

# The shape of things to come



**seymourpowell**



A Design  
And Innovation  
Company

We have a unique holistic approach to design and innovation, which combines in-depth experience and up to date intelligence about people, markets and businesses.

We have the ability to forecast and interpret the vital implications of behaviours and to work out future scenarios to give our clients the confidence and reassurance that they are making the right decisions.

We are skilled in exploiting ideas that create real value and always strive to move clients forward creatively.

We are not just visionary thinkers, but future 'doers'.

Everyone will talk about their unique approach and their TM process revealing deeper insights. We have a rigorous and creative approach but that's not really important, there's people who *talk* about

innovation and development and then there's people who do it, deliver it and help clients profit from it. There's not many people who fall into the latter category, we are one of them.

We are ultimately about making things better: better for people, better for business and better for the world.

Design Innovation  
Transport Design  
Product Design  
3D Structural Design  
2D Graphic Design

# What We Do



# Optimistic Futurism

We can do almost anything we can imagine now, if we put our minds to it.

So now it's no longer down to what we can do – it's about what we should do. And that takes more than just imagination, it takes wisdom.

History tells us that before great business can happen, it first has to be a Mission. And a Mission starts with a Dream. As designers, we potentially hold enormous power. And with it comes responsibility.

We wield it imaginatively, wisely and optimistically.

The secret of the 'next big thing' isn't lurking inside the 'consumers' head, waiting to be liberated by some well paid focus group. It's inside the heads of the dreamers, the futurists, the Utopians.

And sometimes we get despondent and knocked-back by the beancounters who tell us we're wrong and that the 'consumer' is always right. Or by the supply chain who say it can't be done. Or by the MD

who can't see further than his own Excel spreadsheet. But the difference is that we're the ones with the imagination to see beyond what things are, which is why we applied for art college in the first place, rather than accountancy or law.

# Social, lifestyle and design trends

We identify future social contexts and track design trends to understand the future opportunities for your brand.

There are hundreds of trends specialists and scores of trends. The skill is in tracking these trends against user needs and brand relevance.

Trends should not be abstract thought pieces. They should be practical, directional and inspirational.



# Personas

Bringing your consumer to life

We build visual consumer typologies by creating a persona, visualising their lifestyle, emotional landscape and consumption universe.

We need to move beyond ABC1, 25–35 female. If we are going to make something better, more relevant – we need to know where she shops and why, what she loves, hates and wears, her attitude to luxury and the environment – whatever is important to her/him is important to the brief.



“User research (ethnography) is the observation and analysis of people carrying out activities in their real environments.”

“We use it to understand and uncover functional and emotional needs of people's relationship with products (brands, services, interfaces) in order to inform and inspire product design development.

# Really understanding: our golden rules

- 1 visit the user (& the product)
- 2 become one of them
- 3 don't believe everything they say
- 4 take a step back
- 5 challenge the product
- 6 remove the product, concentrate on the needs
- 7 understand the needs, create the product
- 8 spot solutions that uncover problems
- 9 re-segment the users
- 10 poke the future



DOVE, UNILEVER

Richard Seymour, one of Seymourpowell’s founding partners, now holds a position at global FMCG group Unilever that has never been held by an ‘outsider’ before: he is the consultant Global Creative Director of Design for the Dove brand.

Unilever has drawn on Seymourpowell’s brand strategy and product innovation to embed design processes across the business, with Richard Seymour helping to set a design agenda from the highest echelons of the organisation.

Richard and Seymourpowell have worked directly with Dove to develop a brand strategy that advances the product using strategic

innovation and design. This collaboration has led to a number of major product developments including:

- An in-depth ethnographic study into the everyday use of the Dove bar and the resulting packaging redesign
- The development of the first fully enclosed aerosol actuator on the market, the Petal

Actuator. The petal design is unique in its use of a soft rubber co-moulding, designed to improve the visual and tactile experience of using the aerosol.



AXE/LYNX, UNILEVER

Axe deodorant (Lynx in the UK) has huge brand awareness amongst consumers, thanks to an high impact advertising campaign. But what do consumers really think of the brand? And how can its attributes be consistently delivered through product design and retail packaging?

Seymourpowell's powerful Brand DNA tool revealed the answers. Seymourpowell's hugely successful Brand DNA tool strips a brand to its absolute essentials. It uses detailed ethnographic and product research to reveal what the product really means to consumers. At the same time it builds up the visual language needed to take that brand promise forward through strategic product innovation. Axe's DNA outlines how its existing emotional qualities – humour, sexual

attraction and a play on male insecurity – should be reflected in the ongoing design of the product packaging itself.

Seymourpowell's Brand DNA tool has put Axe/Lynx's fundamental brand attributes under the microscope, translating them into a design language which can be employed by the client again and again.

Axe's products now reflect the same personality, being confident and mature,

whilst delivering a feeling of fun and knowing playfulness.

The Neutron can's twist cap takes cues from zoom camera lenses and similar boy-friendly gadgets, encouraging playful, tactile engagement with the product.

Using the language from the DNA, most recently Seymourpowell designed the new Axe shampoo and hair styling range, for sleek new hair styling for men.



## DUREX

SSL International came to Seymourpowell and asked if we could design a range of beautiful vibrators for its Durex brand, delivering a product with high design values that would also meet users emotional and physical requirements.

The materials, mechanicals and cost challenges also needed to be overcome. After mapping what was already available in the market – and following extensive research with vibrator users, ‘sexpert’ Tracey Cox and sexologist professor Alan Riley – a range of three very different vibrators was created:

**Wand** – the only vibrator in the range intended for vaginal penetration; **Little Gem** – to be used between the fingers like an extension of the hand; and **Charm** – created with shared massage and foreplay in mind. And there’s no need for pesky batteries either: each of the vibrators is fully rechargeable.



## NESTLÉ PURINA

Nestlé Purina's cat food brand Felix has taken market leadership across Europe from rivals Whiskas following a new brand packaging solution created by Seymourpowell. Putting the personality of Felix the cat at the heart of the packaging created a dynamic presentation of the brand that aligned with the much loved advertising campaigns.

Felix was suffering from a disconnection between the packaging design and the advertising. It was also perceived as less tasty than Whiskas and was losing market share. Seymourpowell was asked to address these issues. Reconnecting the 'little rascal'

and driving taste appeal were key objectives along with a more premium presentation of the brand and the packaging communication. Seymourpowell encapsulated the cheeky personality – 'Felixness' and taste through a concept 'can't wait'. He can't wait to get to his

favourite food as he skids across the kitchen floor. The result is an impactful, simple concept that captures the essence and lives on an holistic pack that gives the brand great shelf presence.

# The silent salesman in a changing world

Observations by Jonathan Shaw

The notion that packaging plays the role of a silent salesman was first conceived in the early 60's but over the years the role of packaging in the marketing mix has always been the poor relation to the above-the-line ad agency driven slice of marketing spend.

## So what has changed?

Our world has changed forever...in 2009 more people watched online content than

television and this is just the tip of the iceberg. The fragmentation of media and touch points with consumers has created a dilution of the old marketing mix.

So the silent salesman has been promoted. He is the one consistent touchpoint with consumers at point of purchase and in the home... he just goes on selling!

We can no longer ignore the importance of the role of

packaging as the one key consistent communication point. As one leading brand owner was quoted recently – “to ignore the importance, or to under invest in a brand’s packaging is a high risk strategy for any brand owner.”

The old order has changed forever...long live the silent salesman!

JONATHAN SHAW



## LIL-LETS

Seymourpowell created a category norm breaking design for Lil-lets compact applicator launched in 2009. The distinctive, contemporary presentation elevated the brand presence on shelf with a bold and confident idea of being part of essential everyday items in a woman's handbag.

Lil-lets tasked Seymourpowell with creating a packaging design that would establish Lil-lets compact applicator as a strong challenger to Tampax. The packaging needed to give the range its own identity, appealing to a slightly younger user than the existing 20-plus year old users and ensure that women became aware that Lil-lets produces an applicator product with superior performance, understanding the existing customers as

well as articulating the brand's personality attributes – savvy, considered, confident and empowering. These ideas were central to the formation of the core proposition – 'tailored for real women'. The result is sassy yet feminine packaging, with strong product communication supported by a direct challenge to Tampax with Lil-let's 'no leaks guaranteed' seal of authority.



DANONE

Danone's Cow & Gate brand has been revitalised with a brand & packaging makeover by Seymourpowell. Turning market share around, the 34% growth since re-launch reflects a re-engagement with mums, taking them from infant formula milks through weaning to growing up milk.

Seymourpowell was briefed to lead a creative exploration to visualise the essence of the Cow & Gate brand – 'Happy Growth'. The giggle moment was created and formed the core proposition of 'if my baby is happy, I'm happy'. The brand mark and the packaging were created to imbue this throughout the

portfolio and the giggle moment was taken through to above the line communications. The capture of this giggle moment and the presentation of the brand mark with a sunlight glow transformed the portfolio. Since launch the brand has experienced phenomenal growth in both Weaning and IMF categories.

ADRIAN CAROEN

seymourpowell



**ADRIAN CAROEN**

Design Director

Adrian's skills run the gamut. From high-calibre product designer to strategist, from styling guru to technical expert, he is perhaps an example of the quintessential British designer who can deftly combine emotional engagement with mechanical efficiency and manufacturability. He has been instrumental in growing Seymourpowell's FMCG business, bringing tangential design skills to this burgeoning aspect of the consultancy's portfolio.

Nokia, Aqualisa, Yamaha, Tefal and Unilever are just some of the high profile clients Adrian has worked with over the years and his accolades include a DBA Design Effectiveness award for Aqualisa Quartz and Starpack Gold awards for Axe (Lynx) and Dove deodorants.

Continuing the Seymourpowell love of motor vehicles, Adrian also spends a certain amount of free time caring for his sports car. Other 'leisure' activities include running across deserts to raise money for charity.

Adrian graduated from Colchester College in 1988 and won the Royal Society of Arts Younger Designer into Industry competition. After joining Seymourpowell in 1989, he became a Director in 2001.

JONATHAN SHAW

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**JONATHAN SHAW**

Director of Packaging

Jonathan brings over 20 years' design experience – from NPD, innovation, re-positioning and renovation through to successful implementation to market.

His experience stretches across national and international FMCG brands, some of which he has worked with for over 15 years. His strong belief in the importance of the role that packaging plays in the marketing mix underpins the success with leading FMCG groups such as Nestlé.

Nestlé Purina's development throughout Europe has been lead by Jonathan over the last 10 years, to become one of the agency's number one clients. Jonathan's expertise is built on a background that includes 10 years as Production Director and Joint MD at packaging design consultancy Wagstaffs. He successfully merged the business with Raymond Loewy International to become MD of Loewy Brands and Packaging before merging with Seymourpowell.

ED HEBBLETHWAITE

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**ED HEBBLETHWAITE**

Director of Strategy

Ed is a highly experienced planner, having worked in the industry for 20 years, including stints as planning director at Interbrand, Fitch, Identica and VCCP. His projects range across a broad spectrum of disciplines – advertising, direct marketing, graphic design, retail, corporate and product design – and his drive is to use new ideas and stimuli to unlock the potential of brands.

Think...the agency he founded in 2003, was sold to Seymourpowell's parent company Loewy in 2006. Since then, Ed has been voted onto the Loewy board of Directors as Group Planning Director.

Most recently he has been made a board director at Seymourpowell, heading up Seymourpowell Strategy, the consultancy's trends, ethnography and strategy unit.

## Contact us

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