

Seven Seas

The art of better health



What needed doing

Famous for cod liver oil, Seven Seas is the number one manufacturer of vitamins, minerals and supplements in the UK. However, recent years saw the brand in decline as outdated packaging and own label price competition left consumers wondering why they should pay more for the brand.

We were tasked with changing the way consumers thought about cod liver oil. Our brief was to deliver a contemporised look and feel for the Seven Seas cod liver oil and 'oils plus' ranges, positioning them as premium products relevant for today's ailments.

How we went about it

First, we created a new positioning – the 'art of better health' – to highlight Seven Seas' expertise in boosting general health and vitality. We evolved the brand mark with a crafted typeface and vibrant halo device.

In the design approach for the core cod liver oil range, we put the brand on centre stage. The bold, refreshed packaging makes it clear to consumers why the brand is worth paying more for.

The new 'oils plus' range offered a rare opportunity to redefine fish oil as a modern solution to common health issues. The range was named 'Health Oils' to attract a new and younger audience. To simplify the shopping experience, the design was led with a key product benefit, rather than an ingredient; strong accent colours against a midnight blue background aids navigation and differentiation.

From the classic pure cod liver oil to the more modern and innovative Health Oils, the new positioning has terrific brand stretch and will see Seven Seas well into the future.

'Elmwood helped us quickly establish the right strategy for Seven Seas and their wonderfully experienced team rolled upsleeves to implement it to perfection in a very respectable timeframe. You've challenged us to be brave, helped us bring our vision in to reality and opened up the potential for further future growth.'

Sarah Day,
Marketing Manager