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**DBA Design Effectiveness
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**Hippeas: Revolutionising
the global snacking market,
one chickpea at a time.**

Green Park Holdings Inc.
Food Producers, June 2016
(For publication)



Executive summary



For a brand to be big, it needs to be brave.

Hippeas is a global organic snacking brand with a social conscience. We helped to build it from the ground up: peas, packs, purpose and all.

The brand's ambition is to become the next mainstream healthy snacking brand that will connect with a generation of dis-engaged consumers and encourage social change.

Its mission? To revolutionise the global snacking market, one chickpea puff at a time.

Consumer engagement

Hippeas has also connected with a generation of consumers seeking to change the way they snack for the better.

Social impact

Hippeas has developed an alliance with Farm Africa to give back to the earth and improve the lives of farmers and Ethiopian communities.

Distribution

Hippeas has already secured listings in **16,000** stores across the UK and US.

16,000

listings secured in stores across the UK and US

Starbucks (US)

12,500

Holland & Barrett

650

WHSmith travel stores

250

Premium Boots stores

250

Waitrose

180

Whole Foods (US)

120

As Nature Intended

National listings

Planet Organic

National listings

Ocado

National listings

Word count: 122

“We have created a brand with such a strong cultural relevance and bond to consumers, with an ability to scale and a premium yet affordable proposition that delivers. The design and brand proposition that jkr have created has given us that ‘special something’ that immediately resonates with consumers. Without this, we would not have been able to cut through all the noise in the oversaturated snacking market and have the impact that we are experiencing today.”

**Livio Bisterzo, Founder of Hippeas
and CEO of Green Park Brands**





Outline of project brief

Our task was to develop the vision for a new organic chickpea snack called 'Hippeas' – a new launch that could become a credible challenger brand within the global snacks market.

By partnering with Hippeas at the very start of the brand's journey, we were responsible for developing its visual identity and packaging, as well as shaping its personality, tone of voice and the brand world it sits in.



Business objectives

Revolutionise the healthy snacking market: create a global mainstream snacking brand that would appeal to a modern generation of consumers seeking healthier snacking products.

Be big, be bold: escape the clutches of the 'organic/healthy eating' sector by achieving mainstream distribution targets.

Taste good, make a difference: communicate and deliver the brand's ambition to be both good for you and good for the earth.

Design objectives

Instant recognition: create a distinctive brand that would stand out on shelf in order to get this new product noticed and chosen by consumers and retailers alike.

A vehicle for engagement: use every touch point to engage and connect with consumers to tell the brand's unique story.

Bold and simple: create a visual, verbal and visceral brand expression that would capture the vision of Hippeas and talk directly to a modern generation of 'hippies'.



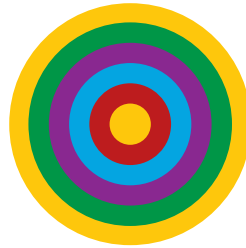
Project overview

Description

Hippeas is an all-new range of organic chickpea puffs: gluten free, high in protein and fibre, low in fat and less than 92 calories a bag, and full of chickpea goodness. They come in four flavours in the UK: Sweet & Smokin', Pepper Power, Far Out Fajita and In Herbs We Trust.

The brand has a clear ambition: “to change snacking for the better, one chickpea at a time” – by becoming a global brand that is both good for you and good for the earth.





Launch date:
April 2016

Market overview

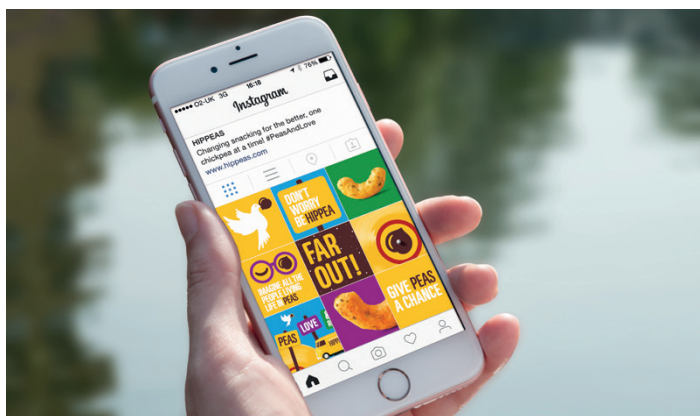
When Hippeas entered the market, there were several macro trends driving the snacking landscape:

1. Snacking was continuing to grow at a fast pace. In the US, it accounted for half of all eating occasions (Nielsen, 2014) whilst in the UK, the savoury snacks market was predicted to grow by 21.2% over the next five years between 2014 and 2018 (Business Wire, 2014). At the same time, snacks were becoming an alternative to main meals. Research showed that 45% of consumers across the world regularly switched proper meals for snacks (Nielsen, 2014).
2. With rising global concerns over obesity, the need for healthy snacking options was higher than ever and consumers were willing to pay a premium for healthy product attributes, with 30% of Americans swapping traditional snacks for 'better for you' alternatives (Nielsen, 2015). Consumers were increasingly looking for healthy snacking options, yet despite this trend none of the established players or challenger brands within this market owned the healthy and nutritious sector.
3. Moreover, the millennial consumer was becoming disengaged and mistrusting of traditional mainstream brands (Mintel, 2015). In response, they were increasingly seeking brands that were good for them and good for the world and willing to pay a premium to support a cause (Goldman Sachs, 2015).

Word count: 511



From the very beginning it was clear that to make a difference, Hippeas needed to become a mainstream snacking brand, rather than a challenger one. For a brand to be big, it needs to be brave and confident, and our design needed to reflect that sense of ambition and aspiration.



The brand positioning and design idea were both inspired by the brand's unique name – 'Hippeas' – and its immediate phonetic reference to the hippie movement.

As the brand name alone unlocks such a rich visual language in the mind, we wanted to avoid the clichés of the hippie era and create something charismatic and relevant for both today and the future. We wanted to create a modern brand for the modern 'hippie'.

The brand design features a 'Hippeas face' backed by a bold yellow, with the face's eye subtly referencing a chickpea, helping create a smile in the mind and instant recognition at shelf and beyond. The face is completed with a different coloured tongue on pack for each of the flavour variants.

The brand language and tone of voice created for Hippeas continue to tell the story by striking a balance between the socially-conscious ethos of the hippie movement and an irreverent humour that would appeal to today's savvy consumer market. Words and phrases such as 'power to the people', 'peas and love', 'peas, love and giving back' along with the flavour descriptors 'In Herbs We Trust' and 'Far Out Fajita' became part of the brand vocabulary.

The brand look and feel has rapidly evolved into a campaignable identity across multiple touch points: from in-store displays to outdoor posters and billboards, from website to branded merchandise (tote bags, t-shirts, badges), from vinyl records to flags and megaphones. Furthermore, the brand constantly engages and delights its consumers on social media with topical posts and branded content in the distinctive Hippeas look and feel.

Word count: 312

Summary of results

For a brand that has only been trading for 6 months (and in store for only 6 weeks), the listings it has gained and the engagement it has driven has been unprecedented as we detail below. Especially when considering the highly competitive and saturated snacking market that it has entered into.

16,000 Stockists

Based on a distinctive product proposition and branding alone, Hippeas has secured unprecedented levels of distribution for a start-up brand with listings in 16,000 stores across the UK and US. For context, compare this to other successful high profile start-ups such as Bear Nibbles that achieved listings in 10,000 outlets within a 4-year period (DBA Grand Prix Case Study, 2013).

So far, not one retailer that has been approached has refused to list Hippeas.

Listings achieved in the UK and US to date:

Starbucks (US)

12,500

Holland & Barrett

650

WHSmith travel stores

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Premium Boots stores

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Waitrose

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Whole Foods (US)

120

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“This is truly a case of the right brand at the right time. Right for consumers and right for the trade.”

Livio Bisterzo, Founder of Hippeas and CEO of Green Park Brands

**DON'T
WORRY
BE HIPPEA**

“Instead of launching the brand through small stores and in test markets, every retailer we have approached has given us a national platform to launch this brand. Hippeas delivers a clear multi-channel opportunity resonating with a much broader consumer way beyond the traditional ‘foodie’ audience.”

Livio Bisterzo, Founder of Hippeas and CEO of Green Park Brands

“In 25 years of selling, I haven’t seen this level of interest or rapid retail distribution. The reaction from the trade in the US and UK has been phenomenal. The strength of the product proposition and brand world combined are ticking all the boxes for retailers when it comes to cultural relevance for consumers.”

Craig Hughes, Director European Sales, Green Park Brands, Former European Foodservice Director Heinz



Summary of results

A platform for launch: Taste of London

Hippeas' official brand launch took place at the annual Taste of London Festival in Regent's Park.

The brand's distinctive product proposition and branding received immense consumer interest and engagement; the Hippeas stand was even credited with 'Strongest Visual Presence' in a review of the top five brand activations at the festival (Field Marketing, 2016). The brand identity stood out from the crowd, delighting and engaging passers by and encouraging them to stop and find out more about the brand.

A consumer movement: Sharing the #peasandlove

And it's not just retailers who have been captivated by Hippeas, consumers have also fallen for the brand's unique personality and proposition. Despite their busy lifestyles and being constantly surrounded by visual and verbal noise, a number of consumers who have discovered Hippeas have emailed the brand to express their affection and excitement. The Hippeas team now receives around 3-5 emails everyday from consumers.

Social impact: One chickpea at a time

Based on the brand's ambition of becoming a leading name in driving positive change, we worked closely with the client to shape Hippeas' social mission and initiative.

We identified that besides being a healthy source of organic nutrition, chickpeas are also good for the earth, naturally boosting the nitrogen in the soil and making it more fertile, thus reducing the need for artificial fertiliser. By committing to global sustainability, the brand partnered with Farm Africa on their joint initiative 'Food for Good'. For every pack sold, Hippeas will be giving back by supporting farmers in Ethiopia grow themselves out of poverty and build a more prosperous life for their families.

The brand is now embarking on a 3-year journey to fund and develop a fair trade self-sustainable chickpea farming community in Ethiopia. The brand's commitment to improving the lives of farmers and Ethiopian communities is paramount to achieving its vision.

Growing a workforce of Hippeas

The captivating brand proposition, product and charity element of Hippeas has inevitably attracted people towards the brand who want to become part of the Hippeas movement. As a result, a 'Hippeas Internship Programme' has been created, allowing candidates to work with the client team and learn about the brand, its business and marketing strategy, as well as its sustainable and social initiatives.



Other influencing factors

For a brand to be big, it needs to be brave.

This was the mantra that Hippeas adopted at the start of the brand's journey. In order to achieve its ambition to become the next global, mainstream challenger brand within the snacking sector, it invested all of its resources into the development of the product and the design of the brand.

The results achieved in this paper are all testament to this. The phenomenal distribution, projected sales growth and consumer engagement have all been a result of the design. Without this, the brand would not have been able to capture the attention of retailers and consumers alike.

No advertising or price promotion has taken place.

All brand activations have been designed by jkr to further tell the Hippeas story.

Research sources

1. All data and consumer testimonials supplied by Hippeas.
2. Nielsen data, 2014.
3. Nielsen data, 2015.
4. Business Wire, 2014.
5. Mintel data, 2015.
6. Goldman Sachs, 2015.
7. DBA Grand Prix Case Study, 2013 – Bear Nibbles Case Study.
8. Field Marketing, 2016.

