

“There are few hours in life more agreeable than the hour dedicated to the ceremony known as afternoon tea.”

HENRY JAMES

SUBMISSION TITLE
NEWBY – THE FINEST TEA COLLECTION

INDUSTRY / SECTOR
CONSUMER GOODS / BEVERAGES

SUB SECTOR
3537 SOFT DRINKS

CLIENT COMPANY
NEWBY

DESIGN CONSULTANCY
LEWIS MOBERLY

SUBMISSION DATE
26 JUNE 2015

FOR PUBLICATION

In just two months the redesigned range achieved record breaking sales, beating 12 months' worth of sales of the old design by 20.1%, i.e. value sales 720% of previous level.

Online sales are 284% of previous level since redesign.

2. EXECUTIVE SUMMARY

NEWBY – THE FINEST TEA COLLECTION

The Waitrose tea buyer recommended Lewis Moberly to Newby when they approached her to list their teas. She loved the product but felt the existing packaging was unsuitable for Waitrose customers. Lewis Moberly were appointed to create new designs.

The strategy and creative brief were developed by LM. The Chitra Collection, the world's finest collection of antique, rare teawares owned by Mr Nirmal Sethia, Chairman of Newby, inspired the idea. Each pack now features an extraordinary piece of teaware from the Collection. Linking each tea to a unique item of cultural and artistic worth elevates the brand, and reflects its vision to revive the rich heritage of tea drinking.

Since the redesign the **range is now stocked in 284 Waitrose stores and is consistently selling well.**

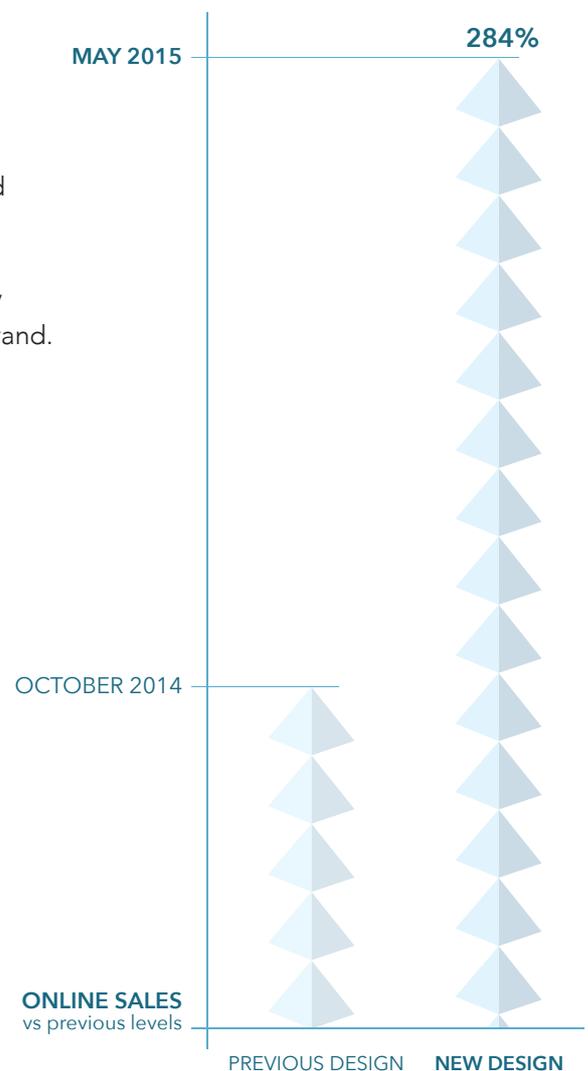
Sales vs previous levels through the Newby website have increased dramatically by **almost threefold (284%)** and it is **now their best selling range online.**

In just two months the redesigned range achieved **record breaking sales, beating 12 months' worth of sales of the old design by 20.1%**, i.e. value sales 720% of previous level.

The **premium price of £5.85–£6.95** for 15 pyramids is now **supported by the premium, cultural stance of the packaging.** This price is significantly higher than almost every other tea brand sold in Waitrose.

Many **positive comments on the packaging** have been made by bloggers and consumers alike, increasing the awareness of the brand.

(234 words, maximum 300)



Sales vs previous levels through the Newby website increased dramatically by almost threefold (284%) and The Finest Tea Collection is now Newby's best selling range online

3. PROJECT OVERVIEW

OUTLINE OF PROJECT BRIEF

The initial aim of the redesign of Newby Tea range was to gain distribution and sales in Waitrose as their top tier tea brand. This prestigious and wide retail distribution would also help gain overall awareness for the brand and establish it as a leader brand in the premium tea market.

The product range had been rejected previously by the Waitrose tea buyer because, although the high quality products were award winning, the pack design did not reflect this and was felt to be unsuitable for Waitrose customers. Lewis Moberly, as creators of the highly successful Waitrose Cooks' Ingredients brand, were recommended to Newby by the tea buyer.

The strategy and creative brief for the redesign were developed by LM.

The premium tea market is very competitive and it was vital that Newby had a real point of difference which it could own, and would be hard to copy. The Newby brand is the vision of Mr Nirmal Sethia, the Chairman. He is dedicated to sourcing the finest teas at prime season, artfully blending them, preserving their character and reviving the rich culture, history and heritage of tea drinking. He is encouraging more Britons to rediscover the art of tea.

With this in mind, Mr Sethia pioneered The Chitra Collection in 2012. This is an exceptional collection of antique, rare teawares and accessories held in a charitable trust. Curated as carefully as their teas, The Chitra Collection chronicles the very history of tea in priceless objects.

The focus of the previous Newby pack design was the pyramid shaped bags, a shape shared by other brands. We were looking to find a unique differentiator, and the unrivalled Chitra Collection provided the inspiration. The Chitra Collection is unique to Newby – each pack now features an extraordinary piece of teaware from the Collection.



3. PROJECT OVERVIEW (continued)

DESCRIPTION

Newby was founded in London at the turn of the millennium. 2014 turned out to be a landmark year with the redesign of this range.

The range comprises 12 different teas sold in card boxes each containing 15 pyramid infusers. Each infuser is individually sealed in triple layer aluminium foil for freshness.

OVERVIEW OF THE MARKET

While there's nothing more British than a steaming cup of tea, the category is steadily waning in popularity as coffee continues to go from strength to strength, driven largely by the rapid adoption of coffee pod machines. Soft drinks are also eroding tea's share.

However, premium tea is growing, as the coffee revolution changes consumers' habits and increases their desire for premium products and experiences. This is particularly true of ordering tea out of home; 62% of consumers consider ordering a premium brand such as Twinings or Teapigs to be the most important factor. Well-being is another driver of premium tea growth, driving green, fruit and herbal tea sales. Sales of premium teas have been growing, up 8.5% in 2014.

Truly premium quality teas such as Newby offer complex layered taste profiles – like wine it is a world to explore with pleasure. The packaging needs to invite trial, start the journey and reward.

PROJECT LAUNCH DATE:

End October 2014

SIZE OF DESIGN BUDGET AND PRODUCTION COST

The design budget can be found in the Judges' version

(523 words, maximum 850)

4. OUTLINE OF DESIGN SOLUTION



PREVIOUS DESIGN

PREVIOUS DESIGN:

- Had no overarching range name – each product was given a descriptor e.g. Jasmine Princess, Upper Assam and Rooibos Orange.
- The packs focussed a graphic coloured triangle with tea leaves in silhouette. The triangles represented the pyramid infuser-style tea bag filled with tea. These were colour coded for differentiation between the teas but the design did not reflect the very particular individuality of each tea.
- A generic pattern formed the backdrop.
- The design was not a true reflection of the brand's vision, the quality of tea or the premium price.



NEW DESIGN

DESIGN SOLUTION:

- We created a new range name – *'The Finest Tea Collection'* – forming a neat typographic endorsement. *'Finest'* and *'Collection'* immediately elevated the quality perception, *'The'* underscores uniqueness and *'Collection'* references The Chitra Collection. The individual tea names were retained, lower in the hierarchy.
- We renamed the pyramid infusers *'Silken Pyramids'*. *'Silken'* to raise the premium impression further and reflect the fabric of the bags. They became a small feature on the front of pack because they share format with other brands such as Teapigs. However, on one side of the pack Newby silken pyramids are given their space and evocatively described *'This precious whole leaf tea is cocooned in biodegradable silken pyramids'*.
- With The Chitra Collection as inspiration, we featured a particular piece of teaware from the Collection on each tea and tisane. Linking each tea to cultural and artistic worth elevates the brand, and reflects Newby's vision to revive the rich heritage and rituals of tea drinking.

4. OUTLINE OF DESIGN SOLUTION (continued)



- We felt the beautiful craftsmanship of each piece of teaware would convey, by association, the high level of craftsmanship that goes into creating these premium teas.
- For example, on the English Breakfast Tea pack is an unusual bloodstone teapot beautifully decorated with Rococo-style gold representing foliage, scrolls and shell patterns. Around the teapot the gold mounted border imagery tells the story of the pursuit of love. These intricate scenes show a hunting excursion and also depict two lovers on a boating trip. On the lid of the teapot a seated cupid aims at the lovebirds on the tip of the spout. Each and every one tells a story.



- Some of the chosen teaware relates to the tea in a particular way, e.g. Hunan province is one of China's most celebrated tea-growing regions and the Hunan Green Tea pack shows a rare famille verte teapot from China c1690. The teapot depicts Emperor Mu Wang's eight mythological horses, who had supernatural gifts and could gallop without touching the ground and ride on clouds!
- One side of each pack describes The Chitra Collection, the Newby brand philosophy and the particular teaware.
- Another pack side describes the tea – its story, provenance, tasting notes and how to make the perfect cup.
- A close up of a detail from each piece of teaware is shown on the individual tea bag foil, changing pace during the ritual of opening first the pack and then the foil. The sachets were produced by the in-house team at Newby.

The creativity and relevance of the design has been recognised by a Silver PENTAWARDS 2015.

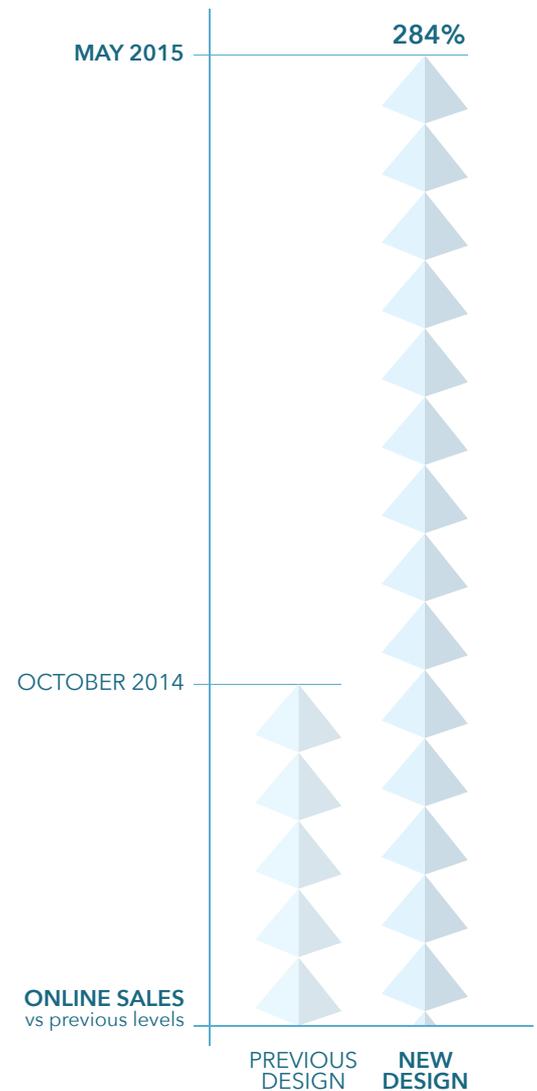
5. SUMMARY OF RESULTS

MARKET DISTRIBUTION

- Vitaly, the initial objective was achieved and, following the redesign, **Waitrose accepted the range into 284 stores**. Up to 8 of the 12 varieties are stocked, depending on the size and profile of the store. They are also sold on www.waitrose.com.
- The Finest Tea Collection is **now served in many of the world's most prestigious hotels** such as Gleneagles, The Goring and Burj al Arab.
- The Finest Tea Collection continues to be sold online through Newby's website.

SALES

- **Since the redesign, sales vs previous levels have shot up, increasing nearly threefold (284%)** online via Newby's website.
- **It is now their best selling range online.**



Sales vs previous levels through the Newby website increased dramatically by almost threefold (284%) and The Finest Tea Collection is now Newby's best selling range online

5. SUMMARY OF RESULTS (continued)

SALES (continued)

- In just two months the redesigned range achieved record breaking sales, beating 12 months' worth of sales of the old design by 20.1%, i.e. value sales 720% of previous level.
- Since their launch in late October 2014, monthly sales in Waitrose have been consistent. **An average of 2656 packs are sold each month** with English Breakfast and Earl Grey the two most popular flavours.

NEW PACKAGING
NOV - DEC 2014
(2 months)

720%

OLD PACKAGING
JAN - DEC 2014
(12 months)

SALES RATE
PER MONTH

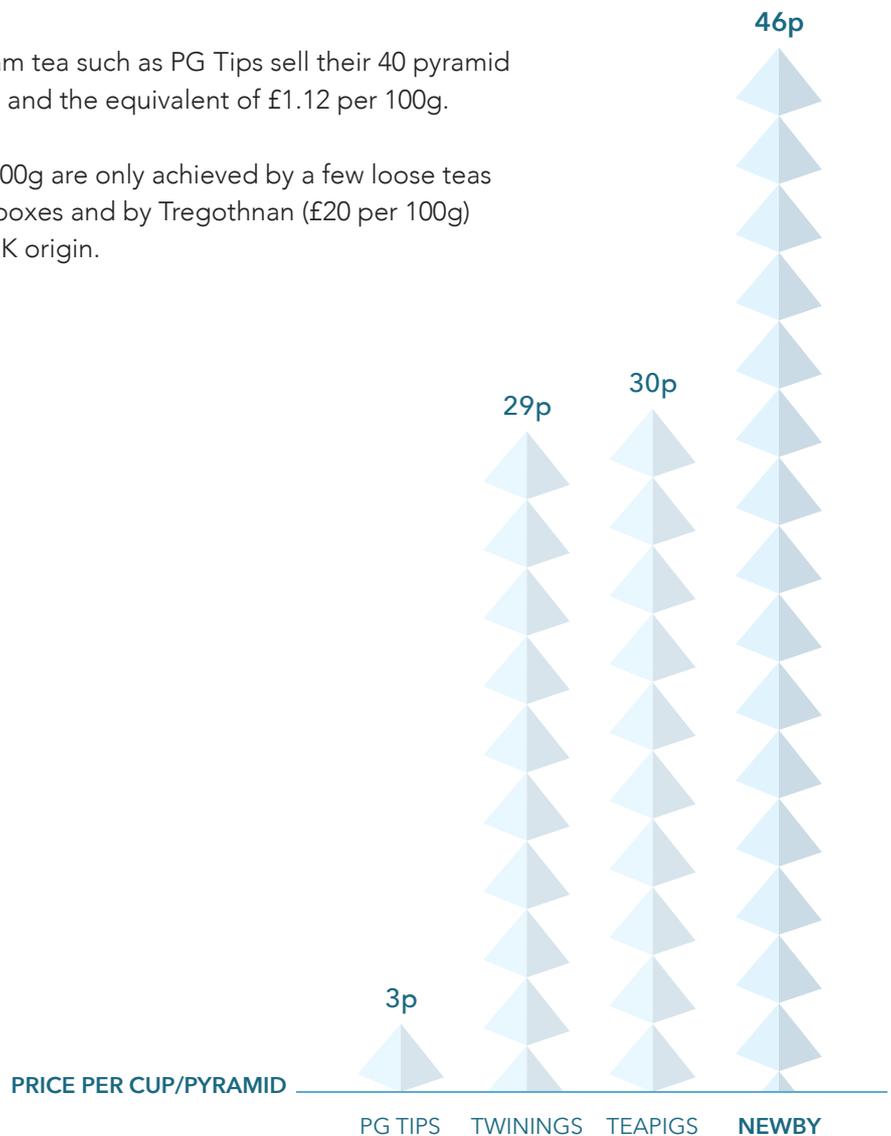
PREVIOUS DESIGN NEW DESIGN

In just two months the redesigned range achieved record breaking sales, beating 12 months' worth of sales of the old design by 20.1%, i.e. value sales 720% of previous level.

5. SUMMARY OF RESULTS (continued)

PRICE

- **Importantly, the premium pack appearance supports its premium price.**
A Newby pack of 15 silken pyramids sells at £5.85–£6.95 for 37.5g (i.e. 39–46p a cup of tea) and £15.60–£18.53 per 100g.
- This compares with nearest competitor Teapigs whose 15 tea pyramid packs vary in price dependent on the tea type but mainly sell at £3.32–£4.50 a pack (i.e. 22–30p a cup) and the equivalent of £8.85–£12.00 per 100g. Twinings sell their premium 12 Breakfast Blend pyramids for £3.49 (i.e. 29p a cup) and £11.63 per 100g.
- To put this in perspective, mainstream tea such as PG Tips sell their 40 pyramid pack at £1.29 for 116g (i.e. 3p a cup) and the equivalent of £1.12 per 100g.
- Within Waitrose, higher prices per 100g are only achieved by a few loose teas sold in tin caddies rather than card boxes and by Tregothnan (£20 per 100g) which is highly unusual in its local, UK origin.



5. SUMMARY OF RESULTS (continued)

LEVELS OF ENGAGEMENT AND CONSUMER ATTITUDES

Bloggers posted ecstatic comments about the new packaging. A great way to increase awareness and curiosity about the brand. e.g. sophiejenner.blogspot.co.uk posted:

*"I cannot wait to tell you all about the tea but **first lets address the packaging! WOW, isn't it stunning!** I have a real thing for great packaging as its so important to represent your brand and product and **this packaging so far wins out of ALL the tea brands I've tried EVER and that is a big statement!** Its just beautiful, The outer packaging is keeping a sleek modern look whilst the inner individually packaged tea bags are full of character. Now I know that's a strange thing to say when talking about tea bag packaging but just look at them...its phenomenally printed and keeps the tea bags so fresh in the individual sealed packages."*

remiesluxuryblog: *"**It's a posh tea day...**"*

Consumer feedback has also been highly positive about the new packaging design. Here are some notable examples from Newby's social media:

*"I just wanted you to know that my friend was really excited and happy to receive the tea. **She said it was packaged so nicely she hated to open it...**"* LIZZ T

"I will certainly be ordering more. I also must say that the sachet that the tea comes in is very pretty too..." AYAKO K

*"Your products are a cut above anything I've ever tasted, **your packaging is modern and refined.** Each tea bag is individually wrapped. It's touches like this that makes this company what it is. I first tasted your teas at Blenheim Palace and I would never go back to anything different now."* BRADLEY S

6. OTHER INFLUENCING FACTORS

The launch was supported by a couple of advertorials in Waitrose Weekend and Waitrose Kitchen at the time of the initial launch.

The dominant imagery used was of the packaging.

7. RESEARCH RESOURCES

Allegra Coffee Portal Tea Report 2014
Nielsen January 2015

ends