

# POSH BIRDS

4.0 PACKAGING

4.1 BRANDED – FOOD

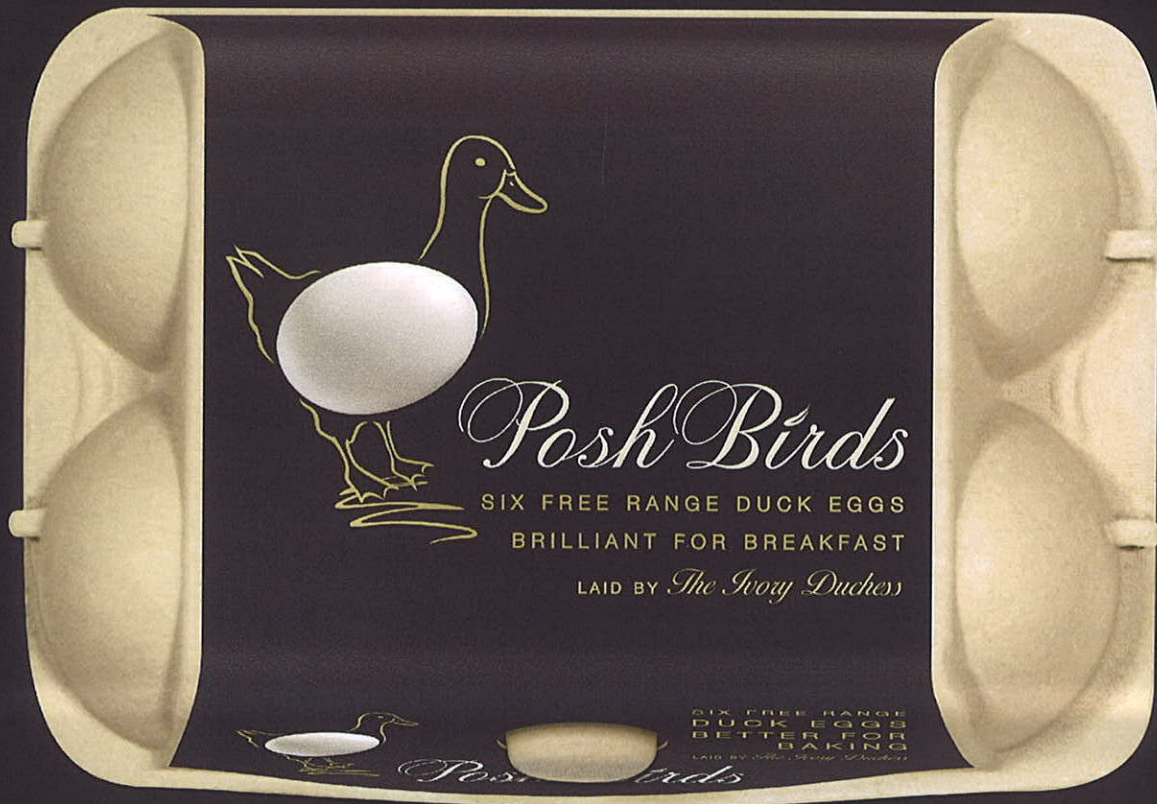
NOBLE FOODS LTD.

SPRINGETTS BRAND

DESIGN CONSULTANTS LTD.

17th MAY 2013

FOR PUBLICATION



# *Executive Summary*

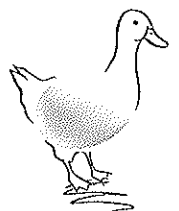
Springetts Brand Design Consultants helped Noble Foods to completely re-present their speciality eggs offer in new brand, Posh Birds, and to re-define the category.

Springetts was approached by Noble Foods, who wanted to revamp and reposition their speciality and rare breed egg brand 'Church & Manor', which was in deep decline. During the creative development process Springetts developed the 'Posh Birds' brand with the aim of making this niche product category more accessible to the mainstream shopper. The Posh Birds packs help to drive consumption through usage suggestions on-pack for those unused to speciality eggs.

The Posh Birds brand was launched in January 2012 and in its first year has achieved remarkable results:

- After a successful launch into Tesco it is now also available in Asda, Morrisons and Sainsbury's.
- Is the second largest speciality egg brand in the market.
- Target for first year smashed.

The distinctive and engaging design is helping to demystify the speciality eggs market, injecting personality into a category that has historically remained aloof from the mass market. Posh Birds is the result of a really collaborative working relationship between Springetts and Noble Foods, as the team continues to build an exciting and successful branded portfolio in eggs.



# *Project Overview*

## OUTLINE OF PROJECT

A core strand of the Noble Foods' business strategy is to continue its activity as the major egg supplier to retailers and food companies, whilst at the same time building their own branded portfolio. The happy egg co. and Eggs for Soldiers are both great examples of this strategy in action. As their brand design consultants, Springetts work with Noble to keep this new momentum going. Noble Foods approached Springetts to reconsider their speciality egg sub-property 'Church & Manor', which was in deep decline and faced de-list. The aim was to develop a brand built around taste that could engage with the consumer whilst meeting Noble's specific objectives:

- Launch a new brand into the category to keep the momentum going (started by the happy egg co. and Eggs for Soldiers), promoting growth at the egg fixture.
- Generate renewed interest through enhanced standout and engagement.
- Drive speciality egg consumption within the mass market through egg usage education.

## DESCRIPTION

Noble Foods Ltd. is the UK's largest egg producer. They supply eggs to the retail trade to be sold as private label and to food companies for use within their brand offer. They now also have their own branded portfolio of eggs. They work with over 400 farmers to collect, grade and package over 60 million eggs every week for their customers.

## OVERVIEW OF MARKET

Although the egg category had been in long term decline since the late 1980s, a decline in caged was being replaced by an increase in Free Range as consumers sought products that respected animal welfare.

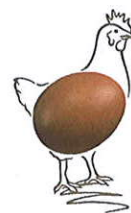
The market is predominantly private label, and, as such, the egg fixture was criticised by consumers as 'cluttered, confusing and low interest' until the introduction of the happy egg co. and Eggs for Soldiers, both developed by Noble and Springetts, which sought to challenge category conventions and bring new life to the fixture.

## PROJECT LAUNCH DATE

January 2012

## SIZE OF DESIGN BUDGET

£33,000



# Outline Of Design Solution

## CREATING THE BRAND

The brand development process for Noble Foods' 'Church And Manor' involved looking at a number of alternative positioning options.

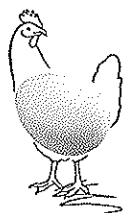
The Posh Birds proposition most successfully positioned speciality eggs as best in class rather than a class above. The aim was to make the brand more approachable to the mass market rather than a niche product for the discerning few. The new brand design uses a deep brown to introduce foodiness and premium quality, whilst, at the same time, producing strong brand blocking on shelf.

Using distinctive product photography, four illustrations were produced that link the eggs with the breed that produces them. These elements create a distinctive on pack architecture acting like royal warrants or seals of approval. Names for each breed, such as 'the ivory duchess', were developed to add an extra layer of personality to the brand and subtly reinforce its best in class positioning.

## CREATING THE DESIGN

- Standout: visibility in a tired, dull retail environment that complements the earlier work done by the happy egg co., and Eggs for Soldiers, achieved through the strong brand blocking and iconic use of product photography.
- Distinctiveness: a different on-pack architecture and unique colour palette.
- Emotional engagement: the ability of the pack to communicate its best in class positioning, captivating consumers in a light-hearted, emotionally engaging way, *Posh Birds - special ladies who enjoy the finer things in life.*

A strongly branded website was also developed by Springetts, which allowed Posh Birds to continue its usage education with a distinctive and recognisable on-line presence.





CONSUMERS ARE VOICING THEIR APPROVAL!

27/11/12

Dear Posh Birds,

I have been buying your eggs for several weeks now from Tesco in Rickmansworth. I just had to write, tell you that they are the best eggs I have ever bought from a Supermarket. They are truly delicious with such strong coloured yolks. I have had both the blue & brown variety & they are equally good long may they continue!

Yours sincerely

Tom Towle (Mr)

P.S. I recommend them to all my friends.

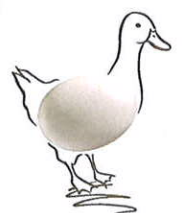


## RESEARCH RESOURCES

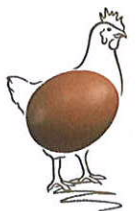
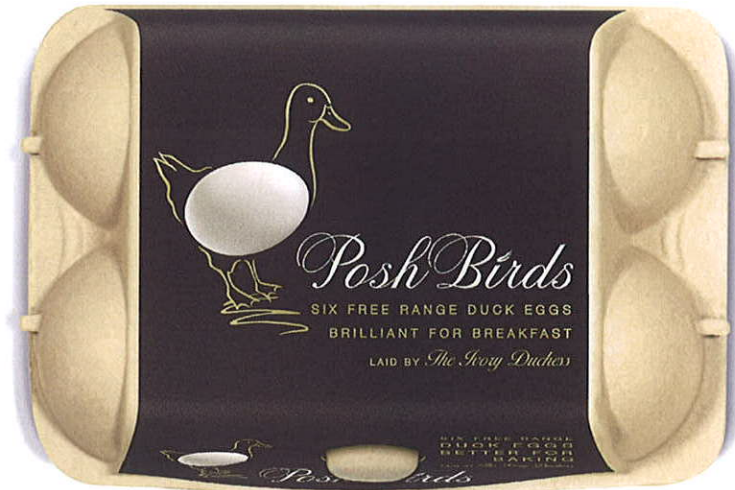
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## OTHER INFLUENCING FACTORS

The Posh Birds success story is the result of a well-executed pack design. It has had no advertising to promote it and the iconic pack design has been the inspiration for all activity.

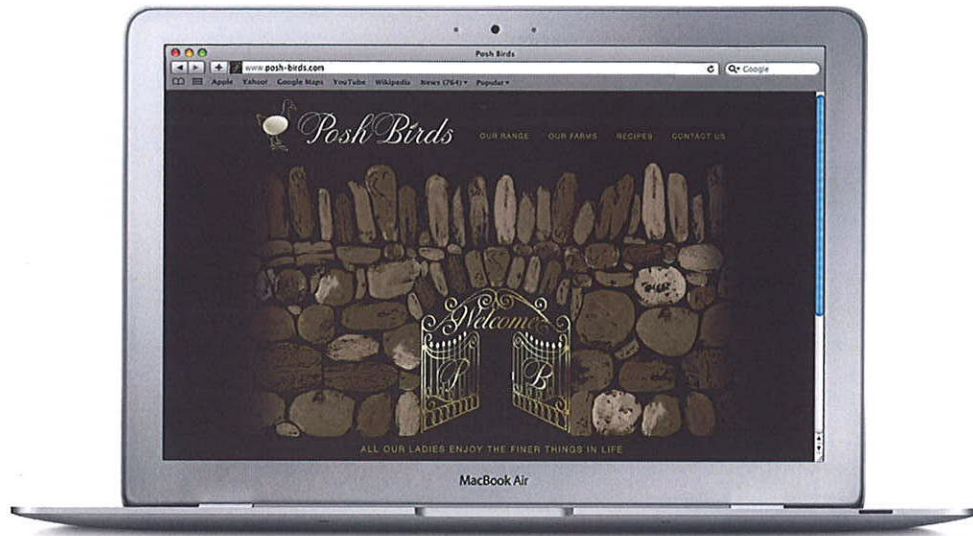


CORE PACKS





## WEBSITE HOME PAGE

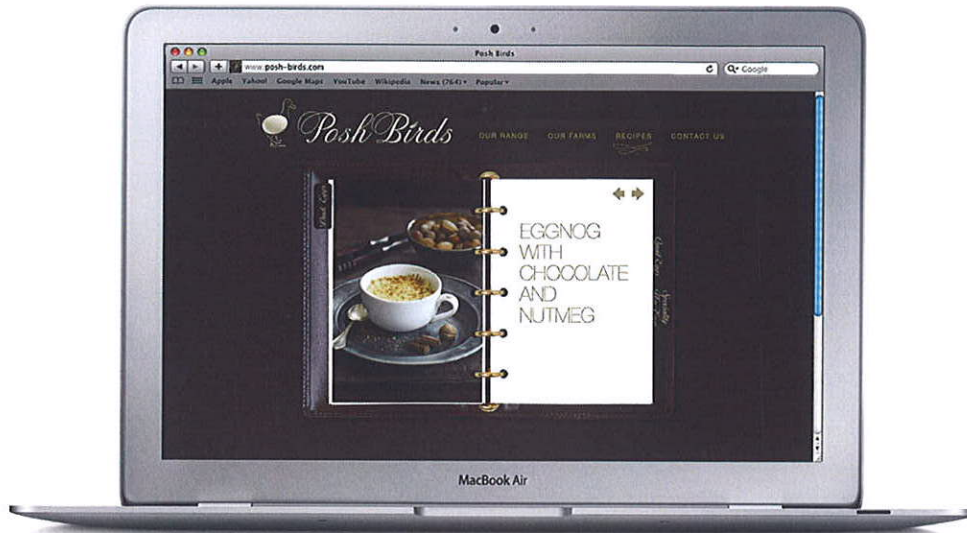


## WEBSITE 'OUR FARMS' PAGE





WEBSITE 'RECIPES' PAGE



WEBSITE 'RECIPES' PAGE

