



Skips Redesign
For Publication
KP SNACKS

DBA Design Effectiveness Awards Entry
November 2020

**THIS
WAY UP.**

EXECUTIVE SUMMARY



Skips were first launched in 1974. They are a familiar brand to many households in the UK, and are known for their tingly taste, light melty texture and iconic shell shape. They have since become a family favourite with one flavour in the market, Prawn Cocktail.

Skips operates in the 'Family Snacking' category which are bought predominantly (but not exclusively) by households with kids. Within this sub-category Skips has a number of key competitors such as Quavers, Wotsits, French Fries, Mini Cheddars, Squares, Monster Munch and other family brands.

Worth £24.8M RSV in the MAT 2018, Skips was and continues to be KPs largest trade brand. While Skips is mainly consumed at lunch, it is also eaten as a snack throughout the day. Most consumers eat it because they enjoy the taste and as a treat or reward. However, Skips significantly over indexes in permissibility factors such as low calorie, which was an opportunity KP were keen to leverage.



We were invited to redesign the Skips brand in 2018 with a launch planned for October 2018. Since the redesign, the brand has delivered:

+19.3%

RISE IN SALES in its first year in the market

+17.0%

with a further INCREASE in its second year

+39.6%

RISE IN SALES for the two years since the re-brand compared to the total bagged snacks category which only grew at +7.7%.



CONTEXT & OVERVIEW



Key Business Objectives

1. Drive growth of 10%+ in 2 years
2. Hold distribution footprint (an already significant 76%)
3. Improve penetration (currently at 26% among families)
4. Clearly communicate the Skips better for you proposition
5. Appeal to adults and families

Key Business Challenge

The central business challenge was to drive increased consideration and purchase from younger females 16-35 looking for healthier snacks that offer permissible indulgence. The additional target was families with young children buying multipacks for home consumption. The challenge with these consumers was to communicate the **healthier product** credentials to gatekeepers and mums looking for snacks that they would feel comfortable giving their children as well as consuming themselves.

Scope Of The Work

KP Snacks briefed This Way Up to re-design the Skips single pack and multi pack, to build on the current design assets and highlight Skips as a permissible brand.

Strategic Thinking

Our team focused on the Brand Idea **'THE LIGHTNESS OF SKIPS GIVING JOYFUL MOMENTS'** to affirm Skips as a positive healthier choice for adults and children. This Way Up explored a simplification of the design, stripping away any artificial or processed cues, developed a visual of a stack of Skips rising on pack to allude to lightness, and gave a focus to the brands heritage with a retro interpretation of the brands assets.

The Background

The total Bagged Snacks market was worth £3.1bn in 2018, with a penetration of 98% which is generally divided into the pack variants of Singles, Multipack and Sharing (large pack size). Skips competes in multipack and singles. The additional challenges for Skips were that singles were sold in impulse aisles (grab and go) in independent stores or next to the 'sandwich' counter in supermarkets. Standout with a strong communication of taste and flavour were critical to balancing a highly visible health message that would drive purchase.

THE DESIGN SOLUTION



Design Challenges

1. The use of yellow colour was a key hurdle, with the brand in direct competition with a number of yellow coloured snacks, principally Hippeas & Quavers.
2. Incorporating a sense of movement to communicate the tingly taste of the product
3. Delivering appetite appeal and taste credentials without artificiality
4. Communicate the “permissible” nature of the product (e.g. less than 100 calories per serve)
5. Retain the fun nature of the design

Our team focused on re-crafting the Skips logo to re-connect it with the Skips product shape and colour, as well as rebalance the brand colours from bright red to a softer purple, which aligned with Prawn Cocktail flavour cues, and from process yellow to a softer, warmer yellow which communicated a more natural product, which was free from artificial colours and flavours. One aspect our creative team were particularly keen to amplify was the ‘Tongue Tingling’ experience of eating Skips. Our creative team re-created the visual cues for this experience on the pack, moving the visual language away from artificial sparkles and explosions to more subtle pops and bursts of colour.



Critically the design also highlighted the **SKIPS NUTRITIONAL PROMISE** in a more prominent position and ‘calls out’ the 92 calories per pack.

The Scope Of Work

Our team developed the single, multi-pack and back of pack design for all skus, focusing on the story of the lighter product and better-for-you credentials. We also developed a translation for the £1 PMP. The redesigned logo and brand identity were also developed and are now used in all brand touchpoints.

Key Facts

The brand was re-launched nationally in all distribution channels in October 2018 across multiples and independent retail. The design fees for the project totalled £15,000.

RESULTS



These are detailed against the Business Objectives below:

Drive growth of **10%+** in 2 years



Hold distribution footprint (an already significant 76%)

Post relaunch sales increases of **19.3%** in 2019

Since relaunch the re-design has seen an increase in distribution of

and **39.6%** (2018 to 2020)

7%

(actual values redacted and available in the confidential submission)



Improve penetration (currently at 26.0 % among families)

Penetration gains in Families have been achieved, of 5.6%, now standing at **31.6%**



RESULTS



Clearly communicate the Skips better-for-you proposition

The Better for you Promise and the overall design 'look and feel' have contributed to consumers embracing Skips as a healthier, better for you snack with on-line health site Goodtoknow giving it 9 out of 10 for healthiness and placing it in their top 3 Healthiest Crisps of 2020.

Appeal to adults and families

In the calendar year 2019 the bagged snacks category grew 3.2% by £100m, with Skips growing 17.3%. Key competitor brands Quavers saw sales fall -1.3% with French Fries also declining -4.6%. Wotsits an 8.0% value growth.



The Cause and Effect

The re-design for the Skips brand was a key driver that helped to accelerated sales for this family brand, and brought it to the attention of new adult consumers looking for a healthier snacking options. The design introduced the brand to a new generation of younger female consumers who were less familiar with the brand by dramatizing its, shape, flavour and texture on pack with a clear visual of product 'floating' on the main front face.

This design has re-calibrated the consumer base and future proofed a family brand that could have been in danger of becoming outdated and drifting in nostalgic obscurity.

Influencing factors

Skips has not received any above the line support, either print, TV or radio. The pack redesign has been the only marketing comms undertaken on the brand since the relaunch in October 2018.

The redesign has also had no digital media support other than being mentioned on the KP Snacks website, and continues to be the only communication channel with consumers.

Stats:

The Grocer

Nielsen 52 w/e:

03.11.18

29.12.18

02.11.19

31.10.20

Kantar WPO 52 w/e:

04.11.18

01.11.20



Our Promise

- ✓ No artificial colours or flavours
- ✓ Made with 100% sunflower oil
- ✓ No MSG

skips

Light & Melty
Prawn Cocktail
FLAVOUR

Each 17g pack contains

Energy 386kJ 92kcal	Fat 5.4g	Saturated 0.5g	Sugars 1.3g	Salt 0.39g
5%	8%	3%	1%	7%

of an adult's reference intake
Energy per 100g: 2272kJ / 544kcal

Our Promise

- ✓ No artificial colours or flavours
- ✓ Made with 100% sunflower oil
- ✓ No MSG

skips

Light & Melty
Prawn Cocktail
FLAVOUR

Only
92
Cals

Each 17g pack contains

Energy 386kJ 92kcal	Fat 5.4g	Saturated 0.5g	Sugars 1.3g	Salt 0.39g
5%	8%	3%	1%	7%

of an adult's reference intake
Energy per 100g: 2272kJ / 544kcal