

J2O GLITTER BERRY

GETTING EXCITED
✦ FOR THE ✦
PARTY SEASON

FOR PUBLICATION



1. SUBMISSION TITLE

J2O Glitter Berry

INDUSTRY SECTOR

Beverages

CLIENT COMPANY

Britvic Soft Drinks

DESIGN CONSULTANCY

Identica

SUBMISSION DATE

26/06/15

2. EXECUTIVE SUMMARY

Identica is very proud to present J2O Glitter Berry – a winter limited edition from J2O that proved how much innate potential this established brand still possessed.

Limited editions are an important weapon in any brand's arsenal – an opportunity to ask the public to reappraise the brand and bring in new users particularly for an established favourite like J2O.

J2O Glitter Berry had already appeared in pubs and bars and on supermarket shelves for the three previous Christmas holiday seasons. Britvic felt that the unique potential of their liquid, which sparkles when shaken, was the perfect product to echo the festive nature of the winter holiday. Britvic were keen to give J2O Glitter Berry an extra twist and create some new news in the hope of extending the limited editions footprint.

A new approach was needed, to help J2O stand up and stand out, and to capitalize further on the vital sales potential of the Christmas holidays.

Identica were asked to completely re-think J2O Glitter Berry but, at the same time, ensure it remained firmly part of the J2O family. Of particular importance was to communicate unequivocally the unique glittery splendour of the product in the pack graphics and overall design and ensure a celebratory feel.

Our uniquely vivid and evocative design caused sales to rocket when it launched in 2014 and brought a host of new users to the brand in particular the important younger audiences that J2O is seeking to attract.

We also demonstrated to great effect how brand shop-ability could be maintained whilst at the same time breathing fresh life into the brand's well-known visual identity.

AT HOME CHANNEL

30% increase in sales year on year (2013-2014)

OUT OF HOME CHANNEL

49% increase in sales year on year (2013-2014)

69% of Glitter Berry solus buyers hadn't bought adult soft drinks before in that year

3. PROJECT OVERVIEW

Outline of Project Brief

J2O Glitter Berry first launched 3 years ago and has been relaunched every subsequent year, with little change to the creative concept or the packaging design. Britvic were looking for a fresh approach and an extra twist to create something new and newsworthy.

Glitter Berry launches in the heart of the Christmas party season and competition for soft drinks sales on shelf is fierce. J2O's great taste is a given, Identica need to create an eye catching and relevant packaging design that supports J2O in being the perfect adult soft drink to enjoy with friends this party season.

The design must appeal to 25 - 35 year old men and women who love getting together with friends & family in and out of home. Their social time is precious time and they want to ensure they enhance every moment.

The J2O logo must be prominent on the packaging to aid brand recognition both on premise and in grocery. Glitter is the RTB in this product and must be prominent in the design, but made to feel relevant and aspirational to the target adult audience.

Bottle changes were out of scope and costs need to be justified for any production changes.

Key Objectives

- ✨ Showcase the unique nature of the produce.
- ✨ Draw in new users to the category and brand, in particular recruiting millennial consumers to the brand, who are increasingly seeking credible non-alcoholic drink choices.



Project Description

Britvic wanted to make the most of their seasonal and limited editions (both strategically and commercially) and so asked Identica to take a fresh look at their Glitter Berry winter season LEP, and to set a new benchmark for future LEPs.

Our first task was therefore to understand the mood and style of the Christmas season through the eyes of Millennials, in order to design a solution that resonated particularly strongly with this audience, whilst ensuring we did not deter the brands current core users.

Inspired by the glamour and sophisticated opulence of the art deco period and the magic of winter, the circular device around the J2O mark acts as a window into the indulgent glitter drink. An intricate lattice pattern envelopes the entire bottle, giving further clues as to the drink's jewel like nature.

3. CONT. PROJECT OVERVIEW

Overview of the Market

The overall soft drinks category saw growth in 2014 across grocery, convenience and on-premise but only marginally. Grocery and convenience seeing a 0.4% growth in value sales and on-premise growing by 3.6% in value sales.

Juice drinks, the sub-category in which J2O finds itself saw fractional value sales growth of 0.4% in the grocery channel. It did fair better in the convenience channel however seeing value sales growth of 2.4%. On-premise value sales saw a 1.2% increase.

Adult or premium soft drinks are seeming popular with consumers moving out of the alcohol market looking for a credible soft drink replacement, especially on-premise.

J2O remained the segment's frontrunner with over half of the value share, whilst Appletiser experienced the fastest segment growth rising by 20% in value. The Christmas period sees a higher consumer spend on adult soft-drinks for both home and out of home.

Word Count: 601



**PROJECT
LAUNCH DATE**
September 2014

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**SIZE OF DESIGN
BUDGET AND
PRODUCTION
COSTS**
Confidential

4. OUTLINE OF THE DESIGN SOLUTION

Our design intent for J2O Glitter Berry was straightforward after receiving the brief from the client team - make J2O Glitter Berry stand-out on shelf by highlighting the products personality so that consumers can re-appraise the seasonal proposition.

This was Identica's first work for J2O Glitter Berry and it was vitally important that we set the design standard not just for this LEP but for all limited edition products moving forward.

Creating something for our millennial audience that felt premium and special but not alienating was of paramount importance. We understood clearly what a seasonal limited edition should look and feel like but we wanted to capture modern and sophisticated magic through the packaging's design to really take the product somewhere surprising. Inspired by the glamour and sophisticated opulence of the art deco period and the magic of winter, we designed an intricate lattice pattern for the brand that we felt could enchant customers. A golden lattice pattern creates the illusion of movement and excitement which we thought was vital for the Christmas party season. The pattern was originally

designed off-pack within a brand world and then later applied to the bottle to make it truly un-missable.

We realised that the product itself brought boat-loads of personality with it's shimmering speckled liquid. This unique product benefit had great equity and something for the design team to really focus upon. The circular device around the J2O mark acts as a window into the indulgent glitter drink, something we thought was of great importance.

Rather than J2O LEP's playing catch-up with other design trends in the marketplace we wanted to make a dynamic design statement by delighting a millennial audience with a packaging design so iconic and bold there was no way to miss the product on shelf.

A potential banana skin for the project could have been that the product is Christmas/seasonal. Balancing the right amount of 'Christmas' and winter was important, two themes which often result in cliché design. Our approach was partly driven by the insight that people make extra effort at this time of year - special nights mean special drinks, something with a touch of sparkle and glamour, it is party season after all. We knew that with the right balance we'd be able to drive desirability and then the product do the rest.



5. SUMMARY OF RESULTS

AT HOME CHANNEL

30% increase in sales year on year
(2013-2014)

20% higher rate of sale
(2013-2014)

OUT OF HOME CHANNEL

49% increase in sales year on year
(2013-2014)

71% higher rate of sale
(2013-2014)

69% of Glitter Berry solus buyers
hadn't bought adult soft drinks
before in that year

PENETRATION

Penetration for Glitter Berry grew
from 3.1 points to 4 points
(16w/e 1st Feb vs same period YA)



6. OTHER INFLUENCING FACTORS

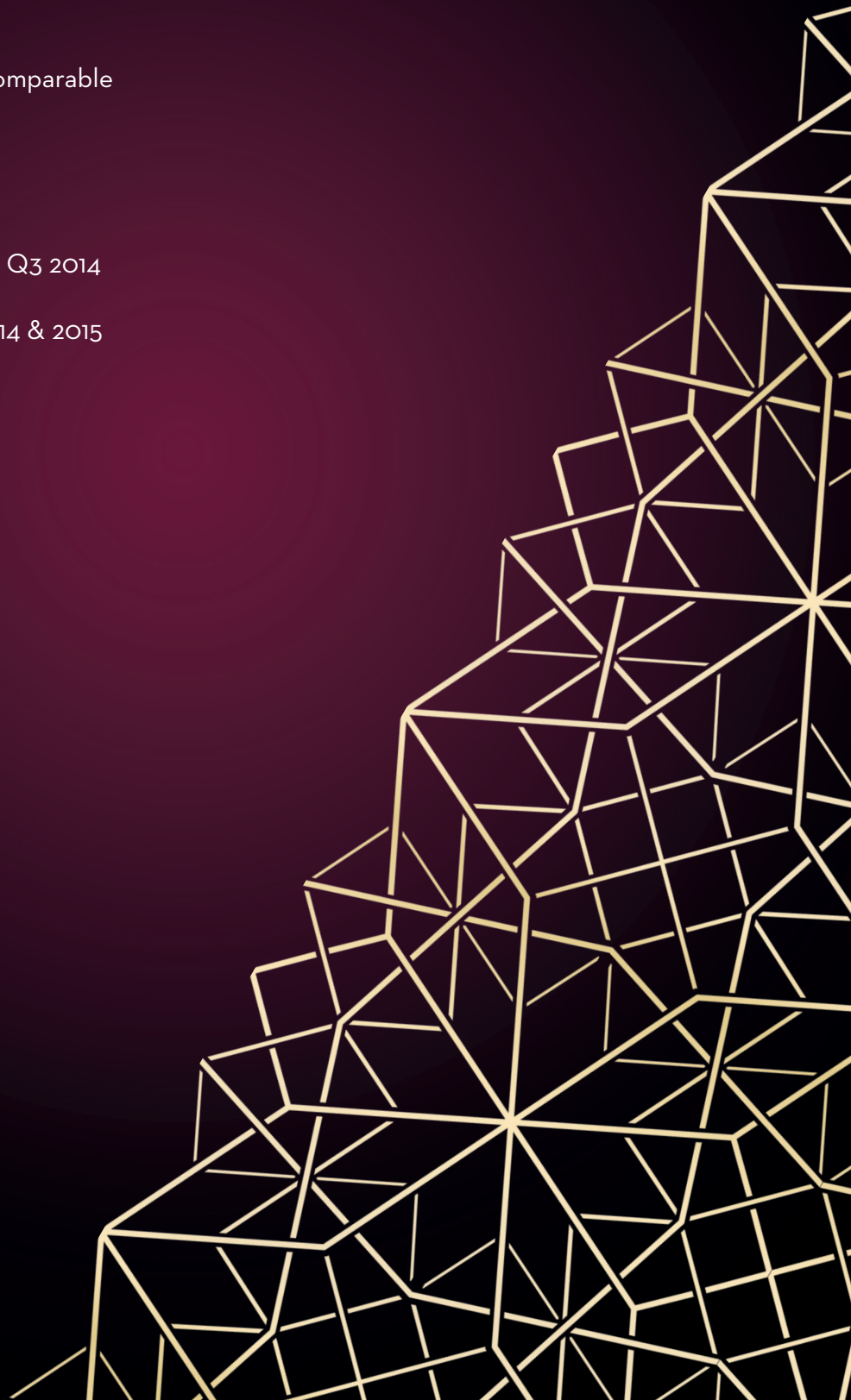
During the period of sale there was no significant change in TV advertising spend between the two comparative years. In fact, in the same period the previous year, J2O had 9% of the share of voice within the soft drinks category, in 2014 J2O only had a 6% share of voice.

The in-store promotional spend was comparable between the two sale periods.

7. RESEARCH RESOURCES

Nielsen Consumer Confidence Survey Q3 2014

Britvic Sales Data & Market Report 2014 & 2015
(Nielsen, Kantar & CGA)



APPENDIX

“We’re really excited to see the new look J20 Glitter Berry in the bar fridge. We’ve designed this year’s limited edition to really stand out and the blend itself is perfect for consumers looking for a seasonal drink.”

—
**JONATHAN GATWARD,
BRITVIC MARKETING DIRECTOR**

“It’s a time of year when people make that little bit of extra effort on a night out and spirits are high. Your friends are on the cocktails or fizz and you want to feel part of that - Glitter Berry’s about theatre and we just bought some glamour to the party.”

—
**KEITH DAVIE,
IDENTICA DESIGN DIRECTOR**

