

# bluemarlin Out & About

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www.bluemarinbd.com

Welcome to Out & About, Blue Marlin's review of interesting stuff around a central theme that has caught our eye. We hope you like it and we'll send you another one in a few months.

This issue is about own label



1 Photo credit:  
<http://mybrand.com/?s=duane+reade>

2 Photo credit:  
<http://walmartstores.com/pressroom/Photos/Gallery.aspx?id=605>

Walmart has received much praise for its efforts to move away from generic white box retail, but its Great Value line is still pretty stark. The photography has improved dramatically, otherwise what you see is what you get.

Duane Reade's premium own label line shows just how far store brands have come in the US. DR Delish is delightful, it's delicious, it's de-lovely and totally in keeping with the New York vibe of the city's dominant drugstore.



# Love it, live with it or reject it?



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The elements in Sainsbury's What's Cooking range are many and varied. The idea is that shoppers pick a protein, a carb, a vegetable and a sauce, to make something that tickles their particular fancy. Beautiful packaging ties the whole range together.

Some of the world's leading pharmaceutical brand owners are becoming major players in low cost, high volume generic medicines in emerging markets. Products carry the "company brand" on the pack, which acts a stamp of authenticity and quality for consumers without the firms having to invest in marketing as such.

Listerine on the other hand is sticking firmly to its branded guns. Its back of pack is stamped with the message THIS FORMULA IS NOT SOLD TO ANY RETAILER AS A STORE BRAND, echoing Kellogg's assertion: "We don't make cereals for anyone else."



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3 Photo credit: Blue Marlin

4 Photo credit:  
<http://www.nytimes.com/2010/02/16/business/16generic.html?scp=1&sq=%2b%22health+care%22+%2binformation&st=nyt>

5 Photo credit: Blue Marlin

# from around the Blue Marlin network

## SYDNEY

Only recently has Coles had a new look to its packaging and there's still a good mix of old and new as I wander around the store. The old demonstrating how desperate the new look was needed. Using an approachable square device as a constant across the store brings unification throughout. Unlike the tired and uninspiring old packaging, the new packs create a more visually interesting approach allowing each product to talk more individually about its offer. It was when I was perusing the confectionery aisle for my late afternoon sugar hit that I saw the sweet jar being used to visually engage the consumer.



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## LONDON

My experience of supermarket own label has been so good that it has made me question my loyalty to brands. I've never been that loyal when it comes to food shopping. Packaging is important to me – how a brand looks and feels – and impressive health claims really stand out for me too. I used to eat Fruit'n Fibre every day until I was forced to watch the pennies. Then I tried Tesco's own version and was pleasantly surprised. Since then I've tried a range of own labels and now find myself more loyal to Tesco's brand than "real" brands. Real brands need to work harder.



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6 Craig Burrows  
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Photo credit: Blue Marlin

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www.tops.co.th

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Photo credit:  
www.sodastream.com

## BANGKOK

The great thing about own label in Thailand is that you can see the full spectrum from craziness to sophistication. Big C, a classic discounter, specialises in mad sales – jumbo offers, giveaways, red dot sales – and the Thai people love it; they love theatre and excitement. Recently it has improved its own label offer, but lost some of its personality along the way, which is a shame. At the other end of the market, Tops is classy, with great attention to detail. Its own label range is nicely packaged and carries through the sophistication you would expect from a company in partnership with Waitrose.



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## NEW YORK

The Sodastream in my friends' kitchen caught my eye. In my day it was a fad that never seemed to be taken seriously, now it is more relevant. I visit other friends that also have one. The mom says what a revelation not having to carry and store dozens of bottles has been. She still has to buy gas and syrups, but when the main ingredient comes straight from the tap, it's going to be an eco win. It got me thinking: are we about to see Schweppes tonic being sold in small syrup bottles? Or Coke making the iconic curved bottle into a thumb-sized format? Imagine the kudos for the brands that lead the way.



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