

# TWICKENHAM FINE ALES

1.0 CORPORATE/BRAND IDENTITY

1.2 DESIGN AND IMPLEMENTATION  
COSTS UNDER £100,000

TWICKENHAM FINE ALES.  
SPRINGETTS BRAND DESIGN CONSULTANTS LTD.  
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springetts  
brand design

# EXECUTIVE SUMMARY

Against a market of insipid mass production beer, Twickenham Fine Ales (TFA) was one of the first craft breweries in London founded in 2004 to create traditional craft ale where the hops are hero. In recent years the explosion of fashionable micro breweries meant the Twickenham brand needed to re-establish itself as the authority in craft beer, relevant to today's drinkers. Standout and navigation at the pump were vital of course!

The re-design of Twickenham Fine Ales was the only weapon the business had to regain the confidence of the trade and the support of drinkers. It did it with unequivocal success, and all the more remarkable for an established brand:

- **SALES UP 123%**
- **PUB DISTRIBUTION UP 40%**
- **DISTRIBUTION IN SHOPS, LIKE SELFRIDGES, MAKING HUGE HEADWAY FROM A ZERO START**

Twickenham Fine Ales is once again showing leadership in making great beer the traditional way, and making it relevant and appealing to beer drinkers in London today.



# PROJECT OVERVIEW

## PROJECT BRIEF

Twickenham Fine Ales was one of the first craft breweries to set up in London in 2004 and established a reputation for great real hand-crafted beer where you can taste the hops. But with the explosion of craft breweries over the last 5 years the TFA brand was beginning to look left behind. Pubs and retailers were being seduced by the 'new boutique boys', making all sorts of weird and not always wonderful brews, and TFA badly needed to fight back. It was no longer enough to rely on a reputation for great beer, you had to look the part too.

So the brief for Springetts was clear, give the Twickenham Fine Ales brand a fresh visual look that would:

- **Capture the enduring passion for making great-tasting beer with traditional ingredients in the traditional way where the hops are hero**
- **Tell the story for each beer in the range**
- **Stand loud and proud at the point of purchase - the PUB!**
- **Give each beer a clear product position**

Twickenham Fine Ales had to convince the competitive world of the on-trade that they had a compelling proposition that customers were going to love.

And in addition the business wanted to make the brand more widely available to the off-trade in bottles.

## BEFORE THE REBRAND





## DESCRIPTION

Steve Brown started Twickenham Fine Ales because he was fed up with watery beer that didn't seem to have had a hop near it and, fundamentally, he needed to earn money. Steve insisted on the tried and trusted traditional ways of beer making and the best quality hops, barley and yeast and, with the help of a like-minded and skilled master brewer, started to make beers with real flavour and appeal. ***Nothing in his philosophy has changed, and Steve is not a man to follow fads.***

Twickenham now brews 20 beers a year – 4 regulars, 4 seasonals and 12 monthly specials. Core regulars are:

**NAKED LADIES:** 4.4% ABV. Outstanding hoppy beer using Pilgrim, Celeia and Chinook hops for full-flavoured satisfaction. Good body and luscious aroma. Inspired by the statues of water nymphs in York House gardens in Twickenham, known locally as the "Naked Ladies". Silver - Champion Beer of Britain 2014 London & SE Golden Ale category. Won the Best Bitters category at Reading Beer Festival 2008 and 2011.

**SUNDANCER:** 3.7% ABV. A crisp and hoppy session bitter. Amber malt provides a pleasant biscuity edge to this pale golden-coloured ale. A blend of English and American hops add a wonderfully floral and citrus-like, long dry finish. Silver Medal in the Bitters category at the Great British Beer Festival 2007.

**GRANDSTAND BITTER:** 3.8% ABV. A well-hopped and well balanced, brownish amber refreshing session beer. Refreshing, with light citrus hoppy notes and a fresh clean finish. The one beer to have when you're having more than one. Won the Gold award in the Bitters category at the 2008 Woking Beer Festival.



## OVERVIEW OF THE MARKET

The real ale market had been in steady decline for some years, to some extent self inflicted with multi-nationals producing mass produced product driven by cost-cutting and accelerated production techniques. Together of course with Britain's new love of lager. This was the catalyst behind the foundation of Twickenham Fine Ales and indeed the resurgence in small breweries starting up throughout London.

The breakdown in the tied estate and the introduction of guest ales in pubs has enabled the small brewer to attain essential distribution and an access to consumers. But this easy in and easy out distribution set up was Twickenham's key challenge as it was all too simple for pubs to try a new entrant and TFA could quickly find itself out of distribution. The task was to get Twickenham back in and establish itself as a 'permanent fixture at the bar'!

## PROJECT LAUNCH

The new Twickenham Fine Ales brand design was launched in September 2013.

## DESIGN BUDGET

Less than £25,000



# DESIGN SOLUTION

The design was created to give meaning to the brand line 'inspired by tradition', giving a more contemporary take to Twickenham's established range of beers and making a hero of the hops as the crown of the label. Every beer articulated its taste profile giving the drinker an anticipation of the flavours that were forthcoming. The iconic arch shape and confident brand signature give Twickenham real 'choose me' standout at the bar.

TFA were keen to retain the existing brand elements in order to retain core loyal drinkers. To some, there is meaning in the icons, like the naked ladies statues in Twickenham, and the rugby of course. This is not a new brand but one with heritage and a reputation for traditional brewing. The new design successfully evolved existing brand elements to create a real sense of relevance without throwing out any fundamental roots.



# SUMMARY OF RESULTS

## TRANSFORMATIONAL SALES INCREASE: +123% INCREASE

**Quite simply an astonishing +123% sales increase in the 4 months post launch in September 2013 versus the same period in 2012.**

These would be remarkable growth results for a new entrant to the market, let alone a brand that has been in the market for 9 years!

The only visible change to the brand was the new design. No advertising, no promotion, no discounting. But what the new design did do was ENERGISE the brand, creating a sense of excitement and momentum. This is evidenced by the results in the trade:

## NEW DISTRIBUTION IN PUBS: +40% INCREASE

115 new outlets gained in the 4 months post launch. A +40% increase on the same period a year ago.

This in itself is a remarkable transformation considering the damning view the trade had of the previous design. As Ben Norman at the Brewery said, ***"some pubs had stated outright that old branding wasn't right for their outlets even though they loved the beer"***.

What we had achieved was a branded look that pubs felt would be attractive to their customers and draw them into a product they knew to be top rate.

***"It's distinctive at the bar - stands out and is stylish, and is the only brand that provokes questions about the history of the beers from drinkers"***. - Andrew Ford, GM Hand in Hand, Wimbledon (CAMRA South West London Pub of the Year 2014)

***"Great fresh look & a stand out on the bar, when some other brewers rely on more 'old hat' designs that don't give decent stand out. Twickenham brew great beer & now have a decent clip design that presents their beers in an appealing light at point of purchase"***. - Henry Fairbanks, Metropolitan Pub Company, Greene King.

The new design had achieved its purpose...getting pubs and customers to fall in love with Twickenham Fine Ales again.



## NEW DISTRIBUTION IN SHOPS

The strategy to extend distribution into off trade outlets was facilitated by the new design too. Like the on trade, the previous design was not seen as a desirable option by retailers with clear brand ambitions of their own. The new design changed all that with great wins in distribution, most notable of which was achieving listings in Selfridges where the buyer said, *"The design is simple but clear and effective and has good presence on shelf which is half the battle in selling a product"*.

## OTHER INFLUENCING FACTORS

None! Twickenham Fine Ales invests in its product and managing its relationships with the on and off trade. It believes that what people want is a great satisfying beer. It also recognises that the presentation of this is an essential prerequisite to gaining distribution and sale at the point of purchase.

The recent and continued success of the brewery is down to its principle of traditional brewing and an engaging brand look.

## RESEARCH SOURCES

In house data, Twickenham Fine Ales









**TWICKENHAM**



**NAKED LADIES**  
GOOD BODY & LUSCIOUS AROMA

**4.4%ABV**  
INSPIRED BY TRADITION

**TWICKENHAM**



**SUNDANCER**  
HOPPY SESSION BITTER

**3.7%ABV**  
INSPIRED BY TRADITION

**TWICKENHAM**



**GRANDSTAND**  
CLASSIC AMBER SESSION BITTER

**3.8%ABV**  
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