



RETURNING TO ITS ROOTS

PROJECT TITLE

Plymouth Gin –
returning to its roots

CATEGORY

4.0 Packaging

SUB-CATEGORY

4.2 Branded – Drink

CLIENT COMPANY

Pernod Ricard

DESIGN CONSULTANCY

Design Bridge

CURRENT DATE

June 2013

DesignBridge™

EXECUTIVE SUMMARY

Plymouth Gin is a unique, premium quality gin made in Plymouth, since 1793. The favourite gin of everyone from the Royal Navy to Winston Churchill, and believed to be the gin that led to the invention of the martini, industry experts have called it the world's number one white spirit.

Over the past decade, however, Plymouth found itself up against increasingly stiff competition from the growing number of premium and artisan gins and risked delisting. Pernod Ricard felt that Plymouth's rich story and high quality was not being communicated by its then undifferentiated art deco styling, and asked us to create a pack that would reassert the brand's heritage, safeguard its reputation and boost its market position from middle-of-the-road to super-premium.

Launched in Autumn 2011 and rolled out globally in 2012 and 2013, the new pack has enabled Plymouth to attain its rightful position as a super-premium brand of quality, increasing its recommended retail price by an average of 50%, whilst also increasing distribution to 5 new markets, significantly over-delivering against sales expectations and improving sales value.

(173 words)

+62%

vs global sales
expectations

+25%

distribution

PROJECT OVERVIEW

OUTLINE OF PROJECT BRIEF

To take the category generic art deco identity of Plymouth Gin and reposition the brand as distinctive, desirable and artisan:

Key objectives

- More premium – reposition Plymouth upwards as an exceptional quality product worthy of a higher retail selling price – up to double in some markets.
- More memorable – a brand with a real story at its heart, made to the same recipe since 1793 in the oldest gin distillery in England.
- More impactful – a brand that stands out in a highly cluttered and constantly evolving creative field whilst being authentic to its history.
- More relevant – competing on its own merits against craft and artisanal products by emphasising artisan values.
- Drive value: help Plymouth Gin to become the number 2 by value by 2020 (behind Hendricks).



Old art deco pack and competitor line up

DESCRIPTION

Pernod Ricard took ownership of Plymouth Gin in 2008, when it acquired Vin & Sprit.

It is made in the oldest gin distillery in England, in a single batch copper pot dating back to 1850, to the original family recipe, since 1793. Sweet root botanicals and soft Dartmoor water give a uniquely smooth, yet sophisticated taste profile and it is the only gin on earth with its own "appellation controllee", one of just 18 geographically protected British food or drink products.

As the drink of choice of the Royal Navy, Plymouth's fame was spread to every corner of the earth. Plymouth is specifically called for in the earliest known written recipe for the martini, circa 1896. And, if you look back at the first famous bartenders guide, the Savoy Cocktail Book, Plymouth Gin is called for in more recipes than any other name brand spirit.



OVERVIEW OF MARKET

The gin market is changing. Under pressure from innovation in the vodka and whisky categories, there has been a surge in premium and super premium boutique, craft and artisanal gins, designed to be sipped like a single malt whisky.

As a result, global super-premium gin sales rose by 17.75% between 2005 and 2010 while premium gin sales showed a compound annual growth rate of 1.5% between 2005 and 2010.

OBSTACLES/CHALLENGES FACED

Not only did Plymouth undergo a packaging upgrade, but a significant price increase too. The company announced that it would increase the price of the brand up to 50% to "reflect the brand's super-premium positioning within the gin category". In the UK, for example, where the brand had a recommended retail price of £17.50, the increase was set to rise to £25.00 per unit, a 43% increase.

The new pack would face a major challenge: convincing consumers that Plymouth is worth paying significantly more for, even though the product inside the new bottle is exactly the same.

PROJECT LAUNCH DATE

The bottle was launched in April 2012.

SIZE OF DESIGN BUDGET

£95,000 for 2D and 3D design.

OUTLINE OF DESIGN SOLUTION

The design solution addressed both 2D and 3D.

To make the transformation from art deco to brand roots, our design strategy was “look backwards in order to look forwards” and so the first thing we did was to explore the Black Friar’s Distillery, which is also the building where the Pilgrim Fathers spent their last night before setting sail for America on the Mayflower.

At the distillery we were able to delve through the archives, picking up small details that had been lost along the way, from distinctive crafted typography to shapes that reflected the history of the brand.

The new rounded bottle shape and antique style pay tribute to the unique heritage of Plymouth Gin, and see a return to the codes and cues of much earlier packaging.

The label has been enriched with copper detailing to reflect Plymouth’s artisanal credentials, whilst the copper cap also mirrors the single copper pot still that has been used in production since Victorian times.

In addition, the labelling honours the brand’s provenance, with an image of the Mayflower on the front of pack and a Black Friar icon peering through the gin from the back label underlining the brand’s intrinsic link to Plymouth. “When his feet are dry it’s time to buy!”

Below the ship reads the caption, “In 1620 The Mayflower set sail from Plymouth on a journey of hope and discovery,” the additional focus taking the design closer to earlier versions of the logo.

When designing the bottle we added a slight green tint to the glass to enhance the feeling that the bottle came off of the Mayflower, dialing up authenticity, while the bottle has a slight uneven surface to enhance the artisanal cues... the imperfections of glass make it feel washed by the sea.

The new look and feel also appears on both Plymouth Navy Strength and Sloe Gin.

(304 words)



The two previous Plymouth packs, with new design on right

OUTLINE OF DESIGN SOLUTION

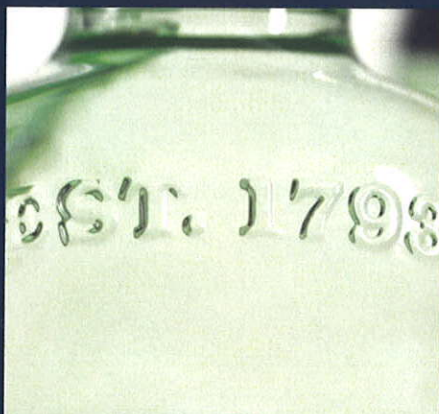
The design solution addressed both 2D and 3D



Plymouth new packs and range



Plymouth Gin design details



SUMMARY OF RESULTS

Whilst the increase in purchase price has had some effect on volumes, overall the redesign has made a significant positive impact:

- The premium new pack has helped Plymouth increase its average unit price by 50%, increasing margin in a growing segment.
- Globally, sales volumes are currently 62% above expectations.
- In the UK, sales are currently 335% above expectations.
- In the US, volume is up by 7% and contribution up by 12%.
- Distribution has increased from 20 to 25 markets. This translates to a 25% increase in distribution.
- Finally, there has been an overall increase in sales value, moving the brand closer to its vision of being number 2 in the market by value by 2020.

+62%

vs. global sales
expectations

+25%

distribution

+50%

unit price increase
after redesign

+335%

vs. UK sales expectations

“

Plymouth is recognised by gin aficionados around the world as an aspirational product and is often regarded as the 'single malt' of gins. The new packaging confidently reflects this quality with its striking new shape and luxury cues.

The stylish bottles offer increased on-shelf stand-out for the on- and off-trade, with the increased price point reflecting Plymouth's rightful position in the super-premium gin category.

”

Adam Boita
Marketing Manager
Pernod Ricard UK

“

The new packaging is spot-on... it is, quite simply, lovely, from its super-tactile dumpy bottle to its copper cap. Let's hope that it's a harbinger of a bright new dawn for one of the finest gins out there. The brand is back.

”

Just-Drinks
February 2012

OTHER INFLUENCING FACTORS

Limited A&P support. Plymouth relies heavily on word of mouth and unpaid PR from bloggers, mixologists and gin enthusiasts.

RESEARCH RESOURCES

Marketing Department, Pernod Ricard

THANK YOU