

SINCE 1777

BADGER



Badger Hopping Hare: A success story from the Dorset countryside

Category

4.2 Packaging: Branded Drink

Client

Hall & Woodhouse

Design Consultancy

BrandOpus

Date

July 2012

brandopus



“ We were impressed with the BrandOpus approach. They condensed the essence of the brief to one key brand challenge and it is clear that BrandOpus brings with them both expertise and enthusiasm for the category.

The redesign brings a refreshed look and feel to the Badger brand, which we and the consumers love, proven by the fantastic results on our first launch: Hopping Hare.”

Anna Corbett, Brand Manager, Badger Ales




Executive Summary

Hall & Woodhouse have brewed ale in the heart of the Dorset countryside since 1777. Having established the Badger brand in 1875, years of innovation and product development grew the Badger portfolio. However over time ales such as Tanglefoot and Fursty Ferret were found to have become brands in their own right, rather than ales sitting beneath Badger parent brand, highlighting that Badger brand did not play a significant enough role on the bottle.

Hall & Woodhouse briefed BrandOpus to elevate the role of the Badger brand, and communicate tiers within the portfolio to help guide consumers through the range. The redesign unified the range of countryside inspired ales to appeal to a widening ale-drinking audience and help the brand command the growing in-store market. Hopping Hare launched five months ahead of the wider portfolio to spectacular results...

 **1200%** Increase in sales of Hopping Hare 

 **265%** Overachievement of internal sales forecasts

 **16th** Highest cash rate of sale in the single bottled ale category*

30th Largest bottle ale brand in the Grocery Multiple sector 

Badger Hopping Hare sales in year 1 since relaunch have grown from £116,600 to reach a **thirst-quenching £1.4million**. This represents a **sales increase of over 1200%** versus 2010 when Hopping Hare was marketed as seasonal ale, based on pro-rata sales over LFL time periods Badger Hopping Hare has **surpassed year 1 internal sales forecasts by 265%**, and paved the way for the launch of the rest of the range. Hopping Hare has grown to achieve the **16th highest cash rate of sale** in the single bottled ale category amongst a market of over 1000 variants, and **30th largest bottle ale brand** in the Grocery Multiple sector.

* A measure of the rate of sale by cash value rather than sales units or otherwise volume.



Executive Summary

746,064

More pints of Badger Hopping Hare enjoyed in unit sales



35%

Grocery Multiple distribution has increased from 8% to 35%



The redesigned Hopping Hare is the most successful Badger Ale bottled ale launch in history

356,323

More households enjoying Badger Hopping Hare following redesign

Thirsty business

Badger Hopping Hare **unit sales have grown from 77,000 to 925,000** in the year following redesign. That's equal to **746,064 more pints** of Hopping Hare enjoyed thanks to the new design!

Bringing The Countryside to the supermarkets

Hopping Hare achieved an **increase in PCWTD distribution in Grocery Multiples from 8% to an incredible 35%** thanks to the increased focus bought about by the redesign. This ensured visibility of the Badger brand on a previously unprecedented level, and paved the way for the launch of the wider range redesign shortly after.

A Hopping success

Badger Hopping Hare has achieved a **0.7% volume & value market share in year 1**, making it **the most successful Badger Ale bottled ale launch**. There are now a total of **356,323** more households enjoying Badger Hopping Hare due to the increase in market penetration following the redesign.

300 words



Project Overview


Outline of project brief

Badger is considered an innovation leader in the premium bottled-ale sector, pioneering new product development and receiving much recognition from industry bodies and the trade. However over time this had led to a large portfolio of ales, and consumer feedback indicated that the Badger range lacked cohesion.

The brand was in need of a unified look and feel to encourage navigation through the range and cross purchase. Within the Badger portfolio there are recognisable favourites such as Tanglefoot and Fursty Ferret which have a loyal following and to a great extent had grown to become more well-known than the Badger brand itself, weakening the brand's platform for NPD and highlighting that Badger does not play enough of a role on the bottle

Badger is distinctive in the marketplace as the countryside ale brewer, but this was not being communicated on the bottle. The design challenge was to create a new brand identity and pack design to initially roll out on a single variant, Hopping Hare, and later across the wider bottled ale portfolio and other consumer touch-points, including on-trade within Hall & Woodhouse pubs, and off-trade.

Specifically the brief was to:

-  **Establish a design framework to communicate the Badger brand and product tiers, bringing to life the brand's 'countryside' positioning.**
-  **Attract new customers to the brand whilst not alienating existing fans**
-  **Capture the attention of the female shopper, who purchases almost a third of bottled ale volumes but does not consume the ale herself**

Description

Based in Blandford St. Mary, Dorset, Hall & Woodhouse is an independent brewer, with a network of pubs across the South & South-West. Owned and managed by the fifth generation of the Woodhouse family, the company began brewing in 1777 and applied the Badger brand to their locally brewed ales in 1875. Today Hall & Woodhouse is the 4th largest premium bottled ale brewer in UK retail.



Previous design

Project Overview

Overview of market

The bottled ale category is diverse, with a large number of national brands, plus regional and local brewery brands. However the top 10 brands generate 60% of the total category value. Badger is the 2nd largest beer premium bottled ale brand in the UK retail market with a 8.1% value and 8.7% volume share of the sector at the time of brief, and facing competition from group-owned breweries, such as Marstons & Greene King.

The smoking ban and the recession has contributed towards the growth of the off-trade beer category. However whilst seeing growth, ale's share of the take home market remained underdeveloped and latent opportunity lay with customers seeking high quality, crafted ales to drink at home. Hall & Woodhouse spied a big opportunity to increase household penetration of the Premium Bottled Ale Category.

Outline of design solution

Building on the brand's unique and ownable 'Countryside' positioning, BrandOpus refreshed the Badger identity to emphasise the rural roots of the brand. The brand identity now features a badger leaping, sending leaves flying, with the brand name itself integrated within the shape of the animal's body.

On bottle, BrandOpus positioned the brand identity within a countryside inspired framework, creating clear and consistent brand architecture, whilst the central space allows the flexibility to demonstrate quirky traits of each of the ales within the range.

The core range is represented by a series of illustrated animals, designed to reflect the characters of the ales, whilst the higher ABV 'ales to savour', are brought together by countryside pursuits in deep jewel colours.

The new Hopping Hare label communicates the light, crisp, refreshing characteristics of the thrice-hopped ale through the lively personality of the hare character and vibrant, clean colours. The hare has taken on a more dynamic role within the label's central space, whilst the brand framework is allowed to adapt to the personality of the ale, taking on the colours of the central design. Constants, such as the paw print detailing the beer's ABV, sit within the frame to enable easy navigation of the information on the bottle.

The overall redesign has unified the brand's presence at fixture, increasing stand-out for the Badger brand, to enable consumers to navigate the range with ease and engage with the brand more meaningfully.


Project Launch Date
MARCH 2011



Summary of Results

Increase in sales

Badger Hopping Hare sales in year 1 since relaunch have grown from £116,600 to reach a **thirst-quenching £1.4million**.

This represents a **like for like sales increase of over 1200%** versus Badger Hopping Hare sales in 2010 (pre-redesign) and facilitated its transition from a seasonal to a permanent national ale.

Furthermore Hopping Hare **unit sales have grown from 77,000 to 925,000** in the year following redesign. That's equal to **746,064 more pints** of Hopping Hare enjoyed thanks to the redesign!

Badger Hopping Hare has **surpassed year 1 internal sales forecasts by 265%**

£1.4m

In sales first year
after redesign

Increase in market distribution

Following the redesign, Badger Hopping Hare gained immediate distribution in Tesco 26.02.11 to 67% PCWTD. In response to demand in the five months following launch, distribution was subsequently increased in Tesco to **82% PCWTD in early August 2011**.

Previously listed as a seasonal ale in Sainsbury's and Tesco, following the redesign Hopping hare has gained a permanent listing in Sainsbury's, Tesco, Ocado and Booker.

Within total Grocery Multiples Badger Hopping Hare has now achieved 35% PCWTD distribution, versus 8% achieved the previous year. That's an incredible **27% increase in product category weighted distribution in Grocery Multiples** following the redesign, paving the way for the launch of the wider range redesign shortly after.

Improved category performance

The redesign of Hopping Hare has contributed to MAT volume sales driving Badger growth ahead of the market by the end of 2011. The redesign provided a platform for Badger Hopping Hare to secure listings and go from being a seasonal to permanent ale. As a permanent ale it have proved an instant hit, and is now the **16th fastest selling single bottled ale in UK Grocery Multiples amongst a market of over 1000 variants** (cash rate of sale). Hopping Hare is also the 30th largest bottled ale brand in UK Grocery Multiples by volume, within a marketplace of over 250 brands.



Summary of Results

The Hopping Hare success story is not only good news for Badger, but for the growth of the entire bottle ale category. In 2011, the redesigned Hopping Hare was **one of the top four bottled ale products contributing to category growth**.

Market Share

Badger Hopping Hare has achieved a volume and value market share in year 1 **of 0.7%**, making it the **most successful Badger Ale bottled ale launch** in history!

Increased market penetration

The number of households that bought Badger Hopping Hare in 2011 has **increased from 32,376 in 2010 to 388,699 in 2011**, representative of a growth in UK household penetration of 1.5% through grocery multiples. That **equals 356,323 more households** enjoying Badger Hopping Hare!

Laying down the foundations for portfolio success

The launch of Hopping Hare in late February 2011 **paved the way for the introduction of the wider redesigned portfolio** five months later in early August 2011. The result has been tremendously positive, with Badger bottled ales **growing ahead of the rest of the bottled ale category** at +8% in value and +5% in volume, whilst the number of customers buying Badger bottled ale grew by a total of 12% in 2011.

Other influencing factors

Hopping Hare had no price promotion in the first two months following launch. Then, in line with other competitors within the category, they ran some limited price promotion deals. The deals offered between 29p and 54p discount per bottle when bought in quantity in the summer months and in the run up to Christmas 2011.

There was no extra spend on marketing or advertising, so the new packaging design was the biggest contributor to the sales increase and increase in brand recognition.

Sources

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