

# — JAMES — BUCHANAN'S®

## THE TIMELESS PLEASURE OF SHARING

### SUBMISSION TITLE

Buchanan's introduces new packaging for the first time in 23 years

### CLIENT COMPANY

Buchanan's (Diageo)

### DESIGN CONSULTANCY

forceMAJEURE Design

### SUBMISSION DATE

July 2016



# EXECUTIVE SUMMARY

*“The work on the Buchanan’s packaging has been extraordinary, achieving something which on paper seemed nearly impossible. The work on packaging, using the shape of canteens as design, has not only brought the brand back to its origins, it has also reinvigorated the brand through a design that is quite a departure from the existing one. It wasn’t without risk, but the results have been very positive.”*

**ALBERTO GAVAZZI,**  
PRESIDENT OF DIAGEO LATIN AMERICA & CARIBBEAN

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|                               |                  |
|-------------------------------|------------------|
| +20%                          | +8%              |
| VALUE GROWTH<br>VS. LAST YEAR | VOLUME<br>GROWTH |
| ACROSS ALL MARKETS GLOBALLY   |                  |

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Latin America is a considerable market for Scotch whisky, receiving one in every six bottles exported from Scotland. James Buchanan’s, already a strong player in key markets such as Colombia and Mexico, had begun to lack the necessary visual cues and aspirational positioning of premium spirits.

With the last 23 years of packaging updates involving minor tweaks, the brand started to lose relevance to its target audience of a young, aspirational and increasingly discerning middle class, and struggled against competition from both in and out of the premium Scotch Whisky segment.

Unable to drive the growth ambition of Diageo and deliver the premium positioning of Buchanan’s, we were given the unique opportunity to overhaul the brand language and packaging experience.

Inspired by the brand’s rich Scottish history and heritage, premium quality, crafted tradition and aspirational positioning, we refined the brand’s recognized and trusted visual assets, and created a modern and iconic brand expression worthy of the Buchanan’s label and its innovative founder and namesake.

# PROJECT OVERVIEW

## OUTLINE OF THE PROJECT BRIEF

Despite being an iconic and well-recognized brand leader, Buchanan's started to look tired and dated when compared to premium competitors at the same price point. Considering Buchanan's is one of the most expensive Deluxe brands in the segment the packaging failed to reflect and justify this price point. A powerful brand with a strong heritage and a beautiful story built around the timeless pleasure of sharing, the packaging was not doing justice to the quality of the liquid, was not relevant to a new generation of consumers and did not match the growth ambition Diageo had for Buchanan's future, with the plan to make yearly 5-7% price increases.

*“Diageo briefed us to deliver a sensitive, modern and elevated redesign of the brand, bottles and secondary packaging for the whole range...”*

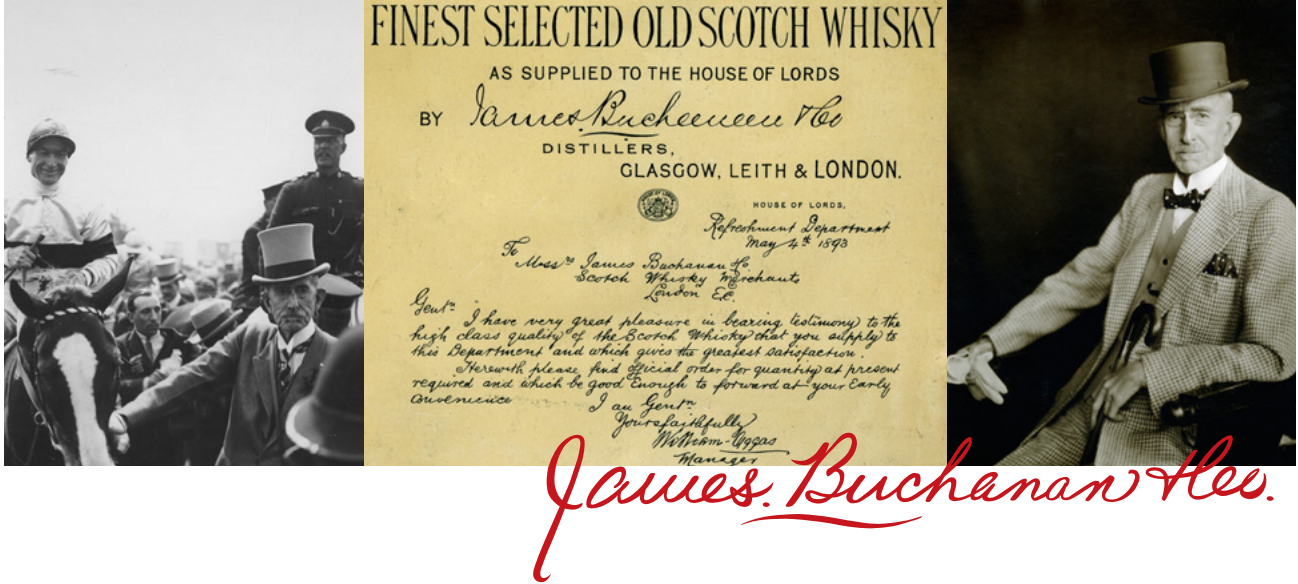
Diageo briefed us to deliver a sensitive, modern and elevated redesign of the brand, bottles and secondary packaging for the whole range of 3 offerings including Buchanan's Deluxe, Buchanan's Master, and Buchanan's Special Reserve.



BEFORE



AFTER



## DESCRIPTION

James Buchanan, a generous and well-regarded philanthropist and one of the great businessmen of the 19th century, was a pioneer in the world of Whisky, establishing the James Buchanan & Co Whisky Company in 1884, and subsequently creating one of the world's most recognized whisky brands, Buchanan's Blended Scotch Whisky. A contract with the House of Lords, signed in 1893 to supply Scotch whisky to Queen Victoria and the Prince of Wales further established Buchanan's as the purveyor of quality whisky.

Known for his charitable contributions and finding a tremendous sense of fulfillment through supporting the local community, James Buchanan embraced a life of sharing, which informed the development of the Buchanan's brand language and experience.

The goal of the redesign (comprised of Buchanan's Deluxe, Buchanan's Master, and Buchanan's Special Reserve) was to enhance the quality perception of the liquid and establish a platform for future growth, celebrate the rich story and emotive positioning built around the character of James Buchanan, and deliver a unified design language for the Buchanan's range.

## OVERVIEW OF THE MARKET

The premium end of the spirits segment in Latin America is a mature market featuring global icons and well-known premium brands across all key categories, especially whisky, tequila and gin.

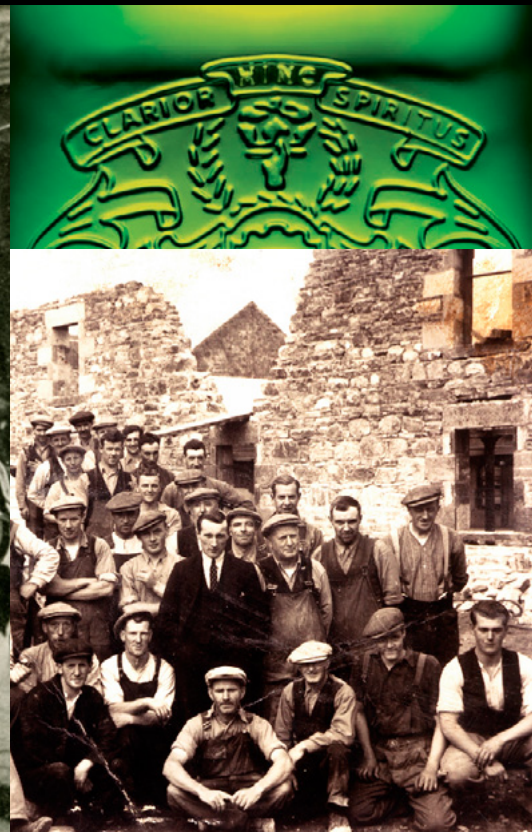
Financial challenges including inflation and relatively limiting accessibility to premium spirits, consumers either opt for cheaper variants or are increasingly seduced by the more exotic competition, which provided a challenging context for a brand such as Buchanan's.



# OUTLINE OF DESIGN SOLUTION

## RESEARCH AND ANALYSIS

We commenced the project with an in-depth analysis of the brand and its positioning, including a visit to the Dalwhinnie Distillery, the archives and bottling facilities to generate inspiration into the whisky and the man himself. With a better understanding of the brand history, context and provenance, we established the creative platform to deliver a contemporary expression of the Buchanan's story.





## 4 KEY VISUAL ASSETS

REFINING THE STORY THROUGH ARCHIVAL RESEARCH, WE ESTABLISHED THAT THE BRAND HAS 4 KEY VISUAL ASSETS TO LEVERAGE MOVING FORWARD:

- The original label, which took inspiration from legal documents and the original contract to supply whisky to the House of Lords, signed in 1893. James Buchanan created the original label as a “contract” to reflect his confidence in the quality of his whisky and his commitment to his consumer.
- The canteen shaped bottle, which drew inspiration from WWI water canteens, became a universal symbol for sharing.
- The James Buchanan seal to communicate quality, authenticity and approval from the man himself.
- The color green, which represents the lush green of Scotland, and proved incredibly important as a signifier of the brand’s rich Scottish heritage.



*With a strong understanding of the brand's visual codes aligned with its compelling narrative, we reinterpreted these valuable assets with a contemporary design language that builds upon the Buchanan's story yet delivers a thoroughly modern expression for the range, including new bottles, new closures and new secondary packaging.*



WE MAINTAINED THE COLOR-CODING FOR THE DELUXE, MASTER BLEND AND SPECIAL RESERVE VARIANTS, BUT INFUSED A TINGE OF GREEN THROUGHOUT THE RANGE TO ADD WARMTH AND EVOKE THE BRAND'S SCOTTISH PROVENANCE.





The contract, which has been a central part of the Buchanan's brand identity for over a century, has been revisited, with James Buchanan's signature signing off each and every bottle. The seals on the sides of the bottles, which communicate quality, authenticity and a stamp of approval by James Buchanan for the liquid inside, were refined and enhanced with the ribbon, again part of the identity for over a century, now an embossed feature in the glass itself. Embossing is continued on the reverse where the family crest, also featured as a graphic element on the label, can be seen through the liquid.

*We incorporated a new technology into the cap mechanism, which gave confidence to consumers of the validity of the liquid, while also delivering a ritual experience when opening a new bottle – consumers are literally breaking the seal to gain access.*





*“We all knew the Buchanan’s new look would have an impact in the market, but we never thought it could be such a game changer. The new pack has rejuvenated and made Buchanan’s more premium looking, it has also further harmonized the lineup, and all of this without losing its essence or the cues consumers associate with the brand. Though born in the subjective world of design, the new lineup is delivering very objective, strong and demonstrable ROI.”*

JIMMY HERNANDEZ,  
BUCHANAN’S AND OLD PARR GLOBAL BRAND DIRECTOR AT DIAGEO



# SUMMARY OF RESULTS

The result is a redesign that introduces an icon to the next generation of consumers; those inspired by authenticity, rich storytelling, crafted design and attention to detail.

WITH JUST THE PACKAGING DRIVING GROWTH, 12 MONTHS POST-LAUNCH HAS SEEN THE FOLLOWING INCREASES IN VOLUME AND VALUE:



MEXICO: *+18% volume / +23% value*

COLOMBIA: *+34% volume / +52% value*

CENTRAL AMERICA: *+16% volume / +19% value*

US (largest market for the brand): *+1% volume / +9% value*

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OVERALL, THE AVERAGE GAINS ACROSS KEY MARKETS:

*+8% volume / +20% value*

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PERFORMANCE AT A BRAND LEVEL WAS ALSO POSITIVELY IMPACTED BY THE NEW PACKAGING – *Brand distinctiveness increased by 20%*

With a compelling story and a new expression that engages with the on and off-trade, the brand has successfully entered new markets and driven further penetration because of increased interest and demand by customers and consumers alike.



## OTHER INFLUENCING FACTORS

### 360 MARKETING CAMPAIGN ONLY FOCUSED ON THE PACKAGING REDESIGN

The key markets had such confidence in the new design that they increased Advertising & Promotion budgets and focused all activity on promoting the new design. The sales increase outperformed expectations and generated a higher return on A&P spend than was expected.

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## RESEARCH RESOURCES

Diageo Analytics

Newer Brand

Think Now Research

Nielsen