



Swan

4.3 Branded – Other

For Publication

Republic Technologies UK Ltd.

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Before



Executive Summary

Attack is the best form of defence

JKR were asked to create a fresh look to help Swan defend share.

Consumer research predicted that our colourful design would be easier to notice, but the results exceeded expectation.

Improved confidence among salesforce, wholesalers and retailers earned new distribution and display.

As a result, sales of Swan papers significantly exceeded market growth.

Simply, the new designs produced more volume at a higher price, resulting in higher market share.

“ 38 of 39 retail & wholesale customers were either impressed or very impressed with the new design. This directly led to new listings and extended range availability.”

National Account Director, Swan

Project Overview

The Brief

- Create a more engaging, contemporary design to hold market share.

Description

Swan Vestas was the definitive pipe-smokers match for over a century.

Disposable lighters captured much of their traditional market, but when RYO tobacco sales began to grow in the 1990s, Swan successfully innovated with loose filters. In recent years, the company added a comprehensive range of rolling papers.

Swan RYO packaging featured a plain facsimile of the Swan Vestas match box in a utilitarian style.

Overview of the market

The trend to roll your own cigarettes has been gathering momentum for a decade, but for RYO accessories price sensitivity has increased in austerity Britain.

Project launch date: June 2011

Size of design budget: Confidential



Outline of Design Solution

Our aim was clear – get Swan noticed and chosen.

Rather than create a large logotype like Rizla, the market leader, we chose to create a colourful pictogram – a bright image of a Swan that could easily be seen on a crowded fixture.

We then used fresh, bright colours to differentiate between the various paper sizes and weights. And even paid attention to the little details – the inner flap and the reverse of the packets.

“Consumers really like the new paper designs. Brand preference for Swan has increased, even amongst habitual buyers of Rizla.”

Independent Quantitative Research

“We found we had a great chance to re-engage retailers.”

National Account Director, Swan

“I congratulate you on your new design and think your designers have done an excellent job. I will definitely be buying your packs from now on!”

Dave Gilmour, Consumer



The Results

Multiple Distribution Gains

Thanks to the new packaging design, new listings and/or extended display have been secured.

Strong Sales Growth

In the 12 months since Swan's new papers went into store, sales have risen at 5 times the growth rate of the previous year.

Meanwhile, Swan filter sales also grew at almost twice the market rate, taking them to a record market share.

Both these achievements were made while the price for Swan increased and the average price in the market remained static.



Consumer Feedback

"I just wanted to stop by and give praise where praise is due, your new rolling paper packet design on your green rolling papers is great. Thank you so much for putting so much detail into your packet design."

Jossie Marie Solheim, Consumer



Sales Force Feedback

"The redesign has energised the sales team by giving them a platform for growth within their own accounts. The trade feedback has been fantastic with most people we talk to saying how much they like the new design. A modern, contemporary and noticeable Swan has performed well across the channels."

Sales Director, Swan

Typical comments following presentation of new design:

"Very Impressed with Full Range, strong interest shown in Combi."

Leading Grocer

"Very supportive of new look."

Leading Wholesaler

"Buyer likes new packs – comments such as fresh, modern."

Leading Convenience Chain

Other Influencing Factors

Marketing

Swan is a small brand with limited marketing activity. The packaging refresh was its only major new investment during the year.

Pricing

New low-priced brands and the trend to more frequent multibuy discounts have resulted in the average price achieved over the last year staying flat, at best.

In contrast, input cost increases have been passed on for Swan papers and filters alike.

To defend share was seen as a tough challenge when the project was briefed. To achieve share gain while raising prices in a deflationary market is testimony to the return on investment from the design.