

BEEFEATER®

INSIDE LONDON
LIMITED EDITION



A CELEBRATION OF
LONDON'S MOMENTOUS YEAR

COLEY
PORTER
BELL

Design Business Association
Design Effectiveness Awards 2013

Category: 4 Packaging
Sub-category: 4.2 Branded - Drink
Client Company: Pernod Ricard - Chivas Brothers
Design Consultancy: Coley Porter Bell
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FOR PUBLICATION

EXECUTIVE SUMMARY

Beefeater London Dry Gin is the number one premium gin in the world and is the only international brand to be distilled in the UK capital. Having made London its home since it was first created in the 1860s, Beefeater is positioned as the authentic London gin.

With the eyes of the world on London in 2012, Beefeater wanted to launch a limited edition bottle for Beefeater London Dry Gin. It had to capture the energy, vibrancy and diversity that abounds in London, whilst helping the brand be seen as relevant, contemporary and innovative – the perfect London souvenir from such a momentous year.

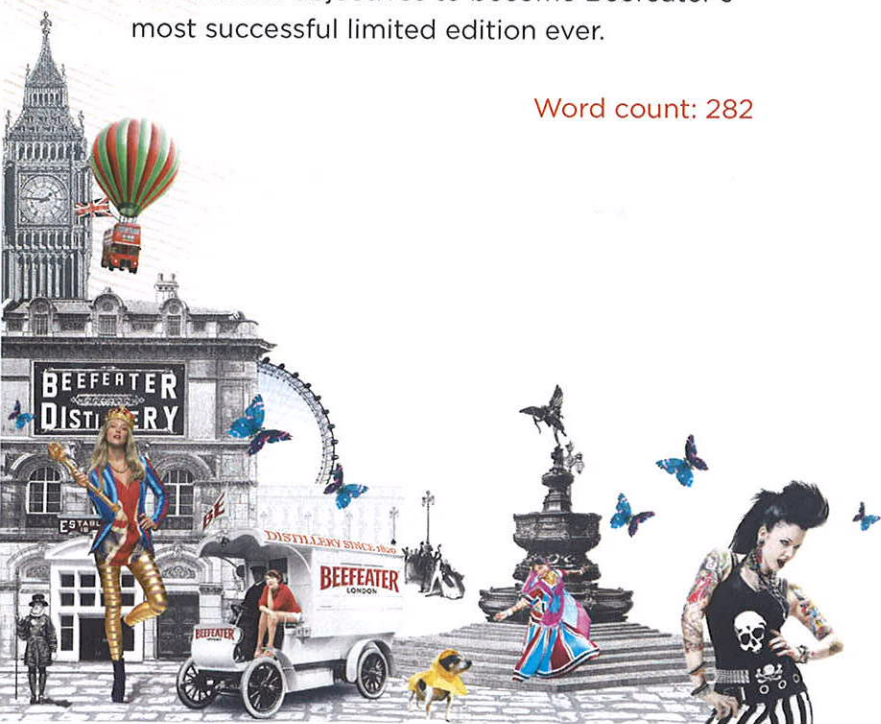
The design idea was based on the simple insight that Brits and Londoners can appear aloof from the outside, but once you dig beneath the surface they are full of surprises and contrasts.

The sheer boldness and simplicity of the design, enabled decentralised markets to activate the brand very cost effectively, resulting in a hugely successful limited edition campaign which not only achieved all of its design objectives, but easily surpassed its commercial objectives to become Beefeater's most successful limited edition ever.

Word count: 282

KEY ACHIEVEMENTS SUMMARY:¹

- **188%** over volume target
- **1,018%** higher volumes versus the previous year's limited edition
- **335%** increase in sales volume versus previous year's limited edition in Spain, Beefeater's biggest and most important market
- **244%** increase in uptake by markets (and therefore increased distribution) from the previous year's limited edition
- **1st** limited edition to be activated globally with market uptake on every continent
- **87%** cheaper for markets to activate than the Chivas Brothers' average
- **Silver** winner of Packaging Innovations' Best of British 2012 Awards



¹ All data supplied by Chivas Brothers and Pernod Ricard Espana

PROJECT OVERVIEW

THE BRIEF

With the eyes of the world on London during the summer of 2012 thanks to the Queen's Diamond Jubilee and the Olympics, Coley Porter Bell was tasked with creating a limited edition design for Beefeater London Dry Gin that would capture the exuberance and energy of the capital city and could act as a memento of the celebrations.

Specifically the limited edition design had to:

- Achieve a significant volume stretch target of 400% versus previous year's limited edition
- Extend the brand's global footprint, encouraging new markets to take up (activate) the limited edition
- Be the perfect souvenir from a trip to London in 2012
- Present the brand in a contemporary and relevant manner, ensuring it is perceived as bold, innovative, creative and importantly the authentic voice of London
- Stand out in the off-trade

Crucially there were several challenges and constraints:

- The liquid was unaltered from the usual Beefeater London Dry Gin
- The structure of the bottle could not be changed in anyway
- The iconic Beefeater yeoman had to be used
- There could be no reference to the Olympic Games or London 2012



PROJECT OVERVIEW

DESCRIPTION

Beefeater is the number one premium gin in the world by volume, with a portfolio that consists of the premium London Dry Gin, super-premium Beefeater 24 and the most recent addition to the family, the ultra-premium Beefeater Burrough's Reserve (launched June 2013). The distillery was founded in 1820 in Chelsea, London and when James Burrough first distilled Beefeater in the 1860s, he set the standard for London Dry Gin. Today, Beefeater is the authentic London gin and the only international brand still produced in the capital.

Beefeater is owned by Pernod Ricard, which operates under a decentralised structure giving individual markets complete autonomy over distribution and activation of its brands.

Effectively the markets become customers of the brand owners. Markets do not automatically have to adopt brand initiatives. Rather they can choose which brands they activate, how many cases they will take and crucially, how much advertising and promotion budget to spend. This unique organisational structure makes achieving a successful global campaign extremely challenging.

The year 2012 was highly significant for London, with the arrival of the Olympic Games and the Queen's Diamond Jubilee celebrations. As the city's oldest gin Beefeater wanted to capitalise on the energy around its hometown and create a limited edition bottle that would get people excited and talking about the brand.



PROJECT OVERVIEW

MARKET OVERVIEW

Global

The global gin market is in gradual volume decline, at -1.16% (CAGR 2008 - 2012). However, the premium sector in which Beefeater operates is witnessing moderate growth at +3.17% volume (CAGR 2008 - 2012), and +7.7% Y.O.Y. (2011 - 2012).²

Beefeater volume sales have remained relatively constant, albeit just behind the market over the last few years:³

2008	2009	2010	2011	2012	CAGR	Y.O.Y (2011-12)
2.4	2.2	2.3	2.4	2.5	+1.17%	+4.2%

Millions of 9L cases

Beefeater's main markets include, Spain, USA, Canada, Japan, Travel Retail, UK, Russia and Czech Republic.

Spain

In Spain, the premium gin category is seeing healthy growth of +10.5% Y.O.Y. by volume (2011 - 2012). Beefeater London Dry Gin is Spain's number one premium gin with an impressive 68.3% volume share.⁴ It is highly respected as a quality, if somewhat traditional brand.

As Beefeater's biggest market, Spain accounts for 44% of total sales⁵ — its importance to the brand cannot be underestimated.

² The IWSR

³ The Spirit's Business Brand Champions 2013

PROJECT OVERVIEW

MARKET OVERVIEW CONTINUED

UK

As the 4th largest gin market in the world⁶, the UK is also a key focus for Beefeater, particularly in such a quintessentially British year as 2012.

Premium gin is in growth, +3.17% volume (CAGR 2008 – 2012) and +10.06% Y.O.Y. (2011 – 2012).⁶

In a wider context, 2012 was the year for flag-waving patriotism with British (and even non-British) brands capitalising on the Jubilee celebrations and Olympic fever. From dishwasher tablets to syrup, and from bread to Champagne, the shelves in the UK off-trade and travel retail were deluged with Union Jack-inspired designs across all categories, all competing for a piece of the £18.6 billion wallet from 31.1 million overseas visitors who came to Britain in 2012⁷. Competition for the accolade of 'ultimate London memento' was fierce to say the least.

Project Launch Date
June 2012

Size of Design Budget
Confidential

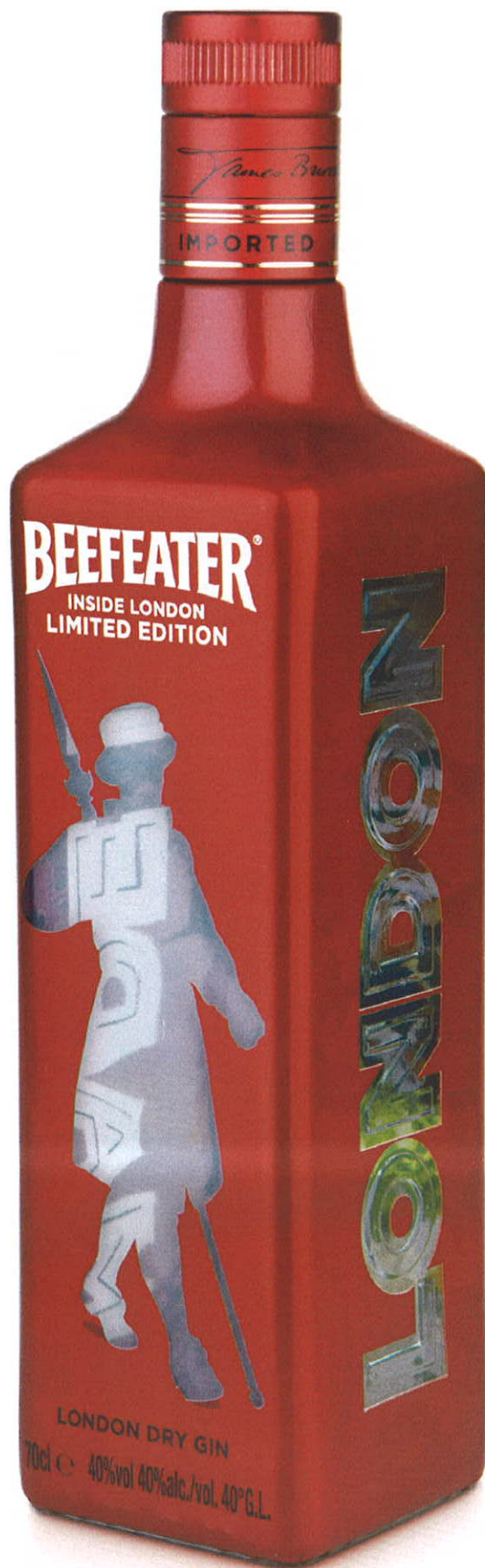
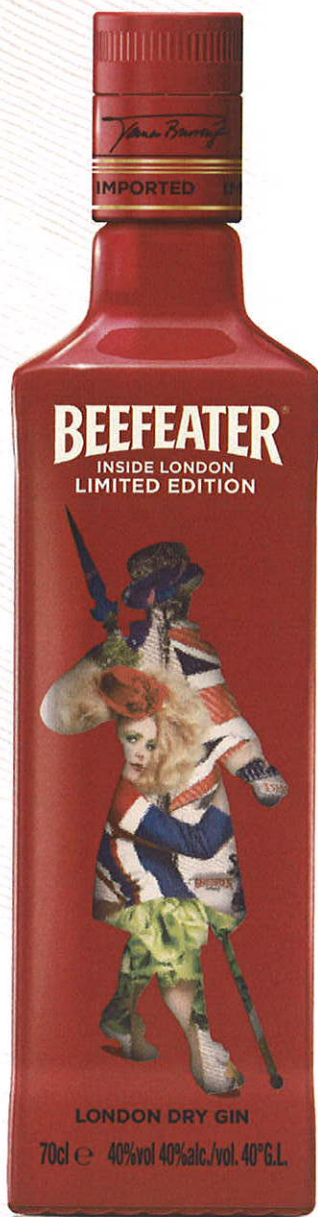


⁴ Nielsen MAT DE13

⁵ Pernod Ricard Annual Report 2012/2013

⁶ The IWSR

⁷ Visit Britain



PROJECT OVERVIEW

OUTLINE OF THE DESIGN SOLUTION

The design idea was borne out of a simple insight:

Brits and Londoners in particular are known for their quiet reserve. Yet when you dig beneath the surface you discover a nation that is one of the most tolerant, enterprising, ingenious, creative, stylish, energising and occasionally eccentric.

Like the quintessential Paul Smith jacket – sober and classical on the outside, yet with a vivid hit of colour on the inside, the Beefeater Inside London Limited Edition is the embodiment of the London spirit.

The design is eye-catching, yet unassuming on the outside. When you look inside and go beyond the surface, you discover the vibrancy, energy and eclecticism of London.

Styled in Beefeater red and reminiscent of a British phone box, the bottle is transformed with the use of a double-sided shrink sleeve. The iconic Yeoman and the Made in London

embossing on the sides of the bottle, become transparent windows onto the world of contrasts that lies within.

In keeping with the concept, the back of pack design plays to the juxtapositions that make London what it is, while referencing the authentic roots of the brand. The copy invites consumers to “discover a city of vibrancy, diversity and alive with contrasts”.

The Inside London limited edition is striking and dramatically different from the usual Beefeater London Dry Gin bottle. It stands out from afar, yet also engages when close up. The use of the Yeoman as the window on to London gives the brand icon a contemporary twist whilst retaining brand recognition.

We were tasked with creating the ultimate London souvenir that would stand-out on shelf, contemporise the brand and convey Beefeater's authenticity as THE London gin. To this end, we believe the majority of our ambitions have been fulfilled.

Word count: 292



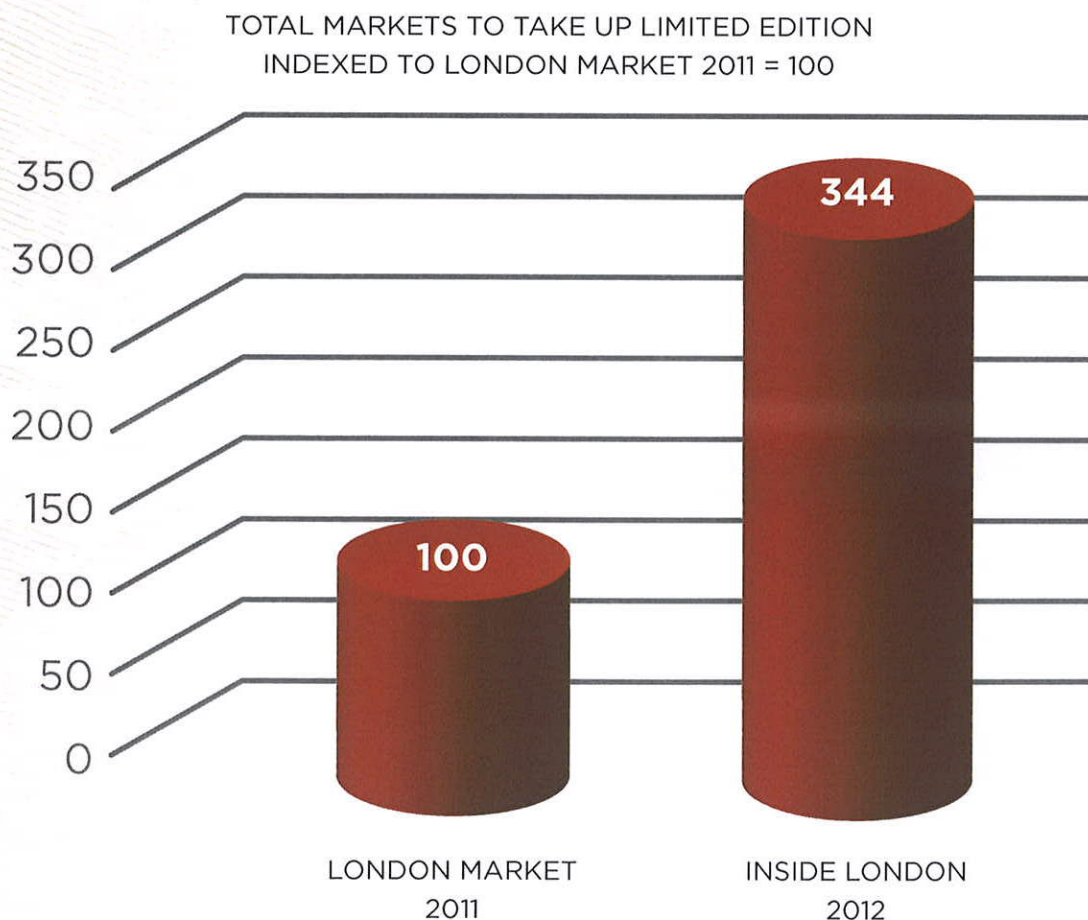
THE RESULTS

INCREASING MARKET DISTRIBUTION – EXTENDING THE BRAND'S GLOBAL FOOTPRINT

As has been mentioned in the Description section of this submission, due to the unique way in which Pernod Ricard is structured, markets are not obliged to activate brand owner initiatives.

To provide some context, the Beefeater's 2011 London Market Limited Edition consisted of both a new bottle design and a new liquid flavour. It was primarily taken up by Spain and a small number of Eastern European countries. Beefeater Inside London on the other hand, increased the number of markets activating the limited edition by 244%.

It was the first time that a Beefeater limited edition had ever been activated globally across every continent. Among the markets that adopted Inside London were key markets including Spain, UK, Russia and Travel Retail.



⁸ Chivas Brothers Actual Shipments

⁹ Chivas Brothers Actual Shipments

THE RESULTS

INCREASING BRAND VISIBILITY

Around $\frac{5}{6}$ of the markets that took the 2012 Limited Edition have no advertising and promotions budgets for Beefeater, relying on trade promotions only. Ordinarily, this limits their ability to activate brand initiatives. The joy of Beefeater Inside London was that, because it worked so hard on shelf creating impact and communicating Beefeater's London credentials, it enabled these markets to activate the limited edition for a very low cost. They did not have to put any additional A+P budget behind it, other than the extra packaging cost per bottle. Even this was cost-effective.

Beefeater Inside London required 87% less investment per bottle than the Chivas Brothers' average.¹⁰

The design was so impactful on shelf that it enabled one of the markets, Austria, to achieve its first ever listing in the off-trade via the retail group Spar.

Inside London increased brand visibility in the crucial UK market with promotional listings in all major grocery retailers and high profile displays at Harrods and both Heathrow and Gatwick airports.



THE RESULTS

INCREASING BRAND VISIBILITY CONTINUED



Spanish Retailers



Heathrow Terminal 3

THE RESULTS

INCREASING SHIPMENTS & SALES

GLOBAL

The business case for Beefeater Inside London was approved against a 400% stretch target versus Beefeater's 2011 London Market Limited Edition. Beefeater Inside London outperformed all other Beefeater limited editions to date, achieving +188% over target and +1,018% more than the previous year's London Market Edition.¹¹

SPAIN

In Beefeater's biggest market Spain, Beefeater Inside London sold +335% more volume than the London Market Limited Edition the year before.

In the on-trade, all volume sold out in two months. Usually limited editions are expected to remain in market for the full year – in this case 5 – 6 months.

UK

During the important summer period, Beefeater Inside London helped the brand achieve 3% volume uplift overall.

The usual rate of sale of Beefeater London Dry Gin is in decline Y.O.Y. in the major multiples, as the brand is perceived as somewhat traditional. However, 4 week ending promotional data shows that Beefeater Inside London achieved impressive sales volume uplifts across the majority of UK supermarkets.

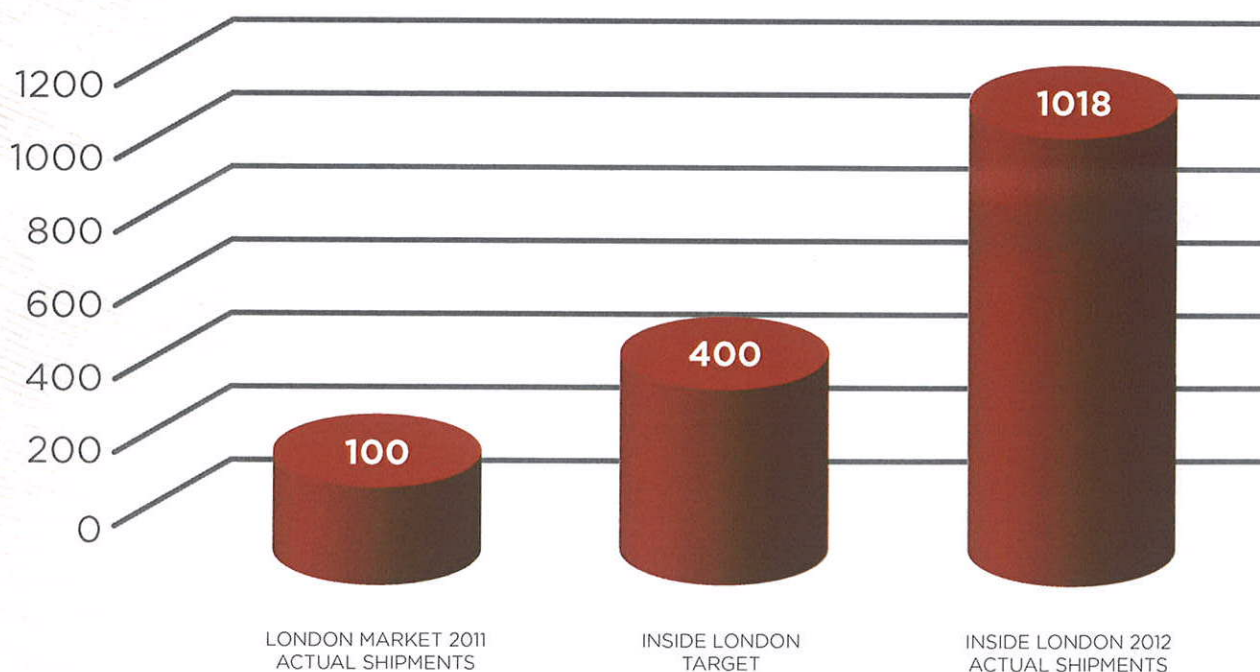
Morrisons +80% Y.O.Y.

Tesco +101% Y.O.Y.

Sainsbury's +258% Y.O.Y.

Waitrose +12.9% Y.O.Y.

SHIPMENTS BY 9L CASES INDEXED
TO LONDON MARKET LIMITED EDITION = 100



¹¹ Chivas Brothers Actual Shipments

¹² Pernod Ricard Espana

¹³ Pernod Ricard UK

THE RESULTS

THE ULTIMATE LONDON MEMENTO

Beefeater Inside London achieved its objective to be the ultimate London memento in 2012. Distribution and volumes show that we created a desirable bottle that was able to cut through the mass of Jubilee-inspired memorabilia and get noticed both in the UK and abroad.

This achievement was also recognised at Packaging Innovations Best of British 2012 design awards where Beefeater Inside London won Silver, losing out only to Marmite's Ma'amite.



THE RESULTS

MARKET TESTIMONIALS

"Beefeater Inside London has been the perfect limited edition. Not only has it extended our global footprint, contributing to our first ever global activation for a limited edition, but it has also given us a distinct voice in the crowd of Jubilee and London 2012 souvenirs. It has been an unprecedented and unequivocal success, reinforcing our positioning as the authentic London gin."

*Paco Recuero,
Brand Director, Beefeater*

"The Inside London Limited Edition was a fantastic and disruptive way to bring the Forever London campaign to the shelves, clearly standing out and allowing a direct link with London right at the time of the Olympics."

*Sophie Gallois,
Marketing Director,
Pernod Ricard Espana*


"Combining London's mix of classic regal chic and rebellious eccentricity, the Beefeater Inside London bottle was the ideal keepsake for patriotic Britons who share Beefeater's passion for London. It was the perfect way to celebrate the British capital and offered clear standout on shelf for retailers in what was an unprecedented seasonal sales period."

*Adam Boita,
Marketing Manager, Pernod Ricard UK*



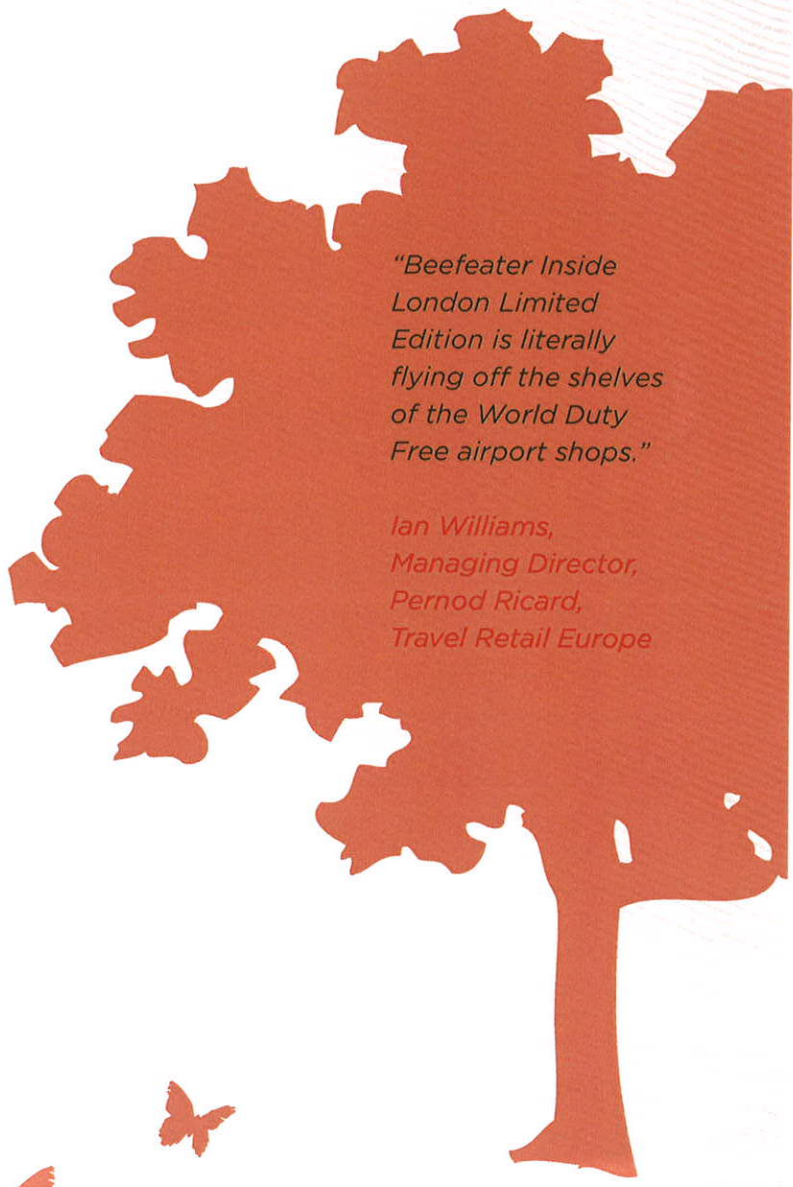
THE RESULTS

MARKET TESTIMONIALS




"We wanted to create an interesting souvenir for those coming to London and we wanted to stand out from all the other memorabilia. We thought that the idea of 'being in the know', giving an insider's view of London, was a compelling way to communicate Beefeater's London credentials."

*Stuart Humm,
Creative Director,
Coley Porter Bell*



"Beefeater Inside London Limited Edition is literally flying off the shelves of the World Duty Free airport shops."

*Ian Williams,
Managing Director,
Pernod Ricard,
Travel Retail Europe*



"Pretty cool concept. Like the windows on the three sides of the bottle, a lot to discover, interactive. What I love best, is its restraint from being overtly "Olympic" in nature."

*Fred Hart,
comment on the DieLine
packaging blog*

THE RESULTS

OTHER INFLUENCING FACTORS

There was no advertising campaign developed by the brand team to support Beefeater Inside London Limited Edition.

A toolkit/activation guidelines document was given to markets to provide inspiration on how to activate the Limited Edition at point of sale. Coley Porter Bell also created this toolkit. The suggestions for visibility were very much based on the bottle design concept.

It is difficult to say how each market activated the Inside London limited edition but as mentioned earlier in this submission, many of the markets do not have advertising and promotions budgets for Beefeater, relying instead on the bottle design, POS and trade promotions to sell it.

In Spain, the Inside London Limited Edition was activated via a press release to key on and offline media, social media and some visibility activities in the off-trade. This accounted for less than 1% of the total A&P budget. The same amount was spent on the previous year's London Market Limited Edition. Inside London was sold on promotion in Spain, as was London Market Limited Edition the year before.

In the UK, Beefeater Inside London was sold on price promotion. During the equivalent summer period in 2011, Beefeater London Dry Gin was also sold on price promotion. (NB. Pernod Ricard UK did not take London Market Limited Edition).¹⁴ Therefore, Y.O.Y. uplifts are genuinely attributable to the design of the bottle.

Due to legalities over the placement of the Import Duty stamp, the UK design was not the same as the rest of the world. Instead of a shrink sleeve, the concept was replicated with a full length label which looked through to a reverse-printed back label. The integrity of the idea was kept intact.

Beefeater Inside London was not the main focus of the UK consumer PR campaign over the summer of 2012. In fact Beefeater Inside London received coverage in only 3 publications versus 53 publications for London Market.

The liquid for Beefeater Inside London was not altered in anyway and its retail price was parity with Beefeater London Dry Gin when not on promotion. Beefeater Market Edition however, was a completely new flavour and sold at +10% premium.

There was a reasonable level of competitor activity during June - December 2012. Bombay Sapphire launched its Imagination Series: Film (user generated content digital campaign), its Travel Retail exclusive illuminating Electro pack and it also continued its 'Infused with Imagination' advertising campaign.

Gordon's Gin launched '10 Green Bottles' - 10 limited edition bottles designed by Sir Terrance Conran which were exclusive to Selfridges in the UK, as well as airing its advertising campaign, 'Shall we G&T started?'

RESEARCH RESOURCES

- Beefeater Brand Marketing Department
- Pernod Ricard Espana Marketing Department
- Pernod Ricard UK Marketing Department
- The IWSR
- The Spirits Business Brand Champions 2012 Report
- Pernod Ricard Annual Report 2011/2012
- Visit Britain
- Bacchus PR

