

Andrex

An iconic brand on a roll



What needed doing

Andrex is a well-known, top 10 grocery brand. However, like many other leading brands, Andrex relied heavily on price promotions to drive sales. Brand owner Kimberly-Clark wanted to find a way to re-connect with customers and inspire them to buy Andrex for its quality and value – not just for its price.

Our brief was to redesign Andrex's core white and premium added benefit range of toilet roll so it emotionally engaged with consumers and communicated why the brand was worth paying a little bit more for.

How we went about it

Andrex white toilet roll is a classic, so we reinforced its iconic nature with confident, single-minded branding. To put some love in the pack, we brought the Andrex puppy to centre stage, tilting his head at a disarming angle. From the shelf, his gorgeous puppy eyes make an irresistible 'take me home' plea to customers.

All design elements were crafted to convey Andrex's softness and quality, from the vignetted colour to the gentle curve of the puppy's head. Value reassurance is achieved in a variety of subtle ways. Matte ink on the poly wrap gives the pack a softer feel when handled, embodying the "soft, strong and very long" reason to believe that also features prominently on pack above the Andrex brand. Personality in the language – eg '9 famously soft rolls' and 'Classic White' – further differentiate Andrex from own label.

In the premium range, we changed the visual and verbal presentation of the portfolio. A clear and consistent pack architecture and benefit-led naming communicate the distinctive product propositions – for example, Skin Kind enriched with Aloe Vera, and Touch of Luxury enriched with Shea Butter. On top of the brand, we placed the puppy in various poses that reflect the unique product benefit. This, combined with the subtle use of support imagery, quality cues, colour and texture, help differentiate the range from the core while achieving stand-out on shelf.

Though a powerful move on, the design was evolutionary so existing customers weren't alienated. Our efforts created an outstanding piece of contemporary brand design for Andrex, giving it truly iconic status. We rolled out the designs across Europe and research confirms that consumers love the end result too.

'It's notoriously difficult to achieve improved pack standout and purchase intent. Not only has the new Andrex White pack achieved both these feats, but it has also increased emotional engagement among current brand buyers. One of the best overall results we've ever seen.'

David Whitelam
Senior Client Director, Brainjuicer

Before re-design



1.1%

volume growth for the first time in six years