

For publication

Golden eggs



*Winning at shelf
with a golden proposition*

Industry sector:

Food producers

Client company:

Mars

Design consultancy:

Elmwood

Submission date:

June 2017



elmwood

Executive summary

The market for shareable chocolate at Easter is huge with over £47m of small sharing chocolate purchased in 2015.** But the Easter small sharing market is one that's been dominated by Cadbury Mini Eggs. In 2015 the 90g share bag alone accounted for over 46% of the total market.** Galaxy wanted a share of the market and had high hopes that its rival concept, Golden Eggs, would give Cadbury a run for its money.

To do that Galaxy needed to bring new excitement to mini eggs to promote switching from Cadbury and bring new consumers to the category. They did this through a new take on the mini egg, with 'Golden Eggs', miniature Galaxy eggs dusted in edible gold - perfect for sharing as they didn't have any fiddly foil.

To bring the product excitement to life, Golden Eggs needed a visual identity that would tell the product difference and cut through emotionally and rationally, and appeal to consumers of all ages - consumers who had been loyal to Cadbury Mini Eggs for decades and pre-programmed to purchase Cadbury through years of intense above-the-line support.

To stand out on shelf, the brand needed to evoke a sense of indulgence, newness, excitement and difference. It needed to strike a delicate balance on pack that conveyed a sense of fun, yet also have a grown up, premium feel.

The visual identity and distinctive assets we created not only hit Galaxy's core goals, but exceeded them. After just two years, **Golden Eggs became the fastest growing item in the small sharing category.** What's more, in 2017, 74% of Golden Eggs' growth was accounted for by incremental sales amongst 'treat' buyers.***

Word count (282 words)

*Treat refers to the category that contains small sharing items (Golden Eggs, Malteser Mini Bunnies, Cadbury Mini Eggs), as well as self-eat (Malteser Mini-Bunny single, and Cadbury Cream Egg).

** Nielsen Total Coverage Easter Jan 1st - April 5th

*** Nielsen Homescan 13WE 15.04.17 vs. Easter YA

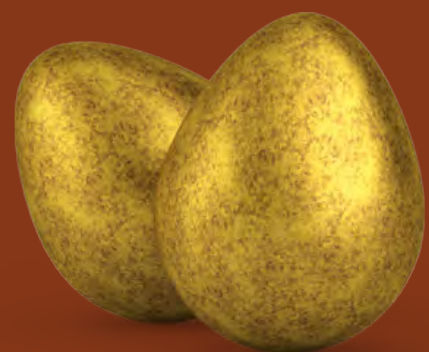
£8.5m

Total brand value in just
two years

74%

Incremental growth in 2017

Exceeded All targets





Project overview

Outline of Brief

Easter is a time for sharing. And the market for shareable chocolate at Easter is massive with over £47m of small sharing chocolate sold in 2015. For several years, it has been dominated by Cadbury Mini Eggs – with the 90g share bag alone accounting for £22m in sales.** Galaxy wanted a share of the market and had high hopes that its rival concept, Golden Eggs, would give Cadbury a run for its money.

Rival chocolate brand Galaxy wanted a comparable product to compete with Cadbury, so they developed the 'Golden Eggs' proposition – miniature eggs dusted in gold with the promise of Galaxy silky smooth chocolate inside.

So, with the product concept in place, our challenge was to create a distinctive identity and standout brand assets for Golden Eggs. These needed to align with the core Galaxy branding principles and convey the high quality of the product.

Arguably most importantly though, we needed to elicit a strong emotional response, so buyers routinely loyal to Cadbury Mini Eggs would try something new.

The necessity to create real cut through at the point of sale was further strengthened by the fact Galaxy was launching the brand with a modest above-the-line advertising budget focusing on outdoor in 2016 and developing some unique content for facebook in 2017, but the key driver for sales remained at shelf.

We therefore needed to secure the consumer at the last six feet to purchase by giving them an engaging product story and an enriching eating experience. We needed to dial up the key point of difference – that these were chocolate eggs rolled in gold dusting, not wrapped in gold foil. This made them genuinely unique in a market filled with fiddly foil.

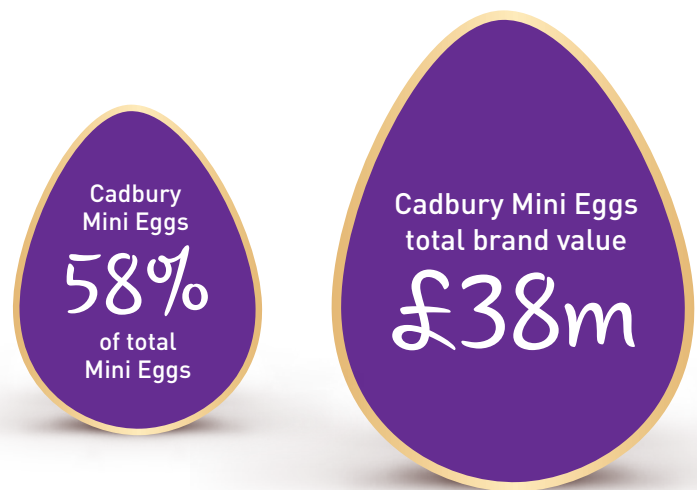
Key objectives

1. Deliver maximum stand out on shelf
2. Differentiate from Cadbury Mini Eggs
3. Achieve £10 million cash sales value (CSV within five years)

Project overview

Taking on the market leader (Source: Nielsen, 2015)

16 w/e 26 April 2015 v 16 w/e 27 March 2014



Main Competitors



Description

The key point of difference with Golden Eggs is that they're not wrapped in foil – they're ready to pop in your mouth and enjoy in an instant, negating the need to faff around with foil. The product is a Galaxy chocolate egg, filled with crunchy caramel pieces, and rolled in edible gold dust. It's available in an 80g sharing bag and accompanies a large hollow chocolate Galaxy egg in a traditional Easter box. It was targeting both male and female consumers of all ages. In particular, the Galaxy team was keen to attract a younger consumer than the primary brand currently did.

Overview of the market

The market for chocolate at Easter is huge. But it's a market dominated by Cadbury Mini Eggs, with Mini Egg total brand sales worth over £38m in 2015.** Importantly in 2015 data shows that the source of growth for the mini eggs category was from price inflation, rather than an increase in volume sales (Kantar, March 2016).

Galaxy wanted a share of the market and had high hopes that its rival concept, Golden Eggs, would give Cadbury a run for its money. Golden Eggs was part of a bigger ambition for Mars to increase their role in the seasonal occasions, with Galaxy playing a key role in driving share of category and share of voice at Easter.

Word count (585 words)

Product launch date: Easter 2016

Size of design budget: £63k

** Nielsen Total Coverage Easter Jan 1st - April 5th



Outline of design solution

What we needed to do with Golden Eggs was no mean feat. We needed to change consumer buying behaviour and attract generations who had been loyal to Cadbury Mini Eggs and absorbed decades of above-the-line support. To succeed, we knew Golden Eggs needed to win at shelf, cut through at point of sale, and break the cycle of consumers naturally defaulting to Cadbury Mini Eggs.

Our creative execution needed to convey the delicious taste of Galaxy and feel exciting and exclusive – to reflect the product's once-a-year availability. So we leveraged Galaxy's distinct memory structure by triggering consumers' emotional response to the Galaxy brand.

Firstly, we leveraged the famous 'S' curve that's symbolic of fluid silk and the rich smoothness of Galaxy chocolate. It emphasised the indulgent experience Golden Eggs provides over its multi-coloured, sugary-coated rival. The use of browns and gold further pushed them apart, and created a more premium feel. Additionally, soft flowing curves contrasted with the linear brash childlike world of countline products that typify Easter treats.

We also wanted to attract consumers with a visual brand language that appealed sensorially and emotionally. We incorporated a warm golden sunburst on pack to create a sense of optimism and trigger the commonly understood Easter cues. The rays emanating from a central point attracted the eye to the brand marque – disrupting consumers' natural scanning of the fixture at point of sale. This helped to emphasise the premium and high-quality feel of Galaxy, and created an unmistakable sense of fun and newness that was wedded to the product. This went hand-in-hand with the fact it's dusted in gold rather than wrapped in fiddly foil.



Outline of design solution continued

In our next step, we set about leveraging Galaxy's iconic chocolate-filled typography that sits across their full suite of products. To highlight the product experience and champion the name, we added a shiny gold outline to the flowing chocolate-filled letters, to replicate the structure of the eggs themselves.

We made the counters within the letters 'd' 'e' and lower case 'g' into the shape of eggs, and replaced the letter 'o' with a complete image of a golden chocolate egg. We understood that consumers don't read at the point of sale – they shop by colour and shape – so our typography strategy was key to triggering product format recognition and the seasonal significance of the product.

We then introduced a sense of 'magic' on pack via a trail of glittery gold dust that started at the letter 'G' and rolled its way to an image of the eggs on pack. This acted as a clear visual link for the consumer between the brand marque and the indulgent product image – helping the consumer take in all the product information in one glance.

These careful nuances also enhanced the deliberate and delicate balance between fun and grown up quality on pack, while celebrating one of Galaxy's core creative principles: 'delight in the detail'. Our simple, balanced and effective design delivered a multitude of creative requirements – both rational and emotional.

Word count (500 words)



Summary of results

In just two years, Golden Eggs exceeded its YOY growth target of 35% to successfully become a brand worth £8.5m.

1. Deliver maximum stand out on shelf

The successful launch of Golden Eggs allowed Galaxy to secure an increase in distribution of 14% for year two – moving from 73.2% of its existing distribution channels to 83.5% in year two.****

The popularity of Golden Eggs amongst consumers has also been strong. So strong, in fact, that it's been recognised as the fastest growing small sharing item – growing 32% since launch in 2016, and outperforming the category growth of 13%.

Golden Eggs has also been instrumental in driving category growth. Of the 32% Golden Eggs value growth since 2016, 18% of this was driven by buyers who were new to the category, the rest coming from incremental purchase and switching.

****Nielsen Total Coverage Jan 1st – April 16th, 2017

£8.5m

Total brand value in just two years

Target £10M in five years

32%

Fastest growing small sharing item

Exceeded

All targets



Summary of results continued

2. Differentiate from Cadbury Mini Eggs

Following Easter 2016, Golden Eggs was third in the category. A year later, the brand had moved up to second place, growing our value by 32% in the small sharing category between Easter 2016 and Easter 2017. In the same period Cadbury Mini Eggs only increased value by 8.8% and third placed Cadbury Mini Creme Eggs by 10.6%***

In 2017, 12% of growth was incremental to the category, meaning Golden Eggs attracted new consumers to the Easter confectionery category.*** Comparatively, Cadbury's Daim Mini Eggs didn't attract any new buyers to the Easter category.

We know that 80% of purchase decisions are made in-store so the branded packaging has been instrumental in steering customers away from the competition at point of purchase.

*** Nielsen Homescan 13WE 15.04.17 vs. Easter YA

****Nielsen Total Coverage Jan 1st - April 16th, 2017

12%

Incremental growth in 2017

Golden Eggs attracted new consumers to the Easter confectionery category.



2017: 2nd behind Mini Eggs

2016: 3rd behind Mini Eggs

Summary of results continued

3. Achieve £10 million CSV within five years

In just two years, Golden Eggs exceeded its YOY growth target of 35% to successfully become a brand worth £8.5m.

In year one it was worth £6m, growing by 41% in year two, with 74% of its growth being accounted for by incremental treat* buyers.*** Meaning that consumers are adding Golden Eggs to their product repertoire, they're spending more on each purchase occasion, or Golden Eggs has attracted new buyers to the category.

*Treat refers to the category that contains small sharing items (Golden Eggs, Malteser Mini Bunnies, Cadbury Mini Eggs), as well as self-eat (Malteser Mini-Bunny single, and Cadbury Cream Egg).

*** Nielsen Homescan 13we15.04.17 vs. Easter YA

Beyond expectations

The overall Galaxy seasonal range benefited from a halo effect in 2016 with sales up +71.6% thanks to the launch of Golden Eggs at Easter, in addition to a new advent calendar and growth in selection boxes. (Nielsen 52WE 31.12.16)



Other influencing factors

Was it the advertising?

While advertising is instrumental in raising brand awareness, the brand design is more responsible for the conversion of sales. 80% of decisions are made in-store, and Golden Eggs' stand out design encouraged shoppers to buy it instead of the competition.

Was it the other marketing activity?

Galaxy ran a social media campaign, which delivered 5 million more unique views than expected and a view through rate (VTR) of 7%, which was again higher than anticipated. Social media is great for raising awareness but, as above, we know that 80% of decisions are made in-store.

Was it down to the product proposition itself?

Any new and innovative product will attract attention in its first year, but the fact that it exceeded its growth target for year 2 indicates that it's not just down to the novelty effect.

Research resources

The client

The Grocer – Focus on... Easter & spring (9 Jan 2016)

The Grocer – Focus on... Easter (7 Jan 2017)

Evening Standard –

Eggonomics: breaking down Britain's Easter egg consumption by numbers – By Susannah Butter, Thursday 24 March 2016.

<http://www.standard.co.uk/lifestyle/foodanddrink/eggonomics-breaking-down-britains-easter-egg-consumption-by-numbers-a3210946.html>

