Unified rules for location and size of the logo block (>50%)
- “Soviet” traditional colours and materials are to be used (not bright, faded).
- Simple names “traditional” for the category should be accentuated (Maria, Glagoliki, etc).
- The product itself must be shown in a window where the pack allows.
- Signs/ claims about recipe, year of invention should be added.

MODERN NATURALNESS

- Modern colours should be used. Natural, but bright.
- In the food group accent should be made on appetising and natural components and ingredients: how and what the product is made of.
- Windows should be refused for the sake of more modern materials that allow higher printing quality.

PORTFOLIO 2: “NATURALNESS” Food Styling

TRADITIONAL NATURALNESS

- Signs/ claims about recipe, year of invention should be added.



MODERN NATURALNESS

- In the food group accent should be made on appetising and natural components and ingredients: how and what the product is made of.



PORTFOLIO 2: “NATURALNESS”

TRADITIONAL NATURALNESS



Traditional product group
Red, brown colours
Traditional design elements
Typesetting fonts

MODERN NATURALNESS



Honey

Oat with
prunes

Modern product group
Fresh light colours (naturalness, ecology)
Craft texture
Handwritten fonts

PORTFOLIO 2: “NATURALNESS”

TRADITIONAL NATURALNESS



- Traditional product group
- Red, brown colours
- Traditional design elements
- Typesetting fonts

MODERN NATURALNESS

- Modern product group
- Fresh light colours (naturalness, ecology)
- Craft texture
- Handwritten fonts



3

PORTFOLIO 3

We want to strengthen the brand's positions at a shelf.

We rely on united (for all the products) strict **brand identity**. For consumers to recognise the brand at once no matter what category they meet LUBYATOVO in.

At the same time we want to simplify the products choice for the consumer. How? **Making the assortment structure the consumers have in their mind.**

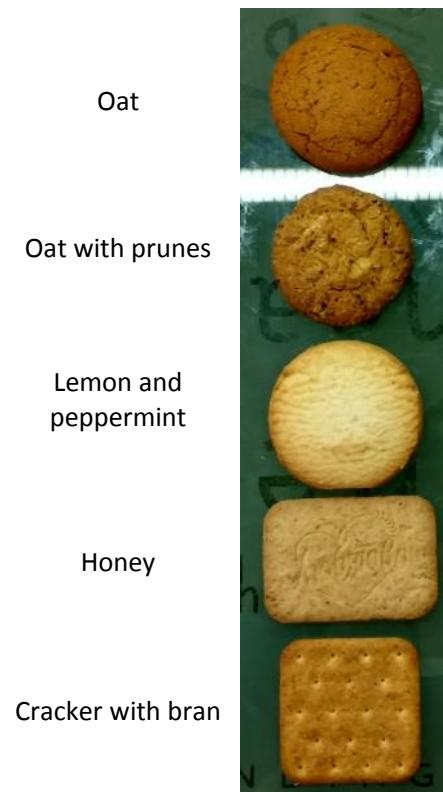
We have conducted internal qualitative consumer survey to understand how different types of LUBYATOVO products are split in consumers' perception (with the accent first of all on the category of biscuits and crackers). We recommend a qualitative survey of this matter.

Structure of the Majority

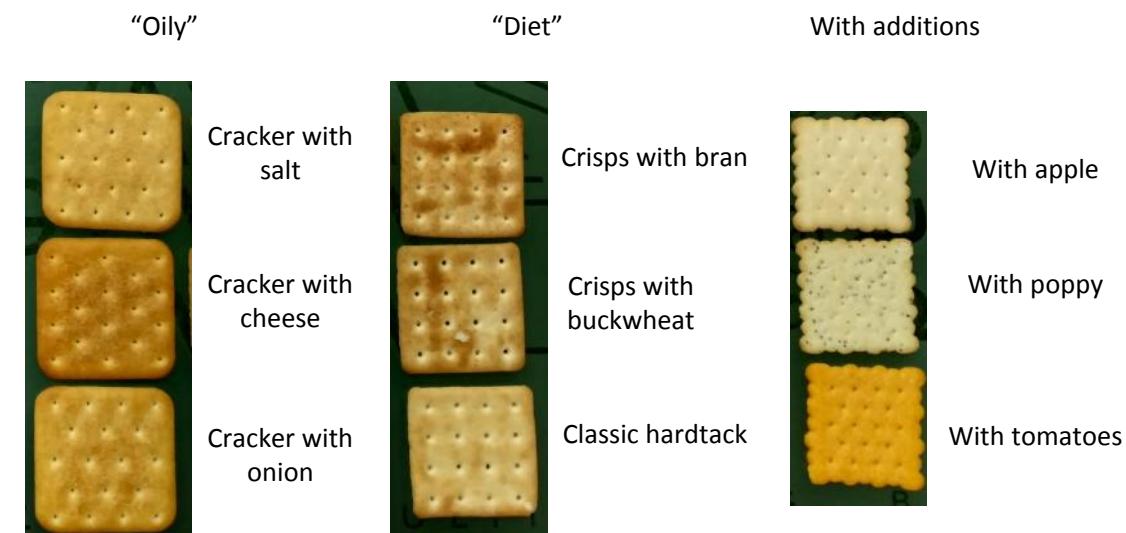
“Traditional/ short”



“Conditionally Healthy”



“Dry”



“Crackers are crackers...”

IDEA

BY CONSUMERS' TASTES

PORTFOLIO 3: “BY CONSUMERS’ TASTE”

TRADITIONAL/
SHORT

CONDITIONALLY
HEALTHY

CRACKERS
(3 SUBGROUPS)

- Unified rules for location and size of the logo block (>50%)
- Traditional tasty ingredients
- The healthiest ingredient is moved forward
- Cracker type, crispy characteristics



PORTFOLIO 3: “BY CONSUMERS’ TASTE”

“Traditional/ Short”



Traditional tasty ingredients
Traditional colours (red, brown)

“Conditionally Healthy”



The healthiest ingredient is moved forward (green, beige)

“Dry”



Cracker type, crispy characteristics
Colours: brow, yellow

PORTFOLIO 3: “BY CONSUMERS’ TASTE”

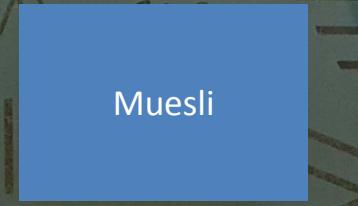
“Flakes = tradition”



“Treats”



“Muesli”





4

PORTFOLIO 4

One of the potential problems of LUBYATOVO is somewhat not modern, not inspiring image in consumers' perception.

Preserving of this style and direction can worsen the overall brand image.

SOLUTION

Make LUBYATOVO a **BRIGHT** and **MODERN** brand, at the same time keeping the current brand values: original Russian nature, naturalness, reliability.

LUBYATOVO – MOVING FORWARD!

PORTFOLIO 4: “BRIGHT MODERNITY”

In this approach to brand architecture the whole portfolio of LUBYATOVO is split into 3 core groups. The basis is the current approach of the brand: **PRODUCT CHARACTERISTICS**. However, we tell this story to the consumer clearly and evidently.

“RUSSIAN RECIPES”

The group includes traditional products that give the brand the image of “original Russian nature”. Renewing them, we will preserve the codes of “Russian character”, “Soviet character”, but show a new modern view to them.

“HEALTH”

It includes products with low sugar content, with cereals, etc – everything that carries the codes of healthy nutrition. But we strengthen this story about “health and healthiness” and tell it more evidently with signs and images habitual in this category.

“DELIGHT”

It includes all the products with bright, rich, unusual tastes.

PORTFOLIO 4: “MOVING FORWARD!”

BRIGHT
RUSSIAN

BRIGHT
HEALTH

BRIGHT
DELIGHT

1. For all the routes we switch to package format/ material that allows using bright modern printing.
2. We refuse windows everywhere.
3. Unified rules for location and size of the logo block (>50%)

- Modern tradition – play with traditional codes in the modern way.
- Red and brown
- Accent on cereals
- Single differentiating colour of all the products or a set of colours
- Noticeable claims communicating products' healthiness and benefits
- Green + HEALTHINESS SIGNS
- Bright and laconic
- Modern approach to food stylistics (for instance – “Instagram style”)
- Bright different, close to natural

PORTFOLIO 4: “MOVING FORWARD!” Food Styling

BRIGHT RUSSIAN

- Modern tradition – play with traditional codes in the modern way.



BRIGHT HEALTH

- Accent on cereals
- Noticeable claims communicating products' healthiness and benefits



BRIGHT DELIGHT

- Modern approach to food stylistics (for instance – “Instagram style”)



PORTFOLIO 4: “MOVING FORWARD!”

BRIGHT RUSSIAN



Red, brown

BRIGHT HEALTH



Green + signs

BRIGHT DELIGHT



Oat with
prunes

Honey



Multi-coloured, yellow

PORTFOLIO 4: “MOVING FORWARD!”

BRIGHT RUSSIAN



Red, brown

BRIGHT HEALTH



Green + signs

BRIGHT DELIGHT



Multi-coloured, yellow

Muesli – separate design not similar to flakes, health stylistics

Muesli



5

PORTFOLIO 5

Getting close to our consumer and her habits.
Structure the assortment range by the **SITUATIONS OF LUBYATOVO PRODUCTS CONSUMPTION.**

The portfolio is built by the same logic the consumer uses to find products at a shelf, for her maximum convenient and to increase the chances for LUBYATOVO products to get into her cart.

SOLUTION

BY CONSUMPTION OCCASIONS

PORTFOLIO 5: “CONSUMPTION OCCASIONS”

In this approach to building the brand architecture the whole “LUBYATOVO” portfolio is split into 3 groups. The basis for this split are the key **CONSUMPTION OCCASIONS** of the brand’s products listed in the client’s brief.

“TEA”

All the sweet products belong here: “biscuits”, etc – everything that can be consumed with tea.

(We consider the split of sweet biscuits etc by daytime a matter that required additional study. This can become the second level for this group’s split).

“BREAKFAST”

It includes all the classical categories for breakfasts: flakes, squares, rings, balls, muesli, and other variations.

“SNACK”

It includes not sweet products from the category of biscuits and crackers that are rather used as a snack or an addition to the main meal, but not a dessert: crackers,hardtack, crisps.

PORTFOLIO 5: “BY CONSUMPTION OCCASIONS”

TEA

BREAKFAST

SNACKS

- Unified rules for location and size of the logo block (>50%)
- Warm “tea” colours (red, brown)
- Richer composition
- Accent on delight
- Food group – demonstrating consumption occasion: with tea, at table, etc.
- Morning mood (claims, colours)
- Food group – morning usage occasions: with milk, cup and spoon
- Natural light colours (green, beige)
- Simpler, more airy, lighter composition
- Stronger accent on the product itself

PORTFOLIO 5: “BY CONSUMPTION OCCASIONS” Food Styling

TEA

- Food group – demonstrating consumption occasion: with tea, at table, etc.



BREAKFAST

- Food group – morning usage occasions: with milk, cup and spoon



SNACKS

- Simpler, more airy, lighter composition
- Stronger accent on the product itself



PORTFOLIO 5: “BY CONSUMPTION OCCASIONS”

TEA



Honey

Oat with prunes

Accent on the product group of a tea break.
Background colours are pale, accents on the product group are not dominating

BREAKFAST



Muesli – separate design

Muesli

SNACKS



The current division is preserved (green – healthy, crackers – brown, taste – bright, introduction of single colour or multi-coloured ones is possible)

SUMMARY

5 PORTFOLIO VARIANTS

1

BRANDING &
PRODUCT

A lot of branding at basic
products. Large product
groups at new ones

2

NATURALNESS

Traditional and eco-
naturalness

3

BY CONSUMERS'
TASTES

Assortment range split
according to the
consumers

4

MOVING
FORWARD!

Brighter and more
modern

5

BY CONSUMPTION
OCCASIONS

Breakfast – tea – snacks

