

Case Study: Pure Lochside

**With our help,
Pure Lochside is
fast becoming the leading
natural skincare brand.**



The Brief

Pure Lochside was a new company based in the West of Scotland producing luxury, organic and natural skincare products and ethical, organic cosmetics. They had the perfect product range, but they didn't have a brand, and they didn't have a market presence in the tough and exclusive international sector for luxury skincare. What they wanted was a brand that conveyed their philosophy – all natural, all ethical, handmade products that care – and an integrated marketing campaign that would arouse interest from the right consumers.

The Solution

Working one to one with Pure Lochside's founder, Fiona Tutte, BRANDSavvy crafted a brand that positioned Pure Lochside as a highly desirable skincare fashion label, while emphasising the company's integrity and commitment to the power of nature, fair trade, and environmental responsibility. Using the Pure Lochside name as inspiration, we produced a look and feel for the brand that was clean but inviting, and wholesome but opulent. We applied this across all associated materials and media, sourced and designed all packaging from the containers to labels, and prepared a marketing strategy to launch Pure Lochside to the world. To spark the brand's development and help new customers and retailers, BRANDSavvy created a suite of marketing collateral including, press adverts, brochures, website, point-of-sale, exhibition materials, and stationery.

The Outcome

The next stage was to introduce the brand to the market, relying heavily on press advertising, point of sale within retail outlets, web presence and PR to bring Pure Lochside into the consumer conscience. The press had to compete with other high value brands, using aspirational messages, bright fresh photography, and product imagery to entice a very selective audience towards a new name. The point of sale and packaging continued the theme, while digital advertising on targeted sites opened the brand to a discerning, global market. The PR achieved in national press strengthened the brand's kudos, and advertising was placed strategically alongside editorial to increase visibility and impact.

The Result

With editorial and advertising in national press and online – including No1, Virgin's in-flight magazine, Handbag.com, MSN, Metro, Beautybible.com, Scarlet Magazine, and more – as well as burgeoning online interest and increasing direct sales from the website, demand for Pure Lochside led to the range being stocked in several independent retailers, including leading boutique chain Fifi and Ally, and further extension of the product range to meet customer needs. Pure Lochside's market share continues to grow, and evolve with brand extensions including Private Label, which is an exclusive product design service for individual or corporate clients. Stockists of Private Label include the five star Loch Lomond Golf Club hotel and spa, as well as bespoke gifts for events such as Homecoming Scotland.

Pure, Natural Skincare.

Pure Lochside®
 Natural Therapeutic Organic
www.purelochside.com

 A close-up photograph of a woman with light brown hair and blue eyes, resting her chin on her hand. In the bottom right corner of the image, three Pure Lochside products are displayed: a jar of cream, a small spray bottle, and a larger white bottle.

Pure Lochside®
 Natural Therapeutic Organic

Organic therapy for the face

 A collection of Pure Lochside skincare products including jars, bottles, and sprays, arranged on a white surface. The products are surrounded by white daisies and decorative white floral patterns on a teal background.

Pure Lochside®
 Natural Therapeutic Organic

Detoxifying Body Treatment Balm
 with Organic Aloe & Vitamin E

Pure Lochside®
 Natural Therapeutic Organic

Gentle Face Treatment Oil
 with Organic Aloe & Vitamin E

Pure Lochside®
 Natural Therapeutic Organic

Organic Aloe Cleanser
 with Organic Aloe, Orange B Peppermint

 Three Pure Lochside skincare products are shown against a yellow background with white daisies. From left to right: a jar of Detoxifying Body Treatment Balm, a small spray bottle of Gentle Face Treatment Oil, and a larger white bottle of Organic Aloe Cleanser.

We can help you.

If you can think of one good reason why customers should choose your offering over all others, then you have a reason to get us to brand it or rebrand it.

At BRANDSavvy, we'll secure your success through the power of effective branding – helping you stay visible in your markets, and in the minds of your customers, with tried and tested brand-building methodologies.

Contact us today to arrange your FREE branding workshop and prepare for branding success.

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