

SHAKING UP A CLASSIC!



SUBMISSION TITLE
**ORANGINA:
SHAKING UP
A CLASSIC!**

CLIENT COMPANY
**LUCOZADE RIBENA
SUNTORY**

DESIGN CONSULTANCY
BRANDME

INDUSTRY SECTOR
BEVERAGES

SUBMISSION DATE
JULY 2016

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BrandMe have been at the heart of the recent Orangina repositioning.

Their combination of creative flair and detailed knowledge of manufacturing capabilities have delivered fantastic results time and again. Weave in their best in class account management and cost effectiveness, you have a market leading agency whose results have been speaking for themselves through increased sales and shelf impact.

Jamie Nascimento
Head of Marketing
Lucozade Ribena Suntory

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RETAIL SALES VALUE OF ORANGINA INCREASED BY 66% in second half of 2015, following the new pack relaunch, reversing a 20% decline in previous years.

THE PRICE PER LITRE INCREASED RESPECTIVELY BY 34% & 61% for the new 420ml shaped PET bottle and the slimline can multipacks versus previous packs.

DISTRIBUTION OF THE NEW CONTOURED 420ML BOTTLE INCREASED BY 170%, compared to the previous generic 500ml format.

EXECUTIVE SUMMARY

A GLOBAL ICON IN DECLINE

Orangina has a unique heritage associated with its iconic glass bottle, 'shake to wake' ritual and French summer holidays. In the UK, the brand image and heritage had been eroded by the prevalent use of generic 2 litre PET bottles which appealed to the value conscious. When LRS acquired the brand, it was declining by 29% year on year in a shrinking category.

THE BRIEF

Harness the vibrant personality and visual equities of this timeless classic. Reposition the brand as a more premium proposition, using identity, pack graphics and new 3D formats. Target 'Open Socials', 22+ year olds who are actively seeking out small pleasures to make every day feel a bit more special.

BrandMe worked on the repositioning, graphic and 3D design and format strategy.

THE RESULTS

BRAND VALUE GROWTH

Orangina's retail sales value grew by 66% in the second half of 2015, following the July pack relaunch and market share is the highest in company history. This is in the context of:

- A 29% brand value decline in previous year.
- A category in decline by 4% 2015.

SHARP PRICE PER LITRE INCREASE

- Overall the price per litre increased by 66% to £2.43, versus total soft drinks down 1% to £1.05. Creating a 131% price premium to the overall category.
- The price per litre grew respectively by 30% and 43% for the new shaped 420ml PET bottle (previously 500ml) and slimline can multipacks 6x330ml (previously 8x330ml), versus previous packs.
- The new 420ml bottle replaced the existing 500ml at a price premium, delivering 7% incremental value per store per week.

DISTRIBUTION INCREASE IN GROCERY & IMPULSE

- Within 4 weeks of launching, Sainsbury's doubled its distribution across 420 stores.
- Distribution of the new 420ml shaped PET bottle increased by 170% compared to the original 500ml standard PET bottles.
- Distribution of the slimline cans has been growing at 10% month on month since the launch.

SOURCE: • IRI, 52 weeks to 27th December 2015,
• IRI MAT 24th May 2016 and 22nd May 2015
• Mintel, Carbonated Soft Drinks, UK, June 2015
• Lucozade Suntory Ribena sales figures

PROJECT OVERVIEW

AN ICONIC BRAND...

Launched in 1936, Orangina's reputation was built on four unique brand pillars: bottle shape and texture, lightly sparkling mouth feel, an opening shake ritual and heritage associated with memories of French summer holidays. It had become a global icon.

...THAT HAD LOST ITS SPARKLE

However, Orangina had been largely neglected in the UK. For 10 years, AG Barr had run the Orangina brand on a licensing agreement and its iconic image, linked to the original 'bulby' bottle (evocative of the orange shape and texture), had been eroded by the use of generic large format PET bottles. This was the result of a high-volume/low-prices strategy, which had tarnished the brand's aspirational heritage.

The range was made up of a generic 2 litre PET bottle, a generic 500ml PET format, 8x330ml can multipack in mainstream grocery and a 330ml glass bottle in limited off-trade distribution. Volume sales were overwhelmingly driven by the large 2 litre format. As a result, the brand had become devalued; delivering a functional value pack to an ageing consumer.

Against this background, when Lucozade Ribena Suntory regained the licence in 2014, the brand was losing 29% of total brand value year on year.



THE MEMORY

"The taste of summer holidays"



VS

REALITY IN THE UK

"Just another cheap orange fizzy drink"



Johnny Greig / Alamy Stock Photo

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ORANGINA - SHAKING UP A CLASSIC!
DBA DESIGN EFFECTIVENESS AWARD

BrandMe
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A NEW SET OF COMPETITORS

Equally concerning was a new trend for more crafted and authentic products and a growing crowd of 'rising stars' with heritage credentials. New premium brands such as the authentic Fentimans and continental San Pellegrino, competed for the 'champagne of soft drinks' title.

All presented a new threat to Orangina's aspiration to reclaim its heritage and positioning.

Twenty years ago Orangina had been the exotic challenger brand. By 2015, in an increasingly diverse and premium soft drink world, the brand had lost its novelty and 'specialness'.

A NEW TARGET AND A NEW DIRECTION

The business set itself the challenge of growing Orangina to £10million by 2018 by relaunching it as a premium adult soft drink. The brand was to unlock its playful personality and heritage to reawaken this forgotten icon.

In June 2015, Lucozade Ribena Suntory made the bold decision to remove every single Orangina bottle from the shelves, so when the new packs were introduced in July 2015, our design had to work hard to stand out and appeal afresh to a more demanding audience.

PROJECT LAUNCH DATE

July 2015

SIZE OF DESIGN BUDGET

£183,677

OUTLINE OF PROJECT BRIEF

OUR BRIEF

“Shake it up and refresh Orangina’s iconicity”

It is certainly a challenge to revamp a brand with such a strong heritage while trying to open up to a wider audience. LRS didn’t want to lose loyal customers with a completely unrecognisable or unrelatable redesign. Our design needed to include similar elements to the previous look while appearing new and fresh, ready to appeal to an even bigger crowd. Overall the ambition was to realise Orangina’s premium positioning, communicate its vibrant personality and harness the visual equities of this modern classic.

In finer detail:

BE CLASSIC – Orangina has recognisable brand assets, we couldn’t throw the baby out with the bath water. Our objective was to remind people about what they already knew and loved about the brand, building on the orange peel texture, real orange pulp and spirit of Orangina’s playful ‘shake.’

DELIVER ADDED VALUE – Through the graphic and 3D look, touch and feel, our design needed to get the response: ‘this is worth paying more for’.

BE DISTINCTIVE – Orangina had always done things with a twist; our design needed to premiumise the brand without losing its playful nature.

STANDOUT – Orangina is not a noisy, brash brand but our design had to make the most of that split-second moment to get noticed on shelf.

Alignment to brand guidelines – Orangina is an international brand and although we needed to do what was right for the UK market, we needed to ensure there were synergies that could apply across other markets. Our design was about best practice evolution, not radical reinvention.

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Shake it up & refresh Orangina’s iconicity

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OUTLINE OF DESIGN SOLUTION

A NEW ICON

The previous graphics and functional 3D pack line-up came across as stale and lacking in emotion, failing to support the distinctiveness of the product experience and the brand's rich heritage. The overall image lacked freshness, added value and personality; it had lost Orangina's iconicity.

The brand was moving towards smaller volumes to support its premium positioning and tap into everyday premium occasions of our socially active target consumer. Rationally, we were asking people to pay more for less so we needed to build emotional value back into the brand to justify the premium. This would come from re-injecting the brand with its original associations of French sophistication.

In the new range, both graphics and formats are designed to work together to create a sense of sparkle and effortless delight, as a statement of the brand's individuality and 'special any day' positioning.

GRAPHICS SKILLFULLY EMBRACE BRAND TRUTHS AND TECHNICAL CONSTRAINTS

The sophisticated new livery harnesses Orangina's iconic bottle shape, its unique 'sparkle' and shaking ritual. It also builds on the timeless appeal of the brand equities to communicate Orangina's premium and vibrant personality: "Sparkling since 1936." Critically the graphic execution manages the technical constraints of multiple 3D packaging formats, ensuring all substrates (label, shrink and can) are designed to guarantee quality, design continuity and alignment for print.

3D DESIGN SOLUTIONS WORKING TO REBUILD THE BRAND EXPERIENCE

From a 3D perspective, our challenge was to reimagine the iconic glass bottle and 'shake to awake' experience in new plastic and can formats and build in premium cues.

We aimed to achieve consistency with the texture and shape of the new 420ml PET format. Instantly recognisable as Orangina, from the tactile shape and orange peel texture to the shrink wrap itself, an implicit smile that reinforces Orangina's playful personality and creates the effect of the glass bottle sitting proudly atop a plinth.

In the new range, both graphics and formats are designed to work together to reconnect each touchpoint back to the brand icon and create a sense of sparkle and effortless delight as a true statement of Orangina's heritage and playful personality.



▲ In the new range both graphics and formats are designed to work together to reconnect each touchpoint back to the iconic 250ml glass bottle. Each format has its own characteristics while aligning to Orangina's classic heritage and playful personality.



▲ The Orangina typography has been modernised, balancing the letterforms with the characteristics of orange peel. We wanted to celebrate the iconic 250ml bottle and incorporate it into the identity. The detailing of the texture within this embraces the heritage and the orange peel texture.



▲ The tamper seal enhances the premium offering and creates a theatre to the drinking experience. The line "Sparkling since 1936" was created by BrandMe and encompasses the spirit and the story of Orangina's heritage.





▲ The new 420ml PET introduces a new playful family member to Orangina's portfolio for premium on-the-go occasions.



▲ A new 'Light' variant was introduced in the new 420ml bottle format. Since the launch sales have grown to 83% of Original versus the 30% target in Grocery.

(Source: IRI, 52 weeks to 27/12/2015)



▲ The new look consistently harnesses Orangina's timeless visual equities to restore a well-loved brand to its iconic status and premium position.

RESULTS

Our objective was to deliver a notable change in brand profile and value perception and an immediate return to growth, halting the brand's long term decline. The redesign achieved against this criteria:

ORANGINA MOVED FROM A VALUE BRAND WITH SHRINKING DISTRIBUTION, DECLINING 29% YEAR ON YEAR, TO LRS'S FASTEST GROWING BRAND WHICH CONSUMERS BELIEVE IS WORTH PAYING MORE FOR.

The redesign achieved 3 key successes:



REALISED PREMIUM POSITIONING

The design was to reposition the brand as a premium adult soft drink and what better endorsement than the decision made at the discretion of retailers to considerably raise Orangina's price per litre, in direct response to the new graphic and 3D range redesign.

- The price per litre of the new shaped 420ml PET bottle grew by 34%, compared to the previous generic 500ml bottle.
- The price of the new slimline can multipacks (6x330ml) rose by 61%, versus the previous packs.

PRICE PER LITRE
34%
INCREASE

PRICE OF CAN
MULTIPACK
61%
INCREASE



DISTRIBUTION INCREASED

- Within 4 weeks of launching the brand's no.1 customer, Sainsbury's, doubled its distribution.
- Overall distribution increased 38% in Dec 2015 versus 2014.

38%
DISTRIBUTION
INCREASE



IMMEDIATE BUSINESS RESULTS

Revenue rose 89% and market share is the highest in company history. This is in the context of a 20% brand value decline in previous year and a shrinking carbonate soft drinks category, which is declining at an annual rate of 2.4%.

- Sales increased 35% in the first 3 months.
- Retail sales value grew by 66% in the second half of the year versus the first half.
- Overall brand 20% growth versus 2014.

RETAIL SALES
VALUE GREW BY
66%
20%
BRAND GROWTH

OTHER INFLUENCING FACTORS

This was a total brand relaunch and other elements of the marketing mix also evolved:

- Pricing can establish a premium position, but won't tell people why they should pay more. The higher price was something that we had to support and justify with the new packaging.
- Limited Comms support: in August 2015 the 'C'est Shook' campaign launched for 4 weeks in limited out of home channels, including cinema, OOH and social media. The poster heroed the new pack as the main communication vehicle.



RESEARCH RESOURCES

IRI, 52 weeks to 27th December 2015

IRI MAT 24th May 2016 and 22nd May 2015

Mintel, Carbonated Soft Drinks, UK, June 2015

Lucozade Ribena Suntory sales figures

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