

# PRINCES: REINVIGORATING AN ICON

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*For publication*

Princes

DBA Design Effectiveness Awards entry, 2020



# EXECUTIVE SUMMARY

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Originating from Liverpool, Princes has been a household name in British homes for over 120 years.

The brand has a vast repertoire of products in a number of different sectors within the wider canned and ambient category.

Princes recognised that family life has fundamentally changed; our working lives, family structures and values have shifted. As such, Princes needed to attract a wider and younger shopper base with a more distinctive expression as well as re-framing perceptions around the wider canned and ambient category. Our job was to restore Pride in the Princes brand as the iconic cupboard staple for today's modern family.

The impact of coronavirus has been positively felt within the canned food category leading to increased volume sales. But this case study will showcase that as the category performed well during coronavirus, Princes performance has outshone its competitors. The brand managed to attract more shoppers and reach new and younger consumers. And, crucially, even before the lockdown started it was being enjoyed as part of more meal occasions. All of which is to say that the new Princes brand and packaging design has had an unquestionable effect in rejuvenating one of Britain's best-loved brands.

## RESULTS OVERVIEW

- Princes volumes and value sales are up with sales figures of £176 m which is a +8.8% brand value growth YOY.
- REDACTED
- Overall the brand penetration is up 1.3% year on year and Princes is reaching over 320,000 additional shoppers.
- And they're reaching younger shoppers with 35-44 age range showing growth across their core categories of meat, fish and fruit.
- In the 40 weeks after the redesign (before the pandemic) Princes products were being enjoyed at 3.4 million more occasions (from 174.8m to 178.2m in the same period the year before).



# CASE STUDY OVERVIEW

## **BUSINESS OBJECTIVES**

- Drive brand & category re-appraisal
- Increase consumer loyalty and purchase across the range
- Widen the target audience reaching family audiences of 35-44

## **BACKGROUND TO THE PROJECT**

Originating from Liverpool, Princes has been a household name in British homes for over 120 years. Generations of families have grown up with Princes and recognise the brand for providing convenient, great-tasting food and drink choices. Princes has constantly adapted to meet the changing consumer needs and challenges of modern day life and now offers a huge range of over 200 SKUs across 7 different sectors including canned fish, fruit, meat and soft drinks.

By the end of 2018, Princes was worth £168m but recognised there was an opportunity to rejuvenate and refresh the brand particularly at a time when the canned category is more relevant than ever due to the growing green agenda, consumer desire to spend less by eating in more, and a resurgence in the popularity of batch cooking. The time was ripe to drive re-appraisal of the brand amongst existing shoppers, and attract new, younger shoppers too.

A piece of commissioned research, carried out by Big Picture Research, demonstrated that Princes held key brand associations of being “consistent”, “reliable” and “nostalgic”, but there was an increasing desire to drive attributes such as “fresh”, “appetising”, “modern” and “nutritious”.

In order to inspire purchase from these new and younger consumers, whilst driving loyalty from existing shoppers, Princes needed to emotionally engage and re-define their role in consumers lives and stand out in the ever competitive market place.





# CASE STUDY OVERVIEW

## MARKET OVERVIEW

In many ways, changing consumer attitudes towards sustainability had given canned food and Princes a real opportunity to grow in the market. With unrivalled recycling credentials, they were well-placed to appeal to the modern shopper. Similarly, the brand and category had an opportunity to build on many of its other facets such as quality, value for money and key health benefits such as “1 of 5 a day” on canned fruit and juice as well as “high in Omega 3” on ambient fish.

To succeed and capitalise on the green opportunity as well as the health and value for money credentials of canned food, Princes needed to reframe perceptions of the category and steal share back from fresh.

If they could do that at the same time as driving brand re-appraisal, there was no doubt they would be able to establish Princes as the iconic cupboard staple for today’s modern family.



BEFORE



AFTER

# CASE STUDY OVERVIEW

## SCOPE OF WORK

- Brand Identity
- Visual identity and architecture system across x6 categories (fish, meat, fruit, juice, ready meals and pastes)
- 80+ primary artworks
- 80+ secondary artworks
- NPD workstreams in Fish
- Brand guidelines
- 200 SKUs - across multiple markets.

## DESIGN OBJECTIVES

- Create a consistent, relevant and differentiated brand position to drive re-appraisal.
- Make the brand relevant to the modern family and cooking environment in order to drive category re-appraisal.
- Modernise the brand to appeal to a wider and younger target audience.
- Create a ownable identity / design system that had flexibility across ranges and markets.

## KEY INFO

**LAUNCH DATE: 1ST HALF 2019**

**DESIGN FEES: REDACTED**





# CASE STUDY OVERVIEW

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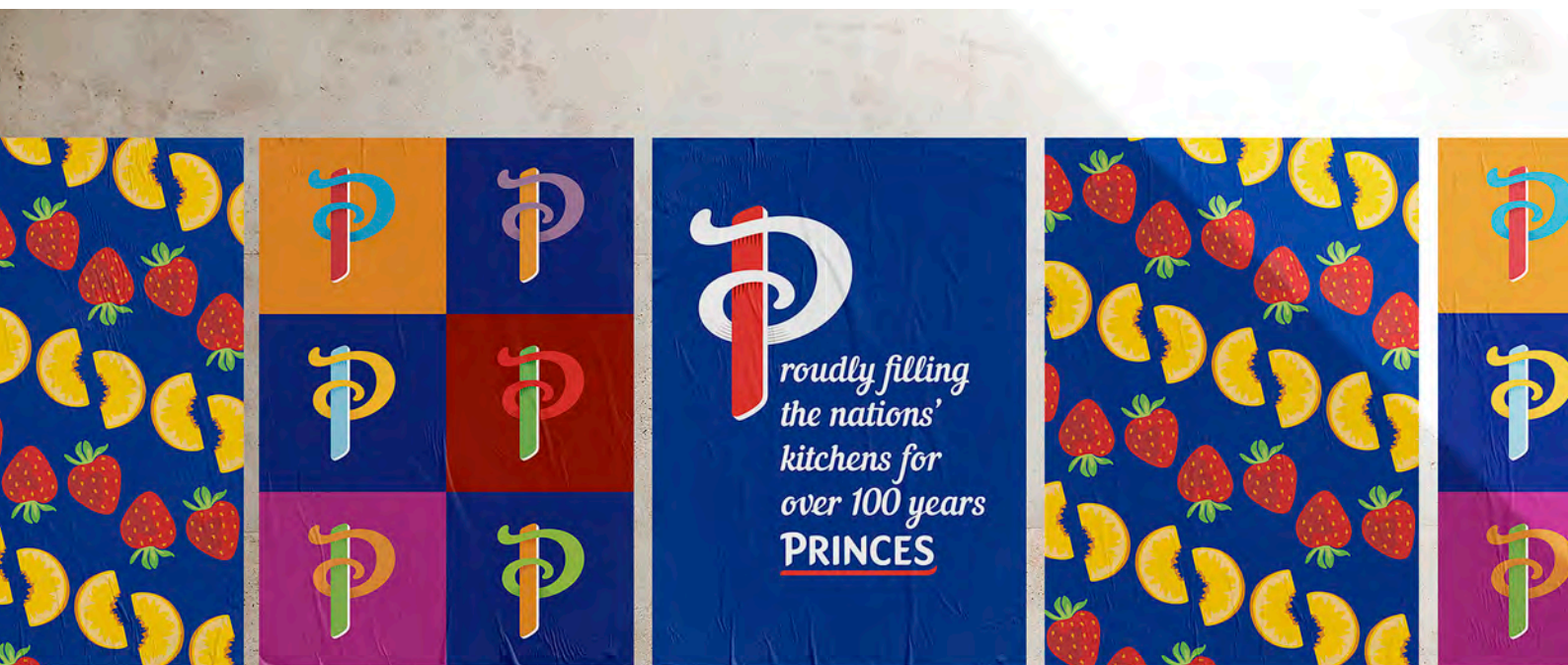
## DESIGN SOLUTION

Our first task was to give Princes a new iconic and meaningful identity. Lacking distinctiveness and meaning, the old wordmark had little relevance for the modern-day consumer. For the new logo we created, the 'illuminated P', as a symbol of pride. This approach was a re-invigoration of the existing identity, ensuring the brand was recognisable to existing audiences but also able to bring in new consumers to the brand.

We designed the illuminated 'P' to be a proud beacon in the cupboard. It helped to code to consumers that Princes was a brand that you could give to your families with pride. As an illuminated letter, we wanted the identity to code further implicit meaning. The styling was a call back to traditional recipe books bringing Princes into the modern cooking world and part of the home cook's everyday foodie discoveries. Furthermore, the illuminated letter was traditionally found in old books and fairy tales; it signalled the beginning of stories - something that would give the brand further relevance within the family environment. Driving meaning into the identity was designed to drive the brand's value perception.

Through its distinctive and ownable properties, the updated icon would also help consumers to recognise and remember the brand. Like on cupboard shelves, the brand could operate as a beacon and its disparate product lines could be recognised across the different supermarket aisles. This was done without sacrificing understanding of the different SKUs and also used the iconic 'P' as a navigation device, changing colour to differentiate the various product offerings within the portfolio.

Throughout the portfolio, we kept the masterbrand blue colour, but modernised it. We replaced the dated metallic glow, with a punchy, bold blue and paired it with bright accent colours - making each product and the wider range a sea of colour to ensure that it pops on shelf and delivers some of the excitement and colour from the fresh aisle. New illustrations, including stylistic fish and fruit, replaced old-fashioned product photography bringing in more humanity, charisma and playfulness to the brand. The re-invigorated design breathed life and personality back into the brand, making it more relevant and appealing to the modern-day family.



# RESULTS



## SUMMARY:

Whilst the canned & ambient category saw a lift during the lockdown period, Princes results showcase the success of the redesign in achieving the stated targets. Driving brand re-appraisal can be seen in the relative performance of Princes versus its leading competitors in three core categories. Changing perception of the category can be seen through the increasing usage of Princes before the coronavirus period. Appealing to a wider and younger audience can be seen through an overall increase in shoppers, particularly with families.

## DRIVING BRAND RE-APPRAISAL

Princes volumes and value sales are up with sales figures of £176m in November 2020 which is a +8.8% brand value growth YOY. But, critically, Princes were outperforming the competition in both fish and meat, and were growing in line as the market leader in fruit having been outperformed in these categories in the previous year.

- Fish - REDACTED
- Meat - REDACTED
- Fruit - REDACTED

Results from a recent brand health study outline that Princes has significantly increased key brand metrics including awareness, consideration and preference:

- Brand consideration for the Princes brand increased by 5% yoy
- Brand preference for Princes increased by 4% yoy

In addition, there were increases in key brand association metrics such as “Innovative”, “First choice” and “Worth paying more for”.



# RESULTS

## CATEGORY RE-APPRAISAL

A sign that the Princes redesign has managed to shift category perceptions is through the number of occasions the brand is being consumed in; Princes products were being enjoyed at 3.4 million more occasions (from 174.8m to 178.2m in the same period last year). A data point that preceded any pandemic effects.

## PRINCES ARE APPEALING TO A WIDER AND YOUNGER AUDIENCE

Overall the brand penetration is up YOY by 1.3% and Princes are reaching more overall shoppers with a rise of 2.2%, equalling over 320,000 additional shoppers.

Across the 3 main categories of Fish, Meat and Fruit Princes saw a rise in shopper numbers across the crucial 35-44 age demographic, with fruit in particular growing by 30.1% adding nearly 100,000 new shoppers. Fruit saw fantastic growth in the younger age ranges, bringing in another 100,000 shoppers in the under 34 age range as well.

All this shows the effectiveness of the brand redesign in creating a modern design that was relevant to new and younger audiences.





# RESULTS

## OTHER INFLUENCING FACTORS

- There was no significant increase in marketing spend between 2019 and 2020.
- The canned food category has increased overall due to coronavirus. But this case study clearly shows that Princes core brand metrics (not linked to sales) have improved. It shows that their wider usage in mealtimes could be attributed to a period preceding the coronavirus impact. And it shows that during coronavirus, Princes performance has outshone its competitors. All of which is to say that the new Princes brand and packaging design has had an important effect in rejuvenating one of Britain's best-loved brands.

## DATA SOURCES

- *PRINCES COMMISSIONED RESEARCH, BIG PICTURE RESEARCH 2017*
- *KANTAR WORLDPANEL 52 W/E 31 MARCH 2017*
- *KANTAR WORLDPANEL 52 W/E 01 NOVEMBER 2020*
- *SYSTEM 1 RESEARCH*

