

**DBA DESIGN  
EFFECTIVENESS  
AWARD SUBMISSION  
2015 FOR  
PUBLICATION**

**PROJECT TITLE**

Pip Organic Fruit Juice

**CATEGORY**

4. Packaging

**SUB CATEGORY**

4.2 Branded - Drink

**CLIENT COMPANY**

Boost Trading

**DESIGN CONSULTANCY**

Identica

**CURRENT DATE**

27.06.14

**PIP ORGANIC:**  
The UK's First  
Kids' Organic  
Juice and  
Smoothie Range



## EXECUTIVE SUMMARY



**PIP Organic is an award winning independent brand of 100% organic juices and smoothies. They are a young passionate organic business with sustainable values at their very core. Identica worked with PIP Organic to create a kids' range: PIP Organic Fruit Juice & Smoothies, to grow the family so there is a product for every juice occasion.**

**SQUEEZED, PRESSED, CRUSHED FRUITS & NOTHING ELSE.**

Identica was briefed to create the UK's first organic juice and smoothie range for kids to fill a gap in the market that wasn't being met by market leaders.

A key insight was that once kids are past baby food, organic food options are limited. We created PIP Organic Fruit Juice & Smoothies to allow kids to progress to a "big-kid" brand. By developing packaging that stands-out and appeals to kids for its fun, fruity personality, whilst communicating the quality and ethical values that parents and carers are looking for, our designs were a hit with mums and kids alike!

The designs were intended to be part of the already successful PIP Organic family (also created by Identica) but with a clearly differentiated look-and-feel that is targeted to appeal to kids.

PIP Organic Fruit Juice & Smoothies are successfully selling across the leisure, foodservice, hospitality and retail sectors.



**EXECUTIVE  
SUMMARY  
CONTINUED**



YEAR ON YEAR INCREASE IN SALES

**54%**

INCREASE IN SALES VOLUME FROM 2012 TO 2013

RETURN ON INVESTMENT

**320%**

RETURN ON INVESTMENT IN YEAR ONE

SHARE OF ORGANIC JUICE MARKET

**85%**

SHARE OF MAINSTREAM NFC\* MARKET

**6%**

INCREASE IN STOCKISTS

**52%**

FROM 2012 TO 2013

NUMBER OF AWARDS WON

**6**

INDUSTRY AWARDS WON IN 24 MONTHS

\* Not From Concentrate

## PROJECT OVERVIEW



### THE BRIEF

To create the UK's only chilled organic juice and smoothie range for kids to be sold as multipacks or individual Tetra Pak wedges.

The juices and smoothies needed to compliment the range of existing PIP Organic products and balance an appeal to kids with reassurance for parents and carers about product integrity.

### KEY OBJECTIVES

- Become the UK's first 100% organic juice and smoothie brand.
- Create a healthy option for children in the foodservice and retail sectors.
- Grow the chilled children's drinks category.
- Develop an environmentally sustainable proposition.
- Create a brand that is approachable, understandable and ultimately exportable.

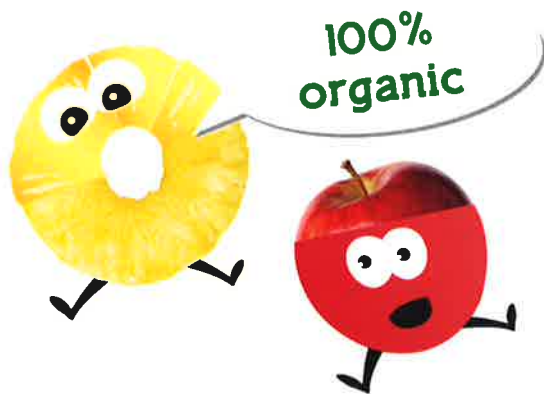


## PROJECT OVERVIEW CONTINUED

### PROJECT DESCRIPTION

Founded by Karen & Patrick O'Flaherty in 2011 in Borough Market, PIP Organic has been built on a passion and true belief in organic food ethics. Their mission is to develop mainstream organic brands that are sustainable and environmentally aware. Their first new range of products is PIP Organic Fruit Juice & Smoothies, aimed at toddlers and young children.

PIP Organic's working partnerships with growers allows them to track quality and provenance and have complete traceability over their products, down to the very last berry.



### THE MARKET

Consumption of fruit juice fell 4.9% in 2012, with consumers buying less frequently and in lower quantity, opting instead for better quality products. Identica forecast this change in 2011 and used this insight in helping PIP Organic plan the future of their business.

Within the kids' market single serve formats continue to grow in sales. We positioned PIP Organic Fruit Juice & Smoothies as a healthier option to other single serve soft drinks to appeal to parents and carers.

With the organic market growing by 2.8% in 2013, PIP Organic brought to market their Fruit Juice & Smoothies range aimed at kids to offer parents and carers the high quality kids' products they were looking for.

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## COMPETITORS



## PROJECT OVERVIEW CONTINUED

### PROJECT LAUNCH DATE

PIP Organic fruit juice and smoothies launched in

**MARCH 2012**

### SIZE OF DESIGN BUDGET

The project was completed for:

**CONFIDENTIAL**

## THE DESIGN SOLUTION

Our challenge was to create the packaging for PIP Organic Fruit Juice & Smoothie range which is an accessible, completely organic fruit juice and smoothie aimed at toddlers and young children.

Identica's creative solution was to celebrate 'being a kid'. This was achieved with the creation of fun fruit characters which look like stickers interacting with the graphic elements on the pack.

The big bold wonky PIP Organic logo screams fun, is a window into what's inside and promises all the juicy 100% natural ingredients within.

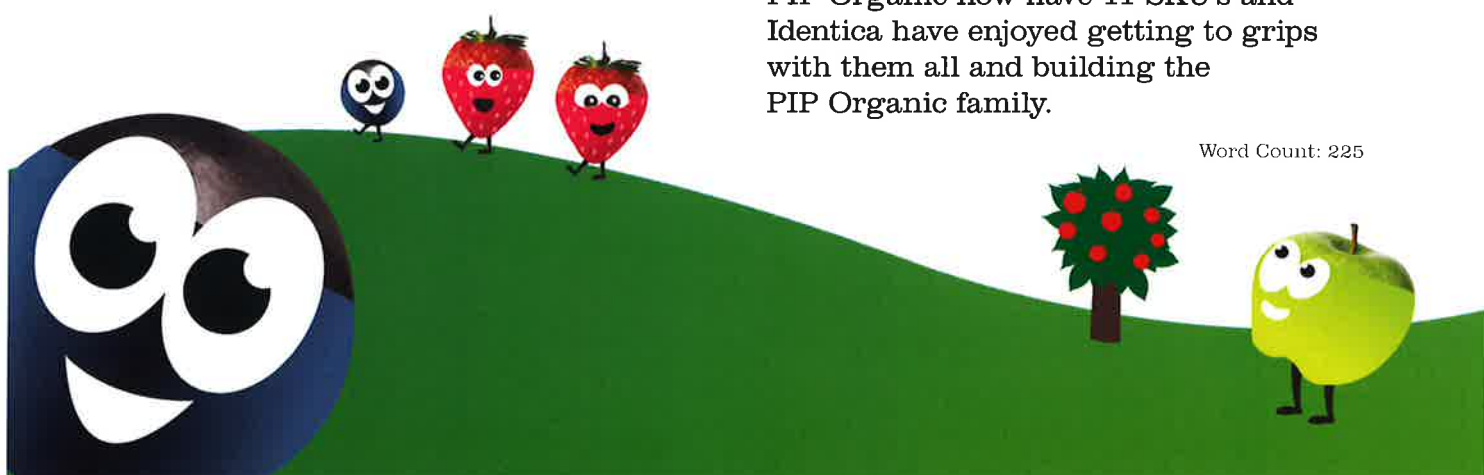
The design team took the opportunity to have some frivolous fun with the pack design by using playful typography, vivid yet natural colours for great point of sale visibility, a cheerful tone of voice that communicates happy facts about what is inside, and inventing fruity characters which pop up all around the packaging.

The product story has been thought through beyond just the graphic application. Identica sourced packaging that has a lower environmental impact yet can offer maximum shelf life for such a fresh product.

We also can claim a category first with the double bendy straw which, to the delight of parents, reduces squeezed spillage accidents because the liquid has to travel against gravity.

PIP Organic now have 11 SKU's and Identica have enjoyed getting to grips with them all and building the PIP Organic family.

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## SUMMARY OF RESULTS



### INCREASE IN RETAIL SALES

VOLUME OF SALES 2012	VOLUME OF SALES 2013	YOY CHANGE
£1.05 MILLION	£1.68 MILLION	+54%

### INCREASE IN MAINSTREAM MARKET SHARE

MARKET SHARE 2012	MARKET SHARE 2013	YOY CHANGE
4%	6%	50%

Only 1.6% of the mainstream NFC juice market is organic, PIP has significantly outperformed this category.

### INCREASES IN MARKET DISTRIBUTION

NUMBER OF STOCKISTS 2012	NUMBER OF STOCKISTS 2013	YOY CHANGE
350	530	58%

### RETURN ON INVESTMENT



### ENVIRONMENTAL & PRODUCTION EFFICIENCY



# IDENTICA

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## OTHER INFLUENCING FACTORS

Identica are the only creative agency to work with PIP Organic and we are delighted to say that all creative and launch/trade material was created in our studio.

### RESEARCH RESOURCES

- Zenith International
- Kantar Worldpanel
- Soil Association
- Neilson
- Client Data, PIP Organic





## APPENDIX

**“Love the branding, for a small brand it is very impactful and really stands out”**

WAITROSE



**“Very differentiated and easy for consumers to approach and understand”**

TESCO



**“Identica have successfully managed to position and create a proposition and design solution that appeals to both parents and kids which is no easy task. The branding is both bright and optimistic but has the natural cues that allows the brand to really stand out at point of purchase and be differentiated from mass mainstream products. In our opinion the solution that Identica developed has clearly created a strong offer for the brand in a very crowded marketplace.”**

BOOST TRADING



## APPENDIX



PIP Organic fruit juice and smoothie stall at Wholefoods Market, Kensington.



PIP Organic van at Wholefoods Market, Kensington.

APPENDIX

