



Tomme Tippee



Background

Tomme Tippee – a leading international brand for mother and baby products – required specialist research to help develop new products for feeding bottles and teats, to challenge the market leader.

Their team was keen to create a feeding solution that was as close as possible to replicating natural breast feeding.

Swift Research were engaged to carry out a programme of research to aid the design and development of both product and packaging.

Swift Research Solution

Swift Research devised a programme involving research with midwives and mothers.

Health professionals were interviewed at their place of work and mothers attended Swift's bespoke Innervations research centre which enabled discreet observations of mothers' experiences by the client's creatives.

Using this initial research Tomme Tippee developed concepts for bottles and teats and these were trialled via Swift Research's panel of mums under observation by the client.

Further research was carried out to help the client create the most attractive wording and packaging for their new products.

A number of styles of packaging were created – some traditional/in keeping with current product ranges and one radical version in silver – and were assessed by Swift's panel of mothers.

Results indicated a strong preference for the radical silver design and that was subsequently adopted by the client.

Benefits

Tomme Tippee carried out a successful launch and they are now the UK's number 1* feeding brand with 38%* market share for their Closer to Nature® range of bottles and teats.

Through carefully planned and extensive research the design team were able to get a full understanding of what type of product would have strong appeal to mothers.

The radical silver packaging – which showed strong shelf appeal during the research – has proved to be a key part in the success of the product.

*52 w/e 8th October 2011 IRI data