



SECTOR

3570 FOOD PRODUCERS

CLIENT COMPANY

MH FOODS/DAIRY CREST

DESIGN CONSULTANCY

BRANDOPUS

SUBMISSION DATE

JUNE 2015



“ Working with BrandOpus we were able to go beyond mere modernisation. They accepted the challenge to create a brand design icon and imbue food values in the new Frylight. And they delivered. We have a design we are proud of, and which performed exceptionally in research for improving stand out.

The design pulled off a difficult duality. It increased propensity to purchase whilst not alienating loyalists attitudinally. The new identity has made the brand more accessible and has enabled consumers to consider Frylight as a brand rather than a commodity – a huge shift for us.

Design has been a key part in the incredible success we have had, particularly in the last 2 years since the new look hit the market. I am in absolutely no doubt whatsoever that we would not have reached the heights we have (and will continue to) without changing the design as we did. ”

PAUL FRASER
MANAGING DIRECTOR MH FOODS, DAIRY CREST

FRYING SOLO

Brand value is **£22.6m**, up **18.6%** following the redesign, and the new look has allowed Frylight to achieve a **26.7%** increase in unit sales.

+18.6%
VALUE SALES

£22.6m
BRAND VALUE

+26.7%
UNIT SALES

NATION'S

#1

4.4m
MORE
SHOPPERS

PENETRATION
CONTINUES
TO GROW

PAN-TASTIC

Volume sales have nearly doubled since the redesign and the brand is the **nation's No 1** choice in the category. The new look attracted nearly **4.4 million buyers**, and **penetration continues to grow** consistently.

31.5%
PRICE POINT
INCREASE

+64.7%
PRODUCTION

OILS WELL THAT ENDS WELL

The redesign means that Frylight have had to **increase in production by 64.7%** to keep Frylight stock in retailers up to the level of consumer demand. The concept and design of the new look Frylight has allowed the brand to **increase the price point by 31.5%**.

DESCRIPTION

Frylight is an extra virgin olive oil presented in a unique, patented technology spray format. Perfect for everyday frying and cooking, it delivers exactly one calorie per spray!

Frylight's loyal base used to be dieters, given it's 1-calorie per spray claim.

However, the brand was suffering: overall frequency of purchase was low, and 80% of consumers only bought the product once as it lasts so long.

OUTLINE OF PROJECT BRIEF

Frylight briefed us to refresh the brand to deliver a modern, healthy look and feel – which would appeal to a wider range of consumers.

We recognised the need to reinvigorate the brand design, de-clutter the pack, and focus on the role and core benefits of the brand, with the intention of:

- Driving consumer recognition and hence encourage penetration
- Enhance Frylight's credentials and natural cues
- Declutter the messaging allowing one strong idea to shine through
- Achieve better shelf presence and stand out without alienating core highly loyal buyers
- Create clear ranging strategy to drive purchase propensity



PROJECT LAUNCH DATE

April 2013

SIZE OF DESIGN BUDGET

£36,000

OVERVIEW OF MARKET

Frylight is part of the cooking oil market, which at the time of the brief, accounted for 37.9% of the total British oil category. But despite spray oil being innovative within this market, all brands felt the squeeze as overall category sales slowed.

The overall category is exceptionally price promotional and Frylight was aware that without a strong and recognisable brand, consumers were defaulting to the product with the best price.



OUTLINE OF DESIGN SOLUTION



A new logo and holding device was designed that mimics a droplet of oil, illustrating the nature of the product and aiding brand standout on shelf. The overlapping lines carry across the motion and flow of cooking and the act of blending ingredients together.

The typography is crafted with droplets in the letters, bringing through the brand equity. '1 CAL' was retained within the identity and on the cap, as this is a key USP for the brand.

The uncluttered pack design and clear use of colour allows for consumers to navigate the growing portfolio, whilst the icons indicate that Frylight can be used for more than just frying!

The modernised and simplified design delivers a more impactful, healthy and engaging presence for the brand on shelf. The droplet logo and colour transforms the packaging, attracting consumers looking for a healthier alternative to pouring oil.



INCREASES IN SALES

Brand value is **£22.6m**, up **18.6%** following the redesign.

The new look has allowed Frylight to achieve a **26.7%** increase in unit sales, now at **11,821 units**.

Frylight volume sales growth has **nearly doubled** since the redesign, from 5.5m units to **10.7m units**.

£22.6m
BRAND VALUE

NEARLY
DOUBLED
SALES
GROWTH

11,821
UNIT SALES

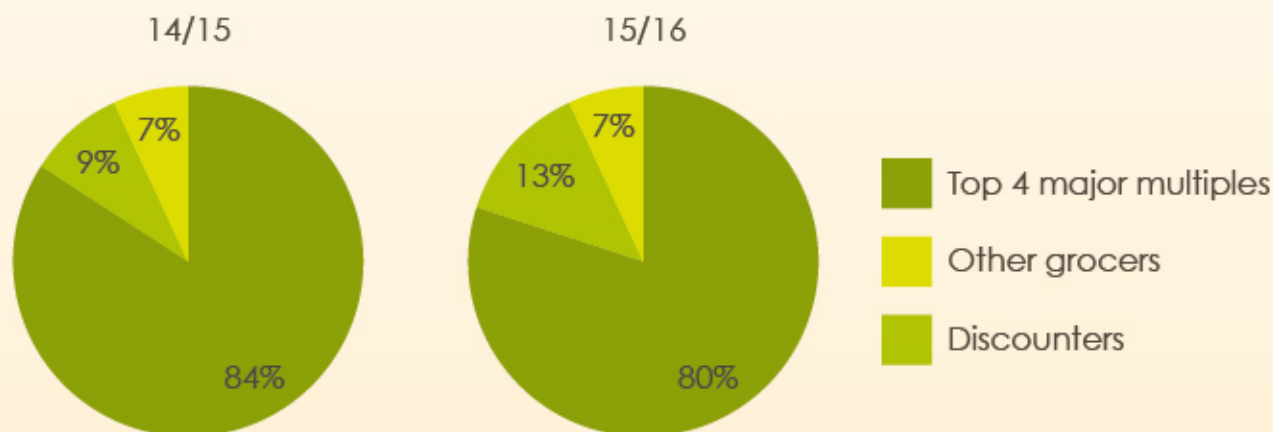
INCREASES IN MARKET DISTRIBUTION

Frylight distribution has grown in existing retailers – **both in breadth and depth**.

But **distribution has stretched significantly** beyond the top 4 major multiples following the redesign.

New listings have grown, particularly within discounters where the brand now has gone **from nothing to an almost blanket presence** within a year.

DISTRIBUTION OF FRYLIGHT IN UK MARKET



INCREASES IN MARKET VALUE & SHARE

Frylight is the nation's **No 1 choice** in this category.

More shoppers bought Frylight in the past year than any other oil brand.

In year to date figures, Frylight value sales are **14.8%** in a category where value sales are in a decline of -3.2%.

It's a similar story in volume sales too: In year to date figures, Frylight volume sales are **21.7%** in a category where volume sales are plodding along at 7.1%.

Over the past year Frylight has been **a key growth driver in oils** and ranks alongside category stalwart brands Berio, Napolina and Crisp n Dry in value terms.



INCREASES IN REPEAT PURCHASE

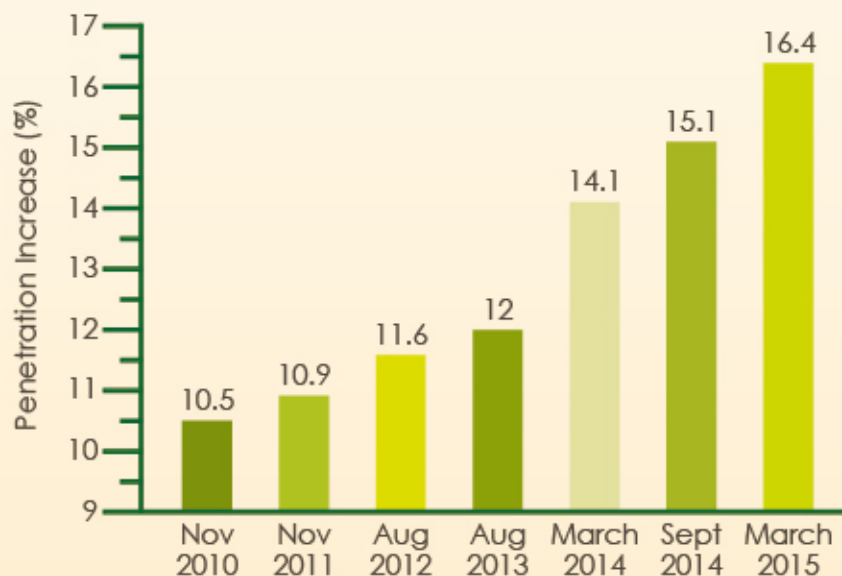
Frylight's Repeat Purchase continues to grow - it now has the **2nd highest rate** and is still climbing.

INCREASE IN PENETRATION

More and more shoppers are coming round to the benefits of spray cooking. Frylight penetration is now **16.4% of all UK households.**

In the past year Frylight attracted nearly **4.4 million buyers.** That's more than any other oil brand.

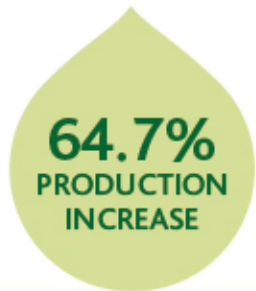
And this is not a flash in the pan peak: Frylight penetration has **grown consistently** since the redesign hit the shelves, as demonstrated here.



PRODUCTION INCREASES

This year Frylight will produce **14m units of product to meet demand** for the brand, in contrast to 8.5m units produced during the year prior to the redesign launch.

That's representative of a **64.7% increase in production** to keep Frylight stock in retailers up to the level of consumer demand.



REDUCTIONS IN PRODUCTION COSTS

The increased volume of Frylight produced in response to demand means that the factory can **more effectively amortise the fixed costs** of production.



INCREASE IN PRICE POINT

Concept and design of the new look Frylight has allowed the brand to increase the price point by **31.5%**.

It must be emphasised that levels of promotions in the category are extremely high, accounting for 46% of value sales in the latest IRI report.



Despite this, Frylight has managed to keep the **highest average price per litre** in the category. At £10.42 per litre, Frylight has maintained a **174% higher price point than other branded oils** in the category, the average being £3.80 per litre.



IMPROVEMENTS IN CONSUMER ATTITUDES & ENGAGEMENT

Recognition of branding between both current and non-Frylight consumers **exceeded expectations** during research immediately following the redesign.

New packs **improved brand recognition by 17%** and **variant recognition by 16%** at the fixture.

Stand out, emotional response to the brand and purchase intention all met hopes for the new design with both Frylight shoppers, and consumers who normally choose a competitor brand.

The new pack is **over 3 seconds quicker** to find on the shelf than the old design. This is a brilliant result indicating the ease with which the new design helps to introduce new consumers to the brand.

Non-Frylight shoppers mention perceived range variety and tastiness when looking at the new design, comments which weren't triggered by the old design.



Easy to use,
easy to store and
looks as if it will
taste good too

Nice options
from extra virgin
to buttery, they
sound yummy and
easy to use

COMMENTS ABOUT THE PACK FROM PEOPLE WHO DON'T NORMALLY BUY FRYLIGHT

Studies show that positive perceptions of Frylight increased after the packaging redesign, with shoppers picking these statements out about the new look.

Healthy alternative to oil

Is good value

High quality product

Attractive pack

Would make me switch from conventional oils

RESOURCES

- ◉ IRI data first published in The Grocer Focus on Oils, published 22/05/15
- ◉ Dairy Crest internal sales data 01/04/10 to 31/03/15
- ◉ Kantar 52 weeks data to 01/03/2015
- ◉ BrainJuicer consumer research, February 2013

OTHER INFLUENCING FACTORS

A northern regional TV campaign ran for 8 weeks in Summer 2013, followed by a national TV campaign for 8 weeks in January 2014.

No other consumer advertising happened to support the relaunch of Frylight.

