

Coop's private label suntan lotion range

Outside of food to cosmetics: the evolution of a brand

FutureBrand played an active role in refocusing Coop's private label suntan lotion range by helping the brand to master the visual codes of the beauty and personal care industry and by extending the consumers trust to non-food products.

Not only are the new suntan lotion bottles now more easily caught by the eye, they were also given strategic consideration with respect to Coop's desire to build a stronger bond with its consumers. For this range, the visual codes change from Coop's private label design system to the more refined language of cosmetics.

For the suntan lotion range, Coop's private label design system is simpler and assumes the signs and color of the beauty category, while still maintaining a strong and recognizable Coop identity.

The implementation of the new design dramatically increased Coop's market share in the cosmetic industry, which is an even more satisfying result when one considers the strength and penetration of the big brands ruling this segment.

The new design has literally made the sales of Coop's sun-tanning lotions jump, registering a +60% increase versus 2005!

Date: 2006
Office: Milan

