



From sea to shore

For the love of fish



Executive Summary

The frozen seafood category was struggling. The rise in chilled fish coupled with a battle with chicken had forced brands to trade on value which resulted in a spiral downwards of quality in the category.

Historically the brand had created a strong positioning being seen as the fisherman against a manufactured Bird's Eye brand. To convince consumers to shop frozen again the key challenge was to bring taste back to the freezer 'Fresh food Frozen, not frozen food'. Young's problem 'who believes a fisherman can cook them a tasty fish dish.'

We connected the sea back to the land and created a menu board feel to the communications capturing the moment of 'sitting at your favourite seaside restaurant.'



Market Situation - Context

The total frozen seafood market performance had been contracting for some time. Young's was the brand leader, with Birds Eye and Own Label in significant decline.

Consumers were buying less frozen fish than previously as a consequence of gondola end promotions, continued chilled seafood growth, quality perceptions, retailers focus on chilled and the continuous battle with chicken seen as a more flexible protein.

The frozen category had undergone a programme of cost cutting and value offering which had an impact on consumer perceptions of the Young's brand.

Overall, the key challenge for the Young's was rebuilding real food values, with the objective of demonstrating that frozen is not a compromise for fuss-free fish.



The Brief

Young's was lost at sea. The brand has become fragmented with certain sub-brands working well and some products with no real identity. They needed a strong masterbrand approach that placed Young's as the sea food experts.

The real challenge was building food values into the category. No-one wants their dinner served by a fisherman. First get consumers to want to eat frozen fish then Young's can lead by being 'the only true fish expert' in the freezer.

Convince consumers that Young's fish and seafood is fresh and healthy, frozen; clearly communicating the differentiating benefit of each individual range and SKU.

Create a unified Young's brand design communicating Young's fish expertise credentials coherently and credibly to shoppers and consumers whilst providing clear differentiation between architectural pillars.

Design Budget - £250,000

Challenge in a nutshell

'From Sea Fishermen to Sea Foodies'



Strategic Insight

Over the years Young's had done a wonderful job in placing themselves as the fishermen brand. We discovered that whilst this worked for them against Bird's Eye who were seen as manufacturers, the challenge from a consumer perspective was,

'Fishermen do not make great cooks.'

Therefore the core insight that focused the brief was that we needed a metaphor that connected great fishermen to great sea food. The solution was to connect the Young's brand back to the shore and in doing so connect the brand to a place where people enjoy great sea food. We created an iconic landscape of Young's home town Grimsby and created a warmer palette of blues to add an emotive layer to the scene.

Before



all at sea...

After



sea to shore



Design Solution

The masterbrand shore line was applied to every range within the portfolio. The scene became a more evening red sky for the Gastro range. The Young's branmarked was increased to give more confidence and impact and allowed the product and sub-brands to connect so they always read Young's Scampi, Young's Gastro etc. Our brand vision was

‘For the love of Fish.’

We dialled up foodiness by creating the menu board device for all product names. This aided navigation and further connected Young's to places to enjoy great seafood, above their fishermen credentials.





Client Satisfaction

“As well as having had a direct impact on sales in an incredibly challenging market, our new Sea to Shore brand identity has had a hugely positive response from consumers, customers and our employees who feel tremendously proud of Young’s and Grimsby – the home of great fish for generations to come.”

Yvonne Adam, Marketing Director

Other Influencing Factors

TV advert by Quiet Storm that moved the brand away from the fisherman back into the home through the eyes of Malcolm (a very well spoken jealous cat). The quality ingredients and culinary skill that goes into their products make them irresistibly delicious and we know this because we have a frustrated fish expert to tell us.

Research sources

Neilson Market Data

Young’s Seafood



