

CAWSTON[®]

— PRESS —

SPARKLING

CANS

Submission title

Cawston Press Sparkling Cans

Industry sector

3537 Soft Drinks

Client

Cawston Press

Design consultancy

Pearlfisher

Date

1 July 2016

For publication



EXECUTIVE SUMMARY

Under the context of a declining market, combined with production challenges, it seems unbelievable that any brand, let alone a relatively small player like Cawston Press, with no heritage in carbonated soft drinks, and little in the way of marketing spend and distribution power compared to the likes of Coca-Cola, could buck the downward market trend and succeed.

But the small are often mighty, especially when they have a market disrupting unifying idea and brand design. And that's the story of Cawston Press Sparkling Cans. The success of this range is undeniable.



+39% total sales versus target



+66% volume against objective



Sparkling Cans represent 72% of Cawston Press' overall business growth



Range now constitutes 31% of the brand's product mix: 11% more than objective



Export sales double



High quality team grows 167%



Design investment recouped in just three months

Thanks to the strong, vibrant design, Cawston Press Sparkling Cans succeed in shouting above the crowd and speaking directly to consumers as an impulse occasion beverage. Real taste, vitality, and excitement have been injected into a tasteless, almost commoditised sector.

Word Count: 180



PROJECT OVERVIEW

Outline of project brief

Cawston Press is a true challenger brand. Its ambitious journey to make good on a strong and disruptive vision began back in 2010 when the company first teamed up with Pearlfisher, resulting in a hugely successful rebrand that forced customers to reappraise the ambient juice category. This was only the first stage of a longer-term business, brand and innovation strategy developed by the two companies. That repositioning to a company that “carefully creates deliciously blended drinks” set a strong foundation, giving Cawston Press permission to focus growth exclusively through NPD and new formats.

Fast-forward to 2014. Evolving lifestyles and other market forces meant a consumer shift towards impulse, convenience and on-the-go beverages. The time was right to launch the first planned NPD: Cawston Press Sparkling Cans.

Carbonated soft drinks, particularly in the 330ml can format, could take Cawston Press further and wider than previously possible. But in a category dominated by global iconic mainstream brands with seemingly unlimited marketing budgets and powerful distribution, Cawston Press Sparkling Cans were reliant on a disruptive design aesthetic to challenge the artificial nature of competitors, and to appeal to consumers as an impulse on-the-go beverage. Plus the new design had to link back to the core brand’s bold tone of voice and look and feel, communicate the new product offer, its sparkling high quality character, naturalness and the great taste that’s absent from rivals.

With little marketing support, the design needed to work hard to help the range achieve targets in sales and volume, contribute to growth of the overall business, drive international sales and move into new distribution channels.



PROJECT OVERVIEW CONTINUED

Description

Independent company Cawston Press has had the same mission since its inception in 1986 – to make beautiful soft drinks, using only the best tasting ingredients and absolutely nothing artificial.

As part of its NPD and business growth plan, this determined challenger brand would grow its offer beyond ambient fruit juice by first moving into the broader sparkling soft drinks category. This wasn't just about getting into niche retailers. With its Sparkling Cans, Cawston Press wanted to take on the likes of San Pellegrino and even Coca-Cola.

The range consists of six unusual and uniquely British flavours in 330ml cans, sold at 99p RRP, and made with a high percentage of pressed juice and nothing artificial: Rhubarb, Cloudy Apple, Elderflower Lemonade, Ginger Beer, Cucumber & Mint and Gooseberry.

Cawston Press was frustrated by the lack of good quality sparkling soft drinks. Its Sparkling Cans aspire to be the solution to the unnatural ingredients, uninspiring flavours and mediocre taste endemic in the category. From a longer-term business plan perspective, developing a sparkling soft drinks range, which puts flavour at the forefront, was the first, necessary step to facilitate:

Extension of the brand into new categories, thereby reaching more of its target customers at more drinking occasions.

Increased diversification of its product mix, meaning incremental sales opportunities and less reliance on the performance of its original ambient juices (although doing well, the overall juice category is in terminal decline and under constant attack from private label competitors as well as the media on grounds of sugar content).



PROJECT OVERVIEW CONTINUED

Overview of market

Market overview

The Grocer's Soft Drinks Category Report of the carbonated drinks sector reveals just how hard this category was hit in 2015 in the wake of the war on sugar and obesity, combined with an increased interest in personal health and wellness:



216 million fewer litres (2.8%) of market leader Coca-Cola Classic were sold in the European on and off-trade in 2015



UK grocers sold 8.2 million (1.4%) fewer litres; and value fell 4.4% (IRI 52 w/e 30 January 2016)



UK take-home sales of carbonates fell 3.1% to £1,552.1m, with cola suffering the greatest absolute decline, of £34.7m (Kantar Worldpanel 52 w/e 3 January 2016)

This is clearly a downward trend for carbonated drinks – 2014 stats make for equally uneasy reading:



UK carbonated soft drinks sales declined by 0.9%, and volume was down by 0.4% (Kantar Worldpanel 52 w/e 4 January 2015)



Penetration dropped 0.4% points to 92.2%



Over in the sparkling adult drinks sub-category, there was a ray of hope with sales value up by 3% in 2014, but volume was down by 3.5%



And in June 2016, Coca-Cola crashed out of BrandZ's Most Valuable Global Brands Top 10 for the first time since the report launched in 2006



PROJECT OVERVIEW CONTINUED

Overview of market

Obstacles/challenges

Production: Cawston Press was the first brand in Europe to make a carbonated fruit drink with 'not from concentrate' pressed juice in the world's most popular 330ml can structure. This was a significant challenge in itself. Simply finding manufacturing partners willing and able to handle this complexity proved extremely difficult.

Funding: As a small independent soft drinks business, creating a high quality drink that was commercially sustainable was also a challenge. Not willing to compromise on the quality, Cawston Press needed to persuade its key stakeholders and manufacturing partners of the long-term value of the project, with a view to short-term subsidies to start production.

Word Count: 849

❁ PROJECT LAUNCH DATE ❁

MAY 2014

— CLOUDY —
APPLE

Rhubarb

MAY 2015

— GINGER —
BEER

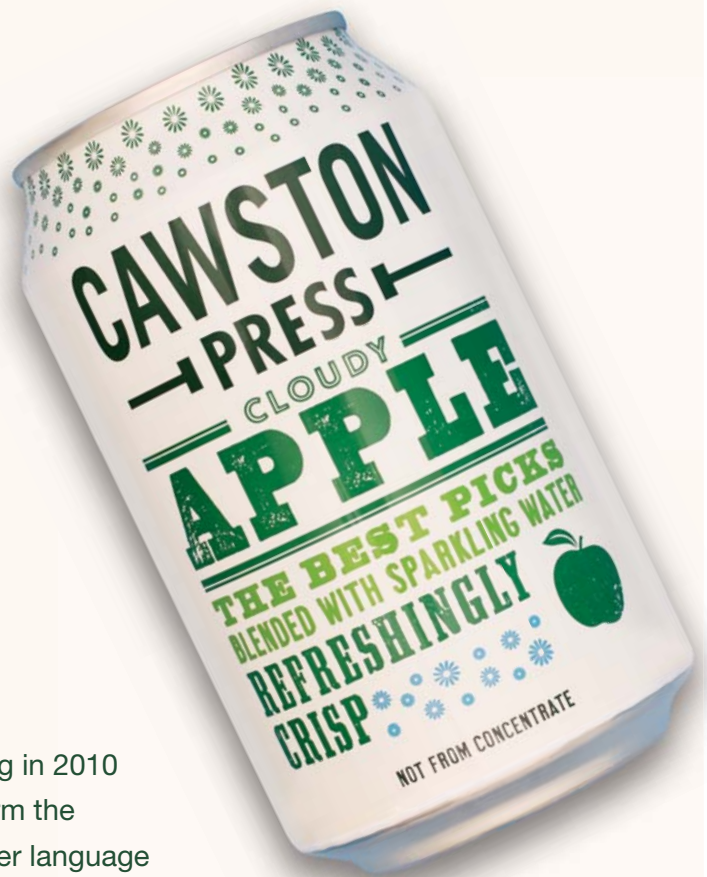
— Elderflower —
LEMONADE

MAY 2016

(No result in entry for these)

— CUCUMBER —
& mint

Gooseberry



OUTLINE OF DESIGN SOLUTION

Pearlfisher's original key strategic thinking in 2010 was the starting point to inspire and inform the Cawston Press Sparkling Cans' challenger language and design.

The unique design language injects a natural and premium taste story into a category normally perceived as artificial, man-made, lacklustre and mediocre at best. A bold and contemporary visual expression reflects the taste benefits of a product that won't compromise on quality. Everything has been designed to elicit a visceral reaction in one's taste buds – in a way that's full of life and charm.

Cawston Press Sparkling Cans' visual language and tone of voice is informed by the core Cawston Press vision and identity, but each flavour variant has its own carefully crafted and unique personality and character.



OUTLINE OF DESIGN SOLUTION CONTINUED

Key features:



The cream coloured cans, also synonymous with Cawston Press juice range, here the refreshing sparkling flavour, have high shelf standout in a market dominated by drinks made of concentrate, artificial ingredients and sweeteners, and enable easy recognition by the brand's pre-existing juice consumers.



Bespoke, crafted, letterpress style typography and other visual cues represent the brand's traditional fruit press process.



'Sparkle' icons communicate freshness and the sparkling nature of the product.



Illustrations are more simplified and playful than those used for the juice range. They relate to the main flavour, or how consumers might use the drink as a mixer, in order to evoke a sense of nostalgia.



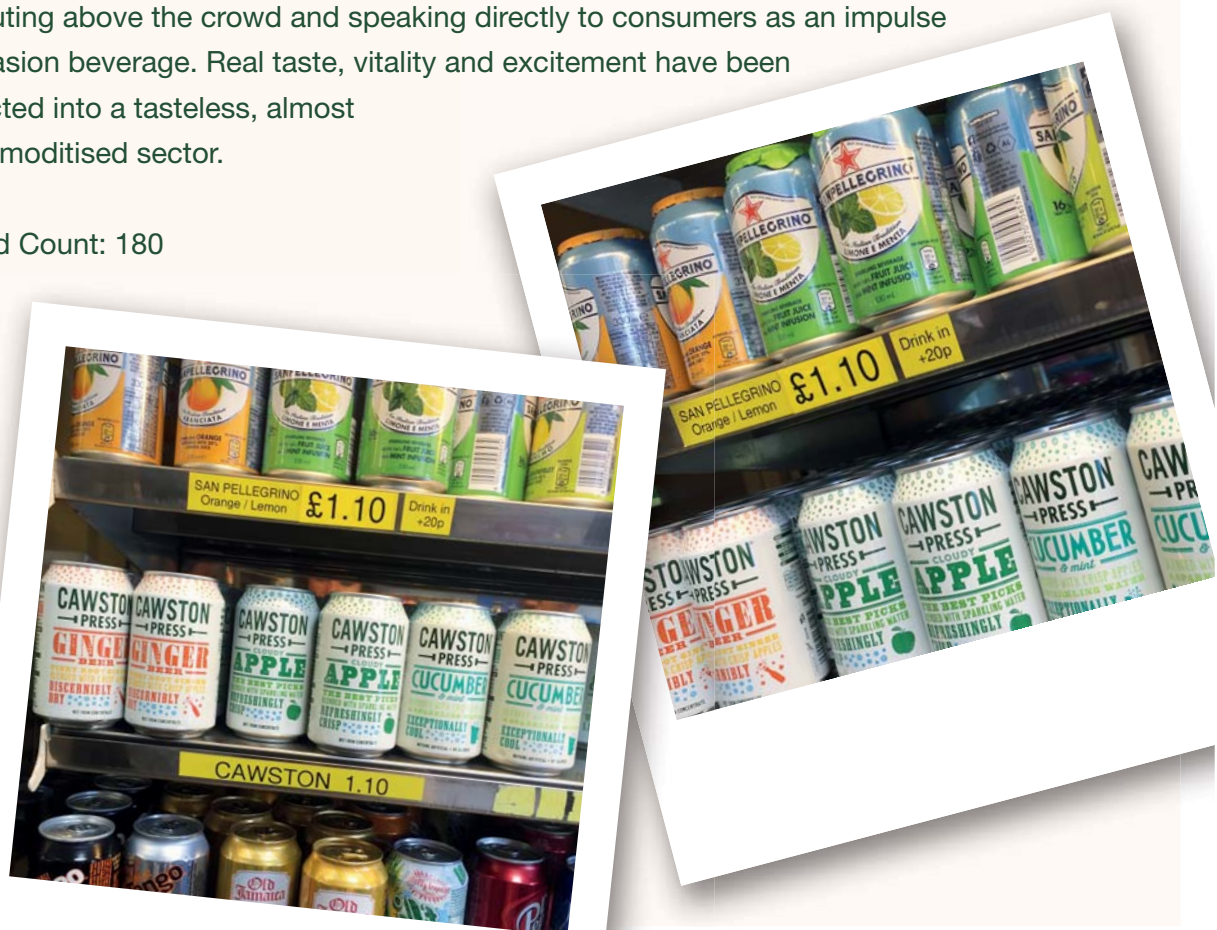
The tone of voice and on pack copy is distinctively British: 'deliciously tart', 'fabulously fruity' and 'discernibly dry'.



Thanks to the strong, vibrant design, Cawston Press Sparkling Cans succeed in shouting above the crowd and speaking directly to consumers as an impulse occasion beverage. Real taste, vitality and excitement have been injected into a tasteless, almost commoditised sector.



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SUMMARY OF RESULTS

Under the context of a declining market, combined with production challenges, it seems unbelievable that any brand, let alone a relatively small player like Cawston Press, with no heritage in carbonated soft drinks, and little in the way of marketing spend and distribution power compared to the likes of Coca-Cola, could buck the downward market trend and succeed. But the Cawston Press Sparkling Cans' success is undeniable – largely down to its arresting design.

+39% TOTAL SALES VERSUS TARGET

Results listed below pertain to four variants launched between May 2014-May 2015: Cloudy Apple, Rhubarb, Elderflower Lemonade, and Ginger Beer. The last two variants launched in March 2016 so there's insufficient data for these.



+39% TOTAL SALES VERSUS TARGET



+66% VOLUME AGAINST OBJECTIVE



SPARKLING CANS REPRESENT 72% OF CAWSTON PRESS' OVERALL BUSINESS GROWTH

Not only has the overall business been growing exponentially against a declining market from Dec 2013-Dec 2015, but this range is clearly making a significant contribution to that since the launch in May 2014.



CAWSTON PRESS +57% GROWTH SMASHES 2015 BUSINESS GROWTH TARGETS BY 25%

In 2015 alone, the first full year that Sparkling Cans were in market, the entire business grew +57%, a huge 25% more than the company's target.



RANGE NOW CONSTITUTES 31% OF THE BRAND'S PRODUCT MIX – IN JUST UNDER TWO YEARS

This is an impressive 11% more than the objective.

SUMMARY OF RESULTS CONTINUED



EXPORT SALES DOUBLE IN 2015

The range has propelled international interest in the brand, resulting in export sales doubling in 2015, and increasing the brand footprint into 12 international markets (including the notoriously tough North American market).



PLETHORA OF NEW MARKETS AND RETAIL ENVIRONMENTS

Thanks to the Sparkling Cans, the Cawston Press brand is moving beyond the supermarket ambient aisle and gaining entry to a huge range of new locations, thereby reaching more of its target customers at more drinking occasions – from Waitrose, WH Smith Travel, Whole Foods Market, Boots, through to many, many fantastic independent cafes, casual dining outlets and convenience stores.



HIGH QUALITY TEAM GROWS 167% SINCE MAY 2014

Sparkling Cans contribution to the overall growth of the business led to an increase of full time staff from six to 16 since the range launched. And the buzz around the business is such that it's attracting high quality new joiners. This is best demonstrated by the company's new MD, who left a senior position at Unilever to join Cawston Press. Not only this, but the business has seen such growth and success that it moved from a home office to lovely offices in trendy Bermondsey.



1,500% GROWTH IN FACEBOOK & TWITTER COMMUNITIES



DESIGN INVESTMENT RECOUPED IN JUST THREE MONTHS

Testimonial

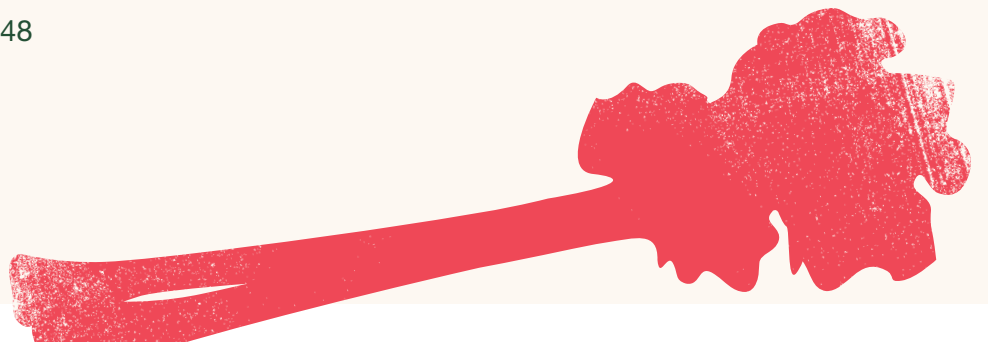
“

We've entered a new category and era for the business, and Pearlfisher has once again created beautiful designs which perfectly complement the products. Thanks to the sparkling cans' design, we've surpassed all our objectives. Some key themes we hear from consumers and retailers about the packaging is that its different and stands out, it looks fresh and contemporary, and its really on trend.

”

- Steve Kearns, Managing Director, Cawston Press

Word Count: 548



OTHER INFLUENCING FACTORS

Beyond a concerted effort by the very small sales team at the time of launch (who heroed the cans in everything they did), there was very little in the way of additional marketing communications for the first two variants in May 2014.

Activity did increase in May-July 2015 with the launch of the next two variants, but is a drop in the ocean compared to the levels of marketing investment and distribution power of competitors like San Pellegrino and Coca-Cola:



Trade advert in The Grocer



Took over Whole Foods window for one month: four huge cans of the variants available at that time



Sampling at various events like Hampton Court Flower Show and Wimbledon Village Fete

The last two variants launched in March 2016 and this report doesn't cover metrics for those.

All the above activity was wholly based on the range design and tone of voice, with the cans taking pride of place, so one could argue that it was the attention-grabbing design that led to its success.

Word Count: 169



RESEARCH RESOURCES

Cawston Press internal data 2014-2016

The Grocer: Focus on Soft Drinks (25 April 2015)

The Grocer: Soft Drinks Category Report 2016 (22 April 2016)

BrandZ Top 100 Global Brands (June 2016)

