

How small things can make a big difference.

How Shelf Ready Packaging (SRP) increased sales of the UK's biggest dish care brand by 4%.



Project title

Fairy Shelf
Ready Packaging

Category

5. Point of Sale

Client company

Procter & Gamble

Design consultancy

Webb deVlam

Current date

June 27th 2014

4%

increase in sales of
Fairy liquid

This project focuses on the re-design of Shelf Ready Packaging for Fairy UK.

P&G wanted to grow the presence of Fairy in the increasingly dominant Discounter channel. Focused on highly efficient in-store operations, Discounters demand shelf ready packaging to provide ease of stacking and display in-store.

Typically, SRPs are highly optimised, technically engineered structures designed for the safe transportation of primary packs from manufacturing site, to retailer, to shelf. Once opened, SRP's are typically considered as recycled waste by the store owner - they are certainly not considered to be an in-store brand building tool.

This project successfully transformed the Fairy SRP into an in-store display that attracts and engages the shopper, lowers total costs and simplifies operations, and by doing so successfully re-defined the business value of SRP's at P&G.

The project was run in close collaboration with the client in-house Design team and supply chain partners.

The project delivered:

- 4% increase in sales of Fairy liquid.
- 50% reduction in production costs vs. the previous SRP design.
- 50% reduction in customised display material and costs as the Fairy SRP removed the need to produce extra retailer specific displays.
- Increase in the number of in-store displays as retailers pro-actively created their own on top of what was negotiated with P&G.
- Simpler and safer opening process for store assistants.
- Expansion from Discounter channel UK to Mass across Western Europe after results exceeded expectations.
- Scalable design principles that have informed SRP redesigns across P&G.

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50%

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and costs

(226 words)

Executive summary

from this...



Previous Fairy SRP tray design in Lidl

...to this



New Fairy SRP tray design in Lidl

Project overview

Design objective:

Re-design Fairy shelf ready packaging for the Discounter channel.

Key challenge:

Drive presence of Fairy Liquid in-store whilst delivering commercial cost savings and efficiencies ... all via the humble shelf ready pack.

Design Strategies:

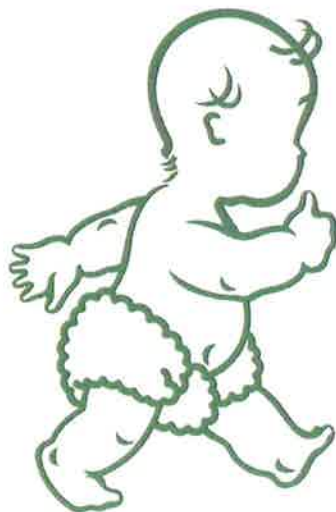
- Increase brand recognition to re-establish brand dominance in the Discounter channel
- Drive clear communication of brand claim “50% more grease cutting power”
- Create a brand block of Fairy
- Reduce total delivered costs via technical and supply chain efficiencies
- Deliver principles that can be scaled across P&G brands

Description

Fairy liquid is Britain's number one dish-cleaning brand. In 2013, over 100 million bottles of Fairy Liquid were sold, equating to 55 per cent of the total UK market (Source: IRI October 2013).

Part of Fairy's continued popularity is due to its claim of lasting up to 50% longer than the leading competitor, Persil. In 2013 this claim was disputed by Persil and investigated by the Advertising Standards Authority. The confirmation of the veracity of this claim by ASA was a welcome victory for Fairy, and has enabled the business to further drive sales via ownable, best in class product claims.

Claims are typically delivered in store via the SRP. However, the previous SRP design (picture 1) was not helping the brand win in-store at the first moment of truth; the design failed to enhance the brand impact in-store and the legibility of the claim was very weak. It was clear Fairy needed to reinforce its premium brand values in this very cost sensitive environment



Overview of the market



SRPs offer discounters supply chain efficiency via speed of stacking, shelf organisation and consistency of presentation. Brands not supplied in SRPs are not listed in the Discounter channel.

It became clear there was huge potential for a more disruptive use of SRPs but that a new design approach was required.



Previous Fairy SRP that illustrates the Discounter push back for a higher standard of SRPs that deliver better premium brand values and simplify the process for store assistants.

Key challenges

Working in partnership with the P&G team we faced 3 key challenges:

How to deliver SRP revolution without increasing costs

We couldn't simply add cost to the Fairy SRP, so the investment model was integral to our design strategy: identifying bottom line cost savings that enabled investment in higher quality execution to grow top line sales.

Create disruptive in-store brand impact

The in-store environment is dominated by retailer brands. In contrast, Fairy has far fewer facings and is typically placed down on the floor – creating a difficult and demanding design challenge if Fairy was to be the signpost brand of the category.

Being practical

Retailers also demand SRPs that are easy to open and easy to shelve. It was critical that any new design improved the functional efficiency and performance of the SRP. Therefore, we had to work very closely with P&G internal teams, technical consultants Red-U and the supplier DS Smith, to ensure the design was commercially feasible.

Project launch date

March 2013

Design Budget

£40k (delivering strategic SRP design principles and execution of the Fairy SRP)

(500 words)

Outline of design solution

The initial strategic phase of the project was to understand the Discounter channel shopper and environment to establish design principles that would inform design solutions. These principles articulated what was needed to win at the first moment of truth in the context of a challenging Discounter environment with value conscious shoppers.

A 3D canvas for the brand

The design maximizes Fairy brand assets and visibility of the claim from all angles, ensuring the brand and benefit are visible in the aisle and from above - an important consideration given Fairy is often stacked on the floor in-store.

As bottles are removed from the SRP, the iconic Fairy 'Bizzie' Baby is revealed, reassuring shoppers of Fairy's heritage and value. The SRP structure also creates a canopy over the Fairy bottles enabling the brand to communicate as shoppers look down on the packs. Previously, shoppers could only see rows of red bottle tops which failed to communicate Fairy's superior value.



Outline of design solution



The unique structural integrity of the open SRP allows for easy stacking. This encouraged retailers to pro-actively create promotional displays away from the shelf. This reduced the number of customized displays that needed to be manufactured by 50%, delivering significant additional cost savings and simplification.

The Fairy SRP is manufactured to be easy to open thanks to innovative perforations, developed in partnership with the client and supplier, DS Smith. This eliminates the need for in-store staff to use improvised tools to open, alleviating health and safety concerns.

Outline of design solution

Disruptive use of iconic assets

The iconic Fairy 'plate' brand mark was scaled up to maximise stopping power. We boldly covered up a large proportion of the primary packs, delivering the brand icon at a scale that cannot be missed in-store.

In-store research revealed shoppers navigate the Discounter store through deals that are highlighted using bold, vivid 'hotspots'. We applied this 'hot spot' principle to Fairy's key product claim to simplify communication and improve range navigation.



Outline of design solution



The Fairy SRP exceeded expectations and was quickly scaled from the Discounter to Mass channel

Outline of design solution

Unifying the brand

A key strategy was to create an impactful brand block. The Fairy brand mark and claim hotspot were combined to create a wave that flows across and joins each SRP facing, truly unifying the brand on shelf via both shape and colour.



(366 words)

Summary of results

The Fairy SRP re-design delivered:

4% increase in sales of Fairy Liquid across Western Europe from stronger in-store visibility of the brand and legibility of the leading "50% more grease cutting power" claim.

Incremental in-store display space as retailers pro-actively created Fairy displays in prime locations, beyond what was negotiated with P&G, because the Fairy SRP had strong in-store impact and was easy to stack.

50% reduction in customised display material and costs by reducing the need for retailer-specific customized displays.

50% production cost saving vs previous design as the Fairy SRP was designed for automation versus manual production.

Easier to open: designed to be easy-open, the design eliminated the need for in-store assistants to use tools.

Adoption across the Fairy business: initially for the Discounter channel, the project exceeded expectations and was implemented across all channels in Western Europe, driving further scale and efficiency.

Reframing attitudes: the project delivered scalable design principles that have been used within P&G as guidelines for other brands and for training. Transforming the role of SRPs from transportation material to in-store display.

Awards:

The Fairy SRP has won Retail Ready Pack of the Year at the UK Packaging Awards, the Award of Excellence in the Retail Ready Category at the Starpack Awards, and consequently, a Worldstar award.



Summary of results

ROI:

The return on investment happened before the SRPs hit the shelves as the cost savings more than covered any investment in design.

Other influencing factors:

There is constant TV advertising and promotions in market supporting the Fairy brand. However, the Fairy SRP was introduced to the market with no incremental TV advertising campaigns or product formulation changes. The sales uplift was measured over a 9 month period to amortise the impact of specific retailer price discounts. The promotional activity in Mass channels was enabled by the SRP stackable displays.

Research resources:

Procter & Gamble
IRi via Superbrands Annual 2014

