

FOR  
PUBLICATION



# The Beer Can with Uncanny Sales

Revitalising Bomonti  
Fabrika through the  
design of a new can

**CLIENT** / ANADOLU EFES

**AGENCY** / BROWN&CO (THE BRAND COLLECTIVE)

**ENTRY** / 2018

Brown&co

ANADOLU  
**EFES**

# Executive Summary



The old Bomonti Original can

The redesigned Fabrika 50cl can exceeded its annual forecast in just three months and ten days. One of those months was the Holy Month of Ramadan (when sales traditionally drop by 30%).



Bomonti is the oldest beer brand in Turkey, with a heritage dating back to 1890. A revival from near obscurity in 2010 saw brand sales of all variants in the range increase modestly and steadily over the following years, but then some variants started to decline. Most notable was the drop in performance of Bomonti Original – its core variant – particularly when sold in cans. So poor were can sales, in fact, that in late 2015, they were dropped entirely from the range. As only the core variant was ever sold in cans, this meant there were no longer any cans in the Bomonti portfolio.

However, in September 2017 (two years after having been discontinued), Bomonti decided to resurrect the can format, and tasked Brown&co with completely redesigning the 50cl can for its original variant – which, by now, had been renamed 'Fabrika'.

The new can launched on 9 April 2018, just before the holy month of Ramadan, a period during which beer sales in Turkey typically drop by around 30%. Despite this, sales outstripped even the most ambitious expectations. In fact, after just six months, they exceeded annual targets by 119%. **REDACTED**

**CONFIDENTIAL DATA**

Furthermore, while sales figures have stabilised over the latter two of the six months since launch, the 50cl Fabrika can has retained much of the market share it so swiftly gained. Crucially, this has not been at the expense of other Fabrika formats, i.e. bottles and draught. On the contrary – evidence suggests that the Fabrika can has actually caused sales across other Fabrika formats to rise.

But what of the external factors that could have influenced sales figures of our can? Turkey's alcohol market is one of the world's most heavily regulated, with no above-the-line advertising allowed. In fact, in off-consumption environments (the only place Fabrika cans are sold), no promotion of brands, products or prices is permitted at all beyond the product's immediate packaging. We believe this negates several extraneous variables that might have influenced sales performance, or detracted from the transformative effect of our redesigned can.

In this submission, we also consider the 'honeymoon' and 'summer season' sales increase effects, and analyse data for the other major packaging format in the Fabrika range.\* From this, we can eliminate further skepticism around the reasons for our new 50cl can's outstanding performance, and for the improved market share of Fabrika in general. We conclude that it simply must have been due to our graphic design.



## Brand? Variant? Format?

Fabrika is a variant of the Bomonti beer brand, sold in bottle, can and draught formats. This submission focuses only on the Bomonti Fabrika can.

\* Although Fabrika is available in bottle, can and draught formats, data for Fabrika draught have not been included in this case study. This is because sales volumes are negligible, and so cannot have had any significant influence on performance of the can or overall Fabrika market share.

# Case Study Overview

REDACTED  
CONFIDENTIAL DATA

As the first beer in Turkey back in 1890, Bomonti had no one locally to follow, and hence made beer 'its own way'. This heritage informs its positioning of **REDACTED CONFIDENTIAL DATA** 'Kendine Has' (which translates from Turkish as 'Live Your Own Way').

Despite being a mainstay of the Turkish beer market, the design of Bomonti's range had become fragmented in recent years, and the Bomonti Original 50cl can stuck out even further as the only one in the portfolio.

In 2015, as a result of poor sales, the Bomonti team decided to discontinue the can format for its Original variant. This effectively meant the end of Bomonti in cans...

However, two years later (in September 2017) Bomonti decided to resurrect their can, so asked Brown&co to help design a new one for Bomonti Original (since renamed Bomonti 'Fabrika' – meaning 'Factory', after the original brewery in Istanbul).

We launched the 50cl Fabrika can shortly before Ramadan, a much 'drier' month for Turkey, in which beer sales typically drop by around a third. Immediately post-Ramadan, however, is a very busy time for beer brands as they enter the high-volume Turkish summer months. So an April launch was born more of necessity than invention.

REDACTED CONFIDENTIAL DATA

REDACTED CONFIDENTIAL DATA

---

## THE BRIEF

Building on a prior refresh of the overall Bomonti beer brand – covering three established and one new variant – Brown&co was asked to resurrect and completely redesign the 50cl Fabrika can, bringing its visual language into line with the brand's 'Live Your Own Way' positioning.

Bomonti's objectives were simple:

- **generate additional sales from the new Fabrika 50cl can**, thereby...
- boosting overall off-trade consumption, and...
- elevating sales volumes for the Fabrika variant in general.

With traditional advertising and promotion prohibited due to strict legislation around alcohol marketing in Turkey, consumer appeal for the can's redesign was paramount, with distinctiveness and stand-out on shelf being key.

---

## OUR APPROACH

Fundamental aspects of the brand's bottled formats had already been finessed, and in designing the packaging for the new 50cl Fabrika can, we applied the same key design principles:

At a functional level, we extended 'Easy Drinking' – the golden thread running through all Bomonti variants – and continued the pragmatic approach of having nothing on-pack that needn't or shouldn't be present (least of all any 'bling', or imposition of what the brand should mean or inspire in its 'Live Your Own Way' consumers). On an emotional level, we aimed to incorporate Bomonti's brand character of being authentic, creative and exploratory.

We also explored the positive tension of past, present and future, combining a retro look and feel with an intriguing in-the-present sensibility that remains understated and unassuming of people's lifestyles and choices.

We knew that 'distinctiveness' would be fundamental to the success of our design – not only to create stand-out on shelf against the competition, but also because the Bomonti brand itself stands for the celebration and promotion of individuality.

“The old Bomonti Original can performed far below expectations, with research spotting that consumers preferred drinking from our bottles. However, 50% of the Turkish beer market is in cans. So we needed a can, but it had to be as distinctive as our bottles. We had perfect collaboration with our agency, and the outcome was very exciting!”

**Ilknur Aksoy Sen**

(Local Brands Marketing Manager, Anadolu EFES)

---

## MARKET CONTEXT AND OVERVIEW

### Off-consumption

Over the counter sales for off-premise consumption (at home).

### On-consumption

Over the bar sales for on-premise consumption (restaurants, bars and clubs).

**Since launching the Bomonti Fabrika can, there has also been a 9% increase in sales of Fabrika draught – which is only available in on-consumption venues. As the can is, conversely, only sold in off-consumption outlets, the extra draught sales volume is attributed to draught being seen as a replacement for the popular can in the on-consumption environment where it's not available.**

Turkey's beer market totals 900 million litres annually. It is also one of the most fiercely regulated in the world.

Since 2013, the Turkish government has effectively banned all forms of advertising of (and sponsorship by) alcoholic drinks. For example, any printed material that mentions an alcohol brand is forbidden, apart from on bar or restaurant coasters, while packaging cannot insinuate any benefit to drinking alcohol, or suggest celebration or ritual. **REDACTED CONFIDENTIAL DATA**

Importantly for our case, no unusual **REDACTED CONFIDENTIAL DATA** brand activity occurred during the months of our launch – it was simply business as usual.

Another key consideration here is that the Fabrika 50cl can is never sold in the on-consumption environment (i.e. in pubs, bars, restaurants or clubs). It is only available in traditional off-consumption outlets (i.e. shops and supermarkets), where no form of promotion or marketing is allowed; that means no preferential end-of-aisle areas, posters, discounting, or even branded product and price flashes. Essentially, no attention can be drawn to a product or pack in any way, which places ultimate responsibility for market stand-out on the format's design, and it gaining traction through word of mouth.

#### Total design fee

£10 500.00

#### Launch date

9 April 2018

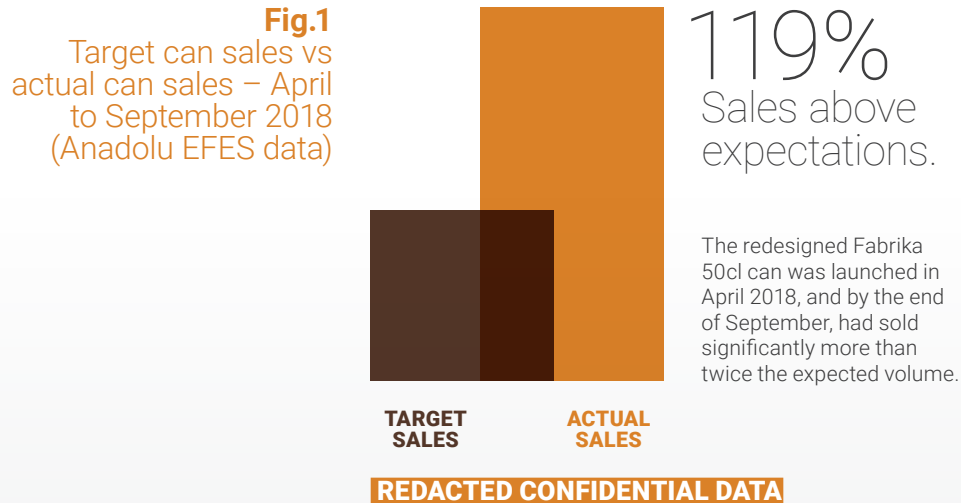
This was a collaboration between Anadolu EFES (Bomonti's owners) and Brown&co (The Brand Collective). No other agencies or business units were involved.

*Data from Nielsen and Anadolu EFES, as identified.*

---

# What was the Impact?

Firstly, let's look at the can's performance in isolation.



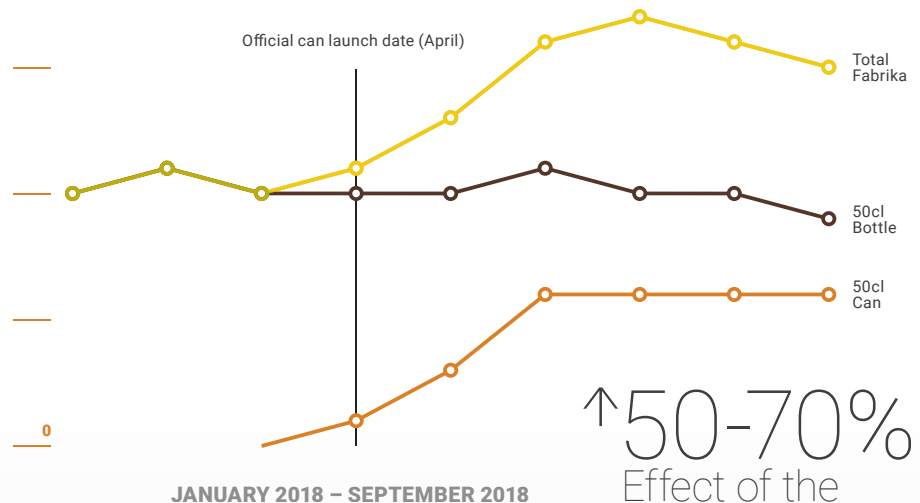
But how can we be sure that the design of the new can was the sole factor in exceeding sales expectations, and in lifting the wider Fabrika variant's market standing? How do we know that it didn't simply take sales away from another Fabrika packaging format, or wasn't lifted by some other extraneous factor?

With all things equal in terms of advertising and promotion, we need to look at sales behaviour of the other major Fabrika pack format in the same time period, compare new and old can performance in equivalent times and circumstances, analyse various market-share data, and consider other possible market forces...



**Fig.2**  
Fabrika share of  
total Turkish beer  
market in 2018  
(Nielsen data)

REDACTED  
CONFIDENTIAL DATA



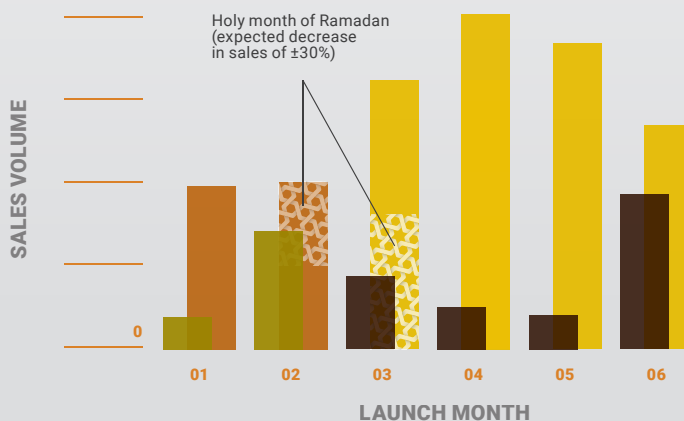
↑50-70%  
Effect of the  
new can on total  
Fabrika market  
share.

#### Considering market share, and the possible influence of other packaging formats

Since launch of the new 50cl can, Fabrika has seen an overall increase in market share of around 50%. From the data, the market share of its other major format (bottles) has not changed much, so an overall market share improvement can only be attributed to the can. Furthermore, sales of cans have not been at the expense of sales of other packaging formats.

**Fig.3**  
Sales during old can  
launch period versus  
new can launch period  
(Anadolu EFES data)

220%  
Improvement  
in sales of our  
new can over  
the old during  
their respective  
launch months.



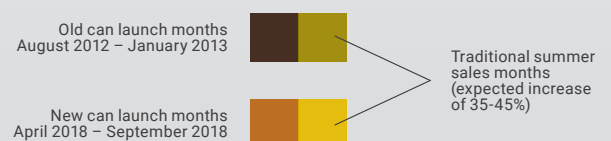
REDACTED CONFIDENTIAL DATA

#### Considering the 'honeymoon' effect

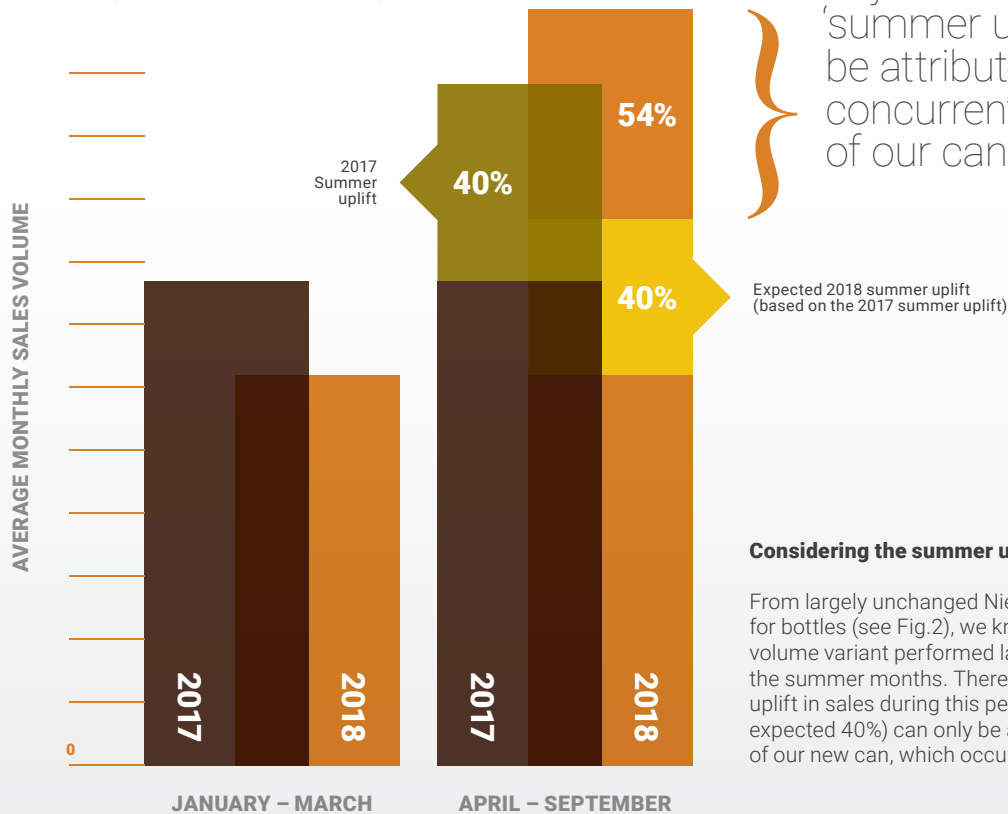
By comparing sales during the six-month launch periods of the old 'Original' and new 'Fabrika' cans, we rule out the possible effect of comparing something 'known and boring' with something 'new and exciting'.

Additionally, the size of Turkey's beer market hasn't changed from the time of the old to the new can (remaining at around 900 million litres per annum), so this discounts any natural increase in volumes which might come with a bigger overall beer market.

Regarding the time of year of each launch: the six-month period for the old can included two months of 'summer uplift' (when the Turkish beer market traditionally sees a 40% volume increase). Our new can saw four months of 'summer uplift', but also included the Holy Month of Ramadan (when beer sales drop by 30%), which effectively cancelled out one of its 'summer uplift' months. You could argue, then, that the new can had the advantage of three summer sales months compared to the old can's two – but even this cannot account for sales of the new can more than tripling those of the old.



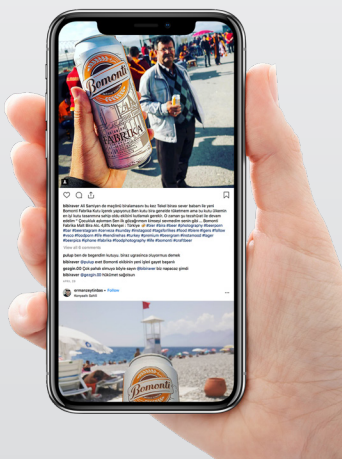
**Fig.4**  
Comparing total  
Fabrika 'summer' volume  
uplift during 2017 and 2018  
(Anadolu EFES data)



#### Considering the summer uplift period

From largely unchanged Nielsen market share data for bottles (see Fig.2), we know that our other high-volume variant performed largely as expected during the summer months. Therefore, to see such a radical uplift in sales during this period (94% versus an expected 40%) can only be attributed to the launch of our new can, which occurred in April 2018.

#### REDACTED CONFIDENTIAL DATA



#### Consumers love it!

Unsolicited, consumers have so far posted 316 times about our new can design on social media. 96% of posts have been overwhelmingly complimentary.

From the evidence, we can conclude the following about the new Fabrika can:

- It exceeded launch expectations by 119% (achieving annual targets in just three months and ten days).
- It was directly responsible for a market share uplift of 50-70% for the whole Fabrika portfolio.
- Sales performance of other packaging formats did not influence these achievements, and growth was not at the expense of other formats.
- The new can's success was not over-inflated by results being compared to that of the old can at a different stage of its product lifecycle.
- Other seasonal factors were not responsible for its success, some potentially even limiting it.

If we also consider that Turkey's highly restrictive alcohol marketing environment made it impossible to promote the can, and that there was no special **REDACTED CONFIDENTIAL DATA** brand activity over the launch, we can only conclude that the Fabrika can's success is solely attributable to the strength of its design.

Accordingly, we believe Bomonti has a strong case for winning a DBA Design Effectiveness Award.





“Sales results from the launch of our new can have been both unexpected and overwhelming – vastly exceeding expectations. As the promotion of alcohol is so highly regulated in Turkey, design plays a major role, and Bomonti Fabrika’s can design definitely stands out more than the other alternatives in its market.”

**Tugrul Agirbas**

(Head of Corporate Functions, Anadolu EFES)