



WYLD WOOD

GETTING THE BRAND
BACK ON TRACK



CATEGORY
4.0 PACKAGING

SUB-CATEGORY
4.2 BRANDED DRINK

CLIENT
H WESTON & SONS

DESIGN CONSULTANCY
BRAND ON SHELF

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BRAND ON SHELF

FOR PUBLICATION



EXECUTIVE SUMMARY

Wyld Wood is one of 3 brands in Weston's portfolio of traditional premium ciders and the only organic cider in their total portfolio. The brand was suffering from the decline in sales of organic food and drink, as consumers became more price conscious in the recession. So in 2011 the decision was taken to redesign the packaging to make it look "less organic and crafty" and the "W" design was launched; however this sadly had no impact on consumer behaviour and sales continued to drop.

In 2012, with sales still falling, the Company took the brave decision to redesign yet again and undertook a more consumer informed redesign of the packaging that, once launched in 2013, had far more rewarding results. The new design's increased shelf presence and character has led to more consumers buying more packs more regularly and eventually led to buyers in the multiples increasing distribution of the bottle.

Sales took an immediate upturn at launch and after a year in market, the new design had generated incremental sales of £230,136, against the original investment of £18,000 in design fees. This represents a 17% year on year value increase, which is in marked contrast to the previous year's -5% year on year value decrease.

Indeed, sales have built incrementally through the year, with the latest 12 week figures showing a year on year increase of 46%



2011 'W' design

46%

increase in sales value

43%

increase in rate of sale

The level of consumer engagement the pack design has driven is further proven by a phenomenal rate of sale increase of 43%

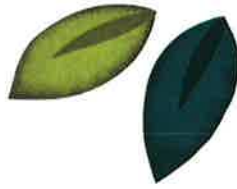
This is against a challenging distribution scenario with all distribution lost in Morrisons. Despite this, distribution for the year to date is up 5%.

(275 words)



2013 new design





PROJECT OVERVIEW

H Weston & Sons are a cider making company based near Ledbury, Herefordshire. They have been making cider using traditional methods since 1880 and now have 5 brands in their portfolio. They have been very well placed to take advantage of the growth in cider's appeal over the last few years and have grown significantly as a company over this time.

However, there is one product they make that has bucked this trend; their organic cider. The organic category as a whole has been in decline for the past few years, and indeed by 2011 Weston's organic cider sales had tracked this steady decline.

In an effort to stem this decline, the brand's packaging was redesigned and launched in 2011, with the new Wyld Wood brand name and the "W" design introduced. This, however had no impact on the sales figures and the decline continued.

By 2012 the time had therefore come for action. Research from the Soil Association (1) had shown that the reason why consumers buy into organics is to:

- live healthily
- be a good global citizen
- seek real food
- seek quality

Whilst Weston's knew that a cider brand could not claim to be healthy, this research gave them the reassurance that organic as a category still had potential, the benefits of organic cider just needed re-thinking. So having decided to improve the packaging of Wyld Wood, Weston's realised they still needed to find out from consumers why the current label was not persuading sufficient people to buy it.



PROJECT OVERVIEW (continued)

Weston's therefore commissioned qualitative research to find out how they could leverage the latter 3 organic benefits identified by the Soil Association to:

Redesign the packaging identity and increase its ability to persuade more consumers to buy Wyld Wood organic cider.

The key recommendations for the packaging redesign from this research were to:

- increase the prominence of Weston's branding... as it is so recognised and highly valuable
- imbue the Wyld Wood brand with more personality... to help position the brand amongst consumers' desired set of "quality brands with character"
- suffuse the label with more colour... to contemporise the brand
- introduce more apples, green and leaves... to communicate the real nature of the apples' provenance
- remove the word "premium" as it doesn't fit with cider, but enhance the premium/natural cues of the label stock... to produce a print finish that provides quality cues



old design



OUTLINE OF PROJECT BRIEF



The 2013 redesign of the Weston's Wyld Wood organic cider brand identity and packaging was intended to:

Stabilise the declining sales of the brand and justify its premium price

And to specifically:

- create more brand character...
to increase appeal to sophisticated cider drinkers
- increase on-shelf presence and impact...
to allow consumers to notice it on shelf and be drawn in to the brand
- enhance Weston's branding...
to emphasise cider making expertise
- reduce the impact of Organic communication...
so that consumers discover this as an added benefit rather than a key feature
- support the reduction and harmonization of ABV across the range to 6% ABV...
to help support Weston's commitment to the government's responsible drinking agenda

PROJECT LAUNCH DATE: June 2013

SIZE OF DESIGN BUDGET: £18,000

(518 words)



old design





OUTLINE OF DESIGN SOLUTION

Our main achievement has been to create a more engaging, lively and attractive brand with greater shelf presence; one that is less stand-offish and beckons to consumers with its story.

The sophisticated cider drinker is now lured into the brand with the intriguing image of the little man with his apple cart; he's a subtle hint at the quality of the provenance and gathering of the apples. Quality is further underscored by the use of stronger colour in the label design, thus increasing flavour and taste cues.

Westons branding on the neck label has been replaced with the brand identity used on all other Westons products, thus making Wyld Wood part of the family of Westons products rather than a very distant relative. This helps the consumer think of the brand as less special and more everyday, as well as emphasising expertise in cider making.

The large W has been integrated into the brand name, thereby allowing the brand logo to take pride of place on the label and increasing the confidence of the brand; thus giving consumers the sense of a brand that is proud of its origins (and product).

The word organic now sits alongside the word "cider" meaning consumers are more likely to think of it as a simple product descriptor rather than a 'special' process for which a premium price is charged, as it was on the previous design where it was placed next to the word premium.



old design



new design





OUTLINE OF DESIGN SOLUTION (continued)

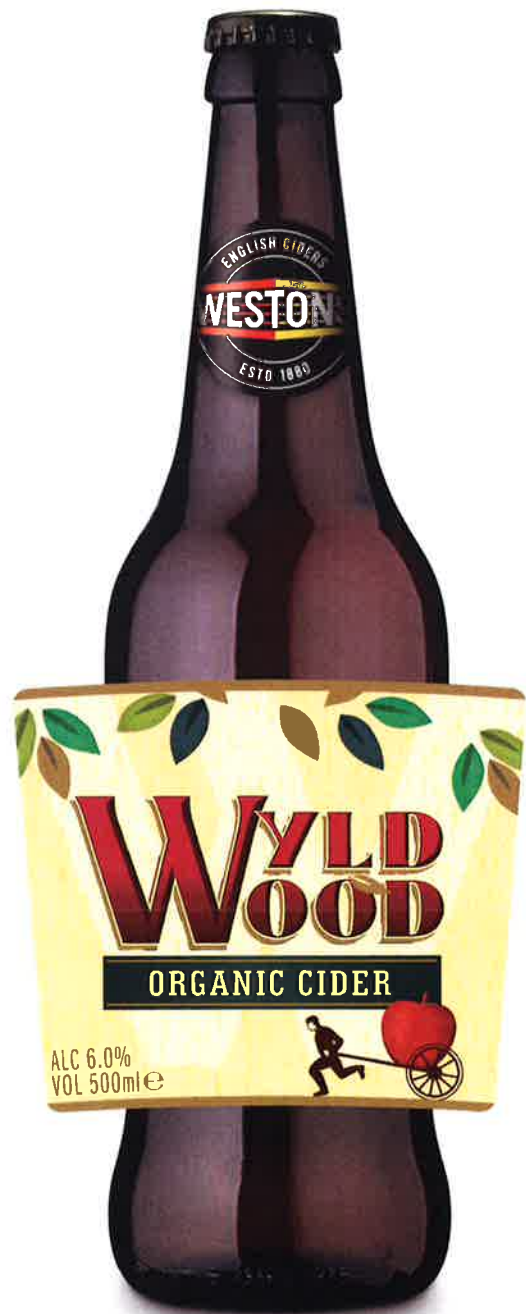
The word “premium” has been removed and replaced with more effective premium design cues; gold borders, detail and drop shadows on typography all help to underline the quality and care that goes into making of the product.

Even the background of the label has been used to introduce detail that enhances the sense of care and craft that goes into the making of the product; the original large W forms a very subtle element of the background pattern, the main feature of which is a bark/woodgrain effect.

These premium design elements have been introduced without the punishingly high production cost of foil blocking but with the clever use of a 4 colour process gold. In fact, by attending the print run, Brand On Shelf were able to achieve the printing of a label that had greater premium cues but for less cost than the original label.

And finally, the ABV of 6% is now featured more overtly on the front of the label, thus indicating to consumers an ABV that is in line with responsible drinking.

(422 words)

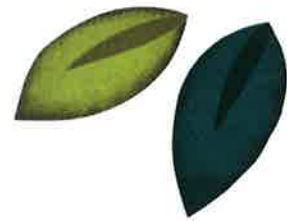


SUMMARY OF RESULTS

The redesign has not only achieved the objective of stabilizing declining sales, it has gone further to reverse this trend into an increasing sales pattern that has strengthened throughout the year since launch.

The new design has resulted in a consumer driven sales increase and rate of sale increase which in turn has led to greater retailer confidence evidenced by an increase in distribution. As is evidenced by the following results:

- Total yearly value sales have **increased by 17%** (to May 2014) vs a **-5% decline** (to May 2013)
- Ytd retail sales figures (to May 2014) are **£1.59m vs £1.36m** for 2013 – an **increase of £230,000**
- The latest value sales figures demonstrate the momentum the new design is building with 12 week sales (to w/e 24 May 2014) tracking at **46% up year on year**
- The level of consumer engagement the pack design has driven is further proven by a phenomenal **rate of sale increase of 43%**, rising from £24.40 monthly sales per store immediately prior to launch to the current rate of £34.80 per month.
- Distribution **has increased by 5%**. This is a misleadingly low figure, however, due to the fact that all distribution in Morrisons was lost during the year since launch as they replaced Wyld Wood branded cider with their own brand of organic cider; this accounted for a drop in total multiples distribution from 48% at launch to a low of 40%; sales then climbed over the year to the current distribution level of **53%**





OTHER INFLUENCING FACTORS

Market factors:

Sales of organic products in the 7 leading multiple retailers declined by 5% in 2011, declined by 3.8%, then in 2012 sales grew by 1%. (Source: Soil Association 2012, 2013, 2014 Organic Market Reports.)

The cider market has grown by 12% over the last year, i.e. far less significantly than Wyld Wood's sales growth. (Source: IRI major multiples year to w/e 24 May 2014)

Promotions:

The promotional calendar has remained unchanged year on year and the quantity and depth of promotions in retailers has remained the same, so this has not had any impact on sales year on year.

Advertising:

The brand is not advertised

PR:

The spend has been constant year on year.

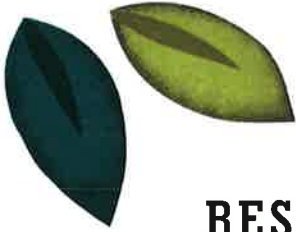
Price:

There was no price increase

Range:

We have focussed on sales results for the 500ml bottle; sales results for the 3L box which was also redesigned have been adversely affected by distribution issues.





RESEARCH SOURCES

1. Soil Association research conducted 2012 and debriefed in September 2012 at a the Soil Association Conference by 100% Cotton Ltd. www.onehundredpercentcotton.com
2. Weston's commissioned research undertaken by Sarah Mowl Market Research in November 2012. The methodology used was focus groups, comprising separate groups of male organic buyers, female organic buyers, male cider drinkers and female cider drinkers. www.sarahmowl.co.uk
3. Sales figures are taken from IRI data representing sales figures from the major multiples: Sainsbury's, Tesco, Morrisons, Asda, Waitrose and Co-op

