

PERRY COURT CRISPS

Category: 4.0 Packaging

Sub-Category: 4.1 Branded Food

Client: Charlie Fermor of Perry Court Farm

Agency: Studio 176

July 2012-07-12

## PROJECT OVERVIEW

Perrycourt had a great product which was well-placed to take advantage of increasing demand for low-fat, healthy snacks. They were selling well in farmers markets and farm shops but they wanted to expand and felt they needed a redesign in order to appeal to these new markets. The original packs showed squirrels, an unmemorable logo, photos of the orchards and tractors and bad photography of the finished product. We gave them a design which honestly projected the product's intrinsic wholesomeness.

## DESCRIPTION

Perrycourt Farm fruit crisps are made from apples and pears home-grown on the family farm in Kent. The farm is 100% family owned, growing fruit for three generations. They had been looking at drying fruit for some time as no one was doing it in the UK, then by mistake while trying to make apple rings at university the crisps were born, everyone liked them, the rest is history.

## OVERVIEW OF MARKET

The snack food market is dominated by multinationals with huge marketing budgets. Our client has no budget for any promotional activity. The packaging was their only promotional tool.

## PROJECT LAUNCH DATE

January 2011

## SIZE OF DESIGN BUDGET

Total design fees : £9000

## EXECUTIVE SUMMARY

Perrycourt was a very good product with unhelpful packaging. The fruit crisps are naturally sourced from the family farm which has been growing fruit for three generations. The result of a failed experiment to produce apple rings, the crisps that were born were liked by everyone and went into production. Being dried not fried, they are the perfect natural snack food, but the old packaging suggested a poor quality synthetic product. While selling well in farmers markets and farm shops, the client was hoping to expand into new markets and realised that a redesign was necessary.

We designed a new pack which was simple, modern and appropriate. Information was radically simplified. Our graphic device of sliced fruit with a straightforward description gave Perrycourt stand-out even in the highly competitive crisp market. Since the redesign it has been stocked in stores such as Fortnum & Mason, Whole Foods and numerous independent delicatessens and cafes. In Planet Organic the three Perry Court varieties are in the top 17 sellers, competing strongly against Tyrrells, Nairns and Dr Karg.

Finally, we made our new pack dimensions twenty per cent smaller. This meant they could be stocked in school vending machines where they could compete against junk food monopolies. At the same time, this smaller size created useful material economies and had the happy effect of making the packs appear very generously filled.

There was a 150% increase in sales two months after redesign was introduced, and after 14 months they are now exported to fifteen countries, rather than simply the domestic market.

## DESIGN SOLUTION

Charlie Fermor of Perrycourt Farm is proud of his product and has ambitions for it. Perrycourt Farm fruit crisps are a distinctive and unusual product with no direct competitors. Fried potato crisps have nearly fifty per cent of Britain's huge snack market. We made a careful study of the current state of crisp packaging. The convention in the big brands is brash presentation, garish colours and lazy repetition of familiar motifs. Newer brands of vegetable crisps have a much more elegant solution. Our job was to create a persuasive and credible presence for an outsider product with which people were unfamiliar, and which demonstrated what the product was clearly and quickly, snack foods are often bought in lunch hours where time is very limited.

We wanted our packs to have as little artifice as possible, simply to show as clearly as we could what was in the pack. A sectioned side elevation of an apple was our answer: it is both a pleasing natural motif and suggests the natural nature of the contents in a straightforward way.

We also decided to rationalise and simplify the information on the pack, allowing the fruit motif to dominate without distraction from noisy claims. The simple colours of the fruits were all that was needed in terms of decoration. Presented against a white ground, the suggestion is one of purity and wholesomeness, the addition of the fruit variety also helping to emphasise the hand produced quality and care of production.

Finally, we shrank the outer pack by 20%. This allowed it to go into school vending machines, and saved on material and print costs.

## SUMMARY OF RESULTS

### INCREASE IN SALES

After the introduction of the new design, Perrycourt experienced a 150% increase in sales within two months. Within six months there was a 700% increase in customer interest. The increase in export enquiries is difficult to quantify statistically, but eighteen months after the introduction of the new design they were selling in fifteen countries. Before the new design, it was only one. The breakdown in sales is now farmers markets and farm shops 10%, exports 45%, specialist shops 45%. Income from £62,077 in 2010 to £152,072 in 2011. They have been asked to supply 2,500 packs per day to the Olympics.

### REDUCTIONS IN MANUFACTURING COST

Shrinking the pack size by twenty per cent produced production savings. Significantly, despite the smaller pack and unchanged price, there were no objections from customers.

### INCREASES IN MARKET DISTRIBUTION

700 % !

### CHANGES IN PERCEPTION

Perrycourt has become – within eighteen months – a credible ‘luxury’ snack.

The client says : “The design reflects our wholesome product. The simplicity on the outside reflecting the simplicity on the inside. We now stock retailers from Aberdeen to Adelaide. They all seem to appreciate our uncomplicated sophistication. Perrycourt sits well in supermarkets, farm shops and high-end retailers: Fortnum & Mason, Whole Foods, small delicatessens and sandwich

bars. We have customers who respond to an honest product represented by honest design”.

## IMPROVEMENTS IN CONSUMER ATTITUDES OR BEHAVIOUR

After less than two years in the marketplace, the new Perrycourt design has the product competing very effectively with established brands such as Tyrrells, Nairn and Dr Karg.

## IMPROVED CONVERSION RATES

This is difficult to measure scientifically, but the client's observations are : 80% at farmers' markets, 210% at food shows, 1900% export and 200% internet orders.

## OTHER INFLUENCING FACTORS

Perrycourt has no marketing budget and does no promotional work other than the trade fairs where they have always had stands. Its sales success is based on quality of packaging design and integrity of product working together. Certainly, its products benefit from the enlarging popular acceptance of natural, healthy foods as snacks. Our graphic design helped realise the potential of this opportunity.

BEFORE



AFTER



THE RANGE





