



PROJECT TITLE
EXPERIENCIA GOURMET
CORPORATE IDENTITY

CATEGORY
CORPORATE/ BRAND

SUB CATEGORY
1.1 DESIGN AND IMPLEMENTATION
COSTS OVER £100,000

CLIENT COMPANY
EL PUERTO DE LIVERPOOL

DESIGN CONSULTANCY
LEWIS MOBERLY

CURRENT DATE
16.07.12

FOR PUBLICATION

"The brand now accounts for a daily 14-35% of total store sales. This compares to a previous average figure for Liverpool gourmet food halls of 2%."

JUAN LUIS BERRUGA
Direccion de Alimentos y Bebidas
El Puerto de Liverpool

2.0 EXECUTIVE SUMMARY

EXPERIENCIA GOURMET CORPORATE IDENTITY

It's not all burritos, enchiladas and dried grasshoppers; Mexico's emergent middle class have a growing interest in gourmet food and drink from around the world.

Experiencia Gourmet is a new innovative gourmet food hall brand within El Puerto de Liverpool, the largest department store chain in Mexico.

LM created the positioning, brand story, naming and graphic brand identity for Experiencia Gourmet and the brand now accounts for a daily 14-35% of total store sales. This compares to a previous average figure for Liverpool gourmet food halls of 2% and to a target of 10% that many Liverpool directors considered optimistic.

Experiencia Gourmet is attracting a new younger consumer to Liverpool and also stealing consumers from their more premium competitor department store El Palacio. The brand is having a positive halo effect on the motherbrand and consumers enthusiastically using twitter, facebook and foursquare have created the brand's only publicity.

Staff recruitment, previously difficult, is now easy and morale is high.

The success has led to an ambitious roll out programme for both the food halls and a private label product range. An Experiencia Gourmet branded mineral water has already been launched and, despite being twice the price, is out-selling Coca-Cola's Ciel brand where they are sold alongside in Liverpool's stores. Given the size and profitability of the mineral water market in Mexico and its anticipated growth, this is also set to be a significant profit centre.

(235 words)



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EXPERIENCIA GOURMET
BRANDED ITEMS

*...to create the most exciting,
truly innovative and successful branded
gourmet food hall in Mexico.*

3.0 PROJECT OVERVIEW

3.1 OUTLINE OF PROJECT BRIEF

The business objective:

- To create the most exciting, truly innovative and successful branded gourmet food hall in Mexico.

The challenge:

- To create a premium brand (brand positioning, story, naming and graphic identity) which is also inviting and accessible to the emergent middle class of Mexico.

3.2 DESCRIPTION

El Puerto de Liverpool is Mexico's largest department store chain with over 60 stores throughout the country. It is a much trusted brand amongst married women with families who acknowledge the truth in the store's strapline '*Liverpool es parte de mi vida*' (Liverpool is part of my life).

Liverpool has tried on a number of occasions to create gourmet food halls to meet the growing interest of the emergent middle class in gourmet foods and drink. However, these attempts have never been successful with sales accounting for approximately 2% of the total store sales. The new food hall combines several eating venues where consumers can experience gourmet food prior to also buying products for at-home consumption.

3.3 OVERVIEW OF THE MARKET

Gourmet food and wine consumption continues to grow with increased interest by the middle classes, especially in Mexico City. As the reputation of Mexican wines increases, preference for native wines is also increasing. At one time, no sophisticated restaurant in Mexico City would serve Mexican wine but today, newer restaurants always include selections from Mexico on their wine lists. Larger cities now have gourmet restaurants and hip areas like Roma, Polanco and Condesa in Mexico City have an increasing number of corner delis.

El Palacio, Liverpool's more upmarket department store competitor, has gourmet food halls that are more premium and more commercially successful than Liverpool's and competition also comes from Europea, a premium chain specialising in wines and spirits and with a limited range of gourmet food products such as salted cod, hams and cheeses.

3.4 PROJECT LAUNCH DATE

The first Experiencia Gourmet was launched in November 2011 as part of a new Liverpool store at the Interlomas shopping mall in Mexico City. A second Experiencia Gourmet food hall has since been opened at Villamosa in March 2012. Both were an immediate success.

3.5 SIZE OF DESIGN BUDGET

More than £100,000

3.6 OUTLINE OF DESIGN SOLUTION

The brand story and name sets up Liverpool's buyers as experts and Experiencia Gourmet as a relaxing, enjoyable place to try out and buy new foods from all over the world: *'No Italian olive grove is too steep, Norwegian fjord too deep, or New Zealand vineyard too remote for our food experts. Theirs is a journey of discovery in search of the exquisite, the unexpected and the truly delicious. Finally they return bringing their treasures with them. At Experiencia Gourmet, the gourmet food hall at Liverpool, you can share these treasures, relax and enjoy fabulous food in our eateries or buy some to delight those at home. Everyone needs time out from their hectic lives - a new place to inspire and re-energise. And the kids are welcome too - Bolo is here to entertain them, It's all here under one roof at Experiencia Gourmet.'*

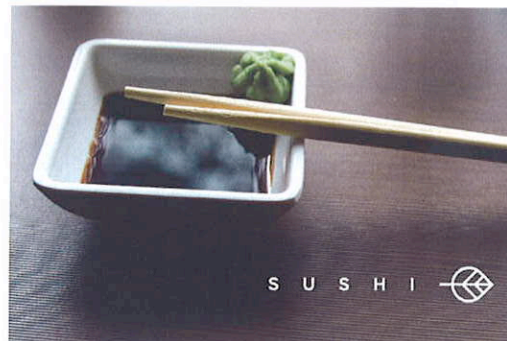


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THE EXPERIENCIA
GOURMET IDENTITY SYSTEM

Reflecting a pleasurable, sociable gathering, the narrative brand identity unites an intriguing mix of creatures and icons, to form the marque of Experiencia Gourmet. The marque visually unravels throughout the food hall with a unique element dedicated to each venue or product area. While premium, the identity is also engaging and accessible - it is a playful invitation to participate.

Because the food hall is such a vibrant, colourful environment, the brand identity is black on white. In certain applications it appears as specific tints of grey or as a watermark and only on the uniforms is it reproduced on black. The identity is implemented over a wide range of items including carrier bags, signage, display plates, take away packaging, menus and delivery vans.

(269 words)



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SUSHI IDENTITY

4.0 SUMMARY OF RESULTS

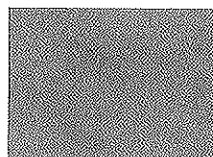
4.1 INCREASE IN SALES

On a daily basis Experiencia Gourmet sales fluctuate between 14-35% of total store sales compared to a target of 10% that many Liverpool directors considered optimistic in the extreme and a meagre 2% achieved by previous Liverpool gourmet food halls. The higher percentages are typically reached at weekends when the stores are at their busiest. Experiencia Gourmet at Interlomas can attract as many as 6000 visitors a day at weekends when it is open from 8am - 11pm.

The Tapas, Italian and Deli areas are doing particularly well and wine is bought from the Cava section by 78% of consumers as opposed to 32% in previous Liverpool food halls which often operated more as wine shops than food halls.

Plans for creating private label products and packaging for Experiencia Gourmet are still under wraps but an Experiencia Gourmet mineral water has already been launched. This is sold in all Liverpool stores, not just the two with the Experiencia Gourmet food hall, and outsells Coca-Cola's Ciel despite being twice the price at 10 pesos per 60cl bottle. This success is particularly interesting given that in Mexico most restaurants won't give you a glass of tap water, drinking fountains are a rarity and, when having dinner with friends, they'll hand you a plastic bottle. It isn't just tourists who won't drink the water in Mexico! It's nearly everyone, making the country one of the most valuable markets in the world for beverage companies. With growth in the soda segment flattening out, in part due to government anti-obesity campaigns (soda sales have been banned in schools), the growth and competition are in water. Analysts project Mexican bottled-water sales will grow to \$13 billion by 2015, up from \$9 billion in 2011, surpassing the U.S. to become the world's largest market. While 85% of bottled water in Mexico is sold in 10 to 20 litre jugs commonly delivered to homes, single-serve bottles are roughly ten times as profitable and, in that category, Coca-Cola is the number 2 brand after Danone. The potential for Experiencia Gourmet mineral water is significant.

PERCENTAGE
OF CONSUMERS
BUYING WINE



32%

IN PREVIOUS
LIVERPOOL GOURMET
FOOD HALLS



78%

IN EXPERIENCIA
GOURMET FOOD HALL
WITH NEW IDENTITY

4.2 IMPROVEMENTS IN STAFF RECRUITMENT AND MORALE

In the past it has been difficult for Liverpool to attract good staff to work in their food halls as the commission part of the salary was always low. People are now clamouring to work at Experiencia Gourmet and be part of a busy, motivating atmosphere. The smart black, white and grey staff uniforms are both practical and much liked. Previously staff wore unbranded white coats and hats.

4.3 MANUFACTURING COSTS

The simple black, white and grey colour scheme make the Experiencia Gourmet products and signage cost effective to reproduce.

4.4 INCREASE IN MARKET DISTRIBUTION

Following the success of Experiencia Gourmet at Interlomas and Villamosa, the food hall is being rolled out as quickly as possible into 4 further existing stores this year and an additional 8 in 2013.

4.5 INCREASE IN MARKET VALUE

Sales figures are given in the judges' version. Given the low income from previous Liverpool food halls, virtually all these sales are incremental.

4.6 INCREASE IN MARKET SHARE AND FOOTFALL

Part of the objective of launching Experiencia Gourmet was to attract younger people to the stores and also to appeal to more upmarket consumers with greater disposable income who would normally shop at El Palacio's gourmet food hall.

While children are taken by their mothers to Liverpool, the store tends to lose its relevance from teens upwards until they marry and start their own family. Observation shows many couples and groups of 16-25 year olds now eating at Experiencia Gourmet. Consumers with El Palacio carrier bags are also seen eating in Experiencia Gourmet in Interlomas.



SHOWN BELOW
PRIDE IN WEARING
STAFF UNIFORMS

4.7 COMPETITIVE REACTION

Generally a shopping mall will have two anchor stores – Liverpool and El Palacio. At Villamosa mall where the Experiencia Gourmet food hall is already open, rumour has it that El Palacio have set aside a whole floor to launch a new concept food hall in order to compete better with Experiencia Gourmet when the store opens in October 2012.

4.8 CHANGES IN SPENDING PATTERNS OF TARGET MARKET

The enormous % sales increase demonstrates the change in spending patterns of Liverpool's consumers. At the Interlomas store, Experiencia Gourmet forms the entire top floor of the department store and is accessible by its own entrance direct from the top floor of the mall so consumers visiting the food hall do not necessarily enter the rest of the store.


However, at Villamosa, Experiencia Gourmet shares the top floor with the home furnishings department and the latter has become the best selling department in the store whereas normally it lags behind clothing and electronics. Observation suggests that consumers eating at Experiencia Gourmet also tend to browse and often buy from the furnishings department.

Experiencia Gourmet hopes to influence further consumers' spending patterns by holding wine tastings and launching a branded wine app. This will bring it into direct competition with Europea and its popular Cava Club.

4.9 CHANGES IN PERCEPTION

The buzz created around Experiencia Gourmet is having a positive halo effect on the mother brand. It is adding a sense of innovation, pleasure and sophistication and attracting new consumers to Liverpool. In a consumer survey done in Mexico City after the opening of the Interlomas shopping mall, Experiencia Gourmet came top of the unprompted mentions when consumers were asked what came to mind when they thought of Liverpool. Enthusiastic consumers have taken Experiencia Gourmet to heart and created a lot of publicity through social media like Foursquare and facebook.

La hamburguesa italiana, la mejor!!!!
Buen lugar para pasar una tarde a gusto con tus hijos

 Abdala de Jesús A.

Sun Apr 8 2012



Amigos



Explorar



Laura

The Italian Burger is the best!!!!
Great place to spend an afternoon with your kids

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FOUR SQUARE
CONSUMER POST