



World of Zing

2018 DBA Entry

For Publication



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brand design

EXECUTIVE SUMMARY

World of Zing owned and run by Pritesh Mody is one of the UK's most exciting food and drink start-ups. The food and drink range comprises everything from artisanally made Table Sauces to award-winning craft Bottled Cocktails, using the latest in molecular mixology and cocktail ageing facilities.

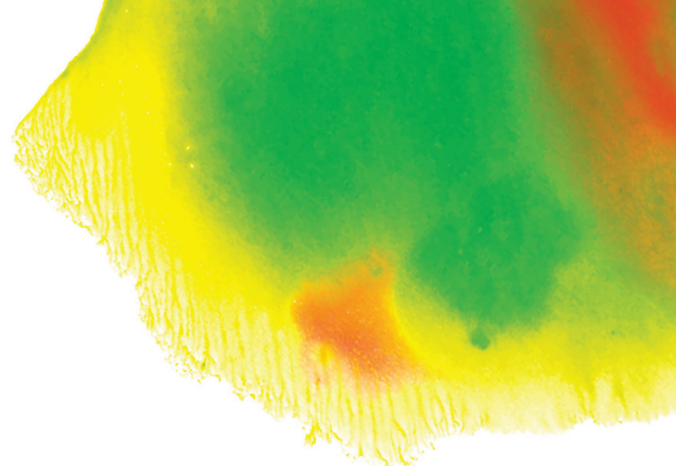
First started in 2014. World of Zing's tagline was Pioneers of Flavour Since 1968. The date relates to the parent company, Gandhi Oriental Foods, which was founded in 1968 and had grown to become one of the UK's largest and most respected spice merchants.

The key challenge for the brand was that World of Zing was loved for the products that Pritesh sold on his stall at Brockley market. However outside the close circle of South London foodies the brand had no recognition or fame.

Our first challenge was to create a clear brand purpose for World of Zing which we simplified down to three words that became a mantra for the brand - 'flavour beyond ordinary'.

The next challenge was to create a visual language that worked to premiumise the brand without losing it's artisanal foundations. Results have blown away expectations. From working with 10 on-trade partners before the redesign they now have over 150 on-trade partners including Jamie Oliver, Carluccio's and The Langham Hotel. Drinks serves have risen from 100,000 to 750,000 after the new design and growth is projected to hit £1.4 million this year up from £140,000 before the redesign.

All the business objectives were hit within the first year with no above the line or online PR activity. A new partnership with Diageo. On-line sales have doubled and following rapid growth and international recognition with a host of major awards under it's belt saw the business raise £185,000 smashing it's original target of £150,000





BUSINESS OBJECTIVES

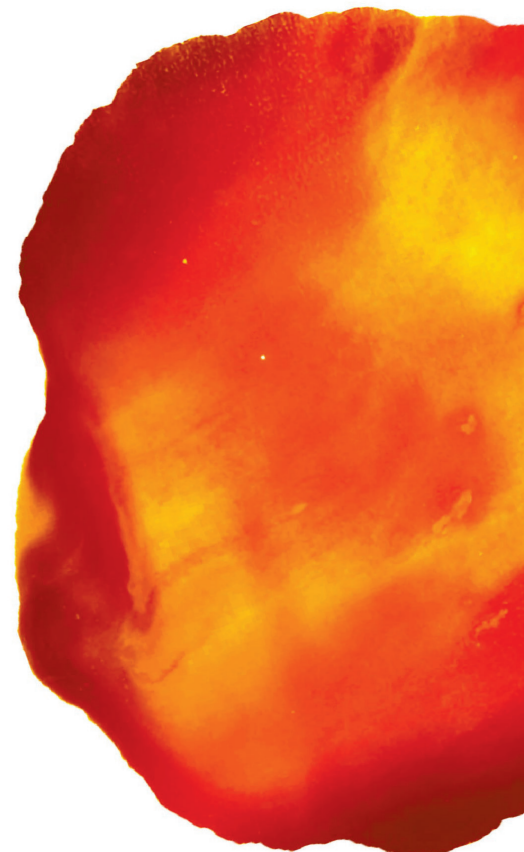
- Create a brand that would be equally at home on a hipsters fridge shelf in South London and a mini bar shelf in Londons top hotels.
- Grow the World of Zing fanbase through multiple channels and create a brand that has a real challenger personality.
- Become synonymous with supplying the most exciting and on-trend food & drink products.
- Become an authority on food & drink trends.

Business Challenge

World of Zing were loved for their products not the brand. This had resulted in a niche audience and a poor presentation that made it impossible for Pritesh to grow the business into more premium sectors.

Scope of the brief

Full brand redesign. Strategic positioing through to the brand identity, packaging and presentation both on and off line.



STRATEGY

The current brand purpose was 'Pioneers of flavour since 1968.' Based on the parent company Gandhi Foods. We felt it lacked the ambition and excitement needed to make World of Zing the most exciting brand in food and drink.

We worked closely on the purpose and positioning of the brand with Pritesh and created what would become a three word mantra for the brand.

'Flavour Beyond Ordinary.'

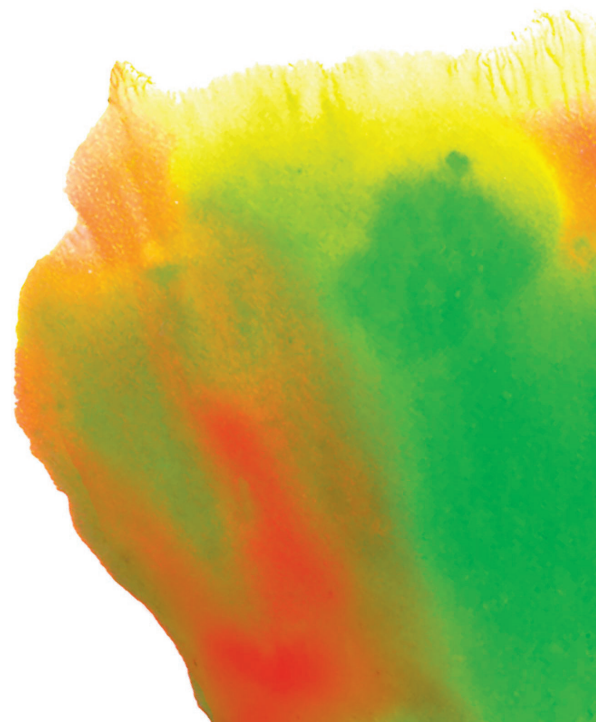
Once we had this purpose every part of the project had to deliver 'beyond ordinary' which liberated both client and team to continually push and challenge ourselves on every aspect of the process.

We then set about creating a personality for the brand. It need to reflect Pritesh as he was intrinsically linked but at the same time reflect the spirit of the new purpose. The personality became 'the pioneering michievous guru' which summed up the 3 key parts of the brand around invention, excitement and knowledge, and also Pritesh perfectly.

The brands belief became 'Everything can taste better' supported by the fact that the brand was created & owned by London's foodie community.

"The new strategy not only shaped the brand but also the product and who we should be talking too."

Pritesh Mody - Owner



DESIGN

The key challenge to the design was to ensure the brand captured the right tone between artisanal and premium. We wanted to ensure the foodie's at Brockley market still felt World of Zing was their discovery and also allow Pritesh to approach new business contacts with a brand that felt cohesive and premium.

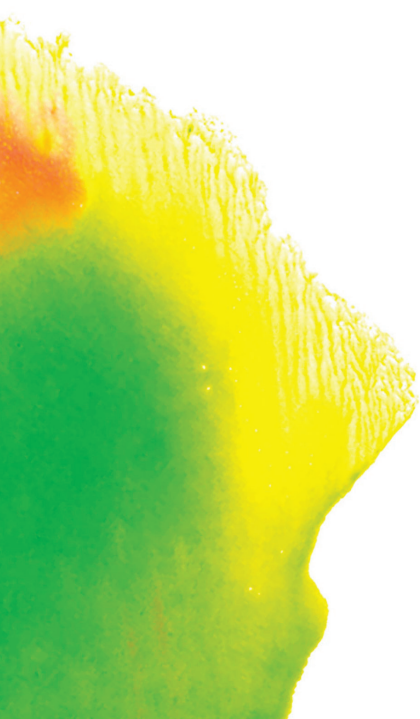
The design inspiration came from the methodology Pritesh used to create his sauces and spirits. The 'slaps', 'swirls', 'mixes' and flavours that sit behind the identity on every pack symbolised the creation of the mixology and artisanally handmade sauces they made.

We created the flavour marks in the same way Pritesh created the drinks by swirling flavours together in a glass. We then placed a sheet of paper on top of the glass and took a live 'screen print' of the creation.

With the identity itself we wanted to challenge conventions and tell a story. The stamp added an authentic premium feel mixed with a more rounded friendly font that added an approachability making the brand feel made not manufactured.

Launch Date - Jan 2017

Design Fees - £30k



RESULTS

The results have blown away everyone's expectations. Before the rebrand World of Zing was in 10 on-trade outlets. Since the rebrand it now is in over 150 on-trade outlets including Jamie Olivers, Carluccio's, Chick'n, and Langham Hotels.

In retail the brand has been so successful in on-trade it has allowed Pritesh to turn down an opportunity with one of the UK's big four groceries as it was "not a right fit for us".

This has allowed the brand to focus its retail strategy and gain listings with Ocado, Harvey Nicholls and Wholefoods.

Before the redesign the number of individual cocktail serves were 100,000. Since the redesign the serve number has risen to over 750,000.

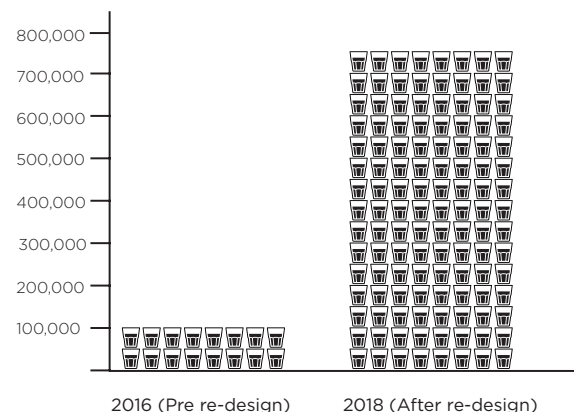
The brand has also now been partnered by Diaggio and work with them across their reserve portfolio and this year has been used officially by Ketel One vodka across their Bloody Mary programme.

Turnover in year 1 since the redesign has risen from £140,000 to £460,000 with a projected figure for year 2 of £1.4million.

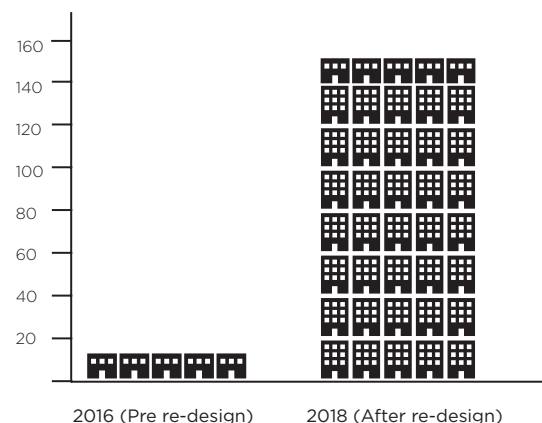
From solely Pritesh the staff count is now at 12 with an operations director and 3 flavour developers.

In aiming to become an authority on food a drink, Pritesh since the relaunch has been asked to talk at the BBC Good Food Show, The Pub & Bar Show, and has run numerous masterclasses for the industry. He is also a regular presenter on C4's Sundry Bruch Show with Tim Lovejoy and Simon Rimmer as a 'flavour Guru'

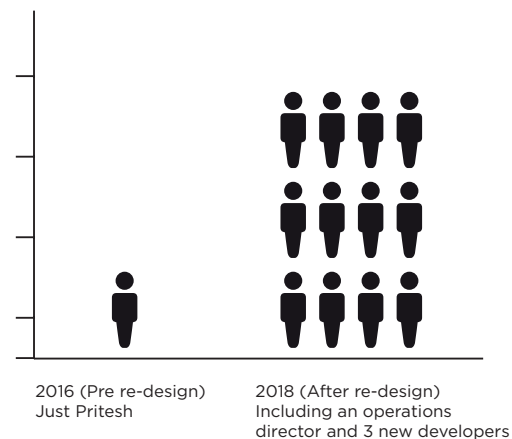
Cocktail Serves



On Trade Business Customers



Staff Levels





Previous design



RESULTS

Spirits Business Awards

Gold for Negroni

Bronze for Margarita

Great Taste Awards

Speciality Food Awards

Transform Awards - nomination

Drum Awards - nomination

“The update of their logo. It looks as though they are taking a holistic view of their brand with future planning in mind. They seem poised to elevate themselves to the next level.”

Michael Weber

Executive coordinator of purchasing and distribution at Whole Foods Market.

“Totally hit the brief to give consumers a flavour experience without even opening a bottle. The best investment I have ever made.”

Pritesh Mody

Owner



World Of Zing
Transform Nomination 2017



World Of Zing
Drum Nomination 2017