



Shake Shake
FRIES
SHAKING
— UP THE —
CATEGORY

Industry Sector: Food Producers | Client Company: McCain UK

Design Consultancy: Brandopus | Submission Date: 30/06/2017

For Publication



EXECUTIVE SUMMARY

For the first time ever, McCain, the specialist in frozen potatoes, has moved to the chilled aisle with a new range of chilled potato products. McCain has hit the shelves with Shake Shake Fries, a new and exciting NPD offer shaking up the chilled potato market.

There was a huge opportunity to make chilled another destination for consumers to buy chips. McCain were hoping to capitalise on impulse **'for tonight' shoppers**. They were looking for help to **leverage their potato expertise in a totally new space**. To help do this, McCain approached BrandOpus.

From a design perspective, brands expanding into new categories can present challenges in terms of opening consumers' minds to new associations with the brand, however as McCain has such strong existing equity, BrandOpus has been able to translate their relevance into previously uncharted areas.

McCain's entry into chilled has been an overwhelming success. Since launch Shake Shake Fries have sold over **2.7M units** with value sales of **£4.5M** and have already won **6%** value share of the chilled potato category. An amazing feat for a category unused to branded products. Additionally, McCain has transformed the category by attracting a total of **223K NEW shoppers** to the chilled potato market making just over **1 in every 5** McCain chilled shoppers NEW to the chilled potato market.

**£4.5
MILLION
VALUE SALES**

**2.7 MILLION
UNITS SOLD**

**1.1 MILLION
SHOPPERS**

**6% | 1 OUT OF 5
MARKET SHARE OF CHILLED
POTATO CATEGORY | MCCAIN CHILLED
SHOPPERS ARE NEW
TO THE MARKET**

PROJECT OVERVIEW



Outline of project brief

As a company focused on growth and innovation, McCain identified an opportunity to create relevance and **engage with the growing number of consumers who prefer to shop within the chilled aisle.** The brand that has made chips relevant in the frozen category has drawn on its considerable expertise with potatoes to deliver an innovative new range especially for the fridge.

Associated with frozen potato products, the brand needed help **moving away from supermarket freezers** and into the chilled aisle for the first time. To successfully make this transition, McCain needed to differentiate themselves from private label brands and stand out in a category where shoppers are not used to seeing them.

Within the frozen category, the McCain brand is associated with families and everyday foods. When entering the chilled category, the brand needed to engage with a new

audience, 2 person adults who shop on the day for that evening and look for new inspiration and flavours within the chilled category.

Our brief was to create the pack design and structure for McCain's new chilled offering and translate the brand's expertise in sensational potato sides, to ensure that their launch into a new category was successful, effective and stood out on shelf.

Key Objectives

1. To create a **SUCCESSFUL BUSINESS** for McCain
2. **Standout ON SHELF**
3. **ELEVATE** ^{the McCain Brand} _{as an} **INSPIRING OFFERING** in the chilled aisle.
4. **Engage with a NEW AUDIENCE**

PROJECT OVERVIEW

Description

McCain is a family company founded by four brothers in Canada, 1957. Since then, the company has grown to become the world's largest producer of chips and other oven-ready frozen food products. Today **McCain is still family owned** and has grown to 41 production facilities across 6 continents and employs over 17,000 across the world. **That's a lot of potato experts.**

The World's LARGEST Producer of Chips

McCain UK has four factories across the UK with a head office in Scarborough, North Yorkshire. McCain is the **UK's largest purchaser of British potatoes**, buying approximately 15% of the annual potato crop and **working closely with over 300 UK growers** to make sure the best potatoes are harvested.

£321.4M ANNUAL SALES

McCain UK is one of the biggest food brands in Britain with annual sales of **£321.4M** in the last financial.

McCain has looked at entering the chilled category in the past. However, entering a market so well developed and dominated by private labels they needed a product that would create a real point of difference.

Therefore, McCain are branching out in a new direction with the launch of a range of chilled potato products, one of which is Shake Shake Fries.



PROJECT OVERVIEW

Overview of the market

The chilled potato market is worth £253m growing +14.5% year-on-year. Whilst the frozen potato market has plateaued, the chilled market continues to drive year-on year growth and is a category which opens up huge potential for McCain to drive future growth.

There is no shortage of potato offerings in the chilled ready meals sector with retailer private labels offering a selection of different formats from roasts, croquettes, slices, jackets, new potatoes, mash and so on.

**£253M
GROWING
+14.5%
YEAR-ON-YEAR**

Project Launch Date:

September 2016

Size of Design and

Production Budget: £27,000

Despite the lack of offerings and relatively poor quality, the market for chilled chips is in strong growth but off a low base; chips are **only 7% of the market of chilled as opposed to 68% in frozen.**

The chilled market is split into two categories, Produce and Ready Meals. McCain chose to merchandise its new range within the Ready Meals sector as it's the bigger market and has the fastest growth potential.

Ready Meals is a high penetration category at **45% and growing 6.7% year-on-year.** It is also a high frequency category with the average shopper buying 7.9x per year. Selling within the Ready Meal category also allowed Shake Shake Fries to be merchandised alongside other meal components to capitalise on shoppers picking up dinner for that evening.

OUTLINE OF DESIGN SOLUTION

*Shake Shake Fries is a new concept literally **SHAKING** up the category!*

Sold as a package of chilled chips with a separate sachet of seasoning to be added and **shaken for perfect coverage prior to cooking**. The original and bold Shake-Shake range brings excitement to mealtimes with innovative products designed to enhance the overall home-dining experience. Designing the most effective packaging and structure that stood out on shelf and remained functional was a process of trial and error.

Our challenge when designing the packaging for Shake Shake Fries was how to drive distinctiveness from competitors but also design a new packaging format that would be unique and functional.

As Shake Shake fries was a unique proposition that had never been created before within the chilled market, there were some challenges with packaging formats. We firstly needed to ensure the format designed kept the chips chilled, but would also allow the seasoning to be added and shaken easily. **This led us to use a foil based substrate that could be sealed.** However, to grab attention while on shelf we printed a paper bag design on the exterior to allude to an out-of-home dining experience .



OUTLINE OF DESIGN SOLUTION CONTINUED

With a unique paper bag design Shake Shake Fries were sure to stand out in the chilled potato aisle which is a world of dark, moody, gourmet cues. In order to aid awareness the packs also needed to maintain McCain's core brand equities.

To ensure this, we created a sleeve to wrap around the centre of the bag. The sleeve allowed us to portray the main brand equities of McCain and also functioned as a holder for the sachet packs. **We created pack designs to support two distinctive flavours within the range; Sea Salt**

and Cracked Black Pepper and Spanish Smoked Paprika.

The packaging design has played a vital role in both introducing McCain into the chilled potato category, as well as differentiating them from the private label competition.

They needed to stand out in a category where shoppers are not used to seeing them or indeed any brands. The packaging has formed a key point of difference for McCain and helped the brand command a premium retail sales price (£2.00). **The refined and contemporary style focuses on recreating a premium restaurant experience within the home, for the more discerning home diner.**



SUMMARY OF RESULTS

Shake Shake Fries has been the main driver of McCain's success in the chilled aisle. Expanding into new categories can often present challenges to brands in terms of opening consumers' minds to new associations, but this wasn't the case for McCain Shake Shake Fries.

1. To create a **SUCCESSFUL BUSINESS** for McCain

Since launch in September 2016, McCain have sold just over **2.7M units** in the chilled category with **value sales of £4.5M**. They are also rapidly gaining market share from private label products who dominate the market. In the most recent 4 w/e McCain held a **6% value share** of the chilled potato market.



Within Shake Shake, Sea Salt and Cracked Black Pepper is the best performing SKU having **sold 1.3m units** and making **£2.1m since launch** and is now listed by **4 retailers**.



Spanish Smoked Paprika is a close second, showing impressive stats in the short time it has been in market, having **sold 929k units** and making **£1.3m in value**.



£2.1M
SINCE LAUNCH

Total distribution points now stand at 5,023 with McCain standing at **50.8%** category weighted distribution from 0 in the chilled category market, highlighting a very sustained future for McCain within the chilled category.

£1.3M
SINCE LAUNCH



SUMMARY OF RESULTS

2. Standout ON SHELF



For a category dominated by own-brand products McCain has gained impressive penetration which already stands at **4.1% with 1.1 million shoppers** buying into the McCain chilled range since launch. Remarkable for a category that was unused to branded products.

The brown paper stand up bag is unlike anything else in the aisle and shoppers are taking notice and buying into the range. In just **8 weeks after launch**, Shake Shake Fries had **attracted 400K shoppers**.

3. ELEVATE ^{the} McCain Brand _{as an} INSPIRING OFFERING *in the chilled aisle.*

McCain is known for sensational potato sides and for many years have been the go-to for frozen sides, however now they are becoming the go-to in the chilled aisle as well. Shoppers who have never thought to buy from the chilled potato category are buying into McCain Shake Shake and are repeat purchasing. The range is transforming the Ready Meal potato category, **driving category value up 58%** since launch.

McCain has **sold over 813 tonnes** of Shake Shake Fries which is a lot of sensational potato sides.



4. Engage with a **NEW AUDIENCE**

1 OUT OF **5**

McCain CHILLED SHOPPERS
**ARE NEW TO
THE MARKET**

**DRIVEN
58%
OF CATEGORY
VALUE GROWTH
SINCE LAUNCH**

1 OUT OF **4**

**SHOPPERS
HAVE REPEAT
PURCHASED**

Not only are McCain growing a successful new business venture for themselves they are driving more people to the category. The brand has attracted a total of **223K NEW shoppers to the chilled potato market making just over 1 in every 5 McCain chilled shoppers** new to the chilled potato market and 1 in 4 shoppers have already repeat purchased.

This is added by the brand driving **58% of category value growth since launch** and McCain in such a short period of time **gaining 6% market value share**, in a category that is 91% dominated by own brand.



**CLIENT
QUOTE**

“ BRANDOPUS WAS WITH US FROM THE START WHEN WE FIRST MADE THE DECISION TO MOVE INTO THE CHILLED AISLE. THEY UNDERSTOOD THE BARRIERS AND HELPED US TO OVERCOME THEM. THEY TOOK OUR EXISTING EQUITIES AND HELPED TO LEVERAGE MCCAIN SHAKE SHAKE FRIES AS AN EXCITING, NEW OFFERING THAT CONSUMERS WERE EXCITED TO BUY...AND BUY AGAIN. ”

Laura Kosciak
Senior Product Manager



OTHER INFLUENCING FACTORS

With launches of FMCG products it's common to run trialing promotions and awareness campaigns. The only promotion McCain ran for Shake Shake Fries was a short 2 week period, two months after launch. The packaging design was the main driver in catching those consumers who shop on the day for that evening, which converted sales in store and drove repeat purchase.

The McCain activity was as follows:

ATM trialing at Tesco and Asda from the **7th November to 21st November, a 2 week period.**

This trialing is very normal for most FMCG launches and during the two week period it has driven people to trial.

Above the line awareness and **commuter media on the tube and buses during a 2 week period from the 7th November to 21st November.**

Again as this is in line with the market, this would not have affected the statistics in this entry due to the longevity of the data.

Social & Mobile sponsored posts from the 7th November to 31st November.

Research Resources

IRI 21st May 2017

Kantar World Panel w.e 20th May 2017

The Grocer