

Project Title

Angostura 1919

Category

4.2 Packaging

Sub Category

Branded – Drink

Client Company

Angostura Ltd

Design Consultancy

Good

Current Date

28.06.13

**“Good were asked to deliver a new packaging solution that allowed me to achieve more volume, a higher shelf price and a lower cost of goods – the Holy Trinity of responsible design. They delivered this and much more – on time and under budget”.**

**Brian Woods**

Sales and Marketing Director,  
Angostura Ltd





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Angostura, based in Trinidad and famous for its unique bitters, is also one of the world's leading rum producers. Award-winning for their quality and taste there are two ranges: premium (3, 5 and 7 year old variants) and super premium (1919 and 1824 variants).

Unfortunately 1919 had been created in isolation to the re-vamped core range and was showing its age next to the competitive set. Angostura wanted to re-fresh the 1919 pack to reflect the work done across the premium range, but also enhance the luxury positioning of this exclusive aged rum.

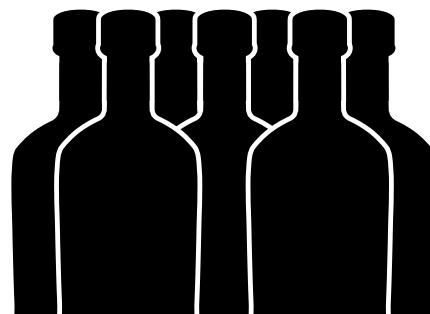
The project could not have started at a worse time with the global economy in recession and manufacturers looking to save costs and maintain margin where they could. Angostura was no different and wanted to increase efficiency whilst creating a more premium pack. This was particularly relevant to 1919, which was bottled in an expensive licensed decanter that was no longer fashionable or practical.

Good's redesign of 1919 is a benchmark for design effectiveness. It clearly demonstrates how good, responsible design can not only achieve significant cost savings and efficiencies, but can also build long term value via an enhanced premium positioning, a price increase and a significant growth in sales.

**Commercial impact summary:**

44%

increase in sales volume





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**Please note**

All figures supplied by CL World Brands.

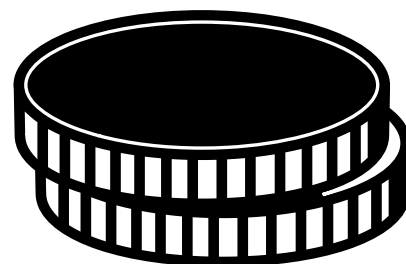
All figures equate to 8.4 litre cases.

New pack launched Jan 2012 and post launch period equates to calendar year 2012. Similarly the pre launch period equates to calendar year 2011.

**Commercial impact continued:**

**491%**

Return on investment



**57%**

Increase in sales value



**Outperformed** the market by

**47%** (value)

**45%** (volume)

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## The Brief

To re-design Angostura 1919 to sit as part of a family with the recently refreshed premium range, whilst at the same time reducing production costs and reinvigorating its super premium positioning.

## Key objectives

- Bring 1919 and 1824 into line to live as a family with the premium range.
- Present the brand in a more contemporary and relevant manner.
- Reduce production costs.
- Reflect a super premium price point.
- Increase sales.

**Old packaging**

Needed to be brought in line with the redesigned 1824 packaging.







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## Project Description

Angostura was established in 1824 and has over the years built an enviable reputation for its iconic bitters and award winning rums. Based in Trinidad and Tobago they have expanded across the globe growing their reputation for quality liquid that has seen them awarded a Royal Warrant for their bitters and a plethora of industry accolades for their rums.

1919 is a specially blended multi-award winning rum, which celebrates a special date for the rum industry in Trinidad and Tobago. In 1932 a fire destroyed the government bond on the island and Angostura's master distiller bought the charred casks that survived the blaze. Originally dating from 1919, these casks were filled with a skilfully blended liquid that he christened '1919 Aged Rum.'

In 2011, the team at Angostura recognised that despite its multi award winning status and global recognised quality, its 1919 packaging was looking increasingly tired next to an ever more sophisticated competitive set. Not only that, the decanter style bottle was prohibitively expensive and with narrow margins and a stagnant economy, savings had to be made.

They decided the time was right to re-fresh the 1919 packaging to better reflect their premium range of Angostura rums, which had been completed the year before. At the same time they could boost the super premium cues of the brand to better reflect the quality of their product and to compete on a level playing field with the leading competitors in the premium rum category. The biggest challenge facing them was to achieve all this and hopefully a price rise, whilst at the same time making significant production savings in the pack.

## The Market

The Dark/Gold rum category continues to show positive single digit growth around the globe, growing by 5.45% in 2009–2010.

Part of the category success has been down to the growth of premium-aged rums like Angostura 1919, which is sold in over 50 markets worldwide. This growth has been facilitated primarily by 'cocktail culture' but also in part by a growing interest in sipping rums. Angostura is trying to position itself at the forefront of this trend along with brands such as Diplomatico and El Dorado.

The brand is typically listed in high-end hotels, restaurants and style bars; consumed by opinion formers who demand brands that reflect their own sense of style and sophistication.

#### The Competition

Setting a very high standard with their packaging.





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**Project Launch Date**

The new Angostura 1919 launched in January 2012, and we have 12 month's trading figures with the new pack. So, for the purposes of this entry, the like-for-like comparative periods are as follows:

Old Pack: Calendar Year 2011

New Pack: Calendar Year 2012

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**Size of Design Budget**

The whole project was competed for a budget of £30,000 in fees.





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## The Solution (Word count 476)

Design restraint and responsibility to the work already done with the standard range was the order of the day. We knew it was important to utilise existing assets to cement the family feel, whilst at the same time design a unique premium pack to ensure shelf stand out.

Our starting point was the bottle/decanter. As a licensed product it was prohibitively expensive and bore no resemblance to the standard range. Our research showed that there was equity in retaining the ‘decanter’ shape but it needed to evolve. The design solution took key recognisable elements from the standard range such as neck and shoulder profiles and applied them to a new bespoke decanter-like bottle. We also built in a new premium heavy glass base and embossed a hidden butterfly, Angostura’s symbol of quality, into the bottom of the bottle. These details, coupled with a square profile and a longer, more elegant neck gave us a uniquely ownable glass bottle that hit all the premium cues and at the same time meeting the required price point demanded by the client.

A logotype had already been created for the standard range and we wanted to use this for consistency as well as budgetary reasons. Other typefaces already in use on the standard range were also re-purposed for use on the new 1919 labels.

One element that we felt was missing was an illustration of the Trinidadian culture and heritage. To this end, we commissioned Johanna Basford to create an original piece of artwork that we could utilise across a wide range of touchpoints from the pack to advertising. This commission offered real value and flexibility for the brand, telling a visual story, building differentiation and much needed premium cues.

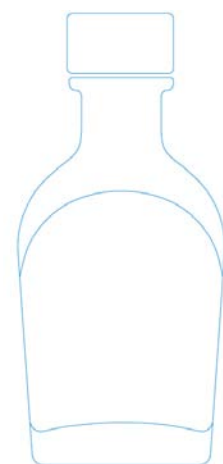
These elements were then combined into a single label to reflect the shape of the new bottle as well as its predecessor. A new neck wrap was also designed using our bespoke artwork and a new wooden stopper was chosen and sized to exactly fit the new bottle’s neck diameter. Print and finishing was looked at in great detail to reduce cost, in the end using only a single foil and simple, clean print techniques to ensure quality on a budget.

The secondary pack had no less consideration with regard to quality versus budget. A simple box format was chosen to again hit our price point and we used our kit of graphic parts combined with simple but well executed printing, minimal varnishing and embossing to create a box worthy of the bottle it encased.

The brief was to design a unique premium rum to compete on shelf with the best. The challenge was to do this whilst at the same time reducing costs. Responsible design and simplicity, coupled with great finishing have achieved this goal with no need of flashy flourishes or expensive over embellishment. Job done.



Angostura Premium range



1824/1919 Super Premium  
bottle development

Shorter decanter-like bottle influenced  
by form of the Premium range.



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All figures equate to 8.4 litre cases.

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**Sales Value Increase**

The new look pack has struck a chord with trade and consumers and sales value is up by 57% over the calendar year.

**Sales Volume Increase**

Similarly, the new pack has had a positive effect on sales volume, which has increased by 52% since launch.

Old Pack Case Volumes 2011	New Pack Case Volumes 2012	Change
7,057	10,749	+52%
Represents an incremental YOY volume increase of 3,692 cases.		

**Outperforming the Market**

The growth of Angostura's new pack has significantly outperformed the growing market in both value and volume terms.

	Volume Growth	Value Growth
Angostura 1919	52%	57%
Dark/Gold Rum	5.45%	12%
Angostura 1919 Adjusted	46.55%	45%
Figures: 2012 International Wine & Spirits Research (IWSR)		

**Return on Investment**

Angostura 1919 has made a staggering 491% return on its original investment in redesigning the pack.





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## Research Resources

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- Angostura Marketing Department
- International Wine & Spirit Research 2012

## Other Influencing Factors

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- Only the primary and secondary pack elements were redesigned. The liquid was not altered in any way.
- The price was increased and no price promotions were in play.
- No consumer advertising was slated either before or after launch and the trade advertising budget was kept the same for both periods.
- The sales team and selling approach remained the same pre and post repack.
- The website and digital activity remained unchanged with the new pack the only significant change in the marketplace.

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Angostura 1919		
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Sub Category		
Branded – Drink		
Client Company		
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