

 ESTABLISHED 1886

# ROYAL CHALLENGE

*Engaging a new generation*

## SUBMISSION TITLE

Royal Challenge: Engaging a new generation

## CLIENT COMPANY

Royal Challenge (Diageo)

## DESIGN CONSULTANCY

Bloom

## SUBMISSION DATE

June 2017



FOR PUBLICATION

# EXECUTIVE SUMMARY



*“We couldn’t be happier with the Royal Challenge performance since the redesign was launched. The new design is a compelling move forward for the brand, successfully connecting Royal Challenge with the spirit of India today so engaging with a new generation of RC loyalists.”*

Subroto Geed, Senior Vice President, USL (a Diageo Group Company)

In a buoyant but saturated Indian whisky market, Diageo's Royal Challenge brand was failing to make a distinctive and contemporary statement to its audience.

We were briefed to redesign the packaging to drive engagement amongst younger consumers, whilst retaining current consumers loyal to the brand. Operating in India's dark market, where most states have a blanket ban on TV, outdoor, and POS advertising, meant the pack design needed to do all the talking if Royal Challenge was going to continue to resonate with all consumers.

The result is a design that balances authentic whisky cues with a modern, bold design, ultimately resonating with India's new, prestige whisky consumers.

More importantly, the new design has driven sales and market share to new heights with cumulative sales growth since relaunch in May 2015 of 25%.

+25%

*value growth vs category growth of 6%\* (May 2015 - May 2017)*

6.3% to 9%

*market share growth since launch\**

*No change in marketing or promotion budgets. (May 2015 - May 2017)*

# PROJECT OVERVIEW

## OUTLINE OF PROJECT BRIEF

*Despite being well known within the market, Royal Challenge was not seeing the growth it desired due to lack of standout in a fiercely competitive category. Its dated design was not relevant to a new generation of consumers who viewed the clichéd visual language as representative of an 'old India' they no longer subscribed too.*

Diageo briefed us to reinvigorate all aspects of the design and structure to:

- Engage new customers without alienating loyal consumers
- Recruit a younger generation of whisky drinkers by redefining the category itself
- Successfully balance authenticity — necessary to be a credible whisky brand — with a new bold and aspirational design language for the brand that strongly resonates with the spirit of 'new India'
- Deliver a distinctive and differentiated statement for the brand on shelf.



BEFORE

AFTER





## DESCRIPTION

*Royal Challenge was India's first premium whisky. Launched by Shaw Wallace in 1983, the brand was inspired by its founder, Charles Wallace, who was a firm advocate of living with purpose and facing the future with courage.*

The whisky's taste profile is smooth and distinctive as a result of the matured malt and grain used to make the batches; this smoother quality sets Royal Challenge apart from India's traditional, sugarcane molasses whiskies, making it more accessible to a wider audience.

The original design, while establishing whisky credentials, was lost within an influx of new category entrants, meaning its superior liquid attributes and distinctive voice was not being communicated.

## OVERVIEW OF THE MARKET

*Within India, whisky is the most consumed alcohol beverage and as a category is steadily growing, currently tracking at 6% annual value growth.\**

India's dark market status, where in most states all forms of advertising are banned, has resulted in the pack design being the only guaranteed form of marketing communications. It not only serves to deliver consumer cut through but also to build brand equity, both critical in driving sales growth.

Royal Challenge exists amid fierce and unrelenting competition, dominated by domestic Indian whisky brands. At this end of the market most brands rely on the same clichéd and old fashioned design language that fails to either distinguish a unique brand personality or capture the bold and aspirational spirit of the new Indian consumer.

Project Launch Date  
January 2015

Size of design budget  
£120,000



## OUTLINE OF DESIGN SOLUTION

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### ROARING WITH PRIDE

*Royal Challenge was designed to celebrate and capture the new spirit of India. Seizing upon its proud, bold and independent heritage, we eschewed traditional whisky language, creating a bold new aesthetic – modern, masculine and confident.*





## BALANCING AUTHENTICITY AND RELEVANCE

*The redesign needed to tap into and balance two important perceptions - authenticity and relevance. Authenticity was needed to keep the brand anchored in heritage. Relevance was needed to capture new-Indian consumers seeking out their own identity.*

This was achieved through a contemporary reinterpretation of traditional whisky semiotics. The bold minimalist design, breaks with tradition by allowing the lion, once lost within the label, to dominate the design as a stunning embossed feature.

Redrawn to convey a more heraldic stance, the rampant lion now stands tall, his foot resting on the Wallace crest.

Typographic flourishes are balanced with modern sans serif fonts; the Wallace tartan has been simplified yet adds a rich layer of detailing missing in the previous design. A sword belt wraps around the roundel, acting as a seal of both quality and heritage credentials.

The muscular bottle shape gives standout, with the clean lines affording a stronger, more confident aesthetic, reflecting this new independent attitude.





*The seamless blending of authenticity and relevance drives Royal Challenge squarely towards younger whisky drinkers who are embracing a more forward-looking vision of India, whilst still engaging their loyal consumers.*





## SUMMARY OF RESULTS

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### VOLUME GROWTH

25.6% increase in growth from May 2015-May 2017. \*

### VALUE GROWTH

25% increase in growth from May 2015-May 2017 vs. category growth of 6% in the same time period.

### MARKET SHARE

Jumped from 6.3% to 9% from May 2015-May 2017. \*

+25%

*value growth vs. category  
growth of 6%\* (May 2015 -  
May 2017)*

6.3% to 9%

*market share growth  
since launch\**

*“Our review of growth drivers concluded  
that the impressive sales growth is purely  
down to the redesign.”*

Subroto Geed, Senior Vice President, USL (a Diageo Group Company)



## OTHER INFLUENCING FACTORS

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India's dark market means that all focus is on the packaging design.

In our case, it emphasised the need to personify Royal Challenge as a bright light in the whisky category — delivering a distinctive personality for the brand through design and ultimately bringing Royal Challenge proudly to a new generation of Indian whisky drinkers.

It is important to note that since re-launch there has been no change in marketing or promotion budgets.

### SIGN OFF

*“The heritage of Scotch whisky is captured in an independent minded brand that Indian drinkers can now call their own.”*

Subroto Geed, Senior Vice President, USL (a Diageo Group Company)