

Monty Bojangles



FOOD PRODUCERS

THE MONTY
BOJANGLES COMPANY

SPRINGETTS BRAND
DESIGN CONSULTANTS LTD.

26th June 2015



springetts
brand design

EXECUTIVE SUMMARY

SPRINGETTS BRAND DESIGN CONSULTANTS HELPED THE MONTY BOJANGLES COMPANY, THROUGH STRATEGIC AND CREATIVE THINKING TO COMPLETELY RE-PRESENT THEIR CHOCOLATE TRUFFLES OFFER AND TO RE-DEFINE THE CATEGORY.

SRINGETTS WAS APPROACHED BY THE MONTY BOJANGLES BRAND WHICH WAS UNDER THREAT FROM RETAILER OWN LABEL PRODUCTS AND HAD BEEN CRITICISED FOR NOT OFFERING A COMPELLING BRAND STORY TO JUSTIFY ITS FUTURE. IT WAS IN DANGER OF BEING DELISTED BY WAITROSE.

At the heart of the issue was a great product that had been presented in a very generic way. Retailers and consumers failed to understand the role of the brand beyond that of a supplier. The brand was named after the owner's cat – a silhouette of which featured on pack. There had been calls for the cat's removal on account of it being confusing and irrelevant.

Our brief was to transform Monty Bojangles into a compelling intellectual property, capable of bringing to life the unique nature of the product, in an emotionally engaging way that would secure its future as an emotive brand equity, rather than simply a supplier of product to the trade.

Our strategic response was to develop a unique positioning based upon the distinct flavour profiles of the truffles. Monty Bojangle's '**Curiously Moreish little taste adventures**' was born.

We chose to transform the role of the cat into the purveyor of little taste adventures by using it to showcase the company's innovative approach to recipes.

Conventional brand values were replaced by an engaging philosophy: '**Curiosity Thrills the Cat**' which we used to establish the brand's challenger position as '**the curious truffletiers**'.

Each variant shows a '**new adventure in taste**' centred around our curious truffletier, 'Monty Bojangles' the cat. The fantasy world comes to life through Victorian etchings, botanical drawings and hand-painted illustrations on a fresh, vibrant colour palette. This is complemented by eccentric product descriptors and brand narratives giving the brand a unique tone of voice.



AN EXTRAORDINARY RESULT...

NOT ONLY DID THE REDESIGN ENSURE THE BRAND GAINED
OWNABLE BRAND EQUITY IN WHICH TO
JUSTIFY ITS EXISTENCE IN THE EYES OF RETAILERS BUT THE
PREMIUMISATION OF THE DESIGN ALLOWED THE BUSINESS...

DELIVERING AN AMAZING GROSS PROFIT INCREASE

THE SUCCESSFUL REDESIGN IMPROVED RETAIL
DISTRIBUTION AND ALSO AFFECTED
SEASONAL RETAIL SALES



PROJECT OVERVIEW

OUTLINE OF PROJECT BRIEF

Despite the brand possessing an established cross channel distribution and strong rates of sales, growth had stagnated due to low levels of promotion and brand awareness. This was a result of its low price positioning and lack of ownable brand equity; which ultimately made retail buyers believe the brand was easily replaceable.

KEY BUSINESS CHALLENGES:

- Monty Bojangles's largest single customer, Waitrose, were looking to delist the brand unless it was redesigned, as it looked too 'private label'. Retaining the Waitrose business was critical.
- Product range delivered poor profitability to business through £3 RSP positioning of the brand. This meant the brand directly competed on price and weight with private label offerings in the multiples.
- The brand lacked a strategic category mission or key customer insight to differentiate itself. Monty Bojangles had no coherent answer as to why a cat was used as a brand icon. This confused pack proposition inhibited buying frequency and weight of purchase.
- Monty Bojangles apologetic branding led to low brand recognition with limited emotional affinity and restricted brand extension and seasonal listings.

SCOPE OF THE DESIGN BRIEF

To tackle the business challenges, we set ourselves a brief to rebrand the existing packaging in order to:

- Arrive at a differentiated and motivating strategic brand positioning
- Visually communicate a new, coherent and defensible brand story with an engaging philosophy – one that could project its emotional equity from point of exposure without the support of advertising.
- Create a challenger brand that was unique to the category
- Communicate the brand's quality without losing its accessible feel
- Extend the brand's reach from self purchase to 'thoughtful little gift'
- Maximise shelf impact whilst allowing for clear range navigation

PROJECT OVERVIEW CONT...

DESCRIPTION

Monty Bojangles is a brand of flavour assorted cocoa dusted truffles owned by Honeycomb Project Management Ltd.

OVERVIEW OF THE MARKET

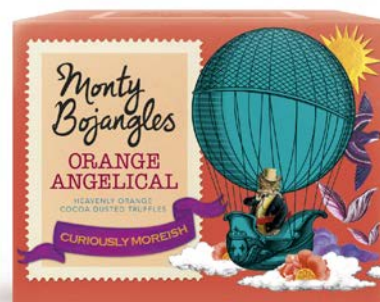
There are many companies producing the same products in similar packaging. In addition to the many 'big budget' confectionery brands, the category has a prolific own label presence. It is very difficult for small challengers like Monty Bojangles to break through and be insurgent as a new brand, especially given their late entry to the confectionery market.

PROJECT LAUNCH DATE

August 2014

DESIGN BUDGET AND PRODUCTION COSTS

£35,000



DESIGN SOLUTION

We created a range of positioning boards, each accompanied by a consumer insight, brand response and visualisation. A final selection was made using qualitative and online research aimed at the target consumer (female 30-50 B-C1). After which we conducted a brand-positioning workshop to further determine the proposition, personality, beliefs and essence of the new Monty Bojangles brand.

Having discovered that consumers were most motivated by adventures in taste, we positioned Monty Bojangles around the intriguing flavour combinations of its truffles and the organoleptic taste adventures they delivered. Conventional brand values were replaced by an engaging philosophy: **“Curiosity Thrills the Cat”** which we used to establish the brand’s challenger position as ‘the curious truffletiers’.

The proposition of **Curiously Moreish Little Taste Adventures** became the foundation for the creative brief. The old packaging used a silhouette of the company owner’s cat as a logo, however its visual execution and aloof stance seemed at odds with the indulgent product experience and often left consumers feeling confused about its relevance.

Despite calls for the cat’s removal, we believed the cat was an integral part to the brand’s heritage and quirky personality. We transformed the role of Monty the cat into the purveyor of little taste adventures by using him to showcase the company’s innovative approach to recipes. Every pack features a unique and fantastical pictogram of Monty travelling in Victorian contraptions, as he seeks out ingredients for his new adventures in taste. The pictogram acts as a unique and emotionally engaging visual metaphor for a critical product truth: this product will take you on a curiously moreish taste adventure!

In order to give the brand an engaging and ownable tone of voice, eccentric product descriptors and narratives were created. The range included ‘Flutter Scotch, Scrumple Nutty and Orange Angelical’ and Monty describes his voyage in first person on the back of pack:



PREVIOUS DESIGN VS NEW DESIGN



BEFORE



AFTER

SUMMARY OF RESULTS

The redesign launched into Waitrose October 2014. We have used the retailer's own Connect EPOS system to illustrate how the redesign was instrumental in repositioning the brand and securing business that previously would not have been possible.

CRITICAL BUSINESS RETENTION

The redesign secured critical continued listings with Waitrose. Without the redesign the account would have been lost and the future of the brand seriously harmed.

INCREASED GROSS PROFITABILITY

The premiumisation of the design enabled Monty Bojangles to restructure the Retail Selling Price from competing with Private Label.

Giving Monty Bojangles a new identity and clear category role meant the business could viably offer seasonal product formats. The brand historically has had only limited market penetration

FIT FOR BRAND EXTENSION

As well as the increased distribution of the seasonal packs, the redesign has enabled the development of product formats previously unavailable to Monty Bojangles; chiefly the Taste Adventures Assortments that has achieved AYR listings in Morrisons and is projected to generate retail sales in 2015.

INCREASED RETAIL DISTRIBUTION

The redesign helped the business secure the future of the brand in retailers such as Tesco, Waitrose, Co-op & Morrisons.

FOCUSSED BRAND POSITIONING

The strategic work gave the brand a clear consumer insight and brand mission. Monty Bojangles now possesses a role in the category as well as a role for the brand 'cat'.

FUNDS FOR NEW INVESTMENT

The increase in gross profitability has enabled Monty Bojangles to move into 2015 with investment monies to fuel expansion of the brand i.e. promotional and marketing campaigns that hitherto were not possible.

CLIENT SATISFACTION

"We are utterly delighted with the results of Springetts hard work and believe they have truly captured all of the passion and excitement of the Monty Bojangles world."

Andrew Newlands and Pamela Bateman (owners)

"Springetts new design for the Monty Bojangles brand has proven a unanimous success. With marked increase in buyer interest resulting in enhanced seasonal and year round listings. The design has added value to the brand allowing for price repositioning that has contributed enormously to our investment, promotional and marketing campaigns. Furthermore consumer feedback has been tremendously positive with every indication of a radically enhanced and growing brand loyalty."

Andrew Newlands

OTHER INFLUENCING FACTORS

The business did not support the Monty Bonjangles brand with any marketing communication activity, so we can confidently attribute the success to the design and its distinct visibility on shelf.

RESEARCH RESOURCE

Monty Bojangles internal figures

All of the data is from Retailer Connect EPOS system downloads in the relevant periods.



