

Date: 2nd August 2017

Outside The Box

Outside the Box exports its expertise to New Zealand ethical cosmetics business used by Britney Spears and Ashton Kutcher



Well-known Yorkshire creative marketing agency Outside the Box (OTB) has won a contract from Ethique, based in New Zealand, to review and refresh the branding of its range of products which use only ethically sourced, naturally derived and sustainable ingredients. The brand has gained international attention among celebrities such as Britney Spears and Ashton Kutcher as well as recognition from beauty publications like Vogue and Forbes.

Founded by science graduate Brienne West, the brand comprises 34 cutting edge products all in the form of solid beauty bars, which are sold in compostable packaging to eliminate the need for bottles, jars, lids, pump dispensers etc. With plans to extend its reach internationally, Ethique tasked OTB with reviewing and developing the brand to ensure that it appeals to overseas markets.

With extensive experience in FMCG marketing, including within the beauty sector, OTB was able to develop a redefined proposition and strapline; develop a brand pyramid and a robust set of brand guidelines to ensure a consistent implementation of the refreshed brand; and develop new brand assets covering social media templates, newsletters, graphics, packaging,



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imagery etc. The new branding was designed to appeal to new and existing customers and to encourage interest and trial of the products.

Brianne West, founder of Ethique said: “Ethique has really taken off in New Zealand and we’ve seen rapid growth which I believe is due to consumers wanting to vote with their wallet and support genuinely ethical, waste free companies which are doing their bit to protect the world we live in. With consumers around the world becoming increasingly concerned about ingredients and packaging across all sectors, we believe that it has huge potential overseas.”

Charlotte Holgate, account manager at OTB, says: “It’s great to work with a sustainable business that has such a positive, tangible effect on the environment. Ethique is attracting the attention of influencers all around the globe, from celebrities to internationally renowned publications.

“This is the start of our journey with Ethique, supporting them to grow the brand internationally and promote the concept of zero packaging waste for beauty products – Ethique’s dedication to sustainable beauty practices is preventing 100,000 plastic containers worldwide being disposed into our environment. It’s a fantastic range and we’re proud to be helping to develop its brand identity to support its profile globally.”