

PROJECT
SATISFYING THE NATION

CATEGORY
4. Packaging

SUB-CATEGORY
4.1 Branded – Food

CLIENT COMPANY
Ginsters

DESIGN CONSULTANCY
Smith & Milton

October 2012 – April 2013
(launch) & range rollout
and NPD throughout
2013 / 2014

SATISFYING THE NATION

GINSTERS



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**2. EXECUTIVE SUMMARY**

Ginsters and Smith & Milton have been working together for over 6 years now, on a long-term objective to regenerate the Ginsters brand. Moving it from forecourt fast-food and white van drivers, to a more premium positioning that communicates the quality of the food based on locally sourced ingredients and the unrivalled distribution network. This means its wide range of products are fresh, and available, across the UK from major cities through to remote village shops.

Ginsters has a limited marketing spend and whilst it does appear occasionally above the line, it relies on it's packaging to attract attention whether on shelf, in the major supermarkets, or in convenience and smaller stores.

The client brief also included the brand identity, to act as a platform for the new advertising agency (M&C Saatchi took over from Grey in 2013) so we developed an **Organising Thought** to drive the pack design and subsequent communications.

Based on a series of workshops and interviews with the client, we decided on **Satisfy the Nation** – playing on the brand's two main strengths – quality products full to the brim, and nationwide distribution via it's van sales fleets and multiple locations (14 production sites across the UK).

The brand and packaging refresh was then applied across the 80+ SKUs and was supported by guidelines to inform the brand relaunch work across POS, in-store and digitally.

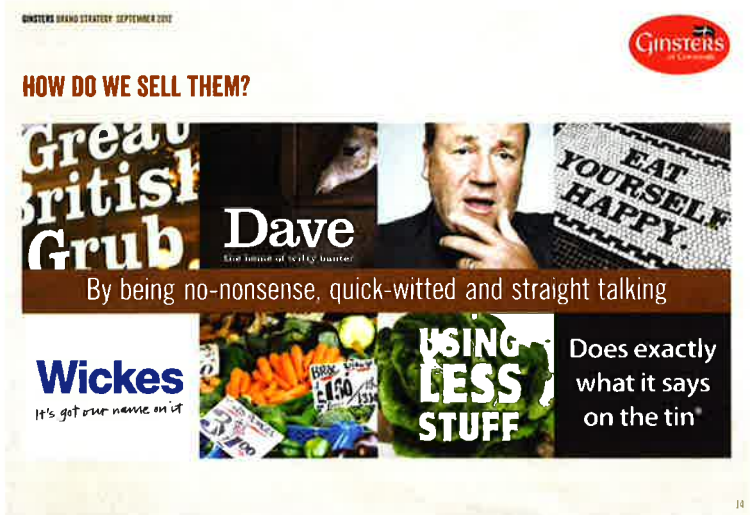
GINSTERS BRAND STRATEGY SEPTEMBER 2012

ORGANISING THOUGHT**INTERNAL:
DELIVERING SATISFACTION**

- internal engagement programme
- distribution network
- KPIs for staff and management
- office furnishings
- staff training
- Ambassadors (their mission)
- procurement of products

**SATISFY
THE
NATION****EXTERNAL:
FOOD FOR HUNGRY MEN**

- the foundation for all campaigns
- promotional items
- tivery
- packaging
- community outreach
- PR
- Ambassadors (their delivery)



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3. PROJECT OVERVIEW

Description

Whilst Ginsters key target consumers are men and boys, the gatekeeper for the majority of purchases through supermarkets is ‘Mum’ and so we had to develop a design that would appeal to both genders.

Ginsters is a masculine brand, and we wanted to communicate this through simple, no-nonsense packaging, with huge appetite appeal. We wanted an approach which also highlighted quality cues with a natural feel reflecting the honest, down to earth approach and pride we have in our products. From these guiding thoughts, a design was developed based around having the product as hero. To reinforce the taste and satisfaction cues, the product is shown as large as possible on pack.

PACK COMPARISON –
SLICES

BEFORE



AFTER



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3. PROJECT OVERVIEW**PACK COMPARISON – PASTIES****BEFORE****AFTER**

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3. PROJECT OVERVIEW

Market overview

Prior to reviewing the pack design, we conducted a thorough competitor audit, as well as an audit of existing brand equity to work out what to keep, what to discard and what opportunities there were to bring in new elements.

COMPETITOR AUDIT



OLD RANGE OVERVIEW



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3. PROJECT OVERVIEW

PROJECT LAUNCH 80+ APRIL 2013

RANGE OF
SKU'S COVERED

£100,000

BUDGET FOR STRATEGY, CREATIVE, DESIGN
AND ARTWORK PLUS PROJECT MANAGEMENT.

DELIVERY TRUCK LIVERY



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4. OUTLINE OF DESIGN SOLUTION

Our design solution was all about the natural look, showing the product as hero, torn open to give a slightly rustic and manly feel. We purposefully avoided neatly posed product shots, which can appear artificial and processed.

To aid range navigation within a monolithic architecture, each product was shot in a different composition, aiding differentiation and consumer recognition.

We also use different natural backgrounds to help do this – e.g. baking tray (Pasties), wood (Slices), slate (Sausage Rolls), parchment (Stuffed Subs).

Appetite appeal was vital to help move the brand away from it's negative perception – the product always appears golden, freshly baked, and hot – it's ideal consumption conditions.

We developed a bespoke font for use across all communications – affectionately known as Big G – that communicates the personality of the brand: well rounded, solid and trustworthy.

We introduced a distinctive, ownable 'badge & device' style to highlight key product benefits such as British sourcing and range tiering.

We also designed an innovative fixed colour palette print process as part of the re-launch which provides 6 times higher definition than standard gravure, reinforcing our product as hero design with a high quality print.

As part of the re-launch, the new design has also informed and influenced a new in store look and feel, through POS, chillers and shelf ready outercase design.

TOOLKIT ELEMENTS**ICON TIERING SYSTEM**

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4. OUTLINE OF DESIGN SOLUTION

ORIGINAL CORNISH PASTY



PEPPERED STEAK SLICE



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LARGE SAUSAGE ROLL



ALL DAY BREAKFAST STUFFED SUB



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4. OUTLINE OF DESIGN SOLUTION

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TOASTIES, WRAPS, PANINIS,
ROLLS, SALADS AND FLATBREADS

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SANDWICH RANGE



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5. SUMMARY OF RESULTS

+44%
INCREASE
IN PURCHASE
INTENT

+25%

INCREASE IN SALES IN
THE **CLASSIC SKILLET**
SECTOR (HERO SKUs)

+6% WEEKLY UPLIFT IN
SANDWICH SALES

+80%

SOCIAL MEDIA SUPPORT HAD AN **80%**
INCREASE IN ENGAGEMENT FOLLOWING
THE LAUNCH OF THE NEW PACKAGING.

+6.7%
SALES INCREASE
IN FLAGSHIP
PASTY PRODUCTS

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5. SUMMARY OF RESULTS

Results achieved against core objectives clarified with a ROI where appropriate:

Pre-launch research recorded significant increases on appeal and purchase intent – savoury showing **44% higher Purchase Intent**, with **50%** of respondents seeing the design as more appealing than current. The sandwich design had **3 times more appeal & purchase intent** with equal appeal with women & men, which whilst females are not a key target for savoury, account for 50% of sandwich consumption.

Since launch, sandwich sales have seen an average **6% weekly uplift**, with classic skillet sector **up 25%** and wraps & flatbreads **up 21%**. We have also seen a **6.7% uplift** on our flagship pasties sector YoY (IRI, 12 w/e 22nd June 2013).

As part of the re-launch we increased the ability to provide feedback with email/web addresses and Facebook on pack, which has seen at **80% increase in consumer engagement** across website & social media.

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6. OTHER INFLUENCING FACTORS

The packaging redesign was unsupported throughout 2013, with the above the line campaign airing in early 2014. All sales results are directly linked to the redesign work both on packaging and also through in-store POS as well as supporting social media activity and an updated website.

7. RESEARCH RESOURCES

IRI Worldwide.

ON BEHALF OF SMITH & MILTON



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ON BEHALF OF GINSTERS



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