



oh Lief

BRIEF DAT3603: REBRANDING, PACKAGING
DESIGN & PRICE DECISIONS

by

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Submitted in partial fulfilment of the
requirements for the degree

BACHELOR OF DESIGN

in the subject

DAT: Design Techniques

at

INSCAPE EDUCATION GROUP

SUPERVISOR: Kelsey

April 2019

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PART 1

MARKET STRUCTURES

Monopoly

A monopoly is a market structure where a single firm, company or brand has complete control of the market they are in. A monopoly includes having the highest level of market power because there are no alternatives for the product or service provided by the single company, firm or brand. This often means that the output of the service or product is reduced or strongly controlled to have ultimate price control and generally with the purpose of pushing for a high price, thus maximising profit ("The Four Types of Market Structures - Quickonomics", 2019).

Concerning monopolies, there are generally high restriction barriers to the entry and exit of the market. Monopolies are not highly desired by society because of the low output and high prices that come with it. This results in having monopolies regulated by the government ("The Four Types of Market Structures - Quickonomics", 2019).

Monopoly comes in different forms however Monopolistic competition should not fall under a type of monopoly as there is still a form of competition, further explained on page (). The following are different types of Monopoly and they each function within the same concept of a single supplier having control over the market.

Pure Monopoly

A pure monopoly is the simplest form of a monopoly as explained above, it is a firm, company or brand that has complete control over a market with no competition, a pure monopoly tends to encourage a small amount of competition to present itself as a non-monopoly as it is not highly welcomed by society (Spacey, 2018).

Government Monopoly

A government monopoly is a product or service provided by the government that excludes competition by law. This is generally to provide a universal service. This is not to be confused with public services such as governmental medical care or education as it is legal to have private institutes in these sectors. A strong example of this is Eskom, as they are the single provider for electricity in the country, and other alternatives are restricted by law and in true monopoly style, makes it difficult for entry, such as placing high tax levels on alternatives such as solar panels (Spacey, 2018).

Government Granted Monopoly

This, as the name suggests, is a monopoly granted to a firm, company or brand by the government and is generally accompanied by behavioural and price regulations implemented by the government on the firms product or service (Spacey, 2018). Governments generally do this when operational costs and product or service quality is out of bounds for the government itself and there for require an outsource methodology. Therefor a government granted monopoly is considered to be a government provided product or service in the governments eyes. An example of this is the American telecommunication system ("Government-Granted Monopoly | Encyclopedia.com", 2008).

Natural Monopoly

A natural monopoly is one that makes economic sense because it is considered to costly to duplicate the infrastructure, product or service. A strong example of this would be the railroad systems, however in todays time it is easy to eliminate these monopolies because, following the railroad example, it is easy for two companies to book different slots on the same railroad tracks ("Government-Granted Monopoly | Encyclopedia.com", 2008).

Coercive Monopoly

A coercive monopoly is created by strong powers such as the government, however these are granted legal protection to create legal barriers, such as the FBI or CIA, they have coercive monopoly powers ("Government-Granted Monopoly | Encyclopedia.com", 2008).

Monopsony

This is the opposite of a monopoly, where there is only one customer for that industry, such as a country with a universal healthcare system, it can push the prices down because they are the only customers ("Government-Granted Monopoly | Encyclopedia.com", 2008).

Small Monopoly

A small monopoly is not a large firm but rather something in the lines of a small shopping centre in a very remote area, thus creating its own monopoly ("Government-Granted Monopoly | Encyclopedia.com", 2008).

Cloaked Monopoly

This is a large company, firm or brand that makes itself come across as a smaller business within an industry with competition such as a perfect market structure ("Government-Granted Monopoly | Encyclopedia.com", 2008).

Oligopoly

An Oligopoly is a market structure that exists of different companies, firms or brands that dominate the market. Therefor an oligopoly provides different options for products or services but only from a handful of suppliers. Oligopoly set ups generally have some of the competitors collaborate and some compete, depending on what is considered most beneficial for each competitor. This allows for a collective market power that drives the prices up and down for maximum profit. An oligopoly is similar to a monopoly when it comes to entry and exit regulations, its one of those markets when you either make it or break it. Products can also be homogenous or heterogeneous. There is no set number for the amount of competitors in an oligopoly but generally it consists of 3 to 5 companies, firms or brands (Spacey, 2018).

An example of an oligopoly are the South African cellphone network suppliers, you have a couple of competitors but you are able to list all of them because they make up the market.

Perfect competition

Perfect competition is a market structure that consists of a large amount of competitors consisting of small firms. None of these firms, companies or brands have significant market power. There is a socially acceptable amount of output in these market structures because none of the participants have influenceable power over market prices. All firms, companies or brands in this market structure maximise the profits, there are limited to none entry and exit regulations, and all goods and services in this market structure are homogenous. There is also no product preference from consumers on this market structure. In reality the existence of perfect competition existing is now because there is no real level of profit in such a market (Spacey, 2018).

An example of perfect competition is the agricultural market, farmers who sell carrots have no differences in the product, a carrot is a carrot. I saw this example in Mozambique, the farmers market there are all these old woman selling vegetables and fruit they grow themselves, and because it is the same products their prices were all the same and they would help each other at the stalls and then split to total profit evenly afterwards.



Own Photo, market place in Reunion

Monopolistic competition

Monopolistic competition is a market structure where a large amount of firms, companies or brands compete against each other. Products and services sold in this market structure are similar but slightly differentiated. This allows for each participant to have a degree of market power allowing for price control over specific ranges. All profits is maximised by the different firms, companies or brands and consumers may have preferences between the different products or services provided. Due to the companies having control over the market prices to a certain degree, the level of output is controlled to a certain extent (Spacey, 2018).

OH LIEF'S MARKET STRUCTURE

Oh Lief falls under a monopolistic competition market structure. As previously divined, a monopolistic structure consists of a large amount of competitors (Spacey, 2018), There are multiple skin care products and brands in the Oh Lief's industry("Oh Lief", 2019). The products tend to be similar with small differences (Spacey, 2018), Oh Lief's difference is that they use organic resources, don't test on animals and are CANSA approved where other skin care brands would have their specifics that make them different from Oh Lief ("Oh Lief", 2019). Companies in a monopolistic competition market have a degree of control over the pricing of products(Spacey, 2018), and Oh Lief controls their prices based on manufacturing costs to make a profit ("Oh Lief", 2019).

PART 2

INTRODUCING OH LIEF

Before the rebrand suggestion can be made, the brand Oh Lief needs to be analysed according to the different brand elements to successfully motivate the rebrand to follow.

On Oh Lief's website they introduce their story as follow; "Oh-lief's name references olive oil, which is the main ingredient found in all their products, as well as their love for all things natural. Oh-lief Natural & Organic Body Products do not contain any harsh chemicals, artificial fragrances, petroleum, parabens, artificial colours or nut oils. A base of organic olive oil and beeswax is used, which is combined with natural properties of a number of other organic ingredients to form a complete range of products that is ideal for all skin types. Growing up in a household where green and organic were valued principles, Christine found herself questioning conventional baby products while pregnant with Liam, her first baby boy. In her quest to find a skincare range to use during her pregnancy, not being satisfied with using harmful products, Christine and Louiza set out to develop a new range of natural & organic baby and body care products, this had lead to many new and exciting products in their range, including a sun care products.The result was Oh-lief's complete range of Certified Natural & Organic baby, body and sun care products, made from 100% natural and organic, raw ingredients, sourced locally.("Oh Lief", 2019)".

EXTRINSIC ATTRIBUTES

The extrinsic attributes are the elements that make up the brand and products or services provided by the brand that do not effect the actual product or service function as an entity. Oh Lief's extrinsic attributes are that their products are Natural / Organic Certified, by any COSMOS recognised body. They are accredited by the vegan society. They do not do animal testing and are accredited with CANSA (Cancer Association of South Africa) for their Sun Care products("Oh Lief", 2019).

BRAND IMAGE

The brand image is how the public sees the brand Oh Lief. The brand image can be influenced to a certain extent. Oh lief's brand image is that they are a natural family friendly product. This is what they strive for the brand image to be and it is successful thus far("Oh Lief", 2019).

BRAND IDENTITY

Physique

The brand physique is what the brand actually looks like. The following are images of the brands current physique and the analysis of the brands physique.



Logo

This is their current logo. It looks simple enough to allow for all physical elements to stay coherent, however the logo looks like something made on Canva. Bellow is an example of the Canva logo ("Amazingly Simple Graphic Design Software – Canva", 2019) and a design provided in canvas to showcase the similarity in the logos. Further more this is a the brand motivator to create a more authentic logo.



Canva graphic element available for free on Canva ("Amazingly Simple Graphic Design Software – Canva", 2019).

Secondly, concerning the physique of the brand, the entire look and feel of the brand is generic concerning their logo and patterns used. When researching different skin care products, there was a clear visual biased. Either the skin care brands look bulky and use bright colours or they are slim and use postal colours with generic patterns. On the next page is a visual representation of the comparison and to showcase that Oh Lief easily falls in the one group concerning the visual aspect of it.



In the example it is clear that Oh lief looks like it belongs to the group of different branded products on the left. There for Oh Lief can fall away and blend in on the shelves easily, this becomes a motivator to create a logo look and feel that will differentiate Oh Lief's look and feel from both visual groups and to stand out on the shelves.

Finally there is no consistency concerning their branding on their products. When placing the products they have for infants vs those they have for the adults, it does not look like the same brand. Bellow are visual examples. This becomes the final motivator to rebrand as a strong brand needs to be consistent.

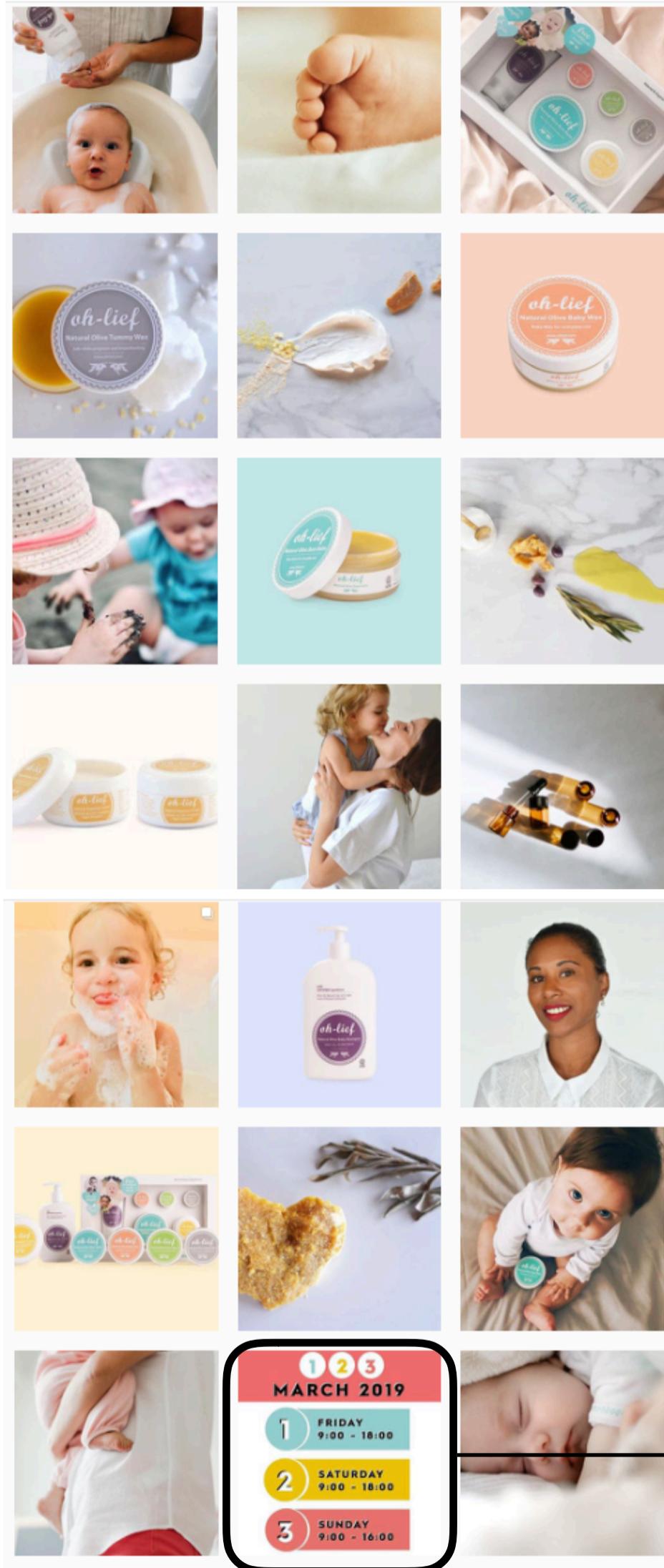


Adult product branding in dark tones.



Infant product branding in bright colours.

Finally, other visuals used are strong in promoting what the brand does and who it is for, below is a screenshot of their instagram page to showcase that their overall look and feel concerning the physique is strong and that if attention was given to the logo consistency can be created.



Except this post, its colour scheme and style is not consistent with the brand image at all.

Personality

The brand personality is motherly and family friendly with the concern of well being and being organic and healthy. This is evident throughout their copy writing and in the content posted across their social media pages. Bellow is an example of a post that showcases the personality of Oh Lief.



Culture & Relationship

The brand culture is a set of values that are the centre of the brands aspirational values. Oh Lief's culture communicates the welfare of nature, whether it be the health and safety of an infant or the welfare of an animal by refusing to test on animals.



Customer Reflection

This is the association a brand wants their customers to have of them, not to be confused with brand image which is how customers see them, customer reflection is how the brand wants the customers to see them. As mentioned in the brand image, Oh Lief's brand image is that they are a natural family friendly product. This is what they strive for the brand image to be and it is successful thus far ("Oh Lief", 2019). Thus they are currently well aligned with how they want to be seen and how they are seen.

Self Image

The self image is how the brand wants the target audience to feel when using their product. The self image of Oh Lief is to feel reassured that your baby is not being harmed by the skin products used from Oh Lief. Below is a photo from their Facebook page showing the self image they want their target audience to have when using their products.



REBRAND OF OH LIEF

According to the analysis of the brand Oh Lief, the major element of the brand that needs to be “fixed” is the logo and packaging itself. The physique lacks consistency throughout its packaging and the logo is generic.

The following is the logo rebrand and the explanations for the different elements in the redesign. The aim was to create a logo that can keep a consistent feel but keep the colour scheming of the brand as majority of the visual elements in the physique is strong and needs a bit more of a guide to becoming properly rounded.



When marketed across digital and tradition platforms, this will be the logo used. The name, as explained in the brands introduction is a play on the word Olive. The design incorporates the stylised idea of an olive in the O. This look and feel also embodies a more natural look which communicates oh Lief’s organic element. And finally the filled circle in the middle. This symbolises a womb, and that Oh Lief products are for the mother and the infant alike. To keep the colour scheming that the brand uses the following will be the different variations of the logo for the different products provided for the different ages, there for the logo maintains consistency but indicates the difference without losing the golden thread. The colours used are according to the age appropriateness of the product.



0 - 2 months



2 months - 1 year



1 - 4 years



Mommies

4 PACKAGING REDESIGNS



The new packaging across the product mix is to take the brand further into a no wastage spectrum. This will add to the organic, no animal testing and CANSA approved list to further the brand's reach within its target audience. All packaging can be used throughout the different product lines. The current mock ups and write ups are to explain how they are most convenient for that specific line.

First package redesign:

This package is designed for the Anti insect repellent range. The purpose of this container is to catch any excess residue dripping from the nozzle. The container is transparent as the white liquid will create an aesthetic backdrop for the label.



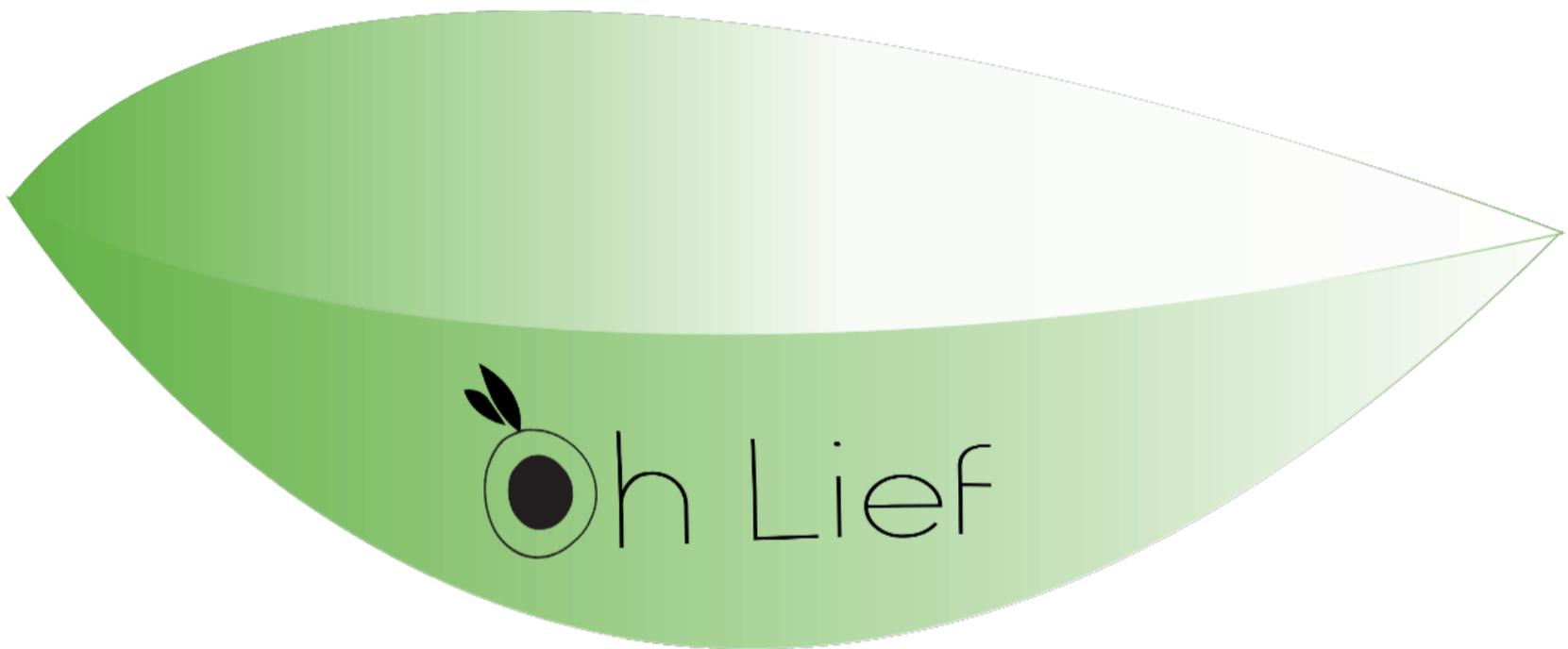
Second package redesign:

This package redesign is specifically looking at the transparent bar on the right hand side. This takes the brand further in educating infants and toddlers about quantity and appropriate use of skin care products. It can showcase usage in either how much is used or when to use it with day and night symbol indicators. Thus supporting the no wastage element.



Third package redesign:

This package design focuses on the nozzle of the container, it is designed to measure out the exact amount of sunscreen required for each body part. Once again teaching infants quantity usage and working on the no wastage element.

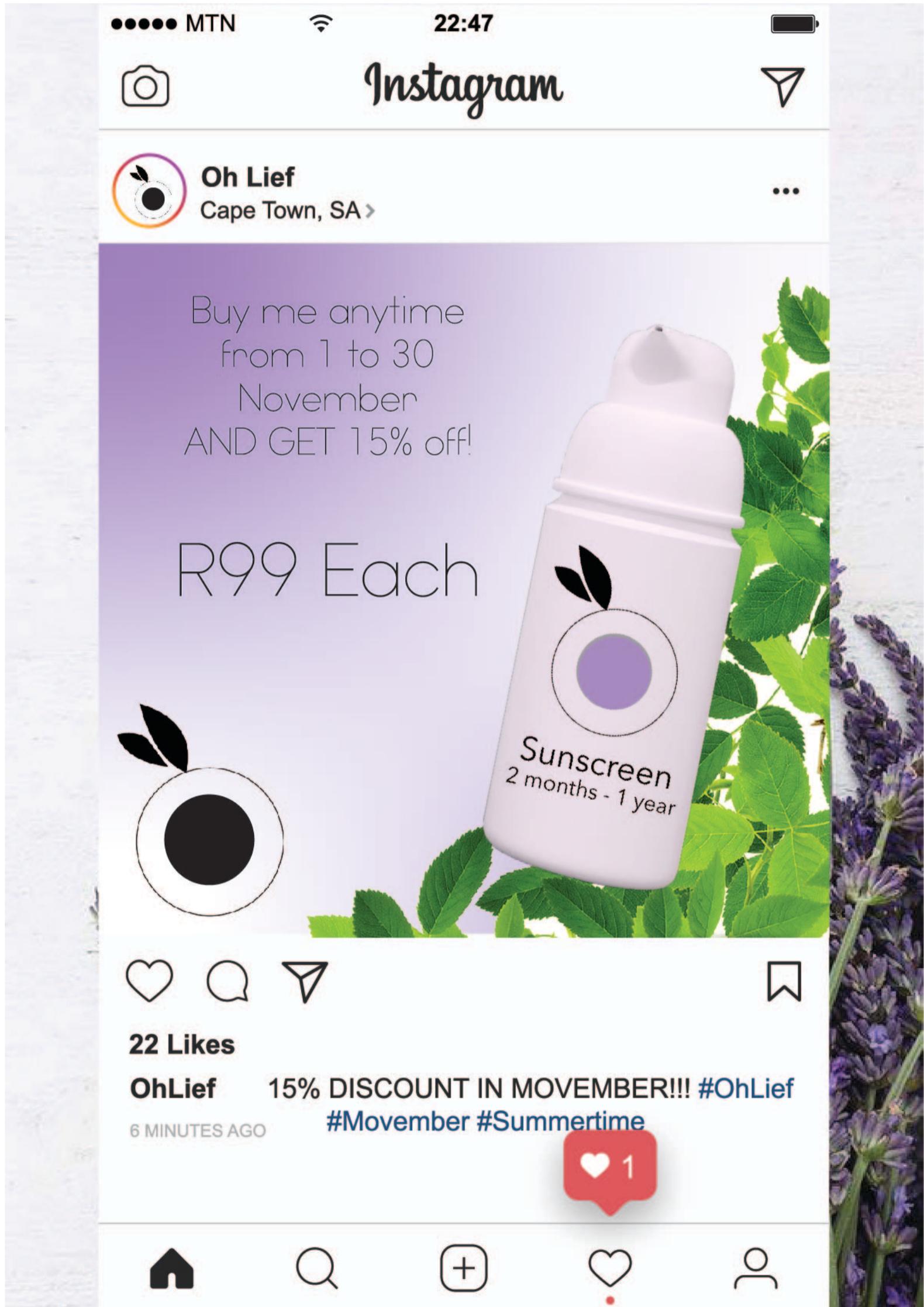


Fourth package redesign:

This packaging design is intended to eliminate the base edges of lip balm containers. It curves to accommodate for the swipe motion when applying lip balm to the finger, there for when reaching the last amount in the container it can be reached with ease. Once again, applying to the no waste element of the rebranding.

PART 3

ADVERTISEMENT FOR THE REBRAND



DISCOUNT OFFER

The discount offer is a seasonal discount offer. Sunscreen is used more during the summer time because people spend more time outside due to the heat. The discount offer will consist of a seasonal discount when purchasing the Sunscreen product during the month of November. This is in the early summer time and can there for encourage consumers to buy the product with the intention of having sunscreen over the rest of the summer. The discount offer also encourages the male audience to buy as it is the same time as Movember, which is aimed at raising awareness for men suffering from different ailments, cancer being one of them. There for it is also applicable to the brand and increasing the brands customer relations because Oh Lief is a CANSA approved brand. The discount offer will be a 15% off all sun care products.

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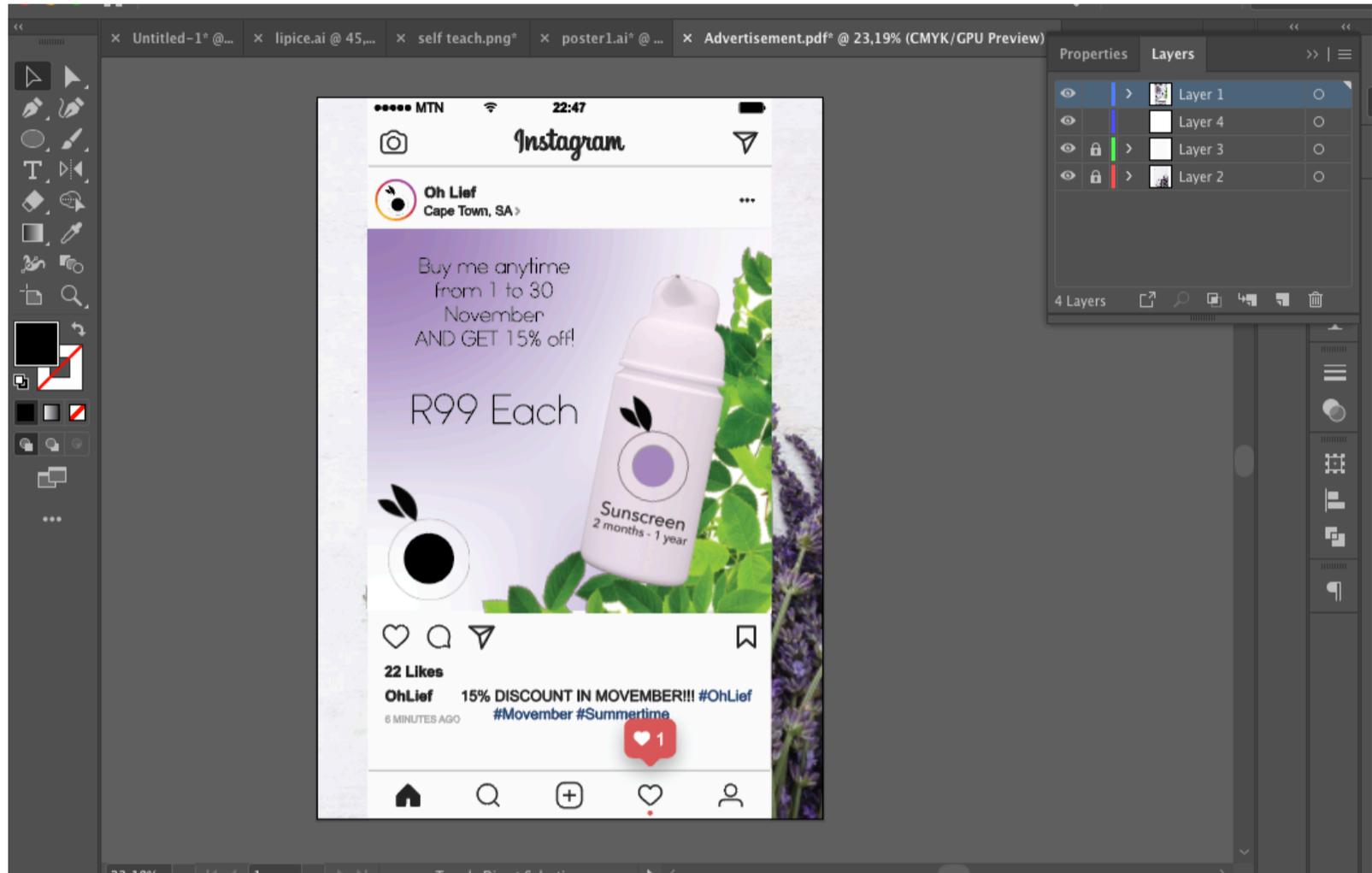
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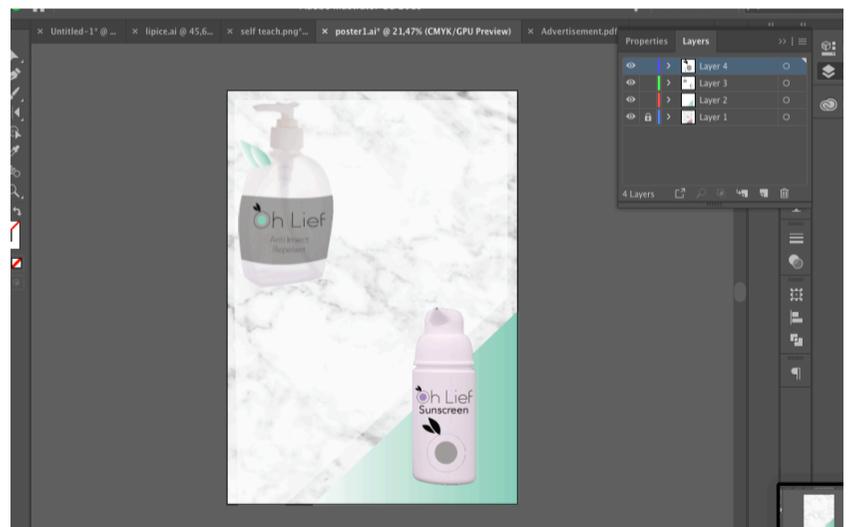
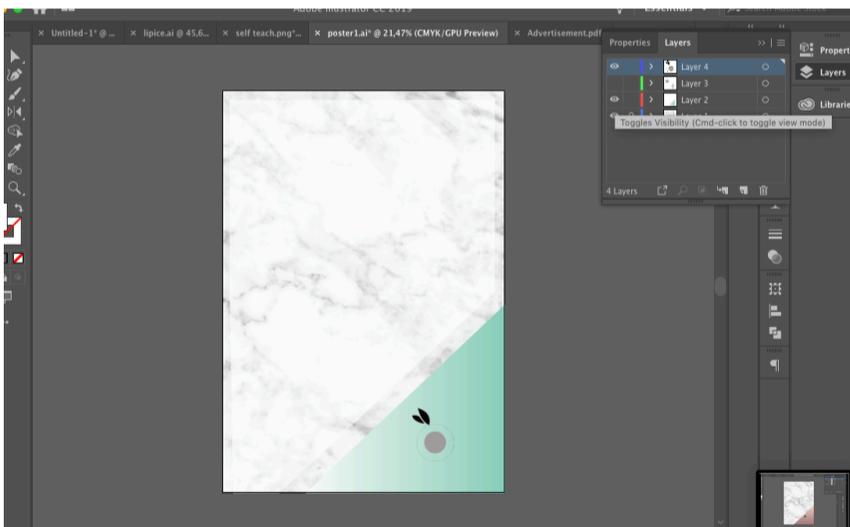
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PROCESS WORK

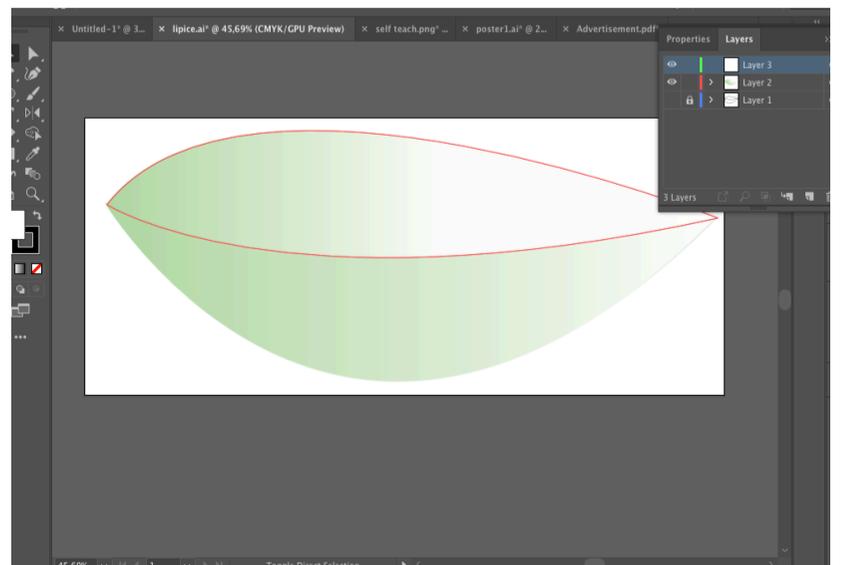
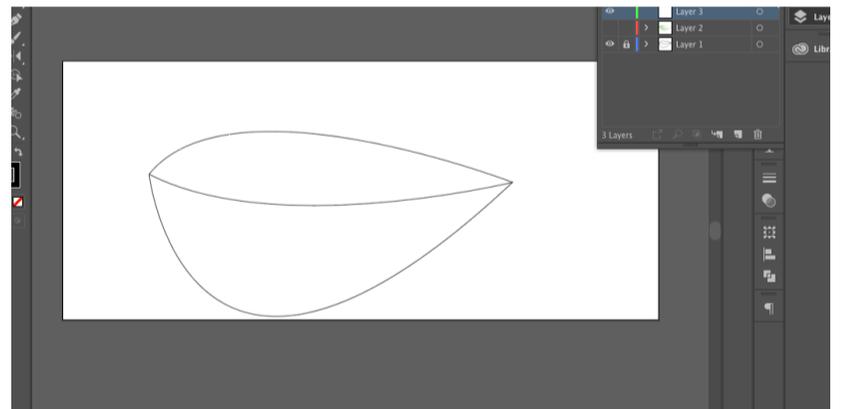
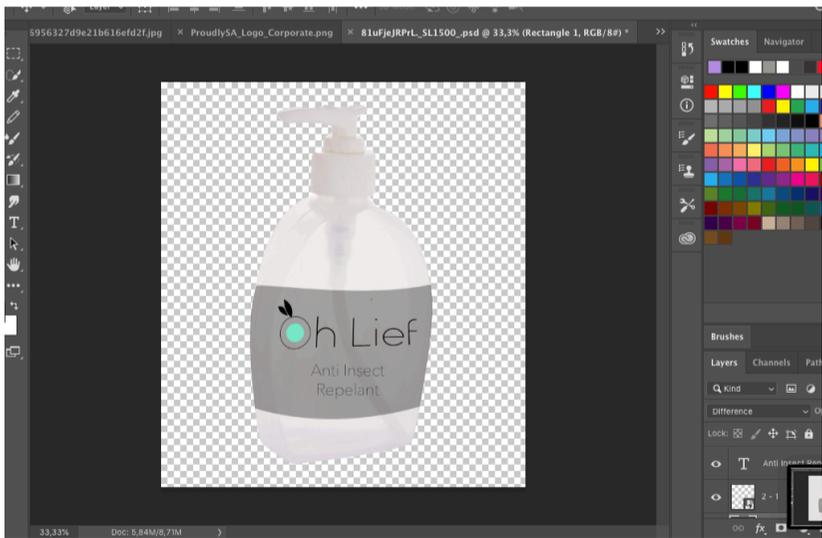
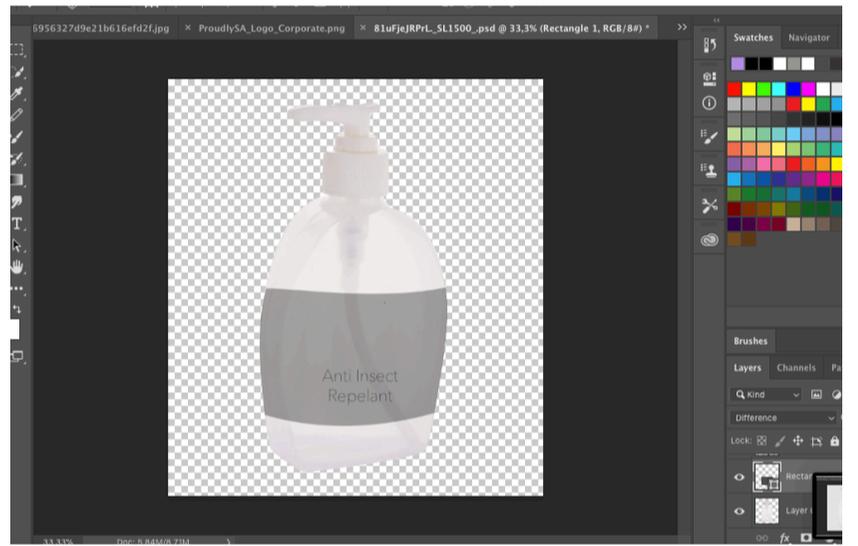
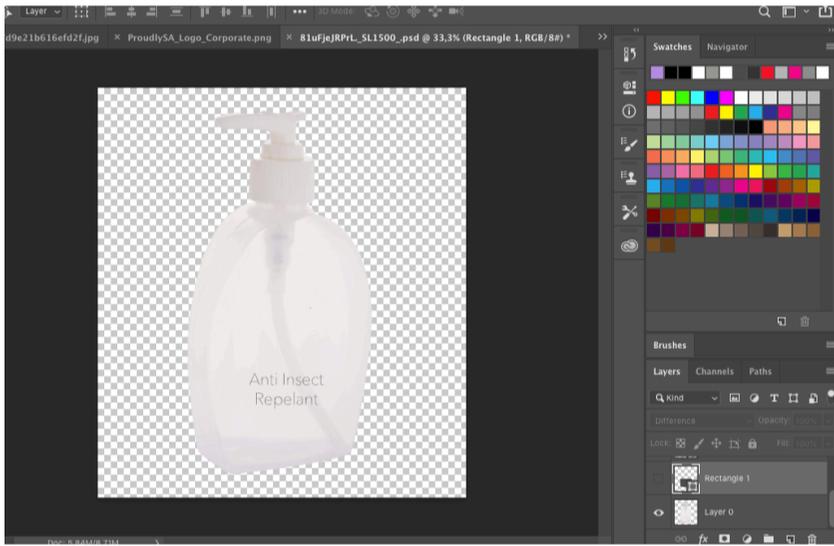
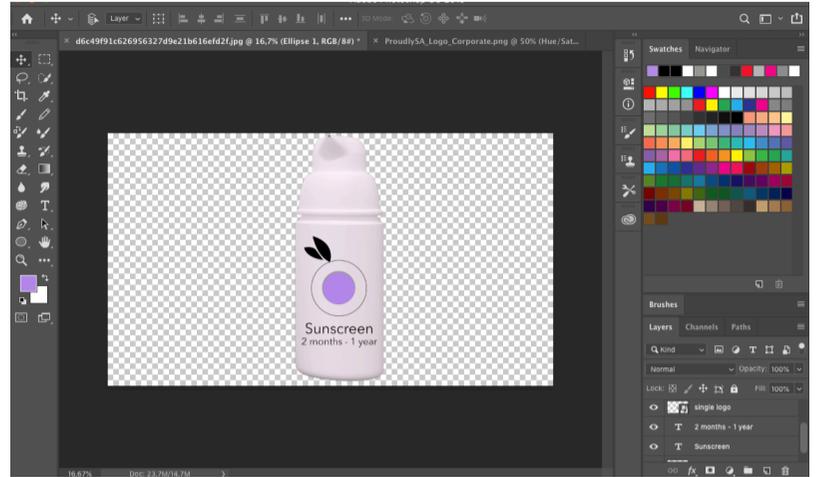
DISCOUNT ADVERTISEMENT



POSTER 1 & 2



PACKAGING



LOGO

