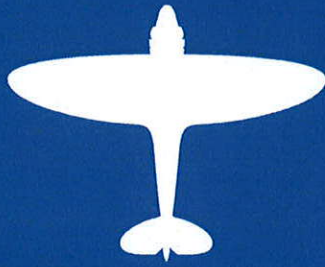


KEEP
CALM
AND
CELEBRATE

FOR PUBLICATION





PROJECT TITLE
GLORIOUS 2012

CATEGORY
PACKAGING

SUB-CATEGORY
BRANDED – DRINK

CLIENT COMPANY
SHEPHERD NEAME

DESIGN CONSULTANCY
JDO

DATE
JUNE 2013



OUTLINE OF PROJECT BRIEF

- To create an event focused design which would be appropriate for a broad range of opportunities for the trade
- To create packaging that would have major impact on shelf
- To create a pack that would encourage gifting and collectibility
- To head off the competition but also remain true to the spirit of the Spitfire brand
- To recruit younger drinkers in their twenties, thirties and forties
- To increase market share by at least 0.5%
- To increase volume growth of the Spitfire brand by at least 15%
- To investigate opportunities across other SKUs and formats
- Although this was a tactical campaign Shepherd Neame wanted to create a legacy for the brand

BACKGROUND

Spitfire was first brewed in 1990 to celebrate the Battle of Britain that was fought in the skies above Kent 50 years earlier. The beer is named after the legendary Spitfire aeroplane designed by R.J Mitchell. The versatility of the aircraft and the courage of its pilots were essential to victory and were a key symbol of the spirit of that time.

With some great British events being held during 2012, the idea was to celebrate Glorious 2012 through the Spitfire brand, also known as "The Bottle of Britain." The project had both B2B and B2C objectives. Having three huge events such as the Diamond Jubilee, London Olympics and Euro 2012 so close together, presented a unique challenge to the trade: retailers needed event focused products which were appropriate for a broad range of opportunities.



These events were also expected to generate a widespread sense of national pride throughout the summer months with consumers looking for products relating to key events. Shepherd Neame wanted a design for Spitfire that would stand out on shelf. The limited edition Glorious 2012 redesign met this challenge head on.

Spitfire is currently sold in the multiple grocers and small convenience stores such as the Co-op and Nisa. It is also available in the on-trade across the Shepherd Neame pub estate and in pubs across the country. Shepherd Neame could see opportunities across the board.

Spitfire was originally created as a celebratory beer. There was a natural opportunity in Glorious 2012 to continue to promote Spitfire in this vein but also to create longevity for the brand. The design development needed to be subtle with Shepherd Neame not wanting to alienate current Spitfire drinkers. They were however keen to recruit younger drinkers in their twenties, thirties and forties.

Shepherd Neame were also conscious that Union Jack bedecked packs were flooding the market. The design needed to be strong enough to head off the competition but also remain true to the spirit of the Spitfire brand.



Initial Spitfire bottle sales exceeded all commercial expectations, so Shepherd Neame made the decision to roll out the design across tap handles and lenses (cask and keg) and to support the campaign through social media, merchandise and on-trade point of sale. On-trade Spitfire packs are normally sent out to the trade between May and August. Annual requests for packs are normally stagnant at around 500 packs a year.

During the Glorious 2012 campaign Shepherd Neame sent out **four times** as many packs before the Olympics had even started.

OUTLINE OF DESIGN SOLUTION

GLORIOUS 2012

Project Launch Date: May 2012



Standard Bottle
Pre April 12 &
Post November 11



Glorious 2012
May - September



Glorious Phase 2
Mid November -
March 13

The creative result of the Glorious 2012 brief was a modern evolution of the existing design on both the bottle and the outer. A Union Jack flag was introduced to the background of the front label to inject national pride, whilst the call to action “Keep Calm and Celebrate” sat on the neck label together with an iconic Spitfire plane.

Limited edition bottles launched in the grocery multiples and ran throughout the summer months while the events were taking place. With all the excitement during the summer of Glorious 2012, it felt absolutely appropriate to celebrate Spitfire, an authentic British brand.

The Spitfire brand had not been touched for 15 years and was viewed very much by Shepherd Neame as being ‘The crown jewels’ of the brewery. The speed of design sign-off for the Glorious campaign was unprecedented at Shepherd Neame and represented a complete cultural shift. Consensus of opinion at board level was absolute and extraordinary.

IMPROVEMENT IN STAFF MORALE



“The Glorious 2012 limited edition Spitfire bottle gave the Shepherd Neame sales force a real boost in confidence which helped them to get feature instore which in turn facilitated an uplift in sales results. The team felt that going back to the standard bottle post the ‘Glorious 2012’ campaign would be a backward step and would damage the Spitfire brand. JDO were therefore briefed to redesign the standard bottle to be launched once the campaign had finished.”

MARK MILLER
MARKETING MANAGER
SHEPHERD NEAME

“This represents a lot of hard work and commitment and is the reflection of a real team effort. I am very proud of what you have all delivered behind the Spitfire brand, a sense of passion and momentum. The Spitfire brand is at its most valuable point ever”

GRAEME CRAIG
SALES & MARKETING DIRECTOR
SHEPHERD NEAME

OTHER INFLUENCING FACTORS

- ▶ The events of Summer 2012; the Diamond Jubilee, the Olympics and Euro 2012, however England exited from Euro 2012 early on after a penalty shoot out loss to Italy in the quarter finals.
- ▶ During a national price promotion 500ml bottles were sold for £1 each (but the same price promotion was conducted at the same time the year before so Y-O-Y comparison is accurate).
- ▶ Hot weather can significantly increase alcoholic drinks sales. The extremely poor weather of summer 2012 meant that the anticipated party atmosphere dropped away fairly early in the proceedings with the Jubilee weekend a complete washout. Despite the bad weather, Spitfire sales steadily continued to outperform expectations and the results continue to bear out the quality and the value of the design.

What started out as a limited edition promotion turned into the development of the standard design from which the brand is still reaping the benefits in terms of the uplift in Spitfire sales.

The momentum and confidence built by the new design have enabled the brand team to develop a much wider campaign and the brand continues to grow.



Shepherd Neame have now collaborated with the comedians Armstrong and Miller for a new campaign which includes TV, online, print and poster ads as well as a PR campaign and appearances by the duo at consumer and trade events.

TV ads will air from the beginning of July 2013.