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For Publishing

Bonfire Creative Intelligence - Bush Entry  
DBA Effectiveness Awards 2013



# Bonfire<sup>®</sup>

creative intelligence

Project title: Bush @ Argos  
Client company: Home Retail Group  
Category: Corporate/Brand Identity  
Sub Category: Design and implementation costs under £100,000  
Design consultancy: Bonfire Creative Intelligence  
Current date: 20 July 2012  
Credits: **Argos Management**  
Andrew Turner, Family of trusted brands Brand Manager  
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FOR PUBLISHING



**BUSH**  
Real Life Technology

## Executive Summary

The Bush brand had significant heritage in the UK market but over the years the brand's value had been eroded through perceptions of poor quality and inferior technology. The brand was delivering static sales across Argos and was coming under threat from the increase in budget brand technology sales within the grocery sector.

Argos is a unique retail environment in the UK and Ireland where customers are normally unable to see and touch what they're buying until they have made their purchase. As a result, the Argos Catalogue – in print and online – is the only point of sale potential consumers will interact with. The success of any brand or product within Argos therefore depends on the engagement that can be generated in print and digital channels.

A further challenge facing the Bush brand was the inconsistent way in which it was communicated across the product range. In a market sector where aspiration and desirability are key purchase influences, there was little to attract potential buyers to a brand that seemed confusing, dated and wholeheartedly, a budget option.

By rebranding Bush across Argos, Bonfire Creative Intelligence has helped realise the brand's potential with sales in the first six months since its relaunch increasing by over 50%.

The brand's success is even more remarkable considering that the overall consumer electronics market fell significantly in 2011 as a result of price pressure and falling consumer confidence. When consumers need more convincing to upgrade or replace big ticket items at home, the transformation that intelligent and creative design can make to the Bush brand has been clearly demonstrated.

## Project overview

### Outline of project brief

Bush was a stable brand delivering static sales within the Argos portfolio. In the six-month sales period catalogue 74, it delivered 13% of total category sales in Argos as a whole; and despite a declining market in the following 6 month sales period of catalogue 75, Bush increased to 18% of total category sales/market share. Within its value brand proposition it offered a safe, if uninspiring, choice for consumers.

The view at Argos was that the brand was underperforming. The technology and product quality was comparable to higher priced brands, but it was being presented in a confusing and inconsistent manner online, in catalogue and on pack. At no point during the customer journey were consumers inspired or given a sense of desirability.

Bonfire's brief was to:

- Raise awareness that the Bush brand was now exclusively at Argos
- Generate consumer awareness of Bush's comparable technology offer with more premium brands in the marketplace
- Clearly differentiate the Bush brand from the value end of the market (Alba, Technika) by creating more aesthetic appeal across all brand communications
- Created a unified identity across the brand that maintained Bush as a mass market proposition
- Increase sales and market share by driving more budget conscious consumers from supermarket purchases to purchases at Argos



## Description

The Bush brand was bought by the Home Retail Group from a third party as a strategy to compete with supermarkets. Although a brand with heritage, the branding had been neglected for over a decade.

Whilst the technology provided by Bush was on a par with the likes of Toshiba, LG and Sony, there were no consistent messages going out to consumers communicating this. Consumers seemed to prefer to pay extra to purchase a more desirable brand, such as Sony, Samsung or LG.



## Overview of market

The UK consumer electronics market was estimated to be worth £5.3bn in 2011. It marks a decline from the £6.2bn value in 2010; the value decline has been largely driven by price pressure and falling consumer confidence. Apple, Sony, Panasonic, Toshiba and Philips are the leading premium brands. Bush was perceived by customers to be in the value/entry level segment of the market along with brands such as Goodmans, Technika and Logik.

Online retailing is becoming increasingly popular in the marketplace as it allows consumers to compare prices, features and buy products at competitive prices without leaving their home. This potential opportunity for Bush within growth channel was something the Argos business model was well-positioned to capitalise on.

## Project launch date

July 2011 (catalogue 76).

## Size of design budget

£32,000

## Outline of design solution

The strategy for the rebrand was to target consumers who want all the latest home hub technology but without the budget to fulfil their ambitions. Bonfire knew that to achieve this, the branding had to have aesthetic appeal and be perceived as 'not a bad thing to have in your house'.

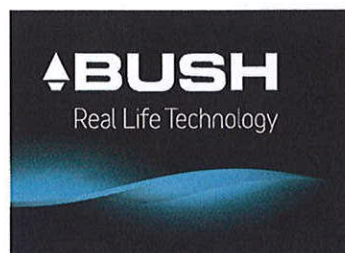
Budget-conscious consumers looking for value for money and quality products needed to be engaged with by the Bush brand on both a function and emotional level. The new branding needed to reposition Bush in their minds as being 'better to best' quality but at a lower price than more premium brands. This would be achieved by communicating the functional elements of the technology that people demanded with visual communications that benchmarked well against the likes of Sony, Samsung or Philips.

Bonfire began the creative process by simplifying the Bush brand communication, making it consistent across all channels and enhancing its appeal to the target audience with a more contemporary and desirable feel. When consumers were comparing Bush against brands such as Sony, Samsung and LG online and in the Argos catalogue, it was important that the brand was able to hold its own. We therefore developed a new strapline and visual icon that would always be communicated in conjunction with the established Bush logo.

The strapline, Real Life Technology, epitomises the new position for the brand of leading technology at the right price. The visual icon – the Bush Twist – was developed to be used across all Bush packaging to highlight and draw attention to the Bush brand. As a visual differentiator between Bush and all the other brands on the market, it works across all product categories and helps to raise perceptions of the quality of the brand amongst the target audience.

When communicating to consumers in the Argos catalogue and online, we also developed a product feature flash in order to highlight key functional product benefits. This reinforces the message that the quality of the technology in Bush products is comparable to leading UK brands. A new photography direction was created to make the products more visually appealing, create a greater sense of desirability in the target audience as well as reposition Bush into a more premium segment of the market.

Finally, we developed a comprehensive brand packaging guidelines document so that the multitude of international suppliers that Bush works with across the globe would be able to deliver the new brand proposition consistently, irrespective of language differences.



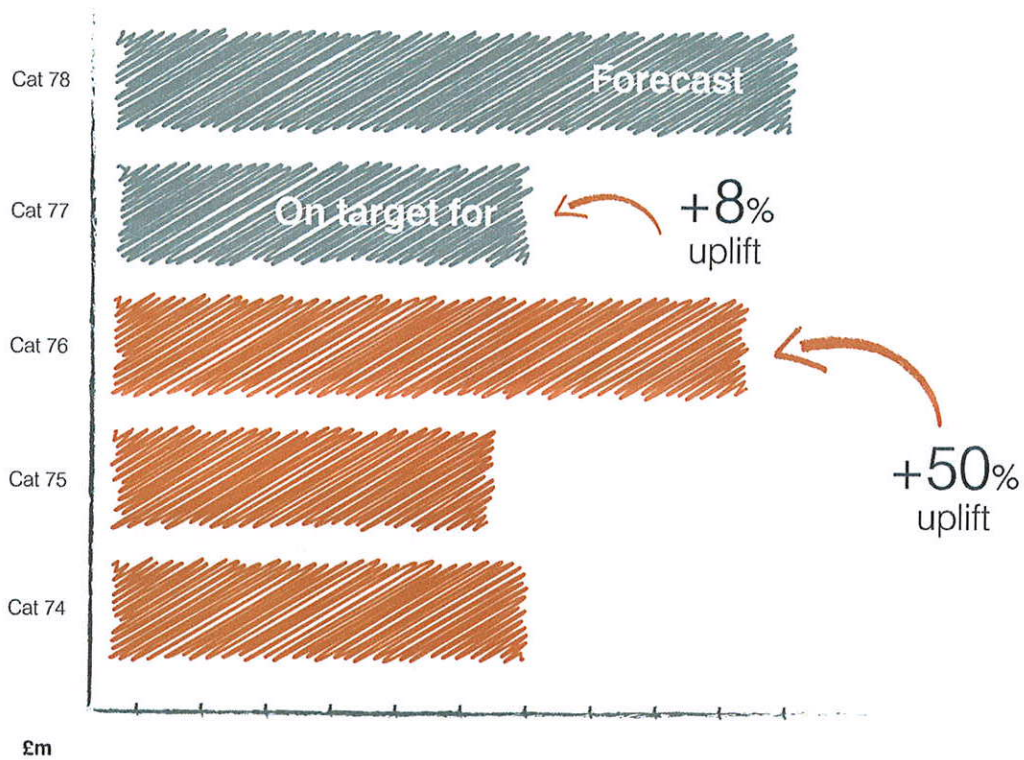


# Summary of results

## Increase in sales

On the first day of trading with the new brand identity in July 2011, the incremental sales achieved by Bush products at Argos more than paid for the company's investment in design. Sales were up 30% YOY in launch week and have averaged between 20-25% up YOY on all subsequent weeks.

This sales performance is even more remarkable given that it has been achieved in an overall market that is declining in value.



## Comparison of catalogue sales

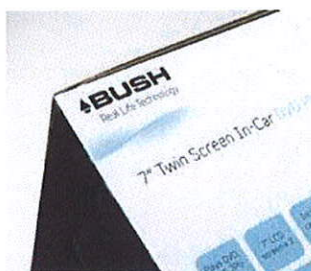
The Argos catalogue is the main point in the customer journey for purchase. Each catalogue has a print run of around 20 million copies and it is estimated by the company that on average 18 million UK households (or around two-thirds of the population) have an Argos catalogue at home at any one time. In addition, catalogues are also used by many in-store purchasers as a form of browsing or searching for impulse purchases.

Catalogues 74 and 76 (July-January) represent the same six-month sales period and cover the peak Christmas trading season for the consumer electronics market. A catalogue by catalogue comparison shows that an uplift of 50% was achieved in the July-January period (2010 versus 2011). No investment in above-the-line advertising was carried out for the Bush brand during the catalogue 76 sales period. In addition to the design work in catalogue 76, the Bush brand enjoyed a 'web shop' on the Argos website for the first time. The design work for this formed part of the overall project.



Cat. 76 - After rebrand

A catalogue by catalogue comparison shows that an **uplift of 50%** was achieved in the July-January period (2009 versus 2010)



Packaging - After rebrand



Cat. 74/5 - Before rebrand



## Increase in market share

Market audit data is still awaited however within the increase in overall brand sales, in particular Bush volume sales of sub-30" TVs have risen the most dramatically demonstrating that customers are buying into the brand promise of feature-rich technology at a lower price point.

## Return on Investment

By lunchtime on day one of the launch of catalogue 76, the increase sales of Bush had delivered back to Argos the investment the company had made in design.

## Changes in perception

The Bush heritage was built on the brand being well-known and selling value for money products. Research undertaken by Ipsos Marketing for Argos after the brand's relaunch in catalogue 76 has demonstrated that the design has had a significantly positive impact in improving perceptions of the Bush brand amongst its target audience:

Statement	Change after seeing the catalogue pages
Bush products have great features	+19%
Bush has innovative products	+14%
Bush products are highly appealing	+11%
Bush is a brand that fits in with my lifestyle	+11%
Bush is an exciting brand	+10%

## Other influencing factors

This campaign was delivered for Bush through catalogue page design, supported by a redesigned online Argos store for Bush. No above-the-line support was undertaken for Bush however above- and below-the-line promotional activity was undertaken for the Argos store network.



## Research resources

Revenue and sales/share information supplied  
by Home Retail Group, July 2012

The Argos Big Listen – Brand Perception  
Survey 4; Ipsos Marketing July 2012

# Visual Reference

