



BY APPOINTMENT TO HER MAJESTY QUEEN ELIZABETH II
TEA & COFFEE MERCHANTS R. TWINING AND COMPANY LIMITED. LONDON.

TWININGSTM
OF LONDON

SIGNATURE BLENDS

CATEGORY

3530 BEVERAGES

CLIENT COMPANY

TWININGS

DESIGN CONSULTANCY

BRANDOPUS

SUBMISSION DATE

JUNE 2015

" WE'RE THRILLED WITH THE BEAUTIFULLY CRAFTED SIGNATURE BLENDS RANGE, WHICH HAS ALLOWS TWININGS TO BREAK WITH TRADITIONAL PERCEPTIONS, AND GIVES US A PLATFORM TO DEMONSTRATE OUR BLENDING EXPERTISE IN THE LUXURY SPACE."

STEPHEN TWINING

GLOBAL AMBASSADOR FOR TWININGS &
10TH GENERATION OF THE TWINING FAMILY



EXECUTIVE SUMMARY

Twinings wanted to reframe consumer perceptions of their 300 year old brand from premium grocery, stretching up to vibrant and contemporary British luxury, through the launch of a premium range representing the very pinnacle of teas and infusions, individually crafted by the Twinings master blenders.

In response we created Signature Blends. Each presentation case is inspired by the surprise and delight that comes with your first sip of these incredible teas. The inspiration and story behind each individual blend unfolds within each case through intricate illustrations and beautiful copy. Reminiscent of jewellery boxes, each case has been designed to evoke a sense of surprise and discovery as the layers expand to reveal further teas.



EXECUTIVE SUMMARY CONT.

The Signature Blends range is already impressing customers and making a healthy financial return:

TEA-RRIFIC

The Signature Blends range has allowed Twinings to achieve a sixfold increase in retail price versus similar quantities of existing Twinings premium teas marketed in grocery retail.

The success of the range has given Twinings an opportunity to launch an out of home extension for Signature Blends. In the first few months alone, this has achieved sales of over 80,000 cups sold. Each cup is another moment to access the target consumer for whom Twinings is looking to shift brand perceptions.

This range's launch was wholly reliant on exceptional packaging design and in-store execution, as there was no consumer advertising spend.

6x

increase in price point

£0

in consumer
advertising spend

80,000

cups sold out of home

PROJECT OVERVIEW

DESCRIPTION

Twinings has created a vibrant and hugely successful premium grocery brand. But, keenly aware of the opportunities emerging in the nascent super-premium segment of the tea market, it knew it needed to innovate to take full advantage.

The project ambition was to create a super-premium range of fourteen teas, hand picked by the team of Twinings Master Blenders to be retailed in luxury retail outlets across global markets.

These blends are the pinnacle of teas and infusions, the Master Blenders' personal favourites from a lifetime spent crafting wonderful blends. In response to the brief, the agency has created a series of presentation cases that reflect the rich, multi-layered experience that awaits any drinker of Twinings Signature Blends



OUTLINE OF PROJECT BRIEF

The challenge to BrandOpus was to create a design that would appeal to multiple markets and creating a bespoke structure on a tight budget, to achieve the client's objective of global listings in luxury retail, HoReCa environments and incremental sales growth.



Extend the Twinings brand into new premium / luxury channels.



Further elevate the Twinings brand and create a halo effect for the wider portfolio: a range that is seen and admired in all the right places



Create the ultimate iteration in Twinings packaging, designed to inspire emotions: surprise, delight, and to affect all the senses.



Achieve listings in department stores, premium food and drink retailers, travel retail, HoReCa and online sales.

OVERVIEW OF MARKET

The past year has been a year of contrasting fortunes for hot beverages. While topline figures for the sector have been underwhelming and several big players have lost ground, some more upmarket, niche brands have delivered outstanding growth in a tough market.

The total category value for tea in the UK alone is valued at £600m but all four of the major hot beverages sectors have suffered value losses, amounting to a combined loss of £63.4m. Tea is down 2.3% on volumes down 7.2%.

Despite the decline, some have shown that by offering a wider array of propositions – from the everyday cuppa through to premium offerings – growth is still possible. Twinings was the brand driving this growth, but it didn't want to stop there. It turned its attention to building its brand equity in the luxury arena, not content to let boutique brands have this space to themselves, and determined to create a halo effect for the wider Twinings portfolio.



KEY COMPETITORS

There was an opportunity for change to be driven by new experiences and flavours, like those on offer in the out-of-home market, and to harness the renaissance of loose-leaf tea.

Twinings Signature Blends is part of the burgeoning premium tea category. When Signature launched in 2013, The World Tea Expo predicted 50% growth in global premium tea sales in just three years. (1) A number of premium competitor brands are cashing in on this revolution.

This range needed to create a very different pricing framework for Twinings. The challenge was down to design & packaging to command a much higher price than the grocery offering that consumers were used to from the brand.



Project Launch Date
August 2013

Size of Design Budget
£135,000

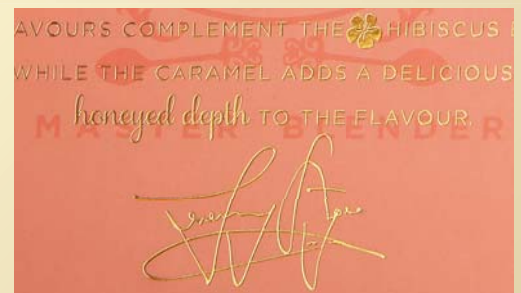
OUTLINE OF DESIGN SOLUTION

Signature Blends is a collection of fourteen presentation cases inspired by the surprise and delight that comes with your first sip of these incredible blends, which are available in both loose tea and silky pyramid bags.

The personal inspiration and story behind each individual blend comes to life beautifully, stage by stage, in each different presentation case: through illustrations that transform from elegant patterns into rich depictions, and the recollections of each Master Blender, adding layers of fascinating detail as each new aspect of the pack is discovered.

Reminiscent of jewellery boxes, each case has been designed to evoke a sense of surprise and discovery as the layers expand to reveal further teas.

But this isn't simply a packaging design project. Twinings Signature Blends comprises of an entire design system created to bring to life the world of the most prestigious blends Twinings has to offer. From presentation cases, to mini boxes, booklets, and accessories. All parts complement each other and combine to form a perfect whole.



RESULTS

This range of fourteen crafted presentation cases has been instrumental in shifting perceptions of the Twinings brand:

INCREASES IN SALES

Although this project was not about huge profits, but rather shifting perceptions of Twinings, Signature Blends has **surpassed original sales expectations, immediately making a positive contribution to the value of the brand.**



INCREASE IN PRICE POINT

The concept and design for Signature Blends has **enabled a retail price point six times** that normally seen in grocery for an equivalent quantity of Twinings premium tea.

INCREASES IN MARKET DISTRIBUTION

A key performance indicator for the project was to gain listings in luxurious retail environments that previously had not been accessible to Twinings, because of its lack of a suitable range.

Signature Blends was the game – changer. Now buyers wanted to talk to Twinings, leading to listings in **Harrods, Selfridges, World Duty Free, Dufry, David Jones, and other premium retailers.** Shoppers could now encounter the brand in fresh, super-premium settings.

13p
per serving



76p
per serving

ENABLING BRAND GROWTH IN OUT OF HOME

The success of Signature Blends is in shifting perceptions of Twinings to become a brand able to stretch from grocery through to super premium, retail to out of home.

The out of home tea market is highly valuable, and growing. In the UK alone it is worth an estimated £300m, with 164 million cups of tea drunk every day. Fifty-three per cent of consumers indicated they would spend more on a premium tea. Twinings wanted to access the very top end of this spectrum, to complement its success in other parts of the category.

With Signature Blends, Twinings now had an opportunity to launch an out of home version designed to bring the experience into high-end HoReCa venues, further reinforcing the brand's quality credentials.

That means that Twinings super premium brand touch points have increased beyond retail, with **80,000 cups** of Signature Blends sipped in carefully selected out of home venues in just 12 months since launch.

In Hong Kong for example, the average price of a cup of tea in out of home is HK\$37.5, Twinings Signature Blends retails at **HK\$80** on average, a **113% premium**.

EXPORT GROWTH

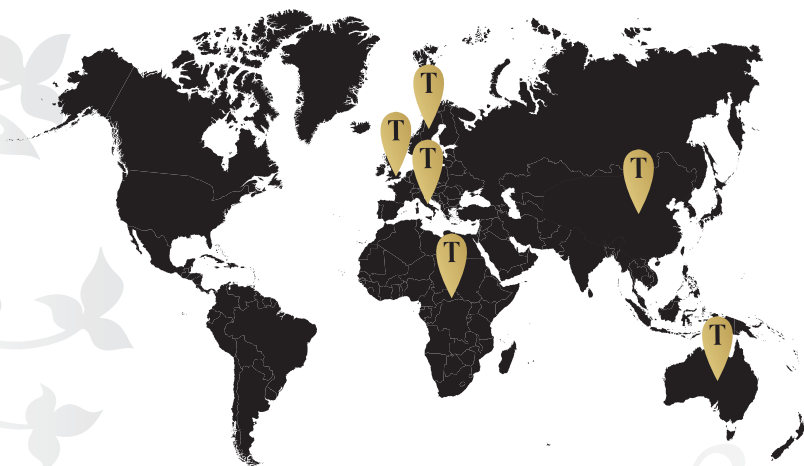
The range has achieved listings in **UK, Belgium, The Netherlands, Thailand, Finland, Japan, Italy, Hong Kong, Indonesia, Singapore, Malaysia, China, South Korea and Australia** since launch.

And Twinings has strong expectations of further distribution growth over the next 1-2 years, as the success story builds.

A GLOBALLY UNITING PROJECT

Signature Blends was **Twinings' first piece of truly global new product development in their 300-year plus history**.

This might not seem a big claim, but for a company that is not centralised, creating and producing a new range that is globally relevant is a huge challenge.



THE BEAUTY OF THIS MAGICAL PACK HAS BROUGHT ALL OUR INTERNATIONAL MARKETS ON BOARD FOR THE FIRST TIME IN OVER 300 YEARS, ALLOWING US TO CREATE A SINGLE RANGE TO ELEVATE PERCEPTIONS OF THE TWININGS BRAND GLOBALLY. I CAN'T OVERSTATE THE IMPORTANCE OF BEAUTIFUL DESIGN TO THIS PROJECT'S ACHIEVEMENTS: IT IS BEYOND QUESTION THE SINGLE BIGGEST DRIVER OF OUR SUCCESS."

DAVID SPENCER

MARKETING DEVELOPMENT MANAGER, TWININGS

INCREASE IN BRAND AWARENESS & PREMIUM PERCEPTIONS

With this project, it was not the incremental sales that matter to Twinings, as much as the transformation in brand image that comes from gaining fresh access to rarefied retail environments and precious consumer moments.

This range of fourteen crafted presentation cases has been instrumental in shifting perceptions of the Twinings brand.

The introduction of the Signature Blends range has allowed the Twinings brand to reach **many millions more consumers** globally per year, due to listings in new prestigious and busy outlets with high footfall.

The concept and design of Signature Blends allowed Twinings to gain new listings in Harrods, allowing the brand exposure to the famous luxury retailer's **15 million visitors a year**.

Euromonitor estimates that Harrods accounts for 40% of UK luxury retail spending, therefore achieving a listing with such a prestigious brand is priceless.

"LOOKS LOVELY AND SOUNDS DIVINE"

TWININGS UK WEBSITE FEEDBACK

"I WANT ONE FOR THE BEAUTIFUL PACKAGING ALONE"

TWININGS UK WEBSITE FEEDBACK

"PRICE WAS NOT AN ISSUE, NICE PACKAGING AND A GOOD STORY"

TWININGS TEA BOUTIQUE, BANGKOK

"PREMIUM PACKAGING, NICE SMALL GIFT, LIKE THE TASTE AND QUALITY DURING DEMO"

HONG KONG CONSUMER

INCREASED MERCHANDISING OPPORTUNITIES

The Intriguing, colourful and intricate design of the Signature Blends range inspires many more opportunities to creatively merchandise the range at the fixture.

In what is sometimes a relatively staid and commoditised category, Twinings are now able to **engage the consumer and drive trial and purchase at the point of purchase in a way that wasn't previously available to the brand.**



BUYER TESTIMONIALS

"I LOVE SIGNATURE BLENDS... I THINK THE PERFUME AND COSMETICS INDUSTRY WERE THE BEST BUT HAVE BEEN OVERTAKEN BY ALCOHOL... BUT THIS PRODUCT AND PACKAGING IS AS GOOD THE VERY BEST I'VE SEEN"

GLOBAL PROCUREMENT DIRECTOR, AN INTERNATIONAL DUTY-FREE COMPANY

"SIGNATURE BLENDS HAS CHANGED WORLD DUTY FREE'S THINKING ABOUT PRICE POINTS, AND WHAT THEIR CUSTOMERS ARE WILLING TO PAY"

WORLD DUTY FREE, UK

"THE PRODUCTS ARE MOST WELCOMED IN SPECIAL GIFTING CHANNEL"

PREMIUM RETAILER, CHINA

"THE RANGE PLAYED A VITAL ROLE IN GETTING HARRODS ATTENTION TO LIST US AS A BRAND, WHICH HAS LED TO TWININGS UK WINNING THE ACCOUNT BACK AND GETTING A RANGE OF OTHER PRODUCTS LISTED TOO"

TWININGS ACCOUNT MANAGER FOR HARRODS, UK

"IN WORLD DUTY FREE, THE RANGE HAS PLAYED AN IMPORTANT ROLE TO SHOW THE BEST TWININGS HAS TO OFFER AND BUILD OUR BRAND EQUITY/ POSITION IN THIS PREMIUM SPACE."

TWININGS ACCOUNT MANAGER FOR WORLD DUTY FREE, UK

CHANGE IN SPENDING PATTERNS OF TARGET MARKET

The quality and packaging of Signature Blends creates a different set of motivations to buy into Twinings.

This not only means that brand are accessing entirely new consumers with the range, but also encouraging existing Twinings loyalists to cross purchase from a range at a **price point six times higher** than the equivalent quantity of Twinings premium tea in grocery.

INDUSTRY RECOGNITION



**Associated
British Foods
plc Awards**

MEDIA COVERAGE

Twinings chose not to invest in consumer advertising, so the design really had to hold its own, generating buzz and media coverage that would perpetuate the super premium message on the brand's behalf.

Signature Blends received **widespread press coverage across all markets**, notably in China, where Paul Taylor, BrandOpus creative director was featured on national news channel CCTV, discussing the role of design in the success of the range.

In China alone, the range has achieved way beyond the normal amount of media coverage for a Twinings tea launch:

8

pieces of TV &
video coverage

29

pieces of
print coverage

20

pieces of
online coverage

OTHER INFLUENCING FACTORS

Twinings didn't spend any money on consumer advertising to support the launch.

RESEARCH RESOURCES

www.bakeryinfo.co.uk

Twinings internal sales data

Source World tea expo

Euromonitor

Nielsen data published in The Grocer, 20.12.14