

Project Title

Tetley's Rebrand

Category:

Packaging

Sub Category:

4.2 Branded Drink

Client Company:

Carlsberg

Design Consultancy:

WPA Pinfold

Date:

23.07.12

“When we wanted to re-introduce the classic Huntsman icon at the heart of the packaging for Tetley’s, we turned to WPA Pinfold. They were able to create a design that found the perfect balance between respecting the heritage of the Huntsman and delivering a look that felt relevant to the beer market today.

The design researched fantastically well, significantly outperforming the competitive set, and since launch has been extremely well received by trade customers and ale drinkers alike.”

**Darran Britton
Marketing & Strategy Director**



Tetley's rebrand 2011 - Bring the personality back to the brand

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Tetley's Rebrand

The Tetley's Brewery (Joshua Tetley and Son Ltd) was founded in 1822 and in 1998 it was taken over by the Carlsberg group.

The image of the Huntsman had been aligned with the brand for over 75 years until it was dropped from the Tetley's logo in 2000 and replaced by a rugby ball icon (to coincide with Tetley's sponsorship of the Rugby League).

Tetley's is among the top ten highest selling beer brands in the UK, selling over 100 million pints per year (Alcoholic Drinks: Euromonitor from trade sources/national statistics).

Tetley's is a brand with plenty of equity and provenance yet it was declining market share.

The task was to reposition the Tetley's brand and to give the salesforce a story to take to the trade, arrest declining sales and increase market share against competitors John Smiths, Boddington's and Worthington's.

As a result WPA Pinfold was invited to redesign the brand in 2010. We believe that Tetley's is a worthy contender for a Design effectiveness award as it clearly demonstrates how relatively small investment (in comparison to above-the-line advertising) in brand design can have a significant affect on sales and customer relationships.



Tetley's previous designs



Tetley's previous Huntsman image

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Summary of Results (period 2011/2012):

The rebrand created a totally new identity and visual direction that re-engaged with the target market (Primary: Males, age 35-50+ (C2, D) and positioned it for market growth.

The rebrand re-introduced and modernised the huntsman image, that had for so long been the core element in the Tetley's visual communication - the turnaround in the brands fortunes since launch are as follows:

- Re-engagement of the Tetley's brand with its core consumers.
- Arrested declining sales - both by sector and by Tetley's customer base.
- Positioned the brand for growth - currently outperforming market by 9.2%.
- On-trade Tetley's Smoothflow increase in sales 0.8% (against sector decline of -9.4%).
- Increase in volume for Tetley's Smoothflow on-trade YoY +7% - equates to +3.8m pints.
- Tetley's Smoothflow Off trade +18% increase in market share.
- Tetley's Original No.1 non draught ale in the off-trade (previously No.2).



Tetley's rebrand 2011 - Off-trade



Tetley's rebrand 2011 - On-trade

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The Brief

To rebrand Tetley's, Tetley's Smoothflow, Tetley's Extra Cold and Tetley's Original, creating a refreshed brand image that builds on the Tetley's values and the brand's equity.

To reinvigorate the brand and make it relevant and current, repositioning the brand to add value and grow market share.

Key Objectives

Implement rebrand to:

- Refresh and consolidate the Tetley's brand and define its core brand assets.
- Arrest declining sales and position for growth.
- Build on the affection for the brand with traditional Tetley's drinkers.
- Increase confidence and support with trade customers, and gain listings.
- Add value and impact at the point of purchase.
- Create Tetley's brand management guidelines – assets, tone of voice and brand hierarchy.

Key Challenges

- Decline in visits to pubs, and indeed the number of pub outlets, due to the recession and the increasing cost of a pint (due to increase in beer duty).
- Decline in the demand for traditional keg beer as consumers switch to other products (e.g. cask conditioned ale from craft brewers).
- Threat to market share and leading position by Tetley's (had previously dropped from No.2 position).
- The dropping of national sponsorship for rugby meant the rugby ball icon was no longer relevant.
- Create product differentiation at point of purchase.



Tetley's rebrand



Tetley's previous Huntsman



Tetley's previous logo

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Project Scope

Redesign and realignment of Tetley's brand identity, the approach had to be revolutionary to build on consumer and trade confidence;

This was an opportunity to engage with lapsed customers, reconfirm the brand's heritage and provenance credentials, and also position it as a credible proposition for today's market.

The rebranding encompassed:

- New brand identity and brand design guidelines.
- Supporting signage and trade ads.
- Packaging design for Tetley's Smoothflow, Tetley's Original cans and outer packs.
- New Tetley's Smoothflow and Tetley's Extra Cold bar fonts (with innovative internal lighting); new glassware, POS and merchandise.



Tetley's rebrand 2011 - Primary packaging



Tetley's rebrand 2011 - Secondary packaging



Tetley's rebrand 2011 - Perimeter boards

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Not for publication

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The Market

The keg beer market has experienced significant decline in recent years, due to an increase in beer duty and a migration by consumers away from big beer brands to craft and cask conditioned ales.

All the top four brands (John Smiths, Boddingtons, Worthington's and Tetley's) have experience declining sales. However John Smith's has remained the No.1 brand.

Tetley's had both declined in volume and lost its market status (previously second to market leader John Smith's).



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The Solution

There was a need to totally reinvigorate the Tetley's brand. We brought back and modernised the Huntsman, turning him into a brand icon. This both re-engages with past consumers and positions Tetley's for future growth into wider markets (both younger and more affluent consumers).

The result: a return to Tetley's unique and iconic status, with a brand that presses all the right emotional buttons, and yet is also modern and forward-looking. On-shelf and on-bar stand out is significantly improved, and sales are on the increase again. The personality has been restored to the brand.

Timings and Budget

The redesign commenced in November 2010 and the rebrand commenced roll-out in October 2011. The budget for rebranding, design guidelines and new packaging and fonts was £59,000.00.



Tetley's rebrand 2011 - Bring the personality back to the brand



Tetley's rebrand 2011 - Brand Guidelines

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Tetley's New Font - Consumer perceptions

The proposed new Tetley's Smoothflow font achieved a consistently strong response - felt to be highly appealing across all drinker types and demographics and favoured over all other viewed fonts (John Smith's, Boddingtons, Worthington's).

- Amongst Smoothflow drinkers, 90% of Tetley's regular drinkers and 75% of non-drinkers found the look of the font appealing.
- Even 65% of Tetley's Original (off-trade) drinkers who did not drink Tetley's (on-trade) gave a favourable response.
- The font felt to convey that Tetley's is a modern, premium and quality brand that is proud of its heritage .

To summarise, in comparison with other fonts, the new Tetley's font is clearly the favoured option - by a factor of over 100% against the current Tetley's Smoothflow font and by nearly 400% against John Smith's.

Source: HPI Research, March 2011



Tetley's previous font

Tetley's rebrand 2011 - On-trade font - Smoothflow and Extra Cold

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Tetley's Smoothflow +7% Increase in On-trade volume

Tetley's Smoothflow has sold an additional 3.8m pints since launch, compared to the previous year. This represents an additional 7% increase in volume YoY.

Source: CGA brand index MAT P05 2012

Tetley's Smoothflow Off trade - 18% increase in market share

Tetley's increased from 6.0% in 2010 to 6.5% in 2012 of the off-trade category. Gaining ground on second placed Boddingtons – Tetley's is now 76% the size of Boddingtons vs. 58% in 2010.

Source: Nielsen Take Home P5 2012.

Tetley's Original No.1 Off-trade

Tetley's Original has become the No.1 non draught ale in the market previously No.2. It is a 9,150,700+ pints brand with 17.8% market share.

Source: CGA brand index MAT P05 2012

Rate of Sale (ROS)

Increase in volume has been driven by an increase in ROS as consumers have chosen Tetley's as their beer of choice at the bar; +5.2% versus other keg brands, which are collectively down -6.9%. This equates to 319 more pints per outlet per year.

Source: CGA brand index MAT P05 2012

Out Perform Market by 9.2%

Since launch, the on-trade keg market is down -8.4% YoY, whilst Tetley's Smoothflow is up +0.8%.

Source: CGA brand index MAT P05 2012

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Human Impact: Advertising, Promotion and PR

Tetley's Leeds brewery was closed in 2011 and this impacted on both employees and consumers, with adverse publicity and campaigns by CAMRA (Campaign for Real Ale). This was a major threat to the future of the Tetley's brand.

The new brand, with the reintroduction of the Huntsman has regained the affection of many lapsed consumers, as well as giving renewed confidence to both employees and the trade.

The national advertising and promotion campaign that exploited the brand's sponsorship of Rugby League had already been cancelled prior to launch of the brand redesign, as had the Rugby League sponsorship.

Advertising was minimal prior to and post the brand relaunch, with ongoing and unchanged sponsorship of ITV4.

Promotion and PR budgets were minimal and unchanged before and after launch.



Tetley's rebrand 2011 - Trade POS



Tetley's rebrand 2011 - Trade POS

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Declaration

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