

NEWBY – THE CLASSIC TEA COLLECTION

ENTERED BY LEWIS MOBERLY



"There is something in the nature of tea that leads us into a world of quiet contemplation of life."

LIN YUTANG, THE IMPORTANCE OF LIVING'

In the first year, sales of the new design across the UK were 316% above the level achieved in the old design despite a 5% price increase.

This compares with an estimated 10% growth in the total market for premium teas during the same period.

The design fees were recouped within 3 months of net additional profit.

ENTRANT
LEWIS MOBERLY

CLIENT NAME
NEWBY TEAS

2018 ENTRY

FOR PUBLICATION

EXECUTIVE SUMMARY

The Client

Newby Teas – founded by philanthropist Nirmal Sethia – owned by a charitable trust and dedicated to his mission of reviving the lost art of tea.

The Market

Decline in regular tea in favour of coffee (UK) but new growth in premium speciality teas, including those based on non-traditional plants like Rooibos, Verbena, Peppermint etc.

The Product

A range of premium teas in individually wrapped tea bags and **sold at 9x the price of a traditional cuppa.**

The Challenge

To reverse a declining sales trend. Has been sold mainly to hospitality and department stores. Needed to break into mass UK retailers – Sainsbury’s the prime target. Also needed to uplift around the world.

The Solution

Radical brand redesign expressing the unique history, craft and perfectionism exclusive to Newby. A brand of truth and quality you can trust.

The Result

With a fair wind estimated at 10% market growth, **the results are due simply to design**, strategically conceived and imaginatively executed.

In the first year, sales of the new design across the UK were **316% above the level achieved in the old design.**

Globally we see a **sales increase of 72%** despite a price increase of 5% and difficult trading conditions in some of their larger markets like Russia.

The design fees were recouped within 3 months of net additional profit.

UNIT SALES IN THE 12 MONTHS PRE/POST LAUNCH OF NEW DESIGN
 (1 unit = 1 box of 25 tea bags)



CASE STUDY OVERVIEW

OUTLINE OF PROJECT BRIEF

Key Business Objectives

- Relaunch Newby's Classic Tea Collection worldwide
- Gain distribution in major UK retailer, ideally Sainsbury's

The Business Challenge

- Newby Teas is an established player in the top end of the global tea market, both in hospitality and retail. They are only a recent player in UK mass retail having successfully launched The *Finest* Tea Collection (an even more premium offer with pyramid shaped tea bags) in Waitrose in October 2014. Now, this *Classic* Collection with traditional tea bags in individual sachets, is the second prong of attack.
- The range had previously been offered to several supermarket chains but had been rejected through lack of distinction and appeal, even though the product was highly rated. This time Sainsbury's was to be the big challenge and the big prize.

The Scope of Work

- Creation of a compelling brand story and dynamic, engaging visual expression standing out as a beacon of quality on shelf and at home
- Pack design to make navigation easy, distinguish varieties within the range, and encourage collectibility
- Pack structure to remain unchanged

DESCRIPTION

Newby Teas was founded at the turn of the millennium. In the UK sales were mainly confined to the hospitality sector with some presence in top end departments stores. 2014 was a landmark year with the launch in Waitrose of their super premium pyramid teabags.

Their Classic Tea Collection, the subject of this award entry, had failed to gain distribution in a top retailer. Hence, the plan for a significant relaunch using pack design as the sole driving medium. But the coup de théâtre was to be a radical redesign and rebranding as the previous design had been rejected by Sainsbury's the number one desired target.

The Newby brand is a very personal brand, the artefact of Mr Nirmal Sethia, a well-known philanthropist and a man with passion and vision.

"I founded Newby Teas with the intention of supplying the finest quality tea in the market, improving the quality of tea across the world. Having the selection available in Sainsbury's for the first time is an endorsement of our efforts and is a pivotal step towards our mission of reviving the lost art of tea."

NIRMAL SETHIA, FOUNDER AND OWNER, NEWBY TEAS

The tea itself is sourced from the finest 5% of the world's tea leaves, picked at the height of freshness. At Newby Teas' specially designed, condition-controlled facility in Kolkata, the tea is preserved, blended and sealed into multi-layer foil sachets, ensuring that the tea arrives at its very best, delivering the freshest taste and aroma in every cup.

Newby Teas is substantially owned by a charitable foundation which extensively supports medical research, education and disaster relief projects.

A brand with pride and purpose.

CASE STUDY OVERVIEW (continued)

Previous Design

- The previous design was a static, disparate checkerboard with a small shield in the centre depicting an elephant. A random set of images with no coordinating idea, presenting a confused presence on shelf.
- There was no immediate front of pack taste description to suggest a pleasurable experience or entice consumers into trying the blends.
- The design was not a true reflection of the quality of the tea and was rejected by UK retail tea buyers.



New Design

Inspiration for the new design was an extremely rare and unique collection of pashminas gathered by the Sethia family over 200 years.

The design team went to the family home where the collection is immaculately stored, and then hand-selected each fabric to match the individual character of each tea.

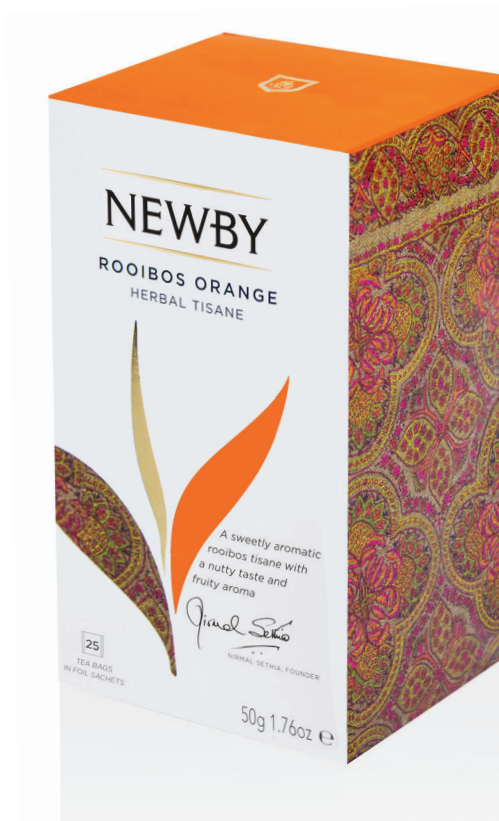
“We were bowled over by the beauty and depth of detail in these heirlooms, and spent considerable time matching patterns to individual teas, ensuring you taste what you see.”

MARY LEWIS, CREATIVE DIRECTOR

“The Sethia family is lucky to have had such wonderful ancestors, who preserved these pashminas and kept them from the usual onslaught of moths, thanks to the wonderful properties of cloves and neem leaves.

At Newby Teas we are passionate about preserving the flavoured character of our teas, just as my family preserved their priceless pashminas over the centuries. What more fitting a way to celebrate craftsmanship?”

NIRMAL SETHIA

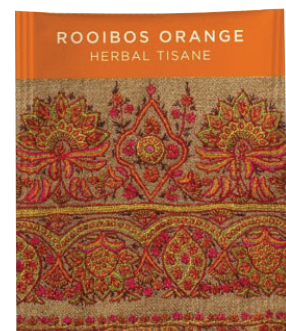


CASE STUDY OVERVIEW (continued)

New Design (continued)



- Tea flavour and natural antioxidants are concentrated in the top two leaves and bud. Harvesting tea is an art – tea pickers must ensure they pinch off only the top two leaves and bud of the fresh shoots because the lower leaves introduce an undesirable coarseness to the tea. The new design features these two top leaves and bud to reinforce the quality story.
- The central slender bud is depicted in gold foil while one delicate leaf is colour coded and the other infilled with a vintage textile pattern that picks up on the coded colour. The textile patterns recall an era when people took their time to appreciate tea and the intricacy of their striking patterns reflects the care taken to produce Newby Classic Blends.
- Colour codes and textile patterns are chosen to reflect the taste of the tea e.g. Summer Berries is coded a fruity red while Moroccan Mint Green Tea is a refreshing green.
- **The white background allows the textile pattern and colour coding to be the heroes. It is an oasis of calm and has tremendous shelf standout in a sea of highly coloured, competitive packs.**
- The design of the leaf icon is lively and eye-catching, leading you from one pack to the next, creating a distinctive on-shelf dynamic.
- Each tea bag is in a foil sachet printed with the appropriate textile design creating a change in pace during the ritual of opening first the pack and then the foil.
- Front of pack descriptors promise a seductive experience and each is endorsed with Nirmal Sethia's signature to emphasise his personal involvement and commitment.
- Sides of packs show the beautiful textiles full-bleed, creating an in-hand experience. The decorative packs enhance any kitchen.
- Top of the pack is colour coded and stamped with the Newby Teas shield in gold foil positioned centrally like a jewel.
- Back of pack carries an 'Our Commitment to Quality' statement plus an explanation about the link between the textile and the tea. There is a further description of the tea, tasting notes and brewing instructions.



We were the only consultancy working on the redesign.

CASE STUDY OVERVIEW (continued)

OVERVIEW OF MARKET

While there is traditionally nothing more British than a steaming cup of tea, the category is steadily waning in popularity as coffee continues to go from strength to strength, driven largely by the rapid adoption of coffee pod machines. Younger people are less emotionally connected with tea and, after the revolution in coffee, are looking for the same indulgent, crafted and connoisseur experience in tea. While everyday consumption becomes more functional, consumers are demanding new experience-providing products either those with exotic flavours or the perceived craft brewing process. Soft drinks are also eroding tea’s share.

However, premium tea is growing, as the coffee revolution changes consumers habits and increases their desire for premium products and experiences. This is particularly true of ordering tea out of home; 62% of consumers consider ordering a premium brand such as Pukka or Teapigs to be the most important factor. Well-being is another driver of premium tea growth, driving green, fruit and herbal tea sales. **Truly premium quality teas such as Newby offer complex layered taste profiles. Like wine, it is a world to explore with pleasure.** The packaging needs to invite trial, start the journey and deliver the reward.

Source: Euromonitor Report 2018 Tea in the United Kingdom

KEY FACTS

Launch Date: the new design was launched in March 2017 but there was some overlap period when both the previous and the new pack were on sale together. The new range carried a 5% price increase vs old.

Design Fees: £35,000



RESULTS

RESULTS OUTPERFORMED OBJECTIVES

United Kingdom

Distribution in Sainsbury’s was achieved as a direct result of the new design! Sainsbury’s distributed to 500 affluent stores with 14 facings.

“Having the selection available in Sainsbury’s for the first time is an endorsement of our efforts and is a pivotal step towards our mission of reviving the lost art of tea.” NIRMAL SETHIA

The deal was a one year exclusive which Newby Teas soon regretted as both Waitrose and Ocado swiftly contacted them when they saw the new design.

In the first year, sales of the new design across the UK were **316% above the level achieved in the old design** despite a 5% price increase. This compares with an estimated 10% growth in the total market for premium teas during the same period.

Newby Classic Tea Collection is now their best-selling line.

Worldwide

Since introduction of the new design and using 12 months’ data pre/post, we see a **sales increase of 72%** despite a price increase of 5% and difficult trading conditions in some of their larger markets like Russia.

Response from overseas markets has been ecstatic:

Purvi Avari, General Manager – Singapore and Far East:

“Since the launch of the new design (around mid-year 2017), we have seen almost double growth in Tea Bag orders from one of our top clients – OCBC Bank in Singapore.”

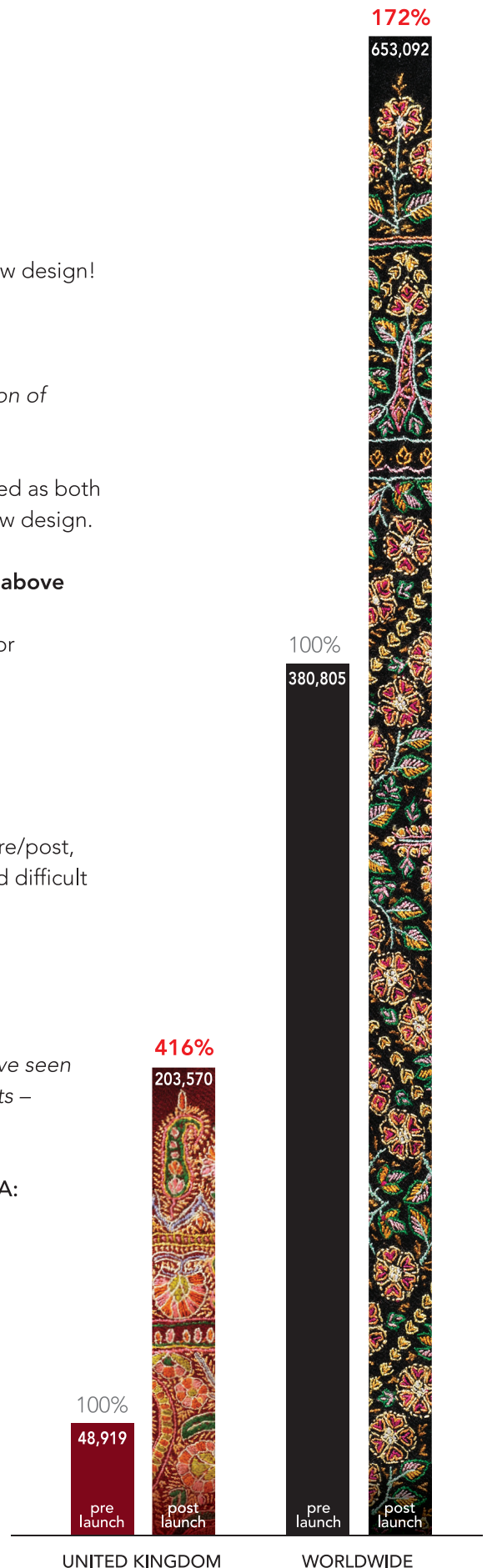
Jean-Baptiste Granger, Managing Director – New Teas (Suisse) SA:

“Having the new design was key in order to start a partnership with Swiss Medical Network.”

Zora Bulthuis, Marketing Manager, Newby Benelux:

“At this moment it’s by far our most popular product range!”

UNIT SALES IN THE 12 MONTHS PRE/POST LAUNCH OF NEW DESIGN
 (1 unit = 1 box of 25 tea bags)



RESULTS (continued)

PRICE

The premium pack appearance and crafted copy supports a significant price premium.

RRP is £4.50 for 25 tea bags i.e. 18p per bag. Newby Classic Tea Collection is often displayed next to Sainsbury’s Taste the Difference own brand which sells at £1.50–1.75 for 50 tea bags i.e. 3p per bag, therefore **Newby is 6x more expensive per bag**. Twinings is also often adjacent and sell at £2.50–3.30 for 50 tea bags i.e. 5p a bag, **Newby is 3.6x more expensive per bag**.

To further put this into perspective, mainstream teas such as PG Tips sell their pyramid tea bags at £4.50 for 240 bags i.e. 1.9p per bag compared to Newby’s 18p per bag.

We have no data on market growth of the premium sector. The Grocer Oct 2017 claims UK tea volume down 1.1%, value up by 3.5% vs previous year, reflecting the move to premium. We have assumed we may have a 10% fair wind behind us.

RETURN ON INVESTMENT

The design fees were recouped within 3 months of net additional profit from increased sales.

CONSUMER ENGAGEMENT AND ATTITUDE

An important part of any design brief is to create something that is photogenic, instagrammable and likeable. Consumers have responded ecstatically online regarding the design:

Bugsandbirds: *“Your packaging is SO beautiful!”*

Thenerdymblog: *“Ahh, these look amazing!”*

Timeforteaplease: *“BeauTEAful!”*

Louise_howell_uk: *“The packaging is beautiful!”*

The packaging is proving collectable:

Bee Dee: *“I have a whole range of the teas and each pattern is gorgeous. Feast of the eyes before even tasting tea! I love pashminas and they are heirlooms when of such high quality.”*

Importantly the packaging is also encouraging consumers to try the teas:

Renee_mp: *“Oooo love that packaging! Need to try your tea.”*



RESULTS (continued)

CONSUMER ENGAGEMENT AND ATTITUDE (continued)

And when the source of the textile patterns is explained, a warm emotional response is elicited:

Renee_mp: *“That makes them even more precious. How very touching. How wonderful it is to keep the spirit of Chitra alive when you see those patterns everyday. So very beautiful.”*

Bloggers posted positive comments about the new packaging. A great way to increase awareness and curiosity about the brand.

Natalie Glaze, travel, food and fitness blogger: *“The Newby Classic Tea Collection packaging is beautiful, they’re works of art in themselves. They stand out a lot from other brands and my tea drawer has never looked so pretty.”*

LEVERAGING SUCCESS

Realising they had a winner on their hands, the Newby team have extended the design to:

- circular Crown Assortment boxes containing 36 tea bags, 6 of each of 6 blends RRP £15.00
- a luxury wrap which enables one to transform 2 boxes into a beautiful gift RRP £2
- two new green tea blends Earl Green and Highland Green
- disposable paper cups

OTHER INFLUENCING FACTORS

There were no other influencing factors. Images of the new packaging being used extensively on Newby Teas’ social media Instagram and Twitter but always focusing on this new design.

CONCLUSION

All objectives achieved and expectations far exceeded.

ends

Have you ever bought from our Classic Teabag Collection? Not only is the tea itself fantastic (we’re biased but it’s true!) but an incredible amount of work went into the unique pashmina design... and we want to know what you think of it! Let us know in the comments!

