



Bio Green: One giant leap for Edna...

category

1. corporate/brand identity

sub-category

1.2 design and implementation costs under £100,000

client company

Bio Green Dairy

design consultancy

Carter Wong Design

Date

June 2013

...the biogreen cow



2. executive summary

All over this green and pleasant land you will find small, unsung companies making excellent, high-quality products. For many of these passionate manufacturers, each with a unique character and personality, commercial success is an elusive goal simply for the want of effective brand expression.

Bio Green was such a brand.

This quirky producer of yogurt based products was languishing in corner shops, struggling for shelf space. Yet within 6 months of relaunch under a redesigned brand and new packaging, its flagship lassi range had:

listed in

4

major
multiplies

achieved

335%

sales value
growth

reached

266%

sales volume
growth

exceeded by

137%

the sales value
target

delievered

return
on design
investment

far

outstripped
market
benchmarks

*for smoothies,
indian food and
yogurt drinks*

word count: 122

3. project overview

1. outline of project brief

We were briefed to redesign the Bio Green brand, starting with the brand identity and including packaging of their lassi drinks range.

The objectives:

- ✓ To create a modern, fresh and memorable brand
- ✓ A brand with a feel-good, fun personality
- ✓ A brand that would provide momentum to the lassi range
- ✓ With flexibility to stretch to future yogurt-based products
- ✓ Grow retail sales of the lassi range to £170,000 by end of year 1
- ✓ Grow sales volume of the lassi range 40% by end of year 1
- ✓ Gain listing of the core range into Tesco

2. description

Bio Green is a small producer of dairy products focused on quality eating and drinking yogurts. The brand has existed for over 25 years and was sold in independent UK retailers. In recent years the brand had plateaued with flat distribution, volume and sales. It was also coming under increasing pressure from big marketing spenders such as Yop, Andechser and newcomer Savera, backed by food giant, Arla Foods.

With mainstream eating and drinking habits having been transformed by the uptake of exotic ethnic treats in recent years, Tesco had decided in 2010 to 'test the water' with a range of lassis, an Asian style yogurt drink. Bio Green, along with two other brands, Savera and Pakeeza, were selected to trial competitively in a number of their stores.

2. description (continued)

The original Bio Green lassi range was launched in November 2010 to trial in 45 Tesco stores. The range came in three fruit flavours - Lychee, Mango and Passion fruit - and was available in 1l, 500ml, 250ml and 4x 250ml multi-pack.

Although it was a good product, initial trial results were very disappointing. However, Bio Green was convinced of its potential and determined to make this opportunity a success, so they decided on a redesign mid trial. Thus in April 2011 we were engaged to redesign the brand and its lassi range. The project was fast-tracked and relaunched in February 2012.

3. overview of market

The overall UK Asian food market is estimated to be worth over £581,000,000 (Source: Key Note – Ethnic Foods Report 2012). The drinking yogurt market (excluding the mini active drinks, Yakult, Actimel, etc.) is relatively small and estimated in tens of millions. There is no available market statistic for ethnic yogurt drinks but the sales of flavoured milk were estimated at £160,000,000 in August 2010 (Source: AC Nielsen).

The challenge was to overcome a negative trend in sales of smoothies and an almost flat growth in the Asian market. The solution Bio Green came up with was to apply its many years of know-how of yogurt drink making on a popular Asian drink, lassi, that was rarely available in a fresh format in the UK. It was this expertly formulated product that won it the trial in selected Tesco stores.

4. project launch date February 2012

5. size of design budget £15,000

6. outline of design solution

Brand

Understanding that Bio Green's promotional and marketing budgets are limited, it was critical that the redesign produced packaging provided a platform to show-off the brand. To that end we set out to create a strong overarching logo, at the heart of which was the 'Edna' the leaping cow.

This symbol ticked all the boxes of the brief, being modern, fresh and memorable. It also answered the requirement for a brand with a feel-good, fun personality.

Then, to maximise brand recall we made the new logo the out-and-out hero of the packaging. The result is that the logo is at the centre of the design architecture and dominates the pack.

modern
with an
ethnic twist

feel-good
with a fun
personality

appeal to
both ethnic
& mainstream
consumers

Lassi range packaging

We were briefed to create a design that would combine the authenticity and visual language of smoothies, but with a modern ethnic twist. We set out to create an Asian look that would appeal to both ethnic and mainstream consumers. The final result successfully combines the two key elements that are pivotal for the market, authenticity and modernity, in a harmonious whole.

The design uses typical Indian motifs - a shiny foil disc to introduce some Bollywood bling, ringed by a decorative garland and arranged on a henna inspired background. At the centre, the new Bio Green logo.

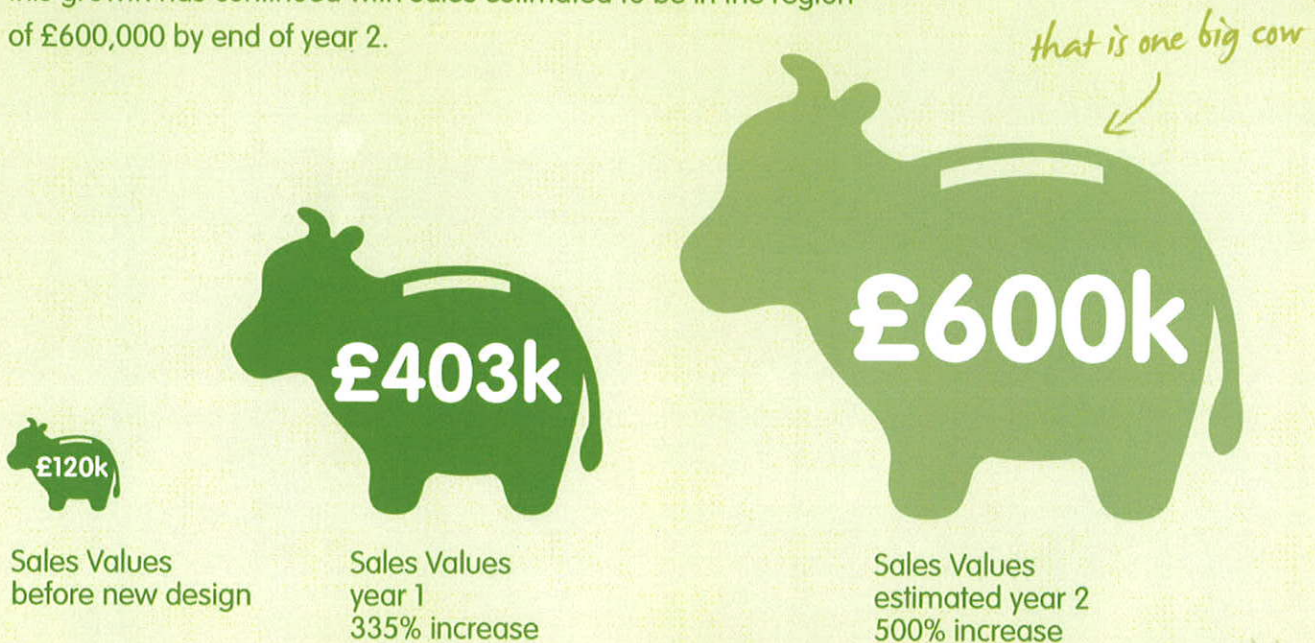
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4. summary of results

increase in sales value

Lassi exceeded the set target of £170,000 for end of year 1 by 137% with sales up from £120,000 to £403,000. Of equal significance, this growth has continued with sales estimated to be in the region of £600,000 by end of year 2.



increase in sales volume

Lassi exceeded the set target of 40% for end of year 1 with sales volume rising from 60,000L to 220,000L, equating to a rise of 266%.

increase in market distribution

Within 6 months of launch Lassi had secured listings in Tesco, Sainsbury's and Asda and, three months later, also in Morrisons.

return on design investment

Based on all the above, the design investment has been recouped many times over.

outperforming market benchmarks

According to Kantar Worldpanel, the UK smoothies market declined by 11.2% (November 2012. Year on year). From Feb 2012 to Feb 2013 Lassi grew by 335%.

According to Key Note - Ethnic foods UK 2012 report (November 2012) Indian food growth was 1.9% in 2011. Lassi outperformed this benchmark by 333%.

Kantar Worldpanel data (52 wk ending 25 Nov 2012) reports that, 'yogurt drinks have grown 4.0% in Volume to 103,178 (000s litres) vs. last year, ahead of value sales which grew 1.9%'. Again lassi outperformed the value sales benchmark by 333%.

increase in brand competitiveness

Before the rebrand, Bio Green was one of a number of brands vying for market leadership in fresh lassi. Having made the breakthrough with major multiples, Bio Green's lassi product is now acknowledged to be the runaway market leader.

reductions in production costs

Increased volume enables the company to get better prices on packaging and raw ingredients. Allowing for fluctuations of commodities prices, a saving of approximately 3% in proportion to volume was achieved over the previous year.

Improvements in staff morale

Staff were proud to see the company's products on the shelves of major multiples. This naturally gave general morale a boost and even had a positive knock on effect in productivity.

5. other influencing factors

The brand does not enjoy above the line support.

This sector invests in extensive and continuous promotional activity across the board - BOGOF, multi buys or half price. This renders the branding achievements that much more remarkable - Bio Green, apart from the festival periods (Ramadan, Diwali), invests very little in promotional activity.

6. research resources

Bio Green sales, AC Nielsen, Kantar Worldpanel, Key Note

"In a largely static market (indeed with some segments going down), the performance of our lassi range is quite remarkable. This notable success can only be attributed to the new branding and packaging as it was unsupported by any significant marketing or promotional activity."

Nir Sapir, CEO, Bio Green Dairy