



Potts'

STOCK
IN A CAN

FOR PUBLICATION
POTTS PARTNERSHIP

DBA design Effectiveness
Awards Entry
November 2020



**THIS
WAY UP.**

EXECUTIVE SUMMARY

Potts Partnership began in late 2007 in the kitchen of the family's Marlborough home, and its first sauces launched in spring 2008. The business manufactures stocks, gravies, sauces and condiments. What makes them unique is that the gravies and stocks are ready to use liquid products that have been sold in plastic Doy packs for the last 12 years. The business has seen distribution through independents retailers, farm shops and limited multiple retail over that period.

The owners, Owen and Michelle recognised an opportunity to grow their business through shifting to a more sustainable and recycled pack format, and in particular saw an opportunity for their single use stock range.

We were engaged to explore new designs for a recycled pack for the stock range. The redesign was launched in 500ml cans and has seen a sales value increase like for like in Tesco's of 251% from week 46 2020, versus week 46 in 2019, as well as an annual saving of 1.3 tonnes of plastic.

The projected saving this year is 3.5 tonnes of plastic.

The total volume of stock sold in the cans over the past 12 months (November 2019 to October 2020) versus the previous 12 months (November 2018 to October 2020)

has increased 311% or from 80,190 pouches to 250,000 cans.

The new can design has opened up new listings at Tesco which accelerated Rate of Sale from 4 units of stock per stock per week, to 9 units of stock per store, per week.

The business has seen significant growth in the past 12 months since launch of the stocks in cans, with increased orders requiring the new staff in the factory and in admin functions.

Total staff increased by 150% from 10 to 25 full time team members in the period after relaunch.

The new design has also opened up new innovation opportunities for Potts to develop new cooking products in cans for a major UK retailer.



CONTEXT & OVERVIEW

KEY BUSINESS OBJECTIVES

1. Drive new listings for Potts Stock in Cans range
2. Increase listings for Potts Stock in Cans versus Stock in pouches
3. Increase ROS in stores
4. Clearly communicate the Skips better for you proposition
5. Deliver a pack solution that is both recycled and recyclable to make a significant impact on plastics usage

KEY BUSINESS CHALLENGE

The central business challenge that needed resolving was to drive trial with a broader demographic and increase the rate of sale across all listings.

This was in the face of increasing challenges from retailers looking to streamline their listings within stocks and gravies, and focus on well established brands at the expense of smaller and more innovative players.

There was additional pressure on premium offerings such as Potts stocks and gravies, with a renewed focus on low pricing from the major multiples.

SCOPE OF THE WORK

Our initial scope of work was to create impact in store and utilise the increased visual space that the can offered to increase food values and disrupt in the category.

Our team were tasked with developing design for the three lead variants of stock - beef, chicken, vegetable. The use of the can format was critical to **appealing to environmentally conscious consumers and aligning with the strategic objectives of the major multiples.**

The creative team focused on developing a design for the range of Stocks in Cans that would be recognisably part of the Potts portfolio, but significantly increase food values and appetite appeal as well as communicate the specific flavour of each stock, to overcome any challenges of being in the format of a 500 ml can.

STRATEGIC THINKING

We had previously developed the positioning for Potts sauces, gravies, stocks and condiments with the brand idea “**recipes for happiness**”. The positioning was based on three core attributes that underpinned all of the Potts’ products. Firstly, they are all made in a traditional way, giving depth of flavour. Secondly, all Potts products transform the flavour of home-made meals, adding a twist to favourite foods. And thirdly they provide an easy hack to delivering delicious home prepared food, giving more time to enjoy with the family.

THE BACKGROUND

The Potts’ stock range forms part of a broader portfolio of products including meal sauces, dessert sauces, gravies, condiments and table sauces. The stocks have always been a key part of the portfolio, as the Potts’ were **the first ‘liquid’ stock in the UK market**. Previously stock was sold as dry cubes from brands such as OXO.

In recent years liquid stocks have also been launched by other manufacturers including global market leader Knorr. Dry stocks have also seen a significant overhaul, with brands such as Kallo redesigning and extending their range to offer a significantly wider variety to consumers. Innovation such as stock pots, the soft jelly stock which are easy to stir into meals, were also launched posing a threat to the Potts’ liquid stock range and eroding their unique quality positioning.

THE POTTS BUSINESS

In early 2019, Potts stocks in pouches had limited listings and were facing multiple challenges from competitor brands. There was also a threat from own label stock offerings who had recognised the opportunity to play a role in this category and were beginning to commoditise the space.

THE DESIGN SOLUTION

We were invited to design the Stock in a Can range, to mitigate these challenges and reinvigorate the Potts’ portfolio. The three lead flavours that we were tasked with designing were beef, chicken and vegetable.

The eco-friendly pack was a standard drinks can with a standard opening, and a recyclable label. Its similarity to a beer can meant it delivered a ‘tssst’ sound when the seal was broken. This was due to nitrogen release inside, and added to the perception of freshness when the can was opened in consumers kitchens.



SCOPE OF THE WORK

Our design solution took the core brand idea "Recipes for Happiness", as well as the overriding design principles of simplicity, bold use of colour, and strong statements of usage onto the new can formats.

We developed an overall background illustration that amplified the taste credentials of the stocks, with a line-cut style that cued hand made quality.

The statements on pack re-emphasised the taste promise "Take your food to the next level" and reflected the outstanding flavour freshness benefit of cans with "locked in flavour", as well as emphasising "100% recyclable"

The design was also translated to a foodservice pack format which was an ergonomically shaped cylinder which mimicked the can form.



KEY FACTS

The cans were launched in Tesco's in November 2019 as well as all existing independent retailers including farm shops, butchers and independent food retailers.

The design fees for the project totalled £10,000

RESULTS

THESE ARE DETAILED AGAINST THE BUSINESS OBJECTIVES BELOW:

INCREASE RATE OF SALE IN STORES

The Rate of sale increased
**FROM 4 UNITS PER WEEK PER STORE
TO 9 UNITS PER STORE PER WEEK**
within 1 year.

INCREASE LISTINGS IN EXISTING DISTRIBUTION

The sales performance of the Stock in Cans was so successful that Tesco increased listings from

400 TO 700
STORES NATIONALLY

DRIVE NEW LISTINGS

The Stock in a can product, achieved this objective with ***national listing*** in Tesco

DELIVER A PACK SOLUTION THAT IS RECYCLED AND RECYCLABLE TO MAKE A SIGNIFICANT IMPACT ON PLASTICS USAGE

The sales to date have saved 1.3 tonnes of plastic with a projection of 3.5 tonnes in the next 12 months

ENERGY USE

Using relatively little energy, the cans can be recycled an infinite amount of times, in a closed loop recycling process. Consequently, this greatly reduces plastic waste and landfill pollution.



INCREASE IN VOLUME OF SALES

Tesco has seen a

251% INCREASE

in like for like sales value in week 46 2020, versus week 46 in 2019

Total volume of cans sold (all three flavours combined) in the past year has increased

311% TO OVER 250,000

The total of those same three flavours in pouches in the previous year were

80,190

COVERAGE

The Potts were featured in the Grocer last year when the cans launched. They were also featured in The Canmaker magazine who are now doing a follow up piece on the brand given the success of the packaging concept.

STAFF

The company has grown significantly since last year with **15 new employees**. Some of this growth can be attributed to the huge increase in sales at Tesco and the subsequent order volumes.

NEW OPPORTUNITIES FOR GROWTH

The Stock in Cans has opened the door to launch a range of new canned products in a significantly larger category in Tesco, with listings pencilled for 2021.

PERFORMANCE VERSUS LAST YEAR

The new designs have not only secured the listing in Tesco's but **have trebled sales value per week** –between 2019 and 2020 (13 week period wk 25-37)

Confidential data redacted

THE CAUSE AND EFFECT

The design for the Potts' Stock in a Can has engaged significantly more consumers interested in adding flavour to their meals in a format that is fully recyclable and recycled.

The new design is a significant step towards reinventing how brands can leverage alternative materials from parallel categories to achieve significant sales increases and deliver environmental benefits. **One of the most significant impacts of the design has been Tesco's desire to explore new opportunities for food products in cans to replicate the success of the stock in a can.**

Delivering food in cans clearly has significant challenges in terms of consumer understanding of what is in the can as no window is available and it is an unfamiliar format.

INFLUENCING FACTORS

Potts' Stock in a Can received no above the line support at launch or any in-store support. There has been no support for the range since launch and **THE ONLY CHANGE FROM THE PREVIOUS YEAR HAS BEEN THE REDESIGN OF THE PACK.**

The new can has also been sold in Tesco without price promotions or any discounting and still **ACHIEVED HISTORICALLY HIGH LEVELS OF RATE OF SALE.**

The redesign has also had **NO DIGITAL MEDIA SUPPORT** other than being mentioned on the Potts website, and continues to be the only communication channel with consumers.



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