

THE MOST REWARDING GIFTS...



FOOD PRODUCERS

The Monty Bojangles Company Ltd

Springetts Brand Design Consultants Ltd

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For publication

springetts
brand design



EXECUTIVE SUMMARY

Having helped The Monty Bojangles Company to completely re-present their chocolate truffles offer and to redefine the category, Springetts were tasked with creating an identity for their seasonal gifting portfolio.

This identity was to span multiple pack formats and offer unique branding to a family of sharing and special occasion products. The purpose of these is to expand the reach of the brand and to add value through the introduction of increased price points, whilst remaining true to the core values of the brand.



+39%

sales over
key Xmas
period

16% OF TOTAL SALES IN 1ST 6 MONTHS

18% OF TOTAL SALES OVER SPRING SEASON

15% OF TOTAL YEAR SALES

ACHIEVING A NEW HIGH PRICE POINT

33% ABOVE
CORE

PROJECT OVERVIEW

OUTLINE OF PROJECT BRIEF

The brief to Springetts was to deliver a new scalable brand identity for the Monty Bojangles gifting range that could span multiple pack formats, offering a unique visual identity to a whole family of sharing and special occasion products, whilst remaining true to the core values of the brand.

KEY BUSINESS CHALLENGES:

Prior to this new project for Monty Bojangles, the maximum retail price the brand could command was £4 for its Bag in Box Dusted Truffles Cubes. This was a silver printed thermo-sealed pouch inside a carton (108mm x 108mm x 89mm). A key issue with holding product inside a bag is that while you can increase the weight inside the bag, its overall actual visual footprint doesn't really change. The bag essentially looks the same whether you have 200g or 300g of product – the visual perception of value for money is poor versus the increased cost of the product.

Being able to increase the retail price is critical to:

- **Driving value into the brand**
- **Increasing cash margin**
- **Expanding the opportunities for consumers to engage with the brand beyond the token gift tier**

The manufacturer of the truffles had been trialling a new production line that could individually flow wrap single truffles in silver foil. From this development there was clearly an opportunity to target sharing and special occasions with larger pack formats that delivered on taste, value perception and functionality for the consumer.

PROJECT OVERVIEW CONT...

DESCRIPTION

Monty Bojangles is a brand of flavour assorted cocoa dusted truffles owned by The Monty Bojangles Company.

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 and the fact that competition can come from any gift item at the same price point.

PROJECT LAUNCH DATE

June 2015

DESIGN BUDGET AND PRODUCTION COSTS

£4,800



DESIGN SOLUTION

Having discovered, during our creation of the core Monty Bojangles brand, that consumers were most motivated by Adventures in Taste, we positioned Monty Bojangles added value gifting around the intriguing flavour combinations of its truffles and the organoleptic taste adventures they delivered. "Curiosity Thrills the Cat" is our brand essence which we used to celebrate the journey of taste to great effect.

The proposition of Taste Adventures became the foundation for the creative brief to extend the brand into new formats and new eating occasions. To differentiate the Taste Adventures packs further from the core offering, the packs have a satin metallic champagne pink finish and Monty riding the popped 'champagne cork'.

The pictogram acts as a unique and emotionally engaging visual metaphor for a critical product truth: this product will take you on a selection of curiously moreish taste adventures!

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'. The novel structural packaging amplifies the ritual reveal of the individually wrapped truffles.



SUMMARY OF RESULTS

- Price objective met
- Taste Adventures adds +15% in additional sales to the business
- Taste Adventures Gifting Range deliver +39% incremental sales over key Christmas period



OTHER INFLUENCING FACTORS

Monty Bojangles does not have the budgets for ATL marketing or promotional spending and as a result the brand's presence on shelf is the key consumer touch point. So the design is pretty much the sole means by which Monty Bojangles catches attention and tells its brand story.

RESEARCH RESOURCE

The Monty Bojangles Company internal figures.



