



ASK:

Beer from Interflora Denmark

Industry sector

3533 Brewers

Client

Interflora Danmark

Design consultancy

Pearlfisher

Date

30 June 2017

Non Confidential - For publication



EXECUTIVE SUMMARY

Although flowers are almost always the starting point for online sales, Interflora Denmark is increasingly embracing wider product categories with floral roots to provide customers with more gifting options. With limited gift offerings for men, Interflora Denmark and Pearlfisher worked in partnership to first define what should be produced to widen gift options for this untapped male market, followed by the creation of the brand's strategy, name, and design.

Beer was a natural fit. Not only is there a huge demand for beer in Denmark, but there was ample opportunity to leverage Interflora's botanic heritage in the beer formulation – as well as create a uniquely differentiated brand.

Against the context of a hugely competitive Danish beer market with high NPD failure rate and almost no marketing support, ASK is not only surviving after two years, but it's thriving.

- First batch totally sold out after two weeks!
- Online revenue: Massive +124% versus Year 1 target
- Online revenue: Stunning +55% versus two-year objectives
- Sales volume: +43% versus year 1 target
- Sales volume: +25% versus objective after two full years
- 100% of members immediately stocked ASK based on brand look alone
- Design investment recouped in just one month

And as a direct result of the beer's success in engaging male consumers and of ASK's ability to stretch, in 2017 ASK extended into the gin category – a new, exciting direction. No doubt we will see more such extensions over the coming years!

Word count: 238

PROJECT OVERVIEW

Outline of project brief

Interflora Denmark is well known for supplying hostesses, wives and girlfriends with gift ideas beyond flowers, such as chocolates and wine. Customer demand for such items has increased in recent years, but the product range had limited gift offerings for men.

Interflora Denmark and Pearlfisher worked in partnership to first define what products should be produced to widen gift options for this untapped male market, followed by the creation of the brand strategy, name, identity, and packaging design. Important considerations included the following:

- Must have roots in the floral universe, but be a standalone distinct brand with no overt Interflora branding
- Interflora Denmark is a premium brand – new products must reflect that
- Should be ‘stretchable’ for future product development

Success of the resulting beer brand, to be named ASK, would be measured via:

- Online revenue versus targets (flower shop revenue not available as members don't share sales data with Interflora Denmark HQ)
- Sales volume versus objectives (online and shops)
- Number of member florists carrying the brand in their shops from Day 1



PROJECT OVERVIEW CONTINUED

Interflora Denmark is rather uniquely set up as member association, not unlike a co-operative, where profits are shared amongst all of the members. There are no direct Interflora owners, instead its purpose is to serve the interests of its 400 member florists.

Flowers are almost always the starting point for online sales, but Interflora Denmark is increasingly embracing wider product categories with floral roots to provide customers with more gifting options, or the choice to combine a bouquet with something else. Wine was introduced 15 years ago, and it originally faced a lot of backlash from member florists because it wasn't directly related to flowers, but today it's a multi-million Danish Krone (DKK) business.

Beer was a natural fit to fill the gap for men's products. Not only is there a huge demand for beer in Denmark, but there was ample opportunity to leverage Interflora's botanic heritage in the beer formulation – as well as create a uniquely differentiated brand.

Innumerable brewing and tasting sessions led to the four-strong range, manufactured by locally-based Næstved Brewery for Interflora Denmark. The ancient plants we selected for each variant were traditionally used in herbal medicine and cooking, but we discovered that none of them are used in modern beer production.

Sold online at the premium price point of 65 DKK per bottle (including delivery), each variant is between 7- 8% strength and has its own unique taste and character, brewed with ancient Nordic herbs to feed into the brand story.



IRON HERB (ALE)

Amber coloured and fermented with tones of caramel, prune, chestnut and smoked almond from the roasted malt.



SAR HERB (ALE)

Dark golden, brewed with hops and roasted malt, with a mild taste of pepper and scent of summer fields in bloom.



STONE HERB (LAGER)

Dark, fermented and brewed with five different types of malt and stone herb with tones of rye bread, caramel, smoked hazel.



SALT HERB (LAGER)

Nearly black, with a scent of tarred ropes and liquorice.

PROJECT OVERVIEW CONTINUED

Overview of market

Beer is a huge part of the Nordic drinking culture. In Denmark, an average of 1,275 beer products launched per year between 2014-2016. In 2016 alone, 21 breweries accounted for half of the 1,424 new beers introduced in Denmark – that's almost four new beers every day. However, a large proportion of the new products don't even survive a year. So creating a relevant and differentiated product and brand that has lasting appeal was imperative.

It's also worth noting that many Interflora Denmark member stores have sold other beer brands in their shops for many years. This, combined with the fact that Interflora was actually selling ASK to members BEFORE the product itself was ready, means that the branding would be vital in assuring buy-in.

Project launch date

May 2015

Word count: 646



OUTLINE OF DESIGN SOLUTION

With ASK, we've helped Interflora Denmark increase desirability for an untapped male market. ASK represents an entirely novel taste and story in the beer world. It's founded on Nordic tradition and the use of nature that's so prevalent in the modern day 'Nordic Cuisine' phenomenon, as well as Interflora's own botanical heritage.

The ASK name and logo pay tribute to Earth's natural resources, and all the product names are also rooted in the ancient Nordic flora from which they originate. ASK is named after the ash tree Yggdrasil, which plays a key role in Nordic mythology, where it's considered "The Tree of Life". This idea is taken further where the tree and its roots are the key symbols for the brand. They represent old Nordic beliefs in wisdom and life. Plus communities gathered under trees in ancient times – effectively becoming the foundation for the democratic principles so steeped in today's Danish culture.

The bottles themselves are made from dark recycled glass. Taking pride of place is the tree logo. The packaging design also features specially designed and constructed neck labels that act as a colour-coded numbering system, for ease of selection. Muted shades provide premium cues and we chose colours that echo the actual plants used in each beer variant, and the colour of the beer itself. The bottle tops are black with an imprint of the ash tree canopy as seen from above. Back of packs feature herb illustrations alongside the brand and taste story.

To maximise gift potential, Pearlfisher also designed wooden gift boxes, leather aprons, seed packets, and posters.

Word count: 262

SUMMARY OF RESULTS

Against the context of a hugely competitive Danish beer market with high NPD failure rate and almost no marketing support, ASK is not only surviving after two years, but it's thriving.

FIRST BATCH TOTALLY SOLD OUT AFTER TWO WEEKS!

Interflora had to very quickly speed up production of a second batch to keep up with demand!

ONLINE REVENUE: MASSIVE +124% VERSUS YEAR 1 TARGET

Year 1 online revenue was +124% above Year 1 target.

ONLINE REVENUE: STUNNING +55% VERSES TWO-YEAR OBJECTIVES AND +25% YOY

Total online sales in the first two years since launch equate to +55% versus the forecast for that period and Year 2 revenue was +25% YoY increase.

SALES VOLUME: +43% VERSUS YEAR 1 TARGET

Year 1 sales volume for online and in-store was +43% above Year 1 target.

SALES VOLUME: +25% VERSUS OBJECTIVE AFTER TWO FULL YEARS

Total online and in-store sales volume in the 2 years following launch was +27% versus the forecast for that period.

DESIGN INVESTMENT RECOUPED IN JUST ONE MONTH

The design investment made by Interflora Denmark was recouped in just one month!

SUMMARY OF RESULTS CONTINUED

100% OF MEMBERS IMMEDIATELY STOCKED ASK BASED ON BRAND LOOK ALONE

All 400 member florists decided to sell ASK in their shops, despite the fact that some of them already sold other beers. Not only does this beat the objective of 200 shops by 100%, but the truly remarkable thing is that these orders were made solely on the brand story and design because the product itself wasn't yet ready for sampling!

ON TRADE: AN UNEXPECTED BUT HAPPY RESULT

Interflora never set out to sell ASK to the on trade, but it's proved so popular that it's now sold in 26 Danish restaurants.

BRAND STRETCH

As a direct result of the beer's success in engaging male consumers and of the brand's ability to stretch, in 2017 ASK extended into the gin category – a new, exciting direction. No doubt we will see more such extensions over the coming years!





Pearlfisher.

OTHER INFLUENCING FACTORS

What makes this story so remarkable is the fact that there's been no additional marketing support for ASK beyond a digital and print ad at launch. Neither of these impacted on the number of member florists carrying the brand in their shops from Day 1 – since members decided to stock the brand before it even launched (and before the product was ready).

Both ads were visually focussed on the packaging design. The print ad ran in larger Danish monthly magazines over two months following ASK's May 2015 launch, with the copy "Now we also deliver gourmet beer on interflora.dk". The digital ad ran in leading Danish online media (such as eb.dk, bt.dk, and politiken.dk) for just four weeks from launch, with the copy "Give him a bouquet of ASK special beer for Father's Day 5th of June".

Given the short periods of time for these efforts, it's unlikely that they had an enduring impact over the course of the full year one results, and certainly not over the two years since launch. What's left? The brand idea and design!



RESEARCH RESOURCES

Interflora Denmark internal data

Beerticker.dk market data

Næstved Brewery manufacturing data

