

Cuprinol



GARDEN SHADES

4.0 PACKAGING 4.3 BRANDED - OTHER

AKZONOBEL

SPRINGETTS BRAND DESIGN CONSULTANTS LTD.

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EXECUTIVE SUMMARY

Cuprinol was relaunched in March 2013 and has been **a phenomenal success**.

By re-framing Cuprinol and the woodcare category from 'wood protection' to 'garden enhancement' we have unlocked the potential of Garden Shades and in turn reinvigorated and brought emotional engagement to a fading and functional category. The normally boring task of preserving wood with basic wood colours, a problem solution, is now a fun, styling opportunity where you can add colour and brighten up your garden regularly.

Colour has driven the entire brand positioning for Cuprinol, fuelling growth in the entire garden woodcare category. It is now the hero in all communications. With its broad range of colours, it was Garden Shades that really was the spearhead for this whole Brighter Outsides strategy and 'fifth room' insight.

We inspired a new female audience not normally engaged in this category to see garden wood as a canvas to decorate with Garden Shades, not just protect and maintain. **For the first time ever in the top 10 colours - 5 are Cuprinol Garden Shades and 5 are Dulux.**

Cuprinol is now viewed as a catalyst for breathing life and cheer into all outdoor spaces ultimately benefiting your community. Initiatives such as 'shed of the year' and 'pub garden of the year' offer wonderful inspiration and benefit all of us. We're cheering up Britain from the outside!

Some highlights...

2013 saw **volume growth of 35%** and **value growth of 39%**.

Projected Garden shades volume sales for 2014 is up a staggering 74.6% on 2013.

Actual sales to date this year, January - May 2014, look even more impressive up 49% on the same period last year.

This new positioning and colour focus is eagerly covered by popular interiors magazines and journalists prompting wider distribution in more outdoor living, aesthetic focused retailers.

PROJECT OVERVIEW

PROJECT BRIEF

For years the woodcare market has been defined as a rational, problem solving world. Wood rots, protect it with a woodcare product. A message very synonymous with Cuprinol's key competitor, Ronseal...'It does exactly what it says on the tin'. Own label brands approached the market in the same way.

Cuprinol wanted to change all that. They saw gardens as inspiring living spaces that needed to be thought of like a living room - a space for relaxation, hobbies, play, fun and enjoyment. Of course woodcare has to protect, but it can be aesthetic too.

The key strategic and design challenge was how to bring emotion and emotional brand equity to Cuprinol in this functional arena of woodcare and ultimately redefine and grow the category.

The packaging had to evoke this message at point of sale and inspire people to make more of their gardens through colour.

DESCRIPTION

Cuprinol Shades is a range of garden stains now available in 32 colours. It is a key part of the Cuprinol range which includes Fence Treatment and Decking products.

PROJECT OVERVIEW

OVERVIEW OF THE MARKET

The total garden woodcare market was worth £112 million. Cuprinol's share had been in decline and they were struggling to maintain the number one spot against Ronseal. Cuprinol Shades had been launched in 1997, and, although performing well, was relatively low in terms of penetration at 6%. Shades was crucially important in terms of leading the 'Brighter Outsides' strategy as well as delivering high value commercial return.

At the end of 2012 Cuprinol had dropped to the number 2 spot in volume for the first time: 31.6% compared to Ronseal's 32.6%...dark days!

Project Launch

March 2013

Design Budget

£50,000

THE DESIGN SOLUTION

Following immersion into research and the woodcare category, we facilitated a workshop for Cuprinol. We needed to uncover a new positioning that would look to re-invigorate a functional category in decline and give us a clear point of difference in the market against strong reputable competitors.

We unlocked the soul of Cuprinol as **'brighter outsides'** and the insight of **'your garden as a fifth room in the house'**. A really ownable, territory with great visual potential that would lead and inspire all communication going forward. This was our starting point to develop creative platforms and design concepts.

The new look features an open window brand device which leads the viewer outside to an aspirational, yet achievable, garden vision. The image focus is a fence, shed or bench that inspires and captures the transformational effects of the product and the emotional reward of cheering things up in the garden.

This open window device has the flexibility to work on the more functional products as well as the more aesthetic range.



THE DESIGN SOLUTION

Traditionally a green background has been associated with functional, maintenance Cuprinol products, with Garden Shades the more emotional, aesthetic positioning meant we introduced a soft cream background more readily associated with interiors. This gives a much cleaner, fresher, design led appeal to Garden Shades yet complements the other Cuprinol products on shelf. It's a real breath of fresh air in a traditionally functional aisle.

OLD FIXTURE



NEW FIXTURE



THE DESIGN SOLUTION

The design utilises an **integrated colour chip** that forms part of the garden scene. **A first in the category**, the image of the shed, fence or bench changes colour on every pack – really helping consumers to visualise the overall effect of the product and be inspired by what they see. The majority of consumers would never have thought to use their shed or fence as a canvas.



Unique die-cut and integrated colour chip.

SUMMARY OF RESULTS

The new Garden Shades livery was phased in from March 2013, ahead of the key spring/summer sales period, so is now in its second year in the market.

RAPID SALES GROWTH

Garden Shades volume sale to distributors in 2014 is up a staggering 74.6% on 2013.

Volume sales in the first year of launch, 2013, were up 35%.

2014 is looking even more impressive with **volume sales for the first 5 months this year up 49%** on the same period last year. That's 81% of last year's total achieved within the 5 months January to May.

Homebase introduced the new packaging ahead of B&Q, stealing market share and achieving an 11% increase in sales. **They reported their best ever week on Cuprinol Garden Shades +167% v the same week in 2012 (w/c April 23rd 2013).**

In one week Homebase made more from Garden Shades Willow 2.5L than any Dulux Ready Mixed colour.

ASDA sales are up 290% on 2013 already this year.

Wilkinsons sales are up 129% on 2013 already this year.

PR & MARKET DISTRIBUTION

There has been a keen increase in interior design publications and journalists eager to talk about Cuprinol Shades and taking colour outside. These publications would never have previously been the domain of wood maintenance products.

SUMMARY OF RESULTS

Living ETC

'The broad spectrum of colours includes brights such as Beach Blue, Zingy Lime and subtle Spring Shoots'

'Accents of Beach Blue, Pink Honeysuckle and Sweet Pea will transport you to sunnier climates, whatever the weather'

Style At Home

'Be inspired by the colours of flowers to bring your tired patio, patch of lawn or decking to life'

Real Homes

'Be inspired by your favourite flowers and update garden walls, fences and furniture with these shades'

This coverage has prompted wider distribution into ASDA, Tesco, Robert Dyas, Wilkinsons and Leekes. There is also increased penetration and demand in garden centres.

INCREASED ENGAGEMENT

Cuprinol is offering real leadership in this category, with our new positioning and contemporary packaging, we have reframed **Cuprinol and the woodcare category from 'wood protection' to 'garden enhancement'**, unlocking the potential for Garden Shades. Consumers now associate Cuprinol with brightening up their garden with colour fuelling the growth of the entire garden woodcare category.

We have inspired a new female audience to see garden wood as a canvas to decorate with colourful Garden Shades, not just protect. **For the first time ever in the top 10 colours - 5 are Cuprinol Garden Shades and 5 are Dulux.**

In 2014 we launched Sweet Sunday, White Daisy, Arabian Sands, Beach Blue and Sunny Lime into the ready-mixed range and also 32 new colours within the colour mixing range - highlighting that the category is growing in colour confidence.

SUMMARY OF RESULTS

We've also introduced new innovative pack solutions, to encourage and inspire garden transformation. Cheer-it-up-box was launched in April 2014 and contains two co-ordinating colours making exciting, impactful garden looks easily achievable for those less confident with colour.



This has led to interesting opportunities for Cuprinol as a catalyst for breathing life and cheer into all outdoor spaces. Initiatives such as **shed of the year** and **pub garden of the year** offer wonderful inspiration and benefit to us all.

SUMMARY OF RESULTS

MARKET SHARE

This year, despite the introduction of own label products from B&Q, Homebase, Next and Wilkinsons, Cuprinol continues to grow share.

CLIENT SATISFACTION

"We are delighted with the figures...market share, value and volume have all grown and Garden Shades keeps on recording fantastic sales results week on week. The packaging is working extremely well and has really reinvigorated the category and reshaped the landscape of woodcare. Thanks to insightful brand strategy and iconic design, Cuprinol can strive towards creating beautiful outdoor living spaces." Kay Bartlett, Cuprinol Brand Manager

GARDEN SHADES IN IRELAND

Cuprinol has achieved remarkable success in Ireland despite no advertising spend and despite Ronseal's dominance of the Irish market.

- Garden Shades is up 42.8% in volume
- 43.4% increase in value while it is up 95% in Woodies DIY
- Feedback from retailers is that stock turnover is exceptionally high
- Overwhelmingly positive response to the product, packaging and colour range from Bloom visitors; Ireland's largest gardening event.
- Garden Shades message has been a big hit in the media with editorial features in the following publications: Irish Independent, Metro, Woman's Way & Irish Examiner.

OTHER INFLUENCING FACTORS

The Brighter Outside idea has created a forum for all communication touchpoints. The colour guide leaflet, point of sale, and merchandising have all adopted the design look and feel. The strategy informed the ATL TV advertising and creative of 'Cheer it up' which of course has been beneficial in creating awareness out of the store.

We can demonstrate the solus success of the design because when Cuprinol re-launched, Homebase were first to take the new packs, with old packs still in B&Q.

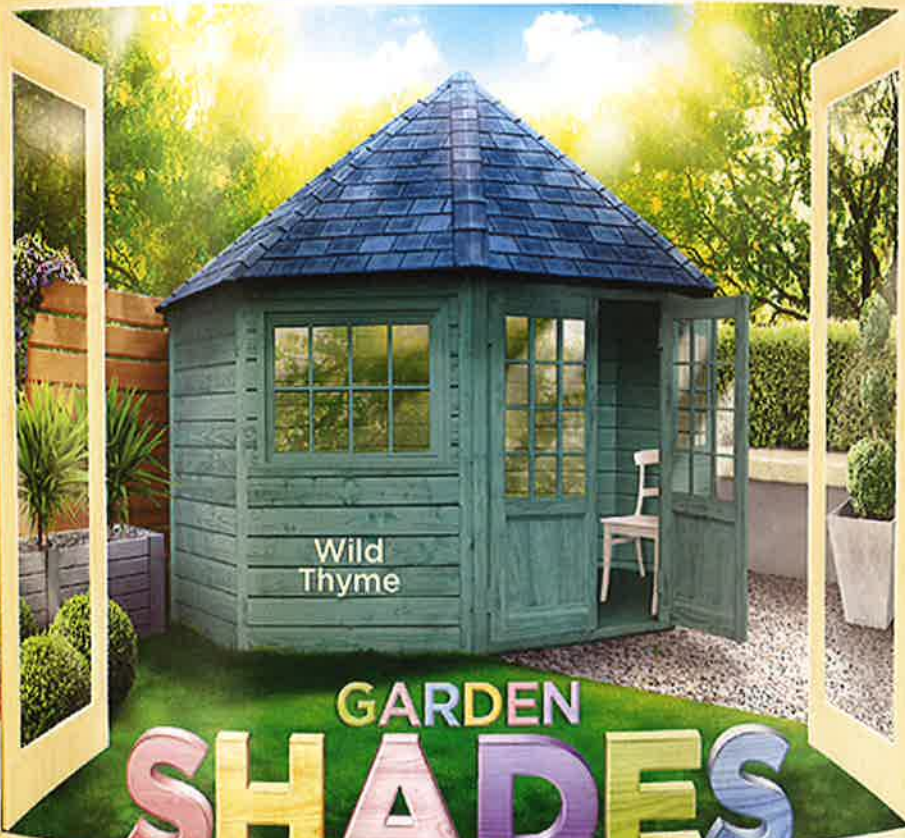
The sales increase in Homebase were 11% higher than B&Q for the same period – clearly a result of the new pack design as all other factors were equal.

RESEARCH RESOURCES

AkzoNobel internal figures

GFK Panel Market Data.

Cuprinol



GARDEN SHADES

4 YEAR WEATHER PROOF
LONGER LASTING COLOURS FOR YOUR GARDEN WOOD

LONGER LASTING COLOURS FOR YOUR GARDEN WOOD
4 YEAR WEATHER PROOF



**SMARTEN UP
SHEDS & FENCES**

With Cuprinol your fences can become beautiful backdrops to enhance your planting, a shed can be transformed into a more personal space and an old summerhouse can become a colourful and stylish feature.

Our shed and fence treatments not only colour the wood but also protect it against the damaging effects of the weather.

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 An open magazine spread is shown, featuring a variety of painted sheds and fences. The left page shows a shed with a teal door and a wooden deck. The right page has a large green headline "SMARTEN UP SHEDS & FENCES" and a paragraph of text. Below the text are three small images: a green fence, a grey shed, and a purple fence. At the bottom of the right page, there is a small caption: "Our shed and fence treatments not only colour the wood but also protect it against the damaging effects of the weather." The magazine is placed on a wooden surface.