



# REBRAND

**Client: KP Snacks**  
**DBA design Effectiveness**  
**Awards Entry**  
**For Publication - October 2021**



# EXECUTIVE SUMMARY

KP Nuts has been an iconic brand in the UK since 1953 when it was first launched as the nation's first salted peanut. It has remained true to its original high standards of quality and taste and achieved national distribution and a place in consumers hearts as an accompaniment to a pint of beer in pubs across the country.

However, as consumer tastes, trends and expectations have evolved, the brand was beginning to lose relevance in 2016/17. Consumer attitudes and behaviours had changed – with more people opting for healthy snacking or more premium snacking options and in the nut category specifically, opting for more own label offerings which were significantly cheaper.

**KP Nuts needed to win back market share, and realised that a complete brand transformation was going to be needed.....**

KP Snacks has been producing and selling peanuts through the KP Nuts brand for 66 years.

Despite 92% brand awareness, KP Nuts volume sales were in decline. The brand had become too reliant on peak season sales at Christmas, and had lost relevance with modern, health conscious consumer groups.

The brand needed to communicate it's **superior quality**, and break into broader occasions, becoming a more popular option for 'anytime snacking'. Existing and lapsed consumers needed to understand why KP was worth paying a premium for, and the brand also

needed to recruit non-buyers without inadvertently alienating existing buyers.

The KP brand team recognised that the KP Nut portfolio needed a step change to transform perceptions, while retaining the core equity that had been built over the previous 66 years.

**What follows is an example of how brand and structural design can force reappraisal of a brand.**



And how evolving brand equity can have a big impact on consumer behaviour and re-ignite growth accelerating KP's market value by **37.9% in 2 years** and increasing it's market share of Tasty Nuts from **11.5% to 14.1%**, outpacing category growth.

# Overview of the MARKET

**19 BILLION+**  
SNACKING OPPORTUNITIES  
in the UK per year

OVER 2/3 OF THE  
POPULATION SNACK AT LEAST  
**5 times per week**  
in the UK per year

**85%**  
OF CONSUMERS  
Claim to be trying to  
improve some of their  
diet to become healthier



**62%** OF THE  
TASTY NUT MARKET  
IS OWN LABEL

**60% OF PEOPLE  
BUY snacks**  
as part of their weekly shop

The Nut category & specifically  
the KP Nuts brand seen as  
**outdated**

**ONLINE, CONVENIENCE + DISCOUNTER GROWTH,  
BUT KP IS STATIC**

# Overview of the KP BRAND

**No. 1 BRAND**

in 2018 at **£59m** through retailers

**7 times bigger**  
than the nearest branded competitor

KP PRODUCTS had been proven to be  
**the *best quality* in**  
**CONSUMER RESEARCH**

Distribution losses in TESCO and ASDA  
diminishing overall store footprint



KP consumers were  
predominantly aged

**50+**

and significantly male

**+8%**

**RETAIL SALES**

at Christmas versus the  
previous year, increasing  
reliance on the festive period.

Weak brand equity with low  
brand value per Kilo versus  
retail own brands

The weak brand equity was  
compounded by **own-label**  
'mirroring' KP brand equity  
of blue.

# Overview of the **PROJECT BRIEF**

## Key business objectives:

### **OBJECTIVE 1:**

Establish a perceived difference that consumers are willing to pay more for.  
Target price increase of 10%

### **OBJECTIVE 2:**

Claim back market share from own label, increasing market share value by 10% per annum

### **OBJECTIVE 3:**

Grow volume and value within 30-45yr old consumer group (particularly women), while maintaining existing consumer base of 50+ consumers

### **OBJECTIVE 4:**

Improve pack functionality to increase sharing

### **OBJECTIVE 5:**

Create distinctiveness at shelf and drive stand-out to improve trial



# THE DESIGN *Challenge*

“A nut is a nut”

**The main challenge the brand faced was one of perception, which in itself was two-fold. On the one hand, a more health-conscious consumer was helping to drive up the sales in the overall nut category, perceiving nuts as a healthier option to other snacks such as crisps. However, of all the nuts available, peanuts were considered to be the least healthy. Tree grown nuts, such as cashews and macadamia nuts were proving more popular. Peanuts needed to improve their health credentials and emphasise their natural ‘real food’ values.**

On the other hand, awareness of the process, and consequently the range of standards of nut production was low amongst consumers. Own label was dominating the ‘Tasty Nut Market’ with a 62% share, positioning peanuts as a mere commodity, and having borrowed equity from KP on brand colours, were forcing KP Nuts into the background. This was compounded by the consumer’s misconception that ‘a nut is a nut’. They needed to understand what makes a KP Nut peanut superior to an Own Label peanut in order to be convinced of its premium credentials.

At the initial briefing stage, the scope of work was identified as an on-pack redesign. The design needed to drive a reappraisal from the consumer and attract a new audience, communicating its relevance to them. It also needed to encourage existing consumers to consider it as an all-year-round option, whilst creating significant distinction from Own Label competitors.

We began the redesign with a strategic review of the consumers, both existing and target. We researched their food and flavour preferences, what their snacking purchase drivers are and what they would be looking for from KP Nuts. We looked deep into the heart of the brand to discover the distinctive elements that would engage the consumers, and encourage them to reconsider their perception of the brand.

We knew that KP Nuts consistently out-ranks its competitors in blind taste tests. Armed with that insight the design needed to focus on elevating the taste credentials, and what it is about the KP process that creates a superior standard of peanut.



# THE DESIGN *Solution*

**Some may think a nut is simply a nut,  
however KP Nuts have over 68 years of expertise in peanuts.  
They know how, when and where to harvest the best nuts to ensure they  
always deliver a vastly superior product to that of their competitors.**

## **130 DAYS OF GLORIOUS WARM SUNSHINE IS WHAT IT TAKES.**

130 days is the optimum time for harvesting peanuts. Any sooner and they wouldn't have the same rich depth of flavour – any later and they would risk being spoiled. KP Nuts select their nuts from single source, ensuring ideal growing conditions. They know all of their farmers and suppliers, working closely with them to develop the best yield and consistent high product quality.

They are the only brand to specify one origin, a single source. Once picked, KP Nuts then golden roast their peanuts to achieve the perfect colour, taste and crunch.

All of this rich insight into KP's expertise needed to be communicated in order to position them as more of a premium product, not merely a commodity.





**TASTE THE SUN**  
**IN EVERY ONE**



The design took inspiration from the warm South American sun, drenching the logo and peanut field scene underneath in golden sunlight. This design element helped to highlight the brand mark, creating stronger standout on shelf, whilst also giving the consumer some clues as to the provenance and “REAL FOOD” value the peanuts themselves.

The natural cues delivered by the sunlight element also help encourage consumers seeking out a healthier, better quality, premium product, who may have previously had misconceptions about the standard of KP Nuts products.

Clear colour coding and enhanced flavour descriptors as part of the on-pack design also help make on-shelf navigation easier for the consumer, attracting more female, and younger consumers looking for a wider range of tastes, flavours and experiences.

**Adding a wooden bowl into the design on the front of pack is suggestive of occasions where the product would be shared out amongst friends and family, encouraging consumers to consider it a premium product worthy of offering to family and friends.**

In order to maximise the sharing opportunity, we also reviewed the structure of the pack. The existing pillow bag format was neither an ideal format for sharing, nor for small snacking moments due to its lack of resealable function. It also limited stand-out on shelf, as the packs lacked rigidity and ended up being stacked randomly.

After exploring multiple structural alternatives, we moved the portfolio to a tightly resealable doy pack format, which has made it more appropriate for sharing, whilst creating greater stand out and distinction from its competitors on-shelf.





# KEY RESULTS

## OBJECTIVE 1:

**Establish a perceived difference that consumers are willing to pay more for. Target price increase of 10%**

As a result of the redesign, KP Snacks have been able to increase the Average Retail Price from £1.73 in 2018 to £2.12 in 2021 i.e. 22.5% increase. This has been counter to the overall market trends. This has also made KP Nuts a more profitable brand within the KP portfolio contributing significantly to the success of KP Snacks through 2019-2021.

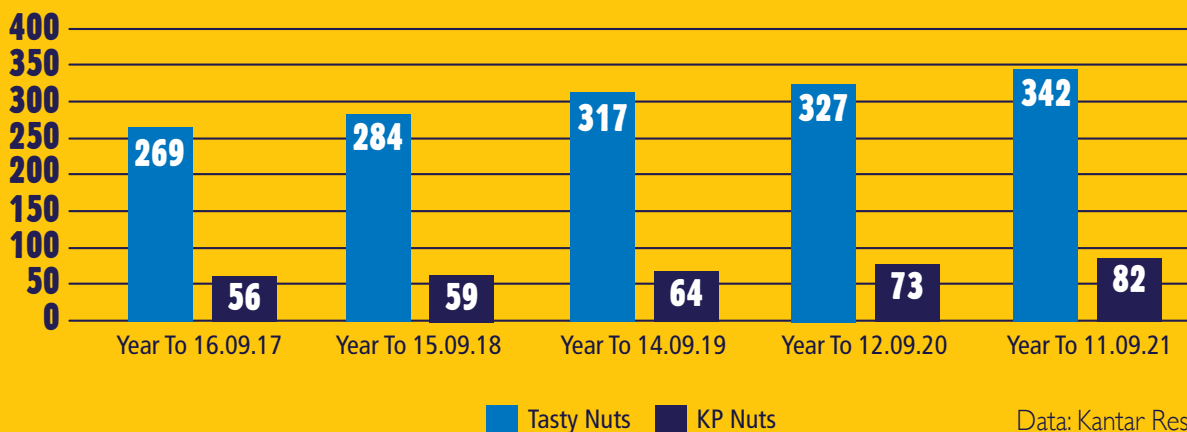
Data: Kantar Research 2018-2021

## OBJECTIVE 2:

**Claim back market share from own label, increasing market share value by 10% per annum**

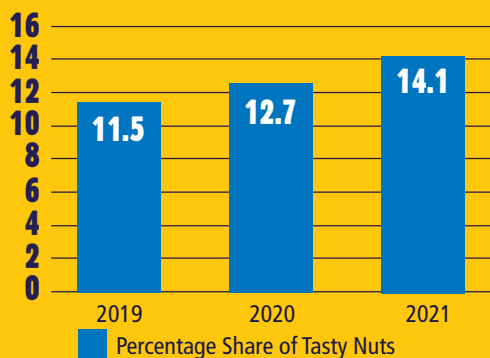
Since relaunch in 2019 KP Nuts has gained 37.9% market value which equates to £22,664,976 additional market value. For a heritage brand that had weak brand equity and was being delisted in Tesco and ASDA in 2018, this has been a huge turnaround. KP Nuts is the fastest growing brand in the KP snacks portfolio in 2021.

### KP NUTS SHARE OF TASTY NUTS (£ millions)



Data: Kantar Research

## KP SHARE OF TOTAL NUTS CATEGORY



Despite a total nut category growth of only 4.6% from July 2019 to July 2021, KP Nuts market share has increased from 11.5% of the total nut market to 14.1%.

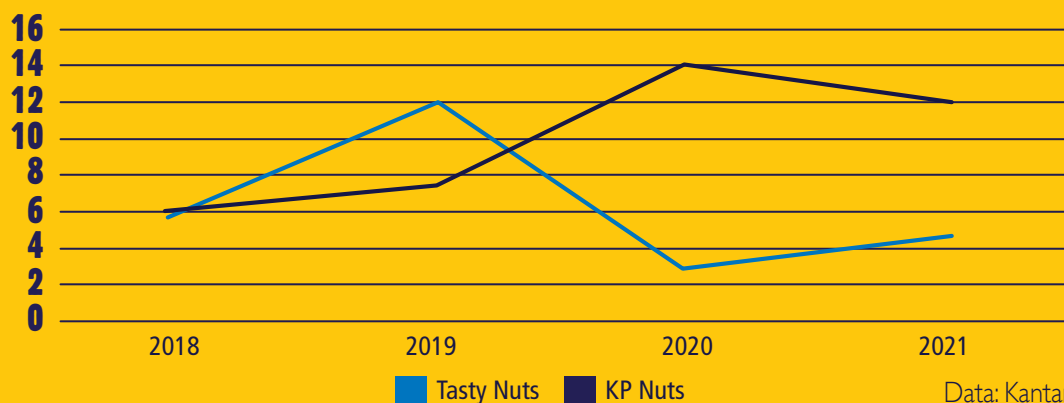
**KP Nuts has grown significantly beyond category growth and is driving the overall growth in the category.**

Data: Kantar Research

**The Sales Value Growth of the KP Nut portfolio has significantly outpaced the category growth.**

Pre re-launch in 2019 the category was growing faster at 12% per annum versus 7.5% for KP Nuts. Subsequently KP has seen growth of 14% and 12.25% consecutively in 2020 & 2021, while the category growth has only been 3% and 4.6% for these 2 years.

## % Growth Per Year - Tasty Nut Category versus KP Nuts



Data: Kantar Research



## OBJECTIVE 3:

**Grow volume and value within 30-45yr old consumer group (particularly women), while maintaining existing consumer base of 50+ consumers**

Research confirmed that the new design appealed to a new audience especially women, while maintaining appeal to existing consumers.

Data: Lucid Research July 2018

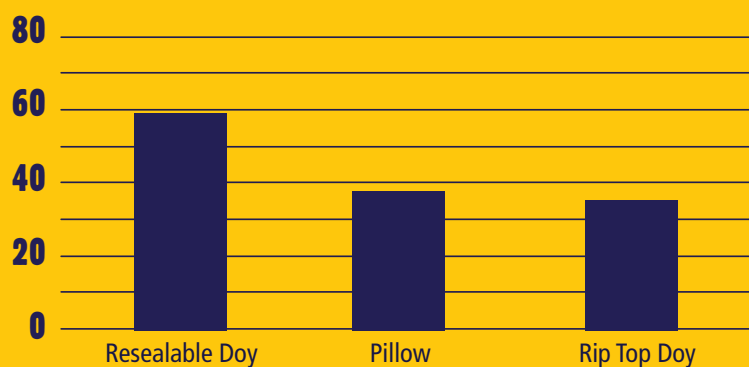
## OBJECTIVE 4:

### Improve pack functionality to increase sharing

Research confirmed that the Resealable Doy bag performed significantly better than other options including the existing pillow pack and provided improved sharing and maintaining freshness.

#### Overall Opinion of pack structure

(% of respondents citing Excellent or Very Good)



■ Overall Opinion of pack structure  
(% Excellent/Very good)



Data: Kantar Research

## OBJECTIVE 5:

### Create distinctiveness at shelf and drive stand-out to improve trial

Research confirmed that when seen for the first time, recognition of KP is maintained in the new design with the main identifier being the more visible and redesigned KP logo.

Reduced spontaneous mention of the KP 'blue' confirmed the decision to reduce blue on pack to create brand stand-out versus own label (blue is now a 'category' cue due to own label copying KP).

A more cohesive design allowed for significantly better shelf stand out with 'find-time' being reduced by 0.43 seconds. This is significantly lower than the UK snacks norm.

**These results demonstrate how transformative design can have a HUGE impact on brand performance, and in the case of KP Nuts, a brand that had undergone a lack of advertising investment over the previous 10 years and had been rapidly losing relevance to its audiences.**

Design has the power to revive.

# Key Facts

## LAUNCH DATE

MAY 2019

## Design Fees

The project fees for full re-brand and roll-out with all structural packaging development:

£90,000

## Additional FACTORS

### Was there any above the line support?

KP Nuts was launched without above the line support and had its first major TV campaign in April 2021, almost 2 years after relaunch in the new design and structural pack.

The previous above the line support had been in 2017 and focused on a sharing occasion using a baby elephant, but this campaign failed to connect with consumers or drive any real incremental growth.

### Was there any additional price promos in place after launch?

The brand team were keen to decrease price promotions that had been in place prior to the re-launch. The rebrand was a major step in adding brand value and minimising the constant price promotions. We have continued to work with KP Snacks to develop innovations such as a Krunch Mix which is a mixture of nuts and other snack items, a redesign of the KP Xmas caddy, as well as deliver on activation such as supporting the Movember campaign and an online activity to deliver the perfect beer to accompany KP Nuts.....a KPA.

All of this work as well as additional print comms for the brand has been anchored in the brand design work created in this project that has re-ignited sales for the whole portfolio,  
**SETTING UP THE BRAND FOR ON-GOING GROWTH AND SUCCESS.**