

Project Title

Proud to be Gluten
Free – beer that is not
just for coeliacs

Industry sector

Free From, food and drink

Client Company

Green's Beers

Design Consultancy

WPA Pinfold

Date

July 2016

Green's with envy



For publication

Project Title

Proud to be Gluten
Free – beer that is not
just for coeliacs

Industry sector

Free From, food and drink

Client Company

Green's Beers

Design Consultancy

WPA Pinfold

Date

July 2016

Green's Gluten Free beers are specially brewed for coeliacs, both by using alternative grains to wheat and barley, and by de-glutenising the beers. We rebranded Green's Beers and redesigned and repositioned the packaged range of beers, to sit proudly on shelf in the mainstream beer category – as well as premiumising the range in its existing Free From category. The previous branding had more of a pharmaceutical 'look' and had been designated to the Free From aisle in the supermarkets, it had no presence in the beer aisle.

Our challenge was to both retain Green's Gluten Free credentials and reposition the packaged beers to also enable them to compete on shelf with the other mainstream beers. Positioning the brand as great tasting craft beer, that just happens to be Gluten Free too. In addition, Green's is a price premium beer (even by comparison to specialist and 'craft' beers) and it was important for the redesign to premiumise the packaging so that it gave credibility to its added value price point.

The designs are brave and contemporary, a complete departure from the previous versions, and have been fundamental to Green's success – both On Trade (where it had been weak) and Off Trade. The new branding and packaging design has won over both trade customers and beer drinkers alike – as well as giving coeliacs a beer that they can be proud to purchase.

The rebrand and redesign has revitalised Green's flat and lack-lustre sales and put the business on a solid growth trajectory, both nationally and internationally.



+35%

Total increase
in sales (YOY)



+366%

366% return on investment
in the first 12 months



+50%

50% increase in sales
at Pizza Express in first
12 months

“The company decided we had to broaden the appeal of Green's Beers to categories outside of 'free from', and to future proof the branding whilst not alienating our loyal following. Not an easy remit but we found WPA were up to the challenge. We are delighted with the result, offering clarity of product messages and shelf standout. The feedback from across our customer base has been very complimentary, and we are confident that the beers can now obtain distribution in new channels.”

Green's, Marketing Director.

For publication

Project Title

Proud to be Gluten
Free – beer that is not
just for coeliacs

Industry sector

Free From, food and drink

Client Company

Green's Beers

Design Consultancy

WPA Pinfold

Date

July 2016

Key business objectives:

- Reposition Green's as a great tasting beer for all beer drinkers, not simply a beer for coeliacs.
- Position as a credible beer for the specialist beer category, a new category for Green's.
- Refresh and revitalise the brand to address increasing competition in both the Gluten Free and 'craft beer' categories.
- Premiumise the brand and position it as an added value, specialist beer.
- Create a stand out beer brand that will excite both the domestic and international markets - and help develop opportunities in new markets.
- Help address stagnant sales and position Green's for growth.
- Future proof the brand in an overcrowded and fast moving market.
- Grow distribution globally.

Outline of project brief:

Green's Gluten Free Beers were the first beers to be specifically brewed for Coeliacs in the UK and were launched in 2004. The range includes both naturally gluten free and de-glutenised beers, craft brewed in Belgium.

Originally the target market for Green's was Coeliacs and those who are gluten intolerant. However, as more people are opting to follow a gluten-free diet as a lifestyle health choice, the target market has expanded to both the Coeliac market, craft and beer enthusiasts.

Green's previous branding was not fit for market. The packaging lacked equity and positioned the range more as a clinical product rather than a quality tasting range of beers. There was a need to realign the Green's brand to meet the expectations of the changing beer market, and to extend its reach to non-coeliacs. Green's needed to capitalise on the opportunities of the fast expanding craft beer markets (its beers are artisan brewed) and also add value to its current range of beers for existing customers.

The goal for the project was to realign the brand as quality of craft brewed, gluten free beer and position Green's as a premium, contemporary beer range to future proof the brand.



For publication

Project Title

Proud to be Gluten
Free – beer that is not
just for coeliacs

Industry sector

Free From, food and drink

Client Company

Green's Beers

Design Consultancy

WPA Pinfold

Date

July 2016

The scope of the project included:

- Rebrand Green's Gluten Free beers and reposition for the mainstream craft and speciality beer category, as well as building a more added value position in the Free From category.
- Redesign, add value and taste appeal, to create shelf impact across the range of eight, Green's Gluten Free Beers.
- Create simple and practical guidelines to manage Green's brand assets and to help maintain brand integrity.

Strategy and planning was key to the future success of the project – there are over **1,400 brewers** in the UK (source: British Beer and Pub Association) and over **10,000 beers** (source: Good Beer Guide). The market has started to overheat and is putting a downward pressure on pricing, as more and more brewers are competing to establish themselves. In addition there has been a six fold increase in Gluten Free Beers entering the UK market alone (client stats and Google). We carried out extensive market research by visiting key outlets and analysing the Free From and Gluten Free markets, and visited specialist trade shows such as the Free From Expos in Belgium and London.

Before



After



For publication

Project Title

Proud to be Gluten
Free – beer that is not
just for coeliacs

Industry sector

Free From, food and drink

Client Company

Green's Beers

Design Consultancy

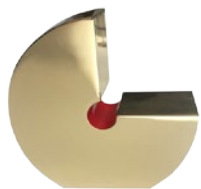
WPA Pinfold

Date

July 2016



Good Design Award



Graphis Design Award
Merit



Mobius
Outstanding Creativity Award

The speciality and craft beer category has become fantastically overcrowded with more UK breweries than at any other time in the last 80 years. There has been an increase in consumer demand, which is being more than catered for by the growth in breweries (and there are hundreds more new breweries in the planning stage). The result is over 10,000 beer brands on the UK market. In addition, there has been a six-fold increase in Gluten Free beers over the last five years resulting in an explosion of beer designs entering the market, in every shape, style and form imaginable. It was critical for Green's to find a niche design positioning that enabled it to stand out, retain its credibility as a Gluten Free beer and be a serious added value proposition for the wider beer market – no pressure...

Market analysis showed there was a divergence in the market with traditional Gluten Free brands taking a 'worthy' and serious approach to their pack designs, whilst in some niche areas a new generation was taking a fresher, more contemporary approach. Overall the Free From category (and especially the Gluten Free) was lacklustre and uninspiring. It was important for Green's to position itself as both a serious beer for the beer connoisseur (after all it is brewed in Belgium) and also retain its status as the original Gluten Free beer that is safe for coeliacs to drink. However, we needed to stand slightly apart from the mainstream category and to make the consumer 'feel proud to drink Gluten Free beer' – and let everyone know that great tasting Gluten Free beer is for everyone, not just coeliacs. An additional challenge was that, whilst the beers are contract brewed in Belgium, Green's is a UK company – the Belgium credentials had to be carefully managed.

We carried out a workshop with the client to help establish the brand's value proposition (the original Gluten Free beer - authentic great tasting beer that is also safe for Coeliacs). Trends and future market positioning identified and we analysed both the On Trade and Off Trade market scenarios for both Gluten Free and 'Craft' sectors – in the UK, USA and across the rest of Europe. We adopted a monolithic approach to the packaging design to create block impact on shelf and to give critical mass to the Green's brand. Also, the client had limited budgets and could not afford to have an individually branded range of beers. The Gluten Free aspect of the brand was clearly communicated on pack. However, this was carefully managed as a positive feature, not as a message for those with disabilities. It is wrong to say that beer is good for you, however many mainstream beer drinkers viewed Green's as a more healthy option.

Project launch date: July 2015.

The budget for the rebrand was **£21,861.00**

The client was directly responsible for all production costs. However, we liaised directly with the label printers, to manage what was a very complicated production process.

For publication

Project Title

Proud to be Gluten
Free – beer that is not
just for coeliacs

Industry sector

Free From, food and drink

Client Company

Green's Beers

Design Consultancy

WPA Pinfold

Date

July 2016

Outline of design solution

The original Green's designs had almost a pharmaceutical look and had no real beer cues or taste appeal. The previous design certainly did not support the premium price point.

We rebranded Green's, creating a totally new identity centred on a specially drawn 'g' monogramme that incorporates a hop icon. The iconic brand logo ('g' with hop) takes centre stage in the label design, to build recognition and loyalty. The gluten free credentials are given prominence and the beer styles are also clearly communicated to emphasise the beers provenance. The bottle label designs are developed around this and strong, vibrant colours are used for the individual beers to create a dynamic identity and strong shelf stand out.

This gives Green's credibility as a range of beers and reflects the quality of the product, which has won several international beer competitions. The rebranding repositions the range as a credible beer brand – making Green's a beer of choice, not a beer of necessity, for both coeliacs and mainstream beer drinkers alike.



330ml bottle
and glassware

For publication

Project Title

Proud to be Gluten
Free – beer that is not
just for coeliacs

Industry sector

Free From, food and drink

Client Company

Green's Beers

Design Consultancy

WPA Pinfold

Date

July 2016

Our design solution took on board the limited resources of the client, both in terms of budget and sales support. We built the design equity around the Green's brand and created an iconic marque that had immediate recognition and stand out. Every other aspect of the brand communication and typography was painstakingly scrutinised and balanced (including back labels) to support the quality communication. Particular attention was paid to the Gluten Free claim to ensure that this was clearly communicated, without it appearing to be a negative part of the consumer proposition. The elegant simplicity of the design was enhanced and given real shelf stand out through the use of a carefully balanced palette of fresh, bright colours – that gave strongly branded shelf stand out and created blocks of Green's owned space on shelf. We avoided the obvious and clichéd route (green monochrome) as this would not support the diversity of the range of beers, which was also a key USP of the brand.

However, a simplistic approach to colour can look 'cheap', especially when the label printing technology is limited (as in this case), so we worked closely with the printer to create a metallic colour effect to the labels. Conventional foil printing was not practical, due to cost, so all the labels were printed on the same metallic silver stock and over printed with a slightly transparent colour to achieve the final result. Sounds simple, but excruciatingly and painfully challenging to achieve, in practice... The results are stunning and were well worth the effort.



For publication

Project Title

Proud to be Gluten
Free – beer that is not
just for coeliacs

Industry sector

Free From, food and drink

Client Company

Green's Beers

Design Consultancy

WPA Pinfold

Date

July 2016

Green's has managed to reinvigorate flat sales figures and put the business back onto a growth trajectory. This is a nano business with very limited financial and people resources. The rebrand and new packaging have been singular in delivering return on investment and placing Green's in the mainstream craft beer category (in addition to the Free From category).

For example, Sainsbury's not only relisted Green's (when it was about to be de-listed) but, on the strength of the redesigned packaging, it placed Greens in the Beer category – as well as the Free From category, where it had previously been listed.

We also gave the brand credibility in the On Trade, where it was previously weak, as illustrated by the improved figures for Pizza Express.



For publication

Project Title

Proud to be Gluten
Free – beer that is not
just for coeliacs

Industry sector

Free From, food and drink

Client Company

Green's Beers

Design Consultancy

WPA Pinfold

Date

July 2016

Increase in sales

+35% increase in YOY sales:

Increase in on-trade sales

+50% Pizza Express increase sales of Green's beers.

Return on investment:

366% in first 12 months with no additional investment beyond rebrand and packaging redesign.

Improvements in staff morale

"We are a small business, with a tightly knit team of staff. The success of the rebrand and repositioning has had a fantastic effect on morale. Everyone is proud of the new designs and optimistic for the future."

Increases in market distribution

The new designs have been universally applauded across the trade and new accounts have been won, based on the quality and impact of the designs. Export orders won, since launch, include: Chile, Australia, China and Japan.

Increases in market share

- Sainsbury's was in the process of de-listing Green's. However, this changed when the rebrand was presented to the buyer, resulting in Green's being re-listed across all stores in the Free From category. In addition, it has also been listed in the speciality beer category.
- The rebrand has resulted in Green's being listed across 580 Co-op stores.
- Punch Taverns has recently listed Green's in the on-trade.



580

New listing won across the Co-op's 580 stores, due to the rebrand, which engaged the buyer.

For publication

Project Title

Proud to be Gluten
Free – beer that is not
just for coeliacs

Industry sector

Free From, food and drink

Client Company

Green's Beers

Design Consultancy

WPA Pinfold

Date

July 2016

Increase in footfall

Rate of sale has increased in both the Off Trade and the On Trade due to the improved shelf stand off and perceived quality, whilst the repositioning of the brand has attracted non-coeliac consumers.

Change in spending patterns of target market

Prior to the rebrand, Green's beers was placed in the Free From aisle and had almost a pharmaceutical look and feel. The new branding has enabled the beers to also be positioned in the mainstream beer category, attracting a very different type of consumer who is happy to drink Gluten Free beer, even if they are not coeliac.

Increased levels of engagement

On-shelf impact has significantly improved and the trade love the new designs – many comments have been: '...about time.'

Improvements in consumer attitudes of behavior

Green's now sits comfortably in the mainstream beer category, as well as the traditional Free From category, and non-coeliacs are discovering Green's Gluten Free beers for the first time.

Improved conversion rates

The new designs have opened doors to new accounts in the UK and overseas, and trade customers are excited about the branding. green's is currently about to expand it's sales in the USA, due to interest in the new design.

Improved recruitment

Green's has recruited one new member of staff, which has increased the team numbers by 33%...



+33%

Staff team numbers
increased by 33%

For publication

Project Title

Proud to be Gluten
Free – beer that is not
just for coeliacs

Industry sector

Free From, food and drink

Client Company

Green's Beers

Design Consultancy

WPA Pinfold

Date

July 2016

For Green's, the rebrand and new packaging design was a major financial investment, and they placed their faith in our ability to guide them in a confusing and fast moving market.

This is a two person business with limited resources both financially and in terms of people on the ground. Overseas sales are managed through agents and the brand has to be the silent 'sales person' as there is no real 'ownership' by the seller.

There was no additional advertising, or marketing support, and the business model and budget remained the same as before the rebrand was introduced. The rebrand was activated through existing channels with no additional investment: these included specialist Free From trade shows; very limited trade advertising; existing website; one to one presentations. The single biggest impact for the trade and consumer alike, was the new packaging.

The only additional spend was a simple bottle neck collar that managed existing consumer expectations by explaining the new design and managed expectations (still the same great tasting beer).

Product
photography



For publication

Project Title

Proud to be Gluten
Free – beer that is not
just for Coeliacs

Industry sector

Free From, food and drink

Client Company

Green's Beers

Design Consultancy

WPA Pinfold

Date

July 2016

- British Beer and
Pub Association
- Good Beer Guide
- CAMRA
- Client statistics

