



CATEGORY

3570 FOOD PRODUCERS

CLIENT COMPANY

ICE BLOCKS! PTY

DESIGN CONSULTANCY

BRANDOPUS

DATE

JUNE 2015

“ We’re thrilled with the new identity and pack design that BrandOpus created for our brand. Flyin’ Fox now boasts better stand out on shelf, with a design that reinforces our approach: making the tastiest ice blocks using the best quality, ripest ingredients. ”

BENNA HOLLAND
FOUNDER, FLYIN’ FOX

“ We’ve now got an incredibly successful design, that’s simple and streamlined to allow us to be agile and grow to demand. Quite simply, I don’t know where we’d be if we hadn’t worked with BrandOpus. ”

JOHN FLETCHER
FOUNDER, FLYIN’ FOX

FLYIN' HIGH

In just 2 summer seasons since the redesign, Flyin' Fox has seen a 94% increase in sales and 271.7% increase in stockists.

Not only has design effected a massive uplift in sales for this small family run brand, now that Flyin' Fox is working with BrandOpus it is able to get new product development to market 80% faster than prior to the redesign.

This means that founders Benna and John can crack on with what they do best: producing enough delicious ice blocks to keep up with consumer demand.

NO HANGING AROUND

Keeping up with demand has required a 29.4% increase in production, which has created 4 new jobs for people local to the Murwillumbah company. Since the redesign, Flyin' Fox has zoomed past the rest of the bustling artisan ice block market, and is now 4 times bigger than the nearest competitor.

4

NEW JOBS

**29.4% INCREASE
IN PRODUCTION**

4 x BIGGER

+94%

SALES IN YEAR 1

271.7%

INCREASE IN STOCKISTS

80%

REDUCTION IN NPD TIME
TO MARKET

DESCRIPTION

Founded in 2009 and at the forefront of the small batch artisan ice block movement this family-owned company has reinterpreted the Australian ice block tradition, hand crafting its award winning ice blocks in Murwillumbah, Northern NSW, Australia.

They pride themselves on being a boutique, family owned, ethical business that are seriously passionate about fruit and proud of their relationships with local farmers.

They sell through a widening variety of health food shops, organic shops, patisseries, delicatessens, grocers, kiosks and cafes in northeastern New South Wales, Sydney, Melbourne, the Gold Coast, Sunshine Coast, Cairns, Adelaide, Brisbane and Alice Springs.



The pre-Federation tradition of ice blocks has seen resurgence in recent years, but within an increasingly competitive market having a quality product was no longer enough to differentiate the brand.

Furthermore, the Ice Blocks! name was not trademark-able, leaving the brand vulnerable.

OUTLINE OF PROJECT BRIEF

An opportunity to strengthen the brand's visual identity was identified, and we were appointed to create a unique and distinctive role for the brand, by hero-ing the very best, seasonal ingredients that go into ice blocks, in an way that was ownable.



OVERVIEW OF MARKET

Australia has amongst the highest per capita consumption levels of ice cream in the world, due to its combination of high average incomes and high temperatures. As a popular part of Australian food culture, despite tough competition from foodservice outlets, the Australian ice cream and ice block market has seen a retail value growth of 5% through 2012, to hit an industry value of AUS\$2.2 billion.

Unilever Australia Ltd remained the leading player in 2014, with 31% value share. But its share has declined marginally in recent years because it had failed to create an attractive premium brand.

The increased premiumisation of the category has led to more sophisticated product flavours with superior and authentic ingredients in innovative combinations.

Ice Blocks, lollies to us POMs, used to be popular and prevalent in Australia, as far back as Victorian times. However through decades of innovation in frozen treats, and health and safety regulations (ice blocks were often made at home and sold through local milk bars - independent neighbourhood convenience stores - with little regulation or quality control) their popularity has declined until a recent surge in interest.



Various issues have kept this market limited to artisan/homemade players.

And as an artisanal market, there is resurgence in positive consumer attitudes towards the homemade, small batch production of ice blocks, reflective of the recent trend for rejection of mass manufacture and food processing, and the increase in popularity of farmers markets. However, because this is primarily an independently distributed product, the size of the Ice Block market is difficult to quantify.

Project Launch Date

September 2013 – the start of the Aussie summer season

Size of Design Budget

£11,666

OUTLINE OF DESIGN SOLUTION

We brought the concept to life by developing the Flyin' Fox: a cheeky character who swings from grove to forest, gathering together the very best, natural ingredients.

The Flyin' Fox identity incorporates an angular word mark, that gives the impression of having been hewn out of a block of ice with a chisel, and maintains links to the previous brand presence.

The identity is a constant across each product in the wide portfolio, as is the wood-block style variant mark, and the subtle silhouette of Mount Warning, a nod to Flyin' Fox's Murwillumbah provenance.

The Flyin' Fox identity is activated across the inner and outer packaging, point of sale materials such as branded freezers and on-street advertising.

“ In a fast growing market such as ice blocks it was important to identify a defining idea that underpins the brand's values and attributes, bringing them to life visually.

We worked to accentuate what makes Flyin' Fox unique: it's handcrafted, all natural, real fruit proposition is more recognisable following the redesign. ”

Kieren Thorpe
Creative Director,
BrandOpus Melbourne



RESULTS

The redesign and creation of the Flyin' Fox brand mark has had an instant impact on this family run business. Massive increases in sales, listings and visibility have opened multiple new windows of opportunity for the brand.

Increases in sales

In the first summer season following the rebrand, Flyin' Fox **sales increased by a phenomenal 52.7%**. And the success has continued...

Flyin' Fox saw a **\$124,000 increase in sales overall**, equivalent to **94% increase in sales in just two summer seasons** since the redesign.

It needs to be reiterated that Flyin' Fox is a small, 4 year-old, family- owned company. First year sales were just \$51,000, so the impact of the redesign has been overwhelmingly successful.

Reductions in production costs

Previously, Benna and John designed their own packs, distracting them from the daily task in hand of making delicious ice blocks.

But by appointing BrandOpus, the business has seen **80% quicker** design turnaround speeds, meaning they are much more agile and able to adapt to consumer demand and bright ideas they want to develop into NPDP.

The design framework created by the redesign means that the design of new products has become a **much more streamlined process**.

Moreover, the consistent look and feel means that consumer **brand recognition** is at an all time high.

And best of all, the cost of goods has remained the same, with **no increases in packaging costs** due the redesign.

**\$124,000
INCREASE
IN SALES**

**No increase
in packaging
costs**



Increases in market distribution

Distribution has **increased from 53 to 197 outlets in just two summer seasons** following the rebrand.

That's a 271.7% increase in retailers stocking Flyin' Fox!

And the rebrand has allowed the company to enter new two new territories in Australia.

271.7% increase in stockists

53 → 197

STOCKISTS NUMBERS

TERRITORY	DEC 2012 PRIOR TO REBRAND	DEC 2014 POST REBRAND	TOTAL
Victoria	15	70	85
New South Wales	22	46	68
Queensland	16	34	50
Australian Capital Territory	0	9	9
South Australia	0	12	12

Now that the design is selling itself, Benna and John just have to suss out how to get deliciously ice cold Flyin' Fox further afield in the scorching Aussie summer to unlock further distribution opportunities!

Increases in production to meet demand

The company has had to extend the factory operating hours by **29.4%** to keep up with the increased demand for product following the rebrand.

Jobs for local people

The success of the redesign has meant the creation of **4 new jobs** for local people to help keep supply up to demand for Flyin' Fox.

4 NEW JOBS



BUYER TESTIMONIALS

“ The wrapper has a good Australian feel. It’s clear and easy for shoppers to understand. The natural colours from the product are very effective. Adults and kids are attracted to the mix of Indigenous and graphic print. ”

PAUL, MANAGER OF SANTOS ORGANIC,
..... BYRON BAY.

“ The new Flyin’Fox logo attracts more attention. Customers obviously enjoy looking at the logo and choosing a flavour from the ice blox natural colours. We love having Flyin’Fox in store. ”

RUBY, STORE MANAGER, HELEN’S HEAVENLY FOOD,
..... BURLEIGH HEADS, GOLD COAST.

“ We have stocked the Flyin’Fox natural ice block brand for a couple of years now and the product, packaging, grab & go freezer, and overall branding are unique, and perfectly complement our natural & organic mantra. The logo is perfectly characterised from the easy to access packaging, to the in-store point of sale freezer as well as external “A” frame signage.....Well done Flyin’Fox... Our only choice of natural ice blocks! ”

TONY, MANAGER AT FLANNERY’S,
ROBINA.

CUSTOMER FEEDBACK

The new identity and packaging design has caught the consumers' eye, as testified by the massive increase in sales that Flyin' Fox has enjoyed. But vitally, it's attracting the right kind of attention: The brand is now visible, but still maintains its artisanal ethos and independent personality.

“ **Wow, a new ice block - looks different - a feel of creativity and less is best. A new business - maybe not connected with the big companies.** ”

..... Lindena, www.lindena-robb.com.au

INCREASE IN MARKET SHARE

Although this market is artisan and not monitored by traditional data sources such as Mintel, based on company accounts filed, Flyin' Fox is now **4 times bigger** than its nearest competitors, Pure Pops and Liana Raine.

Benna and John hold Flyin' Fox's unique and recognisable design responsible for this phenomenal business growth within the competitive context.

INCREASED LEVELS OF ENGAGEMENT

And the ownable and distinctive look of Flyin' Fox also means that the brand stands up and stands out versus the competition, which use category generic cues. This really important to engage the consumer and protect the future of the brand.

For proof of this, look no further than the **94% increase in sales** in just two summer seasons.

GROWING THE CATEGORY

As competitor businesses have remained the same size, Flyin' Fox's success following the redesign represents incremental growth to the category. Effectively the brand is single handedly growing the Ice Block market in Australia.

IMPROVED CONVERSION RATES

Not only has distribution increased by 271.7%, the company have found their phone is constantly ringing with new stockists.

“The uniqueness and the beautiful balance between the simplicity and the complex detail in the brand identity has caught the eyes of consumers and retailers alike. It’s singlehandedly responsible for the massive reduction of my time spent in ‘sales man’ mode, trying to secure new listings.”

JOHN FLETCHER

FOUNDER, FLYIN' FOX

ENVIRONMENTAL IMPACT

Flyin' Fox is a proudly environmentally friendly company, and the redesign has helped the brand maintain its exceptionally high levels of recycled and recyclable packaging materials.

For the record, the brand uses a marine safe, compostable cellulose film derived from wood pulp. This film has passed the internationally recognised tests to confirm full biodegradability in marine and wastewater environments and home compost heaps. Flyin' Fox are only the second brand in Australia to use this innovative material.

OTHER INFLUENCING FACTORS

Flyin' Fox undertook no other consumer or trade advertising either to support the launch of the redesign, or subsequently.

RESEARCH RESOURCES

Flyin' Fox Internal Sales Data

Euromonitor - <http://www.euromonitor.com/ice-cream-in-australia/report>

Companies & Markets -

<http://www.companiesandmarkets.com/News/Food-and-Drink/Unilever-dominating-the-Australian-ice-cream-market-with-a-34-retail-share/NI6739>

