# Manomasa:

# Tortillas with Spirit



# Category

1.0 Corporate/Brand identity

# **Sub Category**

1.2 Design and implementation under £100k

#### Client

Manomasa

# **Design consultancy**

Pearlfisher

#### **Date**

June 2014

Non Confidential - For publication

Pearlfisher.



#### **EXECUTIVE SUMMARY**

After years of working with some of the UK's biggest snacking and food companies, it was time for a new challenge for Manomasa's founders. And that challenge was to create the world's tastiest and most authentic tortilla chips brand.

Manomasa had a great product, but needed a voice. Pearlfisher's task was to bring this start-up, premium, challenger brand to life through positioning, naming, tone of voice and design to achieve UK-based targets in sales, listings, and distribution.

The first year results are way beyond anyone's expectations. Despite entering a highly competitive market, in which multi-national brand Doritos dominates with an 80% market share, a value of £172.4m and an annual advertising spend of £3.8m, Manomasa took on the challenge to take on the industry giants and has significantly surpassed all its objectives. Significantly, all of these unprecedented results have a direct correlation with the brand identity and packaging design.



Sales treble to 200% over objective



YOY March monthly sales up 75%



Whole Foods Market listing within three months



Deli shop distribution trebles to 200% over objective



Distribution in independent channels 200% ahead of target



Sainsbury's listing two years ahead of schedule



Burrito Mama listing leads to 40g bag creation



Manomasa goes international



Design investment recouped in just six months



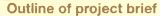
Three new flavours in the pipeline

What's even more incredible? There was absolutely no other support beyond the brand positioning and design in the first year of trading.

Word Count: 237







After many years of working with some of the UK's biggest snacking and food companies, it was time for a new challenge for Manomasa founders Lynn and Calum. And that challenge was to create the world's tastiest and most authentic tortilla chips brand.

Manomasa had a great product, but needed a voice. Pearlfisher's task was to bring this start-up, premium, challenger brand to life through brand positioning, name, tone of voice, identity, and packaging design.

The plan for the first two years was that Manomasa would be nurtured through the independent sector such as delis and farm shops in the UK, to give the brand time to establish itself before tackling the major multiples from year three.

With no other support beyond the brand design, specific year one objectives included:

- Listings in Whole Foods Markets
- Distribution in delis
- Gaining distributors that service independent channels

#### Description

Lynn and Calum had their light bulb moment whilst sat at the bar of a bustling Mexican taqueria as they scooped super fresh salsa onto perfectly hot, crunchy totopos. There and then, they decided that they would put their masa where their mouths were and bring the colour, flavour and excitement of global street food back home to the UK.

Their shared passion for hands-on eating made it easy to decide what they would champion – the versatile little tortilla chip in all its crispy, crunchy, crumbly glory.

Back in the UK, they spent months and months going through hundreds of recipes and processes to come up with their core range. Everything is authentically crafted, from the choice and quality of ingredients through to the fact that each flavour has its own shape – one that works best with the tortilla's taste and texture, and to use with complementary dips.

The brand launched in March 2013 with three flavours in 160g sharing bags: White Cheddar, Chipotle & Lime, and Sea Salt & Cracked Black Pepper.

As they dream up each new batch, their motto is simple: anything is possible if you show real spirit.



## PROJECT OVERVIEW CONTINUED.

#### Overview of market

The UK tortilla chip market is dominated by Doritos, which is aimed at the mass market, has an 80% market share, a value of £172.4m and an annual advertising spend of £3.8m. Manomasa took on the challenge to take on the industry giants and when it launched, was distinct in the category, which lacked any strong premium alternatives to Doritos. As Manomasa's share of market is so small, it does not currently register in any studies.

Manomasa is the only brand in the market that's made with all natural high quality ingredients, making it both vegan and gluten free. Stockists see it as premium snack food, rather than just another tortilla chip.

word Count: 476

TORTILLAS WITH SPIR



Pearlfisher.

# **OUTLINE OF DESIGN SOLUTION**

## The story and positioning

To come up with the brand's special difference, Pearlfisher looked at premium snacking frends, the worlds of tortilla chips and street food, and what makes a true challenger brand.

Pearlfisher found that the driving force for Manomasa's story needs to be all about 'Raw goodness.' Real goodness is a rich and raw experience, so the brand takes inspiration from street-side foodies across the world to create fresh recipes with real ingredients and great stories. It bakes all of this into chips that will lift the spirits and leave taste buds inspired.

## Name and logo

The name, created by Pearlfisher, came naturally. Corn 'masa' is what the brand uses as the base for its tortilla chips, and 'Mano' means 'Of the hand.' Manomasa is a corn chip that fits in your hand. This is proudly displayed in the banner logo.



## OUTLINE OF DESIGN SOLUTION CONTINUED.

#### Strap line

Based on the positioning, 'Raw goodness', Pearlfisher developed the strapline 'Tortillas with Spirit', which runs across all brand touch-points.

#### Identity

The brand speaks with the vision, expertise and real passion of its creators. re-introducing people to this heroic but often overlooked, tasty staple. Humble yet proud, Manomasa was born on the back streets of Mexico yet seeks to become a symbol of all that street food can be – visceral, vibrant, human, and the most honest and raw expression of real taste expertise.

In a move away from Mexican clichés and the brash, artificial world of party snacks, Manomasa's brand identity is simple yet celebratory. It's a proud statement of what these chips bring to the table with their real ingredients, generous spirit, and desire to bring people together over delicious foodie experiences. This is conveyed through a montaged illustration style that celebrates the unique layers of taste.



# OUTLINE OF DESIGN SOLUTION CONTINUED.

#### Packaging

The pack designs showcase the depth of creation that has gone into each variant. Key to the front of pack is bringing to life the crisp shape and texture, surrounded by the core ingredients for each flavour. The montaged illustration style is supported by the strap line, flavour name, and list of ingredients.

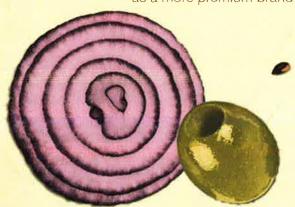






The back of pack deconstructs each detail about the product through various stories, in a direct, genuine, and expressive way – from the specific product shape and the number of attempts it took to get the right texture and taste for each variant, to the best way to eat it beyond the bag.

And it's all wrapped up in a matte finish bag to position Manomasa as a more premium brand.







# OUTLINE OF DESIGN SOLUTION CONTINUED.

#### Website

Working together on an online strategy, Pearlfisher also designed and built the website (http://www.manomasa.co.uk/), with a CMS system that would eventually feed into Facebook, in year two.

Word Count: 445



## SUMMARY OF RESULTS

One year post-launch, the results are way beyond anyone's expectations. The brand has significantly surpassed all its objectives, and all of these unprecedented results have a direct correlation with the brand identity and packaging design.



The brand tripled its sales objective, achieving sales 200% above the original target. This is all the more amazing as Manomasa had no sales promotions.



# YOY MARCH MONTHLY SALES UP 75%

March 2014 saw a 75% sales increase over March 2013:



# WHOLE FOODS MARKETS LISTING IN THREE MONTHS

Not only did Manomasa achieve this objective, but the listing was for all Whole Foods Market shops in the UK, and it happened just one quarter of the way into the first year of trading.



# DELI DISTRIBUTION TREBLES TO 200% OVER OBJECTIVE

Manomasa ended its first year of trading with distribution in three times more delis than the objective - 200% more than expected.



#### SUMMARY OF RESULTS CONTINUED.



#### DISTRIBUTION IN INDEPENDENT CHANNELS EXCEEDS TARGET BY 200%

By the end of year one, Manomasa doubled the target number of distributors that service independent channels. This is an unbelievable achievement, since distributors are extremely competitive, preferring exclusivity with brands.



#### SAINSBURY'S LISTING TWO YEARS AHEAD OF SCHEDULE

First year sales were helped by an unanticipated Christmas 2013 listing in Sainsbury's – and the retailer actually came to them. This is hugely significant, considering Manomasa hadn't planned to reach out to multiples until its third year of trading. What's even more impressive is that, following the success of the listing during Christmas 2013, Sainsbury's have requested to stock Manomasa for Christmas 2014.



#### BURRITO MAMA LISTING LEADS TO 40G BAG CREATION

Thomasina Miers, founder of the Burrito Mama and Wahaca Mexican street food chains, saw Manomasa in her local deli and tried it. She loved it so much that she contacted the brand, and within days a new 40g snack bag was created for Burrito Mama – a brand match made in heaven.



#### MANOMASA GOES INTERNATIONAL

Exporting Manomasa beyond the UK shores was never part of the original plan. But as a direct result of seeing the brand online or in Whole Foods Market, Manomasa was contacted by various international retailers and distributors. It's now sold by retailers in Hungary, Dubai, and Norway. And they're currently in discussions with retailers and distributors in Belgium, Germany, and the UAE.



#### DESIGN INVESTMENT RECOUPED IN JUST SIX MONTHS

Manomasa recouped its design investment within six months of launching - no mean feat for such a relatively small brand.



#### THREE NEW FLAVOURS IN THE PIPELINE

As testament to the success of the core range, Manomasa is launching three new flavours in 2014: Tomatillo Salsa, Manchego and Green Olive, and Pink Peppercorn and Green Lemon.



## SUMMARY OF RESULTS CONTINUED.

#### **Testimonials**

We don't have the luxury of a sales team and I manage the sales myself. From this point of view, the brand strategy and design that Pearlfisher created has really been fantastic. I had no other selling tools other than the brand design in the first year. As distribution has increased, the awareness has grown, and I am definitely seeing an increase in trade demand. Just over one year post-launch, sales enquiries are coming in on their own now. We're completely different from the competition and the brand identity is perfect for our intended distribution and consumers. The name has also been very strong – creating a lot of discussion on its meaning.

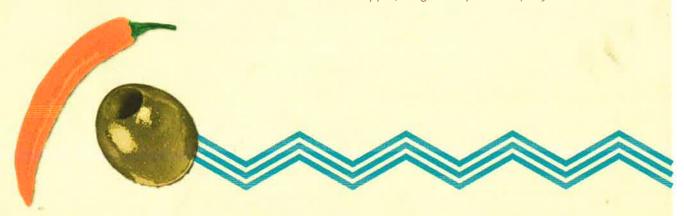
- Charlotte Simpson, Brand Manager, Manomasa

We think you have strong branding and the individual shapes are a differentiator element that engages customers too.

- Buyer, Whole Foods Market

We've just discovered your brand on several blog articles and Pinterest walls, and even though we haven't tasted your products yet, we love your positioning and your packs. Clearly, your brand is in direct line of what we are used to reference. So if you are looking for a partnership in Belgium, we're more than happy to meet up.

- Blue Pepper, Belgium Export Company





# OTHER INFLUENCING FACTORS

What makes this success story all the more incredible is that there was no other marketing support for the brand in its first year of launch beyond the brand's identity, packaging, and website.

In fact, there wasn't even a sales team – sales were managed by the brand manager. Although a plan existed for Social Media, this only began to be used in year two.





# RESEARCH RESOURCES

Manomasa internal data

Just-food.com

The Grocer's Focus On: Crisps, Nuts and Snacks 2014



# SUMMARY OF RESULTS CONTINUED.

#### Testimonials continued.

"Manomasa was one of our most successful launches last year."

-Nigel Briggs, Tree of Life (UK distributor)

"We are a young, fast-growing company from Hamburg, Germany and are committed to the mission to scout the most unique and best food from manufactories around Europe. One of our Foodscouts discovered your Tortillas on the internet and we think that they would be a good fit for one of our upcoming Foodist boxes (June or July)."

-Foodist, German distributor

"I came across your company website and we are very interested in exporting your brand to the Middle East. We source the delicacies that the larger companies miss, or never even know exist. Our specialty is to find niche foods and products not already catered for in the Middle East Market. We only choose the finest products from award winning food producers."

-Koona, Export company that supplies Waitrose in Dubai, and other speciality retailers in the region