



# *Happy & Glorious!*

**Category**

4.0 Packaging

**Sub-Category**

4.1 Branded – Food

**Client Company**

Tate & Lyle Sugars – ASR Group

**Design Consultancy**

Design Bridge

**Current Date**

June 2013

FOR PUBLICATION

**DesignBridge™**



## EXECUTIVE SUMMARY

# THE HALLMARK OF BRITAIN'S OLDEST BRAND, THE CLASSIC GREEN AND GOLD LYLE'S GOLDEN SYRUP TIN HAS REMAINED PRACTICALLY UNCHANGED FOR OVER 125 YEARS.

So, when Tate & Lyle Sugars commissioned us to design a limited edition pack to celebrate the Queen's diamond jubilee celebration in June 2012, they asked us to stick closely to their historic brand's iconic equities – whilst making consumers smile, of course. Available from May to July 2012, the design certainly did make consumers smile, with a 29% increase in sales and a 4.9% increase in market share.

(90 words)

# +29%

Sales volume

# +4.9%

Market share





## PROJECT OVERVIEW

### OUTLINE OF PROJECT BRIEF

To take the iconic Lyle's Golden Syrup packaging, and bring it to life in order to celebrate the Queen's Jubilee while continuing to build on an engaging brand personality first established by Design Bridge on the Tate & Lyle Sugars core sugar packs (our Taste & Smile core sugar range and To Have and To Hold Royal Wedding icing sugar packs).

#### KEY OBJECTIVES

##### Keep it simple & recognisable

Don't stray too far from the brand's iconic equities. Consumers should still recognise their brand.

##### Make it emotionally engaging

A brand with warmth and personality celebrating a much loved British icon.

#### KEY CHALLENGES

##### Not kitsch or jingoistic

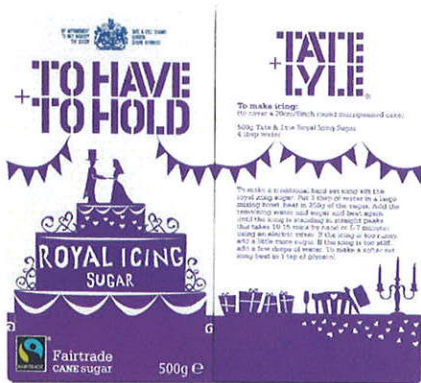
The brief was to create 'non-specific national celebratory imagery without being too kitsch or jingoistic', in other words, capture national pride and all the pomp and ceremony without being chintzy or trite.

##### Legality

Another hurdle included legality – no pictures of the Queen, her crown, coat of arms, or other personal imagery and no official branded jubilee products.



Queen's  
Diamond  
Jubilee



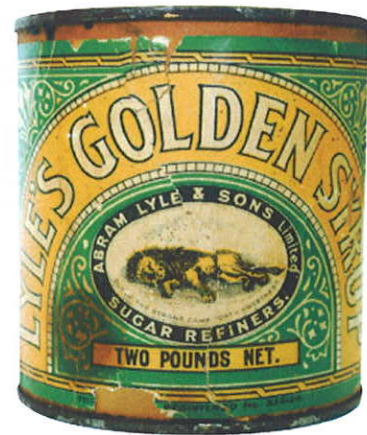
ROYAL WEDDING AND TASTE & SMILE PACKS



## DESCRIPTION

Established in 1884, Lyle's Golden Syrup was born when Abram Lyle, a Scottish businessman who had built a sugar refinery at Plaistow, realised that the treacle like by-product of the sugar cane refining process could be refined to make a tasty preserve and sweetener. Golden syrup was the result.

The distinctive visual identity, a green and gold tin with its lion and bees image and slogan "Out of the strong came forth sweetness", inspired by the Biblical story of Samson, was trademarked in 1904. The logo and design remain unchanged today. In 2006 Guinness World Records declared the mark to be Britain's oldest brand, whilst it was awarded a Royal Warrant in 1911.



ORIGINAL PACK FROM 1880'S AND TODAY'S REGULAR PACK.

## OVERVIEW OF MARKET

Lyle's Golden Syrup remains one of the best known UK brands. Competitors include Silver Spoon Golden Syrup, manufactured by the other UK sugar company, British Sugar; retailer own brands such as Sainsburys and Tesco Everyday Value, premium brands Crazy Jack and Sweet Freedom and imported brands such as Dansukker.



## COMPETITORS

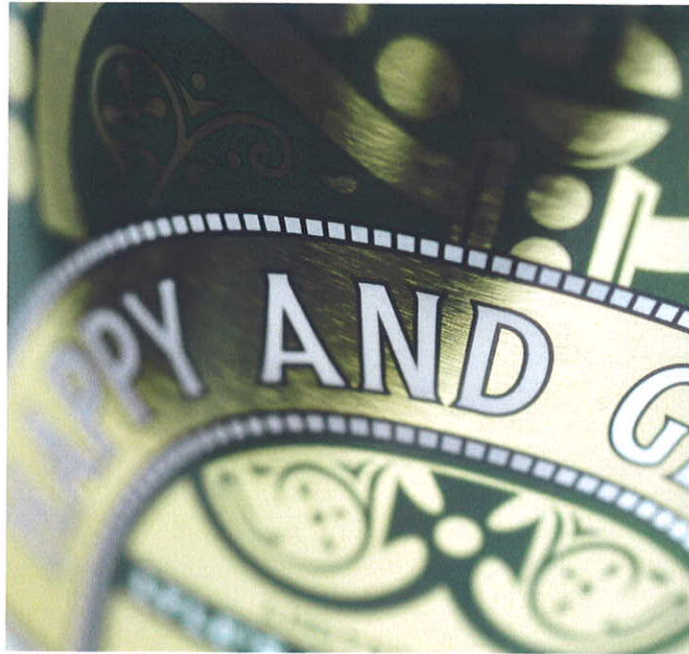
### PROJECT LAUNCH DATE

May 2012 (available on-shelf May to July 2012).

### SIZE OF DESIGN BUDGET

£20,000.





## OUTLINE OF DESIGN SOLUTION

**TO AVOID ANY JINGOISTIC OR CLICHÉD CONNOTATIONS WE LOOKED INSTEAD TO THE EMOTIONAL ASPECT OF THE DIAMOND JUBILEE AND THE COLLECTIVE SENSE OF COMMUNITY PRIDE AND SPIRIT AROUND IT, WHILST RETAINING THE BRAND'S SENSE OF HERITAGE.**

Our core creative idea was drawn from the ultimate British statement: **the National Anthem**. Knowing that Lyle's Golden Syrup holds such a special place in the nation's hearts and larders, and inspired by a verse of God Save the Queen, we replaced the brand name with the equally familiar and unmistakable **'Happy and Glorious'**, a big step for a brand largely unchanged since 1884.

We also took inspiration from the **royal warrant**, which Lyle's has carried since 1911, and embraced the brand's instantly recognisable elements within a gleaming **handcrafted golden crown**.

As the Queen's crown and coat of arms can't be used, we redrew the crown in a more "Lyle's" way. Detail from the brand's filigree style rendering were applied to a crown design and the logo arch seamlessly blends the new Happy and Glorious language.

By combining a **gentle wit** that works on many levels with **traditional design and sentiment**, and continues to build the engaging brand personality, we created a **bold but dignified design** appropriate to the occasion and the stature of this Great British Brand. At the same time, all key elements of the original brand were incorporated to **ensure uninterrupted recognition on shelf**.

(235 words)





## SUMMARY OF RESULTS

 **21%**  
INCREASE IN SALES VOLUME

**+4.9%**  
MARKET SHARE

### OTHER INFLUENCING FACTORS

No above the line support.

### RESEARCH RESOURCES

Tate & Lyle Sugars Marketing Department  
DunnHumby  
Kantar Worldpanel  
SymphonyIRI

**THANK YOU.**





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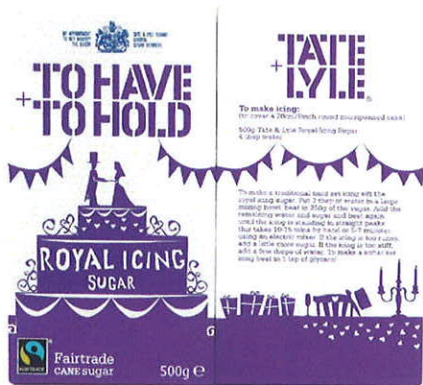
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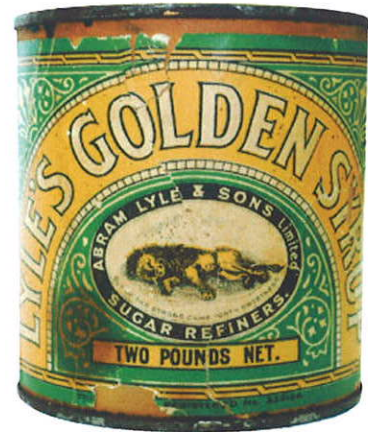
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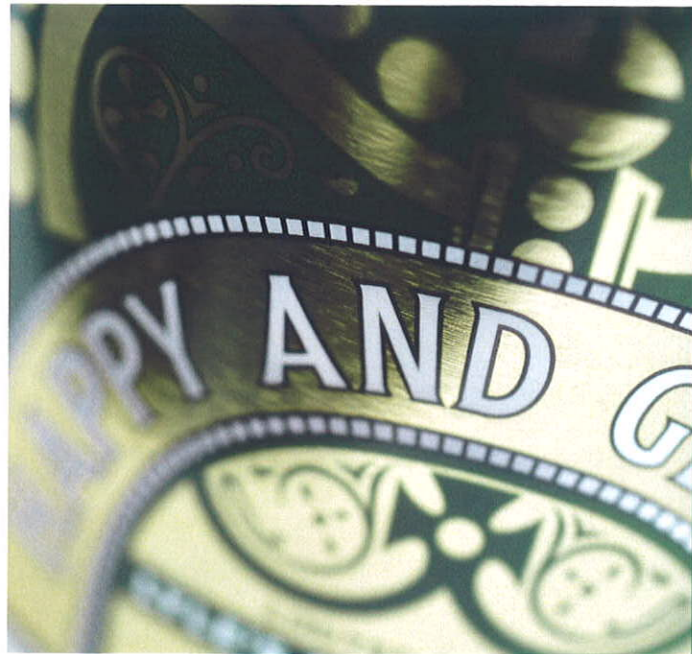
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