

Nectar

Butterfly



TRENDS IN BRAND STRATEGY AND INNOVATION
- AUTUMN 2019 -

Hello

We are Butterfly.

At Butterfly we believe in the power of emotions. That behind every choice, there's a feeling driving it. A goosebump, a jaw-drop, a chuckle - influencing decisions and stirring people into action. We're a leading brand and innovation company, based in NYC and London.

A team of strategists, researchers and designers working together to get behind the whats and wade into the whys behind your challenge, no matter how complex.



A note from the editor

Hello, and welcome to your edition of Nectar.

What's Nectar, I hear you ask?

Nectar is your quarterly lowdown on some fascinating shifts that caught our eye this autumn - a collation of what we've been seeing in consumer behaviour across various sectors, and examples of how the most interesting, game-changing innovations are tackling these shifts.

Each edition of Nectar covers articles, news, insights, learnings and trends. All written collated and curated specially for you.

Sweet and fulfilling, just like nature's nectar, we hope it leaves you full of inspiration.

If there's anything you'd like to see in future editions, just let us know at info@hellobutterfly.com



Bianca Cawthorne

FOUNDING DIRECTOR

[BIANCA.CAWTHORNE@HELLOBUTTERFLY.COM](mailto:bianca.cawthorne@hellobutterfly.com)

Contributors



Thais Pina

ASSOCIATE CONSULTANT



Joy Schlink

JUNIOR DESIGNER



Vicky Spedding

SENIOR CONSULTANT



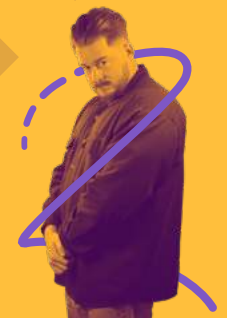
Elsbeth Brown

ASSOCIATE CONSULTANT



Amelia Martin-Davies

CONSULTANT



Tim Harris

HEAD OF DESIGN



Cristina Viladomiu

ASSOCIATE CONSULTANT



Harriet Monkley

ASSOCIATE CONSULTANT



Holly Sandberg

CONSULTANT



Conor Hartigan

ASSOCIATE CONSULTANT



Megan Powell

SENIOR CONSULTANT

Contents

01

Trends

*The coloured sections match the content in your Nectar. To access the full Nectar, send us an email at info@hellobutterfly.com

02

Food

03

Alcoholic Drinks

04

Non-alcoholic Drinks

05

Personal Care

06

Home

07

Baby & Parents

08

Pets

09

Health

10

Travel & Hospitality

11

Retail

12

Finance

13

Tech

14

Sustainability Actions

15

Other

Single-serve and stylish; portable prosecco



How do you make prosecco still feel special but make it convenient to drink at the park or a party?

People are increasingly looking for more casual ways to celebrate where they can really unwind and be themselves. Finding a special drink that is easy to take to a more spontaneous affair can be a challenge, and it is even more difficult to redefine formal rituals for more casual occasions.

With multiple single serves this stylish bag allows people to drink prosecco whenever, wherever, and not have to worry about opening a whole bottle. We love that the handbag design perfectly compliments the chic yet casual offering of the drink, and can be reused after the bottles have been popped. We will be spotted in a park near you with this soon!

RUFFINO PROSECCO AND
STICKBABY: PROSECCO
SIX-PACK PURSE



The 'Attenborough Effect' reaches sunscreen

Plastic has been placed at the eye of a storm of awareness surrounding sustainability due to media coverage and the all-important 'Attenborough Effect'.

However, brands are calling our attention to the invisible evils that have often never even crossed our minds, and are taking innovative steps to reduce the harmful effects their products have – before they are called out on it. Sunscreen can spread from our skin directly into the ocean where chemicals go on to disrupt and damage marine ecosystems.

REN's new 'clean' sunscreen provides UV protection without damaging aquatic ecosystems. In doing so, REN are taking a plunge to lead the way to drive the sustainability wave, not just ride it.



REN: CLEAN SCREEN SUNSCREEN PROVIDES SUN PROTECTION WITHOUT PUTTING MARINE LIFE AT RISK

Cif is set to revolutionise the household cleaning category

Four in five people wish they had access to more refillable products, with only 16% of people currently buying refillables.



As society increasingly wants to minimise its impact on the environment, there is growing demand for products that offer refillable options, using less packaging and virgin plastic. While there are existing refillable household sprays available, these are often from niche brands which are not readily available to purchase, making their impact limited.

Cif's new ecorefill product is a major step, as the first mass market cleaning brand to offer people a practical and convenient sustainable refill. To use Cif's ecorefill, you simply refill your existing spray bottle with tap water, and twist the ecorefill to click it into the bottle, and release the concentrated liquid. Through promising the same 583 sprays as the original bottle, Cif proves that absolutely no sacrifice needs to be made by people when making more sustainable choices.

CIF: THE NEW ECOREFILL PRODUCT FOR CIF'S KITCHEN AND BATHROOM SPRAYS HAS OPENED UP REFILLABLES TO MAINSTREAM CLEANING PRODUCTS



Holistic health & wellness – best get your Boots on

As health & wellness diversifies into a more holistic approach, should our favourite stores not cater to this new approach?

People are increasingly demanding a more sustainable and healthier approach to wellness - but without sacrificing convenience. High sugar energy drinks have been replaced with premium waters and mental health is top of mind with a plethora of brands offering a broad range of solutions.

Boots has launched new health & wellness stores designed to cater to the more health and environmentally conscious consumer while still putting their convenience first. With everything from rehydration stations to mask bars, the store has catered to each aspect of the holistic trend. The new flagship even taps into the sustainability issues of packaging and plastic bags –becoming the first store to have removed them in their entirety.

BOOTS: THEIR NEW HEALTH & WELLNESS INSPIRED FLAGSHIP STORE HAS NO SINGLE USE PLASTIC BAGS, A BEAUTY AND WELLNESS HALL, STOCKS SUSTAINABLE TOILETRIES, ECO-FRIENDLY SANITARY PROTECTION AND CBS PRODUCTS, A REHYDRATION POINT FOR FILLING UP WATER BOTTLES, AND AN INNOVATION STUDIO WHICH OFFERS THE LATEST HEALTH AND FITNESS TECH

