

# GUINNESS HARP

*from* **OVERSHADOWED**  
*to* **A BEACON OF LIGHT**

*The over 22,860 Hero Harps that revitalised Guinness Draught's presence in the on-trade and earned 4,860 additional coveted places on front of bar in Great Britain.*



FOR PUBLICATION

*Client:*  
**DIAGEO**

*Agency collaboration:*  
**Bompas & Parr (design concept),  
Design Bridge (design development),  
Dolmen (industrial & technical design)**

**DesignBridge™**



## Executive Summary

# FROM OVERSHADOWED TO A BEACON OF LIGHT

**T**he battle for consumers' minds is right at the point of purchase. Guinness Draught's current countermount fount (the entire on-bar tap unit) had become overshadowed by recent competitor launches that were taller and more brightly lit. As a result bar owners were questioning whether to give Guinness Draught precious space on their bar top.

**Diageo targeted 1.5% growth from a new fount design to pay back the investment. However in a changing on-trade environment where outlets are more curated and increasingly removing big branded founts, this was going to be a tough challenge.**

To attract drinkers at the crucial decision moment at POS and help Guinness Draught grow, the fount needed to be more visible, bold and characterful. Three agencies collaborated on this project from concept to design development to industrial and technical design for manufacture. The solution was to leverage the brand's most valuable asset – the harp – and make it a trigger for mental availability, illuminating the design so it embodied the

Guinness brand world as 'a beacon of light that takes you to a brighter more fulfilling world'.

**The results far exceeded expectations. The Hero Harp was wildly successful in GB, with 75% more orders than Guinness had targeted. In Australia, outlets that took the new fount achieved significantly higher sales in the first 12 months versus the previous year.**

The target cost to manufacture was to match the current fount. Yet the new design was delivered at 10% lower cost to manufacture, meaning more could be installed without changing the initial capital expenditure budget.

Set against a world of increasing T-bar domination, with multiple beers relegated to sharing space on a single wide countermount, our new design bucked the trend. 4,860 outlets in GB that Diageo expected to relegate Guinness Draught onto a T-bar decided to take our Hero Harp instead.



*Executive Summary*

## KEY ACHIEVEMENTS

22,860

**OUTLETS**

*have chosen to take our Hero Harp in GB in the first 20 months – 75% more than the 13,000 projected for the first 30 months*

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*The new fount helped drive Guinness share growth in outlets where it was installed in Great Britain and Australia*

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**WE REDUCED  
MANUFACTURING COST  
BY 10% VS CURRENT**





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“ *The number of founts in bars has been decreasing year on year, and with that Guinness presence at the critical moment of choice.*

*The Hero Harp fount has reversed this trend. Outlets want one as soon as they see it and the sales growth after it is installed has been significantly above our expectations. Recent competitor fount designs have mainly tended to use chrome, and often looked similar.*

*The Guinness Hero Harp is disruptive as it is completely unique in its design approach – it has that special ‘only Guinness can do’ feel.* ”

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MARK SANDYS  
DIAGEO GLOBAL HEAD OF BEER



*Context and overview*

## OUTLINE OF PROJECT BRIEF

GET...

*Potential or prospective Guinness consumers around the world (such as the 55% of adult drinkers in GB and Ireland who will consider Guinness Draught but have not drunk it in the last 4 weeks)*

TO

...

*Choose to drink Guinness Draught in on-trade outlets in that crucial moment right at the bar... where 2/3 of drinkers say their decision can still be influenced.*

BY

...

*Making the fount more premium, more brand-relevant, more appealing and more visible at the bar. And just as importantly – convincing outlets (who are increasingly relegating beers from their own branded founts to shared space on a T-bar) that taking our new Hero Harp would significantly increase sales.*

### KEY OBJECTIVES:

- *Increasing volume per outlet by 1.5% (vs locations that do not adopt the new fount)*
- *Convincing outlets to install 13,000 Hero Harp founts in GB by end of 2020 (3,250 in 2018, and a further 6,500 in 2019)*
- *Increase the number of standalone Guinness Draught founts in GB outlets by 1,250 vs projected figure. (The projected figure by 2020 was 18,000 as outlets continued to relegate Guinness Draught to a T-bar. Our target was to raise this to 19,250 by 2020)*

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*We knew we were onto a winner when our trial outlets refused to let us take the Hero Harp founts away at the end of the test. They loved the design and had seen such a sales uplift that we agreed to keep them installed. The full roll-out has repeated this success with strong feedback from bars and sales uplift beyond our targets”.*

”

KATHRYN WILSON. GUINNESS GLOBAL DESIGN LEADER

*Context and overview*

## CONTEXT AND MARKET OVERVIEW

**G**uinness has a heritage as one of the world's most iconic brewers stretching back to 1759. Guinness Draught is the original smooth nitrogenated stout and the core variant in Europe. It's a national icon in Ireland and one of Britain's favourite beers.

*Guinness in its above-the-line advertising is commanding, vibrant and epic. Guinness consumers expect the brand to lead, to be a vibrant presence and act as a relevant, respected choice in the world of beers with taste.*

**1 in 3 on trade consumers only decide on the category when they get to the bar. 2 in 3 are open to brand influence there. And of all the touchpoints that can influence them in bar, the fount is twice as significant as anything else. But beyond our loyal drinkers, not enough casual Guinness drinkers were being persuaded to choose our brand at the crucial decision point.**

*When other lagers come alive at the POS, Guinness's existing fount lacked a bit of impact and standout and was not sufficiently conveying the brand's bold, lively character. Rather than embodying the central idea of the Guinness brand world 'a beacon of light that takes you to a more fulfilling world', the existing fount showed Guinness Draught hiding its light behind the brewery gates.*

**T-bars can accommodate 4-6 beers together in an efficient space, making them an attractive proposition for outlets with increasingly crowded bar tops. But relegation to a T-bar minimised Draught's opportunity to express Guinness's personality. Our iconic USP of the two-part pour, taking 119 seconds to pour the perfect Guinness pint, is less impactful when it takes place behind a shared T-bar with our brand presence reduced to a tiny tap badge.**

*The number of branded Guinness Draught founts in the on-trade has also been steadily declining - from 28,000 in 2015, to 25,000 in 2016, down to 22,000 in 2017. By 2020, the projected figure was just 18,000. We needed to help Guinness reverse this decline and re-state its credentials as a uniquely characterful beer unlike any other.*



FROM...



TO...



## Context and overview

# BUSINESS CHALLENGE

**C**onsumers love Guinness, but forget they do. Together we designed a fount that would restore Guinness Draught's impact and appeal right at the bar. They wanted a design that not only stood out, but was worthy of a brand with Guinness's heritage as a brewer of extraordinary beer for over 250 years, and reputation for pioneering innovations such as the world's first nitrogenated beer... Guinness Draught itself.

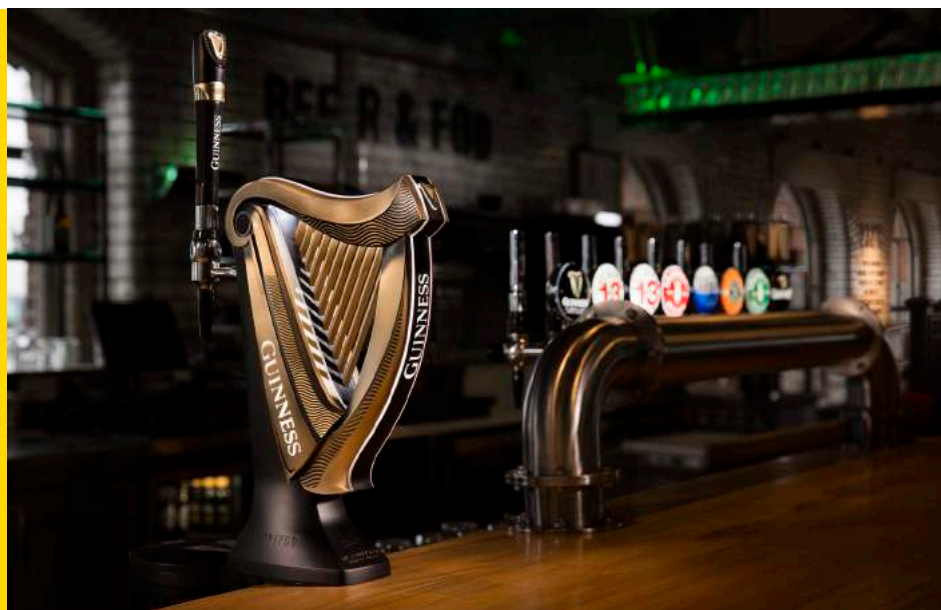
*Our challenge was to invite consumers into Guinness's rich and vibrant world of deep connection and communion over a beer Made of More. We designed a fount so iconic and bright that outlets had to dignify it with its own space at the bar.*

# SCOPE OF WORK

**A** single iconic design for the new Guinness Draught on-trade bar fount, including colours, materials and finish. The design needed to fit in with the structural limitations of Diageo's existing internal fount mechanism (the Eiffel system) which is used across all Diageo beers. Engineering work of the interior components and preparation for manufacturing was undertaken by technical partner Dolmen.

*This was a joint project with three partner agencies. The initial concept was created by Bompas & Parr, inspired by one of our strongest key brand assets (and one of the most recognisable*

*brand icons in the world) – the Guinness harp. Design Bridge developed the concept including design detailing, illumination and brand iconography. Dolmen engineered the unit and took the idea to final manufacturing. On the bar counter its shape is disruptive and immediately distinctive versus every other beer brand. The illumination gives it added presence, and delivers on the core creative principle of bringing the light out of the dark.*



**The stark difference between Guinness Draught's visibility as a Hero Harp versus on a shared T-bar**



## Context and overview

# DESCRIPTION: THE DESIGN RESPONSE

**T**he Hero Harp is an imposing, giant harp with beautiful golden strings that acts as a beacon for Guinness's craft and quality right at the moment consumers decide what to order.

Rising majestically over the counter-top, it delivers maximum visibility even for drinkers right down the opposite ends of the bar.

Despite its impact, the Hero Harp maintains a narrow footprint on the bar itself, with the harp elevated. From front on, drinkers see a beautiful white glow illuminating the Guinness wordmark in the brand's signature white on black.

The white light emanating from the core creates subtle reflections and shadows on the warm golden finish of the harp's strings and body. This illumination from within transforms a brand defined by black into a beacon of light that draws the eye of every drinker as they approach the bar.

**The Hero Harp brings craft and complexity that the brand is famous for. Considered details like Arthur Guinness's signature on the stem, and our 'Established 1759' origins and St James's Gate, Dublin, Ireland written on the base reflect the brand's peerless brewing heritage.**

**And incorporating details like the wavy 'Liffey' lines (that represent the river Liffey in Dublin) into the body of the harp helps create depth and texture, delivering a sense of hand-crafted quality.**

The materials were specified to give a premium impression appropriate to a brand of Guinness's quality. We wanted the dominant impression to be of quality metal – so the stove-enamelled sand-cast stem is adorned with a beautiful, foundry-cast, brass-plated harp that does justice to the details of the design. Inspired by the uniquely individual surge of every pint, no two harps are the same – they are each given a final gentle brushed patina finish, to reflect the spirit of replicating craftsmanship at scale. The final result is truly eye-catching and unmistakably Guinness, even twenty paces away from the bar.

## KEY FACTS

**LAUNCH DATE:** February 2018

**DESIGN FEES:** £150,000 split across 3 agencies

**LAUNCH MARKETS:** GB and Ireland, Australia





# RESULTS

## 75% MORE HERO HARPS INSTALLED THAN TARGETED

*The design was so sought after that Hero Harps have been rolled out in 22,860 outlets in GB within the first 20 months of launch (February 2018 to October 2019). This exceeded the target of 13,000 outlets (by 2020) by an impressive 75%.*

*Altogether, 4,860 outlets in GB who Diageo projected would move Guinness Draught onto a shared T-bar decided to use our new standalone fount. In Ireland, 7,200 outlets have taken the Hero Harp to date, again beating expectations.*

## STRONG SALES IN GB AND AUSTRALIA

*We have seen incredibly impressive sales increases across both GB and Australia that we can tie directly to the new fount.*

## SHARP % SALES UPLIFT IN AUSTRALIAN OUTLETS

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## ADDITIONAL SALES IN GB

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# RESULTS

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## EXCEEDED EXPECTATIONS FOR ON-TRADE MARKET SHARE GROWTH

*That rollout translated into increased market share in the GB on-trade, as more casual drinkers were prompted to choose Guinness Draught.*

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## GOING GLOBAL

*While initially briefed as a GB and Ireland design, the Hero Harp was so well received by other markets that to date 45,928 have been ordered globally (including successful rollout in Australia), far exceeding initial expectations.*

## OTHER INFLUENCING FACTORS

*Diageo have tracked sales from Harp outlets and compared against where the fount was not changed, enabling them to isolate other factors such as seasonal, advertising and promotion changes. The results show that Hero Harp bars significantly out-perform bars that retained the previous fount design.*

*While the fount design followed in the footsteps of a wider design refresh of the Guinness brand, this did not lead to any additional in-bar touchpoints (such as signage, posters or table tent cards) than previous years. We are therefore confident the effectiveness of the design was instrumental to the sales uplift success. Outlets that took the harp simply sold more Guinness Draught than outlets that did not.*

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*Our sales data has enabled us to compare Harp fount outlets to those with other dispense displays, isolating other factors. It is clear that outlets with the Harp fount are growing significantly faster than others. This has led us to accelerate the roll-out. Higher than expected sales growth combined with a lower cost to manufacture & install has meant the program has vastly exceeded its sales and return on investment targets.*

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JEREMY LINDLEY. GLOBAL DESIGN DIRECTOR

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*Sláinte!*

(CHEERS!)