

FOR PUBLICATION

**DBA DESIGN EFFECTIVENESS
AWARDS 2022**

TAKAMAKA

SUBMISSION TITLE:

Takamaka: The undiscovered. Designing a new world of discovery for Takamaka Rum.

CLIENT COMPANY:

Takamaka Rum

SUBMISSION DATE

November 2022

Pearlfisher.

1. EXECUTIVE SUMMARY

Twenty years ago, brothers Richard and Bernard d'Offay created a rum in the La Plaine St Andre distillery in the back garden of their family home on the island of Mahe in the Seychelles. A rum that encapsulated the personality and the flavours of the Indian ocean land and the Creole people they shared it with. Dynamic. Resourceful. Easy going. Undiscovered.

They named the rum Takamaka.

And Takamaka rum became a market leading staple favourite for the Seychellois. But the brothers wanted more. They wanted the rest of the world to explore their island home, to taste the intoxicating flavours of their land, to join them on a voyage of discovery, to explore new horizons.

We were asked to bring this vision to life. To stand out from a crowded marketplace where Takamaka didn't want to be. In a world of sea shanties and kraken slayers, Takamaka needed to be itself. To be brought to life across the seas in foreign lands.

We did this by staying at home, going back to the Seychelles, with a brand rooted in the unspoilt beauty, colour, flavour, culture, and environment of 100 islands.

Inspired by the national flag, the five facets became specific segments throughout the brand and packaging that visually captured the vibrant, dynamic, and Creole character of the island and its brand values.

This comes to life through an array of tropical colours and bespoke illustrations by the brothers' cousin, Brigitte d'Offay, as well as weaving in unique and previously undiscovered stories from the founders' father.

We targeted icons across the high-end hospitality sector to tell our story; bartenders to pass it on in the pour; and exploratory drinkers to taste the difference of Takamaka, to discover the secrets of the Indian ocean Isle.

The results have been way beyond expectations. All objectives surpassed.

The brand launched in the Seychelles in July '21, with stock arriving in Europe in October that year. At that time, they had just nine export markets across the world – mainly Europe. The now have 46 and are moving into Asia and Australia.

EXPORT SALES ARE UP 125% AND THE TOTAL TAKAMAKA BUSINESS INCREASED BY 57% THIS YEAR.

At home, sales have nearly quadrupled, and they have seen significant growth and huge gains in brand equity and premium positioning. Across the world export value is four times what it was before the re-brand.

Takamaka's been signed up by some of the world's leading distributors including: La Maison de Whiskey in France, and Velier's sister company in Italy who had turned them down with the old design.

Takamaka wanted to be more than a rum too, to develop into a lifestyle brand. The Takamaka brand now welcomes visitors to the Seychelles with an immersive shopping and bar experience at the Island's airport, with the new design front and centre of the story, which recently won Tourism Gold at the International Spirits Challenge. In fact, the new design has won 25 awards and merchandise sales have gone up 400% since new brand.



BEFORE



AFTER



2. CONTEXT AND OVERVIEW

BACKGROUND

The Seychelles is a land of 100 islands 1000 miles from anywhere, hidden in the vastness of the Indian ocean, a paradise of golden sands and clear waters.

It lay undiscovered for centuries before the French claimed it as their own in 1776. Just a couple of years later a French Knight, Pierre Louis d'Offay, made Mahe his home and with his wife, Marie Elizabeth, became neighbours of the Jorre de St. Jorre family, who established La Plaine St Andre.

The d'Offay family have been part of the Seychelles story for centuries. And they've been steeped in discovery. Especially with rum.

Bernard and Richard's grandpappy, Rene Michel d'Offay, had made his Creole speciality, Rum Arrange, back in the day. In 2000 Bernard and his father Robert, decided to carry on the legacy.

They ordered a book on home distillation and began their quest to produce "good" rum.

With limited access to conventional distillation parts, they used their own backyard swimming pool as an interim cooling tower for their makeshift condenser, went off to their local supermarket to buy yeast and refined sugar, and began experimenting.

Richard soon joined the team and after more than a year of distilling and discovery, in February 2002 they officially opened Trois Frères Distillery in Seychelles.

In May 2002, they distilled and delivered their first ever order of Takamaka dark rum.

Over the years Takamaka grew into a favourite of the Seychelles. Everyone knows everyone across these islands.

And Takamaka's still made the same way: in the distillery in the garden, a small band of 86 people involved, with just two distillers at any one time.

Takamaka was a rum to be shared. A rum with a positive impact on the island and on each other. And it's been very popular. But not enough people knew about it. Only a few places outside the Island exported it.

Takamaka's story is unique. The place where they come from, the island home where the rum is made, the history of the d'Offay family. But they didn't tell it.

Takamaka needed to keep clear of the clichés in the rum category, establish their difference, and showcase the spirit of the Seychelles and the personality of the d'Offay family. To capture what separates Takamaka and Takamaka drinkers from the everyday rum competition.

It was our job to redesign the brand and bring all of this to life. To celebrate the provenance of the Seychelles through imaginative, standalone design and through the art and the love of storytelling a great story.

We recognised an opportunity to reach a new audience, which would enable the brand to reach its objectives, by positioning Takamaka in a different place on a different island. One the audience hadn't been to before.

It was time for old stories to be told anew. Time for the world to know about the standout rum called Takamaka, time to taste the spirit of the Seychelles.

It was time for the world to discover the undiscovered.

OBJECTIVES

There were three main objectives:

- Reposition the brand equity in the home market
- Target of 50 export markets by the end of 2023
- Clear premiumisation strategy - account for 20% of sales

TARGET AUDIENCE, MARKET OVERVIEW AND KEY FACTS

Takamaka needed to be on the top shelf of the best bars in the world. In the living rooms of the discernible spirit drinker. Within reach of people looking for something new in the good life.

We targeted icons in the trade and in the media. Owners of world class bars from across the globe; bartenders who work in them; influential writers; key distributors. We didn't go out to them. They were invited to the Takamaka home – literally – for their own voyage of discovery. They came to Mahe to find out how it all started and what was going to happen next with the new brand.

There were three key targets:

- The icons to hear the story of the brand and to re-tell it.
 - The bartender to share it on the pour.
- The explorative drinker to taste it.

MARKET OVERVIEW

Takamaka were the market leader in the Seychelles. They had been for 10 years straight. But they should be market leader at home. Brand equity was the issue.

They were seen as the Islands rum. Which they are. But they were not seen as a premium product. Which they are.

So, they needed to fully premiumise both at home and across the world.

Their export market had hit a wall. When we first started looking at re-design Takamaka was in nine other countries outside the Seychelles. And Germany, the biggest export customer, was mainly led by on-line retailing.

Takamaka had targeted new distributors with the old brand. They weren't getting the interest they were after. Instead of setting themselves apart they were setting themselves up against brands such as Plantation. But they were losing that battle and were seen as a second option, a secondary brand.

KEY FACTS

Project launch: July 2021

Design fees: REDACTED CONFIDENTIAL DATA. The biggest ever spend.



3. DESIGN SOLUTION

We wanted to create a brand that elevated the character of Takamaka as a genuinely warm, dynamic, and sustainably crafted rum with a clear Creole character. And this brand had to be rooted in the unspoilt beauty, colour, flavour, culture, and environment of the islands of the Seychelles.

To do this we needed to return to the undiscovered islands, those Jurassic lands, unspoilt and untouched, and bathe this new brand in the mystery and the beauty of these African islands in the Indian ocean that sing in the spirit of Creole.

Every aspect of this new identity and dynamic design for the brand's Seychelles range builds on this creative foundation:

'THE UNDISCOVERED.'

We wanted to showcase the heritage and spirit of the islands. It's diversity of land, the wonder of its endless horizons. We looked to the national flag of Seychelles for inspiration, with its meaning rooted in the country's provenance and progressive mindset, one which mirrors Takamaka's own brand values of optimism, of shared success, of bringing people together.

The five facets of the Seychelles flag become specific segments throughout the brand and packaging that visually captured the vibrant, dynamic, and Creole character of the island and certain values within the brand: colour; process; flavour; stories; ingredients.

All this comes to life through an array of tropical colours and bespoke illustrations by artists from the Seychelles as well as weaving in ten unique and previously undiscovered stories from the founders' father, with a beginning, a middle, and an end, told in one bottle design to another.

It was important to capture both the unique spirit of the Seychelles and the founding brothers' warm personalities. Within the design we have recipes for the product, the 'Brothers' font as a nod to the founding d'Offay's, and a modern look for the bottle design to make it stand out from the crowd, catch the eyes of the explorative drinker and the influential bartender.

For the premium blend, the St Andre series is named after the home of the brand's distillery, and this is reflected in the mark.

For this series, the first two bands of the flag are removed from the label and embossed onto the bottle to show off more of the liquid with richer colours and gold foiling nodding to the premium nature of this series. And this premium series now accounts for more than 20% of value of sales.

The core idea of 'The Undiscovered' has now taken the brand into a Takamaka retail & bar experience at Seychelles International Airport - immersing visitors into every aspect of the brand and the environment and its history by rooting Takamaka's warm spirit, vibrant colours, and the island vibe in a welcoming space to sit, shop and soak up the full Takamaka experience.

Looking ahead to 2023 the Le Clos range will soon be launched across the globe, delivering on the premiumisation objective. Indeed, the design is unconstrained, and its flexibility allows the brand to develop additional products within each range as required; for special editions for special occasions. Which means more discovery, more shared successes, more endless horizons.

And the story of 'The Undiscovered', the story of the brand, continues to be developed across various merchandising streams and social media platforms.



SPIRIT
OF THE
SEYCHELLES







4. RESULTS AND OTHER INFLUENCING FACTORS

“GULF BEVERAGES HAVE REPRESENTED TAKAMAKA RUM IN GTR SINCE 2017 AND THE IMPACT OF THE RE-BRAND HAS DRIVEN BOTH SALES BUT ALSO CREDIBILITY. THE STANDOUT VISIBILITY, WHICH CLEARLY DIFFERENTIATES IT FROM THE COMPETITOR SET HAS BEEN A KEY ELEMENT IN THE BRANDS GROWTH WITHIN THIS CHANNEL”

The new brand has driven huge results across the world. GTR has grown by 600% since the re-launch which is exceptional by any standard!

At home and abroad they have increased their premiumisation. Islanders are still proud of the rum they call their own. And they are drinking it over other imported rums that used to get the nod for a party or a special occasion. The liquid hasn't changed and the bottle's more expensive. It's just that they know a whole lot more about Takamaka now. They've discovered the story behind it.

In Europe and across the world, the story's being told, word is being spread.

Using 2019 as a benchmark (the last period in old brand pre-covid) Takamaka as a brand in total sales revenue has grown 89%. This is from a brand that in its own

domestic market would be considered mature having been the market leader for over 10 years with close to 100% distribution.

DOMESTIC GROWTH

- Domestic sales have grown by almost 30% YTD 2022 vs same period 2019
- Significant increase in brand equity value
- Demonstrated by growth in premiumization – premium rum now accounts for almost 20% of sales
- Brand DNA enabled launch of five special editions delivering over REDACTED CONFIDENTIAL DATA incremental revenue
- Ability to deliver 100% price increase within domestic market

EXPORT GROWTH

- Grown from nine export markets to 44 – 411% growth. Only six more countries to achieve target of 50 by 2023
- 1st batch of ultra-premium release sold out in 4 months
- Secured key strategic partners across the EU / Asia – who had previously turned us down.
- 600%+ growth in Travel Retail channel since re-launch

DISTILLED AND BOTTLED
LA PLAINE ST. ANNE
THE RUM FROM
THE SEYCHELLES



GENERAL

- Premium Rum – 2,558% growth against pre-covid numbers with the release of St Andre Series
- Crated brand assets that have allowed us to drive ancillary sales of merchandise building on brand visibility and creating incremental revenue. Created all new revenue stream that now represents almost 6% of total sales YTD 2022
- Doubled-sales by value within the on-trade domestically. Previously the only products competed against were imported brands like Bacardi and Havana. These brands came with a sense of having greater quality as they are imported.
- Yr on Yr - Takamaka Rum sales have grown 89%
- Exports yr on yr grown by 42% by volume, 46.5% by value
- It is not just the number but the types of distributors looking to work with Takamaka have signed up with some global leaders in certain markets – La Maison de Whisky in France and Velier's sister company in Italy.
- Now being noticed as the rum of the Seychelles – not a place that is intrinsically linked to rum production. That's always been the case at home but now that's a world view in trade. The ability to tell the brand story on pack and the ability to add new SKU's while maintaining brand has been so important.
- The relaunched pack gained international attention from industry leaders and received the highest award for design from The Spirits Business. Earning 25 industry awards in total, including a number of which were Gold.

- What is most notable is that the relaunch is only really 12 months old in the domestic market and the Seychelles Series has been in export since October 2021 and St Andre Series only since April 2022.

OTHER RESULTS

- The design has given the brand the ability to bring to life special editions and collaborations such as the Limited-Edition Dark Spice bottle to mark the 20th Anniversary.
- The ability to win in places like the Seychelles Airport has really set Takamaka - and the wider business – apart on a different trajectory that the brand didn't see previously.

OTHER INFLUENCING FACTORS

- Collaboration with the Trader Vic restaurant group credited with securing additional distribution across the Middle East
- Marketing strategy focusing on the Takamaka Home and immersing guests in the full experience including drinks and dinner with the d'Offay brothers. Influential journalists and industry leaders and influencers hosted here within the first 6 months.
- The launch of the limited-edition Dark Spice bottle was released exclusively within the domestic market across May and June and supported through social media and platforms and was credited with cementing the brand's positioning within the domestic market.

