

Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13

“The work Good delivered for Okell's transformed not only the fortunes of our brand but our thinking as well. We now see design as a powerful business tool and not a marketing cost.”

Steve Pickett
Managing Director,
Okell's Brewery



Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13

Okell's Brewery was established on the Isle of Man in 1850 by Dr William Okell who, with the help of the island's parliament, created an act of law to ensure the purity of the cask ale brewed on the island.

However, over the years, the identities of the individual ales had been created sporadically and in isolation with no thought for brand. This had lead to a collection of outdated and homespun badges that only really appealed to the real ale specialist.

The board at Heron and Brearley, the owners of Okell's Brewery, wanted to build the brand and recognised that with the category broadly static and younger drinkers choosing imported lager as their beer of choice, they had to do something significant to encourage change.

Good were brought in to grow the brand on the island by repositioning it to be relevant to a younger target audience, whilst at the same time not alienating their loyal, but older customer base.

Good's re-brand and re-pack of Okell's demonstrates how a simple design strategy built on an ownable ethos can have a wide ranging impact that not only changes consumer perceptions, but also grows sales and market share.





Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13

Please note

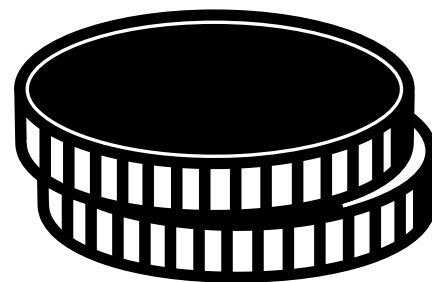
Figures supplied by Okell's and The
Cask Report 2012:13

In all cases currency quoted is £GBP.

Commercial impact summary:

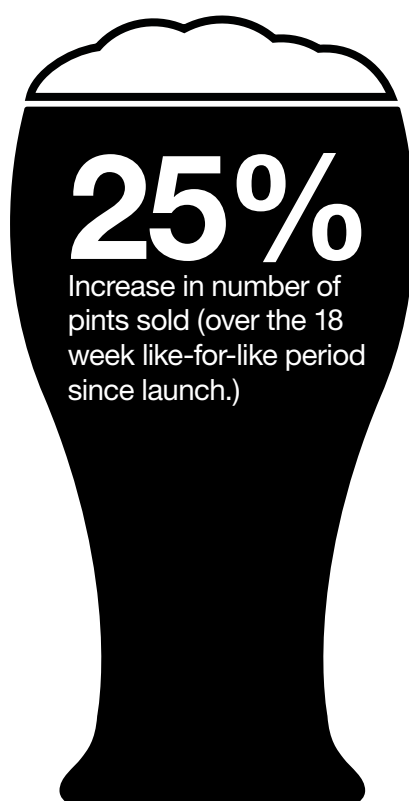
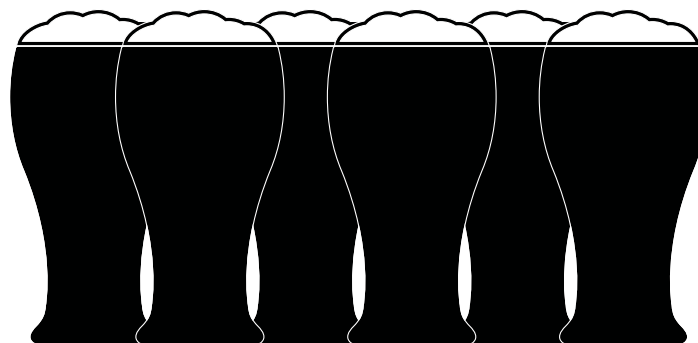
48%

Return on investment in 18 weeks
since launch



Volume increase equates to incremental profit of

£83,607



Outperformed
the market by

23%

(over the 18 week like-for-like
period since launch)



Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13

The Brief

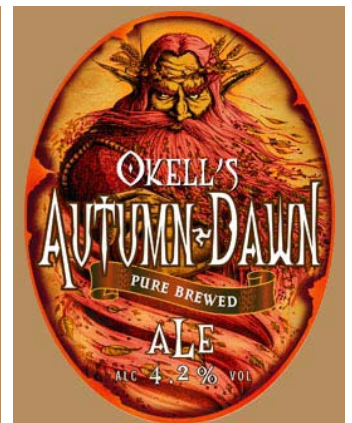
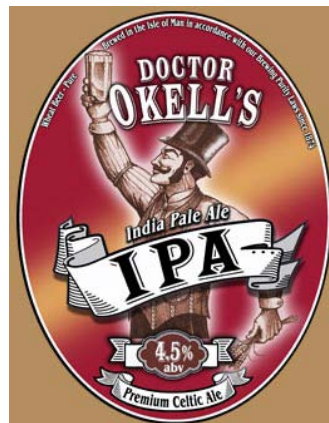
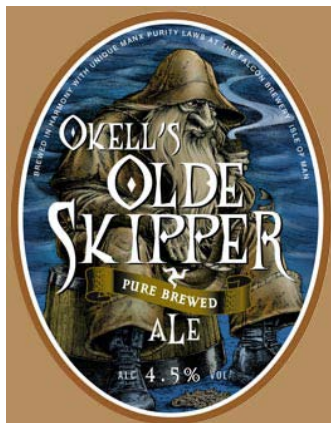
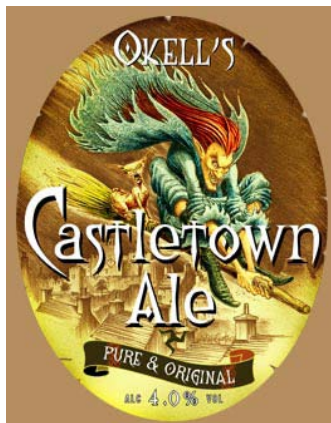
Re-position the brand and re-design the product range to appeal to a younger and increasingly more discerning target audience, whilst at the same time not isolating the existing loyal, but older, customer base. Grow the brand on the Isle of Man initially, but keep in mind an imminent launch on the UK mainland.

Key objectives

- Appeal to a younger target audience.
- Maintain the loyalty of the existing real ale drinkers.
- Steal market share from imported brands.
- Increase sales.

Old branding

Type/illustration styles felt muddled with no real brand message. The range was in desperate need of an ordered, coherent branding approach.





Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13

Project Description

Dr William Okell established Okell's Brewery in 1850 on the Isle of Man. Originally named the Falcon Brewery it still brews to a purity law, the only one of its kind outside Germany, written by Dr Okell himself and made legal by the Isle of Man Government in 1874. This process had ensured the award winning quality of the Okell's cask ales, but its physical manifestation at POP didn't reflect this excellence.

Over the years the design of the fonts and identities for the many ales had been done with little or no thought to consistency or brand; a mish-mash of styles, illustrations and typefaces. Whilst no doubt eclectic and with their own charm, they were seriously dated with no real relevance in today's more sophisticated ale marketplace.

Heron and Brearley, Okell's owners, recognised the value of their brand but also acknowledged that it had been neglected over the years and needed a level of investment to make it engaging to a new, more sophisticated and younger beer drinking audience who are fuelling the growth in the craft beer category. They decided to re-position the brewery and its products to better reflect their unique ethos, history and brewing practice. In doing so they hoped to re-connect with their existing loyal customer base, appeal to a broader and younger audience and ultimately grow sales and market share on the Isle on Man.



**'NO BREWER SHALL USE IN THE
BREWING, MAKING, MIXING WITH,
RECOVERING OR COLOURING,
ANY BEER OR ANY LIQUID MADE
TO RESEMBLE BEER, OR HAVE IN
HIS POSSESSION ANY COPPERAS,
COCULUS INDICUS, NUX VOMICA,
GRAINS OF PARADISE, GUINEA
PEPPER, OR OPIUM OR ANY ARTICLE,
INGREDIENT, OR PREPARATION
WHATEVER FOR, OR AS A SUBSTITUTE
FOR MALT, SUGAR OR HOPS.'**

MANX PURITY LAW, 1874

Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13

The Competition – Isle of Man

The main competition on the island for young and old male drinkers alike are the big imported players like Guinness and Carling.

The Market

Up until last year, the Cask Ale market in the UK had been static for 23 years. In 2011/12 it experienced growth of 1.6%. This can be attributed to the growing interest in craft beers and boutique ales by consumers who are demanding more variety and interest from the beers they consume.

"The growth is coming from people aged 25-45, settled down but with a bit of money to spend. They're the kind of people who think about what they buy, especially when it comes to food and drink".

Emma Cole, Craft Beer Co. Brighton

from shortlist.com 'The rise and rise of craft beer'

Okell's challenge was to breathe new life into their tired, old looking brands (which in their old guise reinforced the socks and sandals image of ale), making them more relevant to this younger consumer, whilst at the same time not alienating their older core customer base.



The Competition – Cask Ale

Well executed, consistent branding. Setting the standard for this market.





Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13

Project Launch Date

The new branded Okell's was in the on-trade across the Isle of Man from the 1st of February 2013. The 18-week period ran until 7th June 2013.

Size of Design Budget

All brand positioning and design work was completed for fees of £40,000.



Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

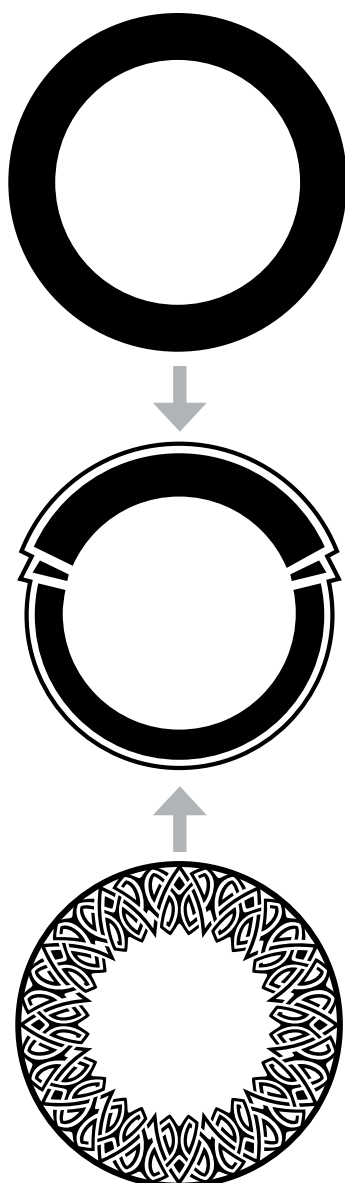
Good

Current Date

28.06.13

Development of graphic device

Based on the "O" of Okell's and the Celtic symbol for purity.



The Solution (Word count 344)

Good believe that design has to be built on solid foundations and to that end we went through our brand definition process to ensure our thinking and eventual solution was robust. This process eventually gave us a Simple Truth to live at the heart of our design strategy – Pure Perfection.

Agreed at board level, this guiding principle drove every facet of the design solution. This started with a new seal to highlight and hero the home of the brand on the Isle of Man and the unique purity law that governed its ingredients and brewing process.

We then created a new logotype for Okell's to work in tandem with the seal and created a flexible structure beneath this to carry a broad range of individual product names or the brand strapline itself.

With a limited budget and a huge range of beers to brand, we took a responsible approach and avoided expensive illustrations or photography in our solution. Instead we built a flexible template based on the 'O' of Okell's and the Celtic symbol for purity. This simple template offered enough flexibility for the individual brands to have their own typefaces, colours and identity, whilst at the same time ensuring consistency across the entire product range.

The clean, modern but timeless approach gave real standout on bar and communicated the key USP's of the brand up front, resonating with new customers in the craft ale category whilst maintaining the old.

This approach also ensured that when we then came to develop the brand in bottle for the off trade, the process proved simplicity itself.

Finally, the modular template also allowed us to design ourselves out of a job by allowing the team at Okell's to develop on-brand 'specials' without the need to engage with the agency on these smaller projects.



**Project Title**

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13

Please note:

All figures supplied by Okell's and
The Cask Report 2012:13.

New branding launched end Jan 2013
and was in-situ from Feb 1st 2013.
18-week period runs to June 7th 2013.

The Results: Commercial Impact**Increase in Sales**

The refreshed Okell's brand means that the sales increased by 25% over the 18-week like-for-like period across the Okell's managed estate on the Isle of Man.

Pints sold in 2012 (18 week period)	Pints sold in 2013 (18 week period)	Variance	Change
249,084	310,111	61,027	+25%

NB: The price of a pint varied very slightly year-on-year in line with UK 2013 budget

Outperforming the Market by 23%

The new look Okell's has significantly outperformed a near static cask ale market over the last year.

	Volume Growth
Okell's	25%
Cask Ale Market (UK)	1.6%
Okell's Adjusted	23.4%

Figures

Okell's Brewery & The Cask Report 2012:13

The most recent published figures show that the Cask Ale market experienced growth of 1.6% in the year 2011:12 (the first growth in 23 years). Indications for 2012:13 are that it is holding steady at around 1.6% growth.

Gross Profit Increase

The 25% sales increase represents a corresponding increase in Gross Profit over the 18-week like-for-like period.

Incremental pints sold in 2013 (18 week period)	Gross Profit per pint in 2013	Incremental Gross Profit in 2013 (18 week period)
61,027	£1.37	£83,607

NB: Gross Profit per pint in 2013 is largely unchanged from 2012.

Return on Investment

Okell's has recouped their investment on the repositioning and repackaging within the first 18-weeks since launch.

Incremental Gross Profit from launch	Re-Pack Investment	ROI
£83,607	£40,000	+48%

This figure does not include any incremental value from additional UK mainland sales from pub groups and wholesalers.

Growth in Export Markets

The new branding is also having a huge impact in Okell's main export market - the UK - with forecasted sales up 240% on the last calendar year.

UK mainland cask sales		
2012 (full year)	2013 (forecast)	Change
867	2498	+240%



Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13

Research Resources

- Okell's Brewery
- The Cask Report 2012:13
- Shortlist.com: 'The rise and rise of craft beer'

Other Influencing Factors

Other than the budget invested in the repositioning and redesign of the brand, no other incremental sales or marketing investments were made on the island.

The website and digital activity remained unchanged with the new branded font clips, bar runners and glassware the only significant change in the marketplace.

The sales team and selling approach remained the same pre and post re-pack.

Market Testimonials

“The new Okell's design is a hit with punters. We've noticed a swing away from Carling and that's a first.”

Roy Killgallon, Manager – The British Hotel, Douglas Quay, Isle of Man

Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13



Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13



Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13

“I have to admit, I didn’t want to like the new design work, but in the end I love it, and you can’t argue with the impact it’s having”

Dr. Mike Cowbourne, Head Brewer – Okell's Brewery



Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13



Project Title

Okell's Brewery rebrand

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Okell's Brewery

Design Consultancy

Good

Current Date

28.06.13





Project Title	On behalf of Good	On behalf of Okell's
Okell's Brewery rebrand		
Category	Keith Forbes Partner	Steve Pickett Managing Director Heron & Brearley
4.2 Packaging		
Sub Category		
Branded – Drink		
Client Company		
Okell's Brewery		
Design Consultancy	South Block (Top Floor) 64 Osborne Street Glasgow G1 5QH	Old Castletown Road Kewagie Isle of Man IM2 1QG
Good		
Current Date	Telephone: 0141 204 3090 Email: chris@wearegood.com	Telephone: 01624 699 599 Email: steve.pickett@tdl.com.im
28.06.13		