

**Project Title**

Angostura 1824

**Category**

4.2 Packaging

**Sub Category**

Branded – Drink

**Client Company**

Angostura Ltd

**Design Consultancy**

Good

**Current Date**

19.07.12

**“We commissioned Good to re-design our flagship rum and at the same time make our packaging more premium and relevant. A tall order, but they over delivered with significant efficiencies, a stunning pack and a growth in sales.”**

**Brian Woods**

Sales and Marketing Director,  
Angostura Ltd





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**Angostura, famous for its bitters, is one of the world's leading rum producers.**

**Award winning for taste, but unfortunately the Premium and Super Premium ranges bore little or no resemblance to each other and the 1824 variant, their flagship product, was looking tired with its premium positioning under constant threat from the competition. Retailing in the region of £50 a bottle, the pack had to reflect this price point in a credible and compelling manner.**

**With the world in recession and margins ever tighter it was decided to redesign the most expensive packs within the range, building synergy between them and the Premium range. The 1824 pack had to boost its premium perception, but also be made more relevant and compelling for its target audiences.**

**Despite this premium sector's small volumes, Good's re-design of the 1824 pack is a benchmark in design effectiveness. It demonstrates that good responsible design can help re-build a premium positioning and ultimately grow sales.**

**Commercial impact summary:**

**66%**

increase in sales value



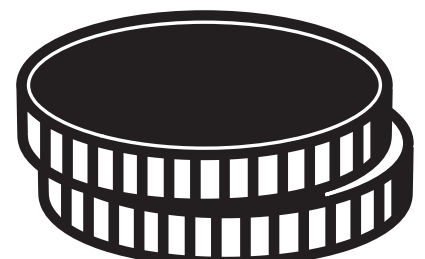
**Please note**

All figures supplied by Angostura's marketing department.

All figures equate to 8.4litre cases.

**35%**

return on investment in 8 months





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**Commercial impact cont:**

**Outperformed** the market by

**54%** (value)

**38.5%** (volume)

**44%**

increase in sales volume  
(over 8 month period since launch)





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**The Brief**

To re-design Angostura 1824 to sit as part of a family with the recently refreshed Premium range, whilst at the same time reinvigorating its premium positioning.

**Key objectives**

- Bring 1824 and 1919 into line to live as a family with the standard range.
- Present the brand in a more contemporary and relevant manner.
- Reflect its premium price point.
- Increase sales.

**Old packaging**

Felt dated and overly elaborate.







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## Project Description

Angostura was established in 1824 and has built an enviable reputation for its iconic bitters and award winning rums. Based in Trinidad and Tobago they have expanded across the globe with a reputation for quality liquid that has seen them be awarded a Royal Warrant for their bitters and a history of accolades for the taste of their rums.

The 1824 product is at the pinnacle of the Super Premium Dark/Gold Rum segment. It's a blend of the finest mature rums aged in charred American Oak Bourbon barrels for a minimum of twelve years. At its optimum maturity, it's hand drawn, filtered and bottled in a very limited supply to the most discerning retailers and on trade establishments on the planet.

## The Market

The Dark/Gold rum category continues to show positive single digit growth around the globe, growing by 5.45% in 2009 - 2010.

Part of the category success has been down to the growth of premium aged rums like Angostura 1824 which is sold in over 50 markets worldwide. This growth has been facilitated primarily by 'cocktail culture' but also in part by a growing interest in sipping rums. Angostura is trying to position itself at the forefront of this trend along with brands such as Diplomatico and El Dorado.

The brand is typically listed in high end hotels, restaurants and style bars; consumed by opinion formers who demand brands that reflect their own sense of style and sophistication.

#### The Competition

Setting a very high standard with their packaging.





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**Project Launch Date**

The new Angostura 1824 launched in November 2011, and we have 8 month's trading figures with the new pack. So, for the purposes of this entry, the like-for-like comparative periods are as follows:

Old Pack: November 2010 – June 2011

New Pack: November 2011 – June 2012

**Size of Design Budget**

The whole project was completed for a budget of £30,000 in fees.





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**The Solution (Word count 344)**

No 'big idea' was needed for this particular project. It was important to utilise existing assets and reflect work already executed whilst maintaining a premium positioning.

The starting point for the re-design was the bottle itself. We needed to strengthen the premium feel of the pack. The design solution took key recognisable elements from the standard range such as the neck and shoulder profiles and applied them to a bespoke decanter like bottle. A heavy glass base coupled with a square profile and an elegant neck with clean finish gave us the quality feel the client was looking for.

The typography and the logotype from the standard range was utilised to ensure consistency and to control cost. The only new investment made was in an original piece of artwork. We demonstrated how it could offer real value and flexibility to the pack and the brand in the long term, telling the story of their history and building much needed premium cues.

These basic components were then designed into a two-label format and a neck wrap. Print was looked at closely to keep cost to a minimum, in the end using only one foil and keeping things simple but well finished, to maintain a quality feel.

A new closure was also considered and designed instead of the expensive wax finish. This was done with an off the shelf wooden stopper sized to fit the neck opening exactly.

Finally a secondary pack was designed from our minimal set of components. A tube format was chosen, however we created a simple bespoke shape to give us greater standout, build differentiation and illustrate 1824's premium status within the Angostura rum family.

The overall challenge was about fulfilling the client's brief through responsible design, simplicity and quality finishing rather than flashy flourishes and over embellishment. We feel that this has been more than achieved.



Angostura Premium range

**1824 Super Premium bottle development**

Shorter decanter-like bottle influenced by form of the Premium range.



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#### Sales Value Increase

The new look pack has struck a chord with trade and consumers and sales value is up by 66% over the 8-month period since launch.

#### Sales Volume Increase

Similarly, the new pack has had a positive effect on sales volume, which has increased by 44% since launch.

#### Outperforming the Market

Angostura's new pack's growth has significantly outperformed the growing market in both value and volume terms.

	Volume Growth	Value Growth
Angostura 1824	44%	66%
Dark/Gold Rum	5.45%	12%
<b>Angostura 1824 Adjusted</b>	<b>38.5%</b>	<b>54%</b>

#### Return on Investment

The original investment has paid for itself inside 8 months reflecting an ROI of 35%.

#### Please Note

**All figures supplied by Angostura's Department.**

**All figures equate to 8.4 litre cases.**

New pack launched Nov 2011. Old Pack equates to 8 months Nov 2010 – June 2011.  
New Pack equates to 8 months Nov 2011 – June 2012.





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**Market Testimonials**

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**“The new Angostura 1824 pack is a spectacular upgrade that truly reflects the quality and history of the 1824 brand. It is already opening new doors for us.”**

**Edward Shindyapin**, Product Group Manager – Simple Ltd, Moscow

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**“The new packaging of Angostura 1824 rum is a perfect balance of style and an up to date image for the product, yet keeps in mind the rich history of the product. Not only that, it finally pulls 1824 into line with the rest of Angostura rum family.”**

**Dimitri Belyavsky**, Country Manager Russia & CIS – CL World Brands



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**Market Testimonials**

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**“The contemporary design of Angostura 1824 showcases an ultra-premium liquid in a way that is now more relevant to target outlets & appealing for curious consumers, trade and experts alike. It aligns our premium rums in a way that did not exist before. The new presentation has struck chord with my distributors because whilst packaging that is overtly ‘premium’ without substance is increasingly rejected, there is active interest in quality presentation and innovation or excellence where it is underlined by authenticity. Angostura 1824 is now all of these ‘par excellence’ – well done.”**

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**Steve Watson**, International Regional Manager



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**Research Resources**

- Angostura Marketing Department
- International Wine & Spirit Research 2012

**(No) Other Influencing Factors**

Only the primary and secondary pack elements were redesigned. The liquid was not altered in any way.

No price promotions were in play.

No consumer advertising was slated either before or after launch and the trade advertising budget was kept the same for both periods.

The sales teams' selling approach remained the same pre and post repack.

The website and digital activity remained unchanged with the new pack the only significant change in the marketplace.

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**On behalf of Good**

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**Chris Lumsden**

Partner

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**On behalf of Angostura**

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**Brian Woods**

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