

Nectar

Butterfly



TRENDS IN BRAND STRATEGY AND INNOVATION
– SPRING 2020 –

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 bianca.cawthorne@hellobutterfly.com



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French Tech says 'En Garde' to B2B food

All for one and one for all! Choco is an app that allows restaurants and bars to place all their supplier orders in no time through one portal. It's essentially a food delivery app for ingredients but for B2B users. Already available in 15 cities across the USA and Europe, the company recently closed a \$33.5 million Series round of funding.

It was only a matter of time before innovators took the ideas and technology behind food delivery apps like Deliveroo to solve B2B problems. In this case, Choco saw how sluggish and error-prone the process of ordering ingredients was when compared to the highly evolved consumer-facing market.

Are there out of date processes like this in your supply chain, market, or sector? Can you help link up suppliers and consumer-facing businesses?

Creating an anytime, anywhere B2B digital platform that reduces errors and improves business' productivity could be the answer. En garde!

Sourcing ingredients is a time-consuming, error-rich process for restaurants. What can we learn from the digital platform shaking up the sector?



Jose Cuervo's to end plastic straws



We can all think of many unnecessary uses of single-use plastic. Has Jose Cuervo found a way to end the use of one of these types?

Using waste from the tequila-making process, Jose Cuervo aims to introduce agave-based straws across the US and Mexico in 2020. The straws are created in partnership with scientists at BioSolutions Mexico and the production team at Mexico-based materials specialist Penka.

Consumers are increasingly knowledgeable about the impact of plastic, as well as the growing number of bio-alternatives. As a result, many search for brands that help them live more environmentally friendly lives, in accordance with their new outlook.

A number of drinks brands are finding innovative ways to offer solutions to plastic. What's so great about Jose Cuervo's initiative is the brand's ability to stay true to its Mexican heritage, using local scientists and manufacturers to maintain a truly authentic Mexican brand.

JOSE CUERVOS | MEXICO



Cartier's first Arab model

One of the Middle East's most recognisable faces could give the luxury brand a fierce and feminine edge in the Middle East.

Egyptian actor supernova Yasmine Sabri recently became the first Middle Eastern woman to star in a global film campaign, 'Into The Wild', by the French luxury jeweller, Cartier. Its latest collection of panther-themed jewellery is shown alongside brand ambassadors of different ethnicities from around the world. These beauties don't come cheap though. Each piece will sell for £375,000 /\$490,000.

The idea of the 'strong woman' is becoming highly aspirational in the Middle East which Sabri says, 'is still replete with women lacking empowerment.' More women, feminists and influencers are challenging the stereotypical shackles of gender and embracing more masculine codes of strength, success and power in their attitude and behaviour. Brands are feeding off and driving this, particularly those in luxury and beauty.

From product to advertising, every aspect of this campaign unites in championing a fierce yet feminine character emblematic of the wild cat, which is synonymous with Cartier. Along with embracing a cast of culturally diverse women, the luxury brand is positioning itself as a global voice and leader which it hopes will attract an aspirational following of women.

'I think we, as Arab women, should always try to inspire others, be good role models, and help women specifically to be empowered and to believe in themselves and to feel like we are worthy.'

YASMINE SABRI

CARTIER | MIDDLE EAST



We look forward to hearing from you



Say

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