



## MASTER CHOCOLATIER COLLECTION



### **Submission title:**

Lindt Master Chocolatier Collection:

A special gift with a stylish twist.

**Industry sector:** Food producers

**Client company:** Lindt & Sprüngli (UK) Ltd

**Design consultancy:** DewGibbons + Partners

**Date:** 26 June 2015

## FOR PUBLICATION

## EXECUTIVE SUMMARY

Recognising the increasing importance of Formal Gifting in the UK, Lindt had high hopes that its Master Chocolatier Collection would not only be successful in its own right, but that it would help Lindt's overall market growth in this category.

The packaging design by DewGibbons + Partners was considered critical to the sub-brand's success, as this is one of the main influencing factors in the shopper's purchasing decision.

Against a static market, the Master Chocolatier Collection is a UK success story.

- **Main driver of Lindt's +2.3pt Formal Gifting market share growth**
- **Lindt is the fastest growing company in Formal Gifting category market share**
- **Sales value target smashed by +48%**
- **+9% and +27% versus distribution targets**

With design fees recouped in just 16 weeks, all indications are that the Master Chocolatier Collection will continue to grow throughout 2015.



**+2.3pt**

Market Share Growth for  
Lindt in Formal Gifting



**+48%**

Sales value target  
smashed



**+9% & +27%**

versus distribution  
targets  
(144g & 305g)

**Word count:** 137 out of 300 max

## PROJECT OVERVIEW

### 1. Outline of project brief

DewGibbons + Partners was asked to create the packaging design for Lindt's Master Chocolatier Collection – a new boxed offer within the chocolate Formal Gifting category.

Recognising the increasing importance of Formal Gifting in the UK, Lindt had high hopes that the Master Chocolatier Collection would not only be successful in its own right, but that it would help Lindt's overall market growth in this category.

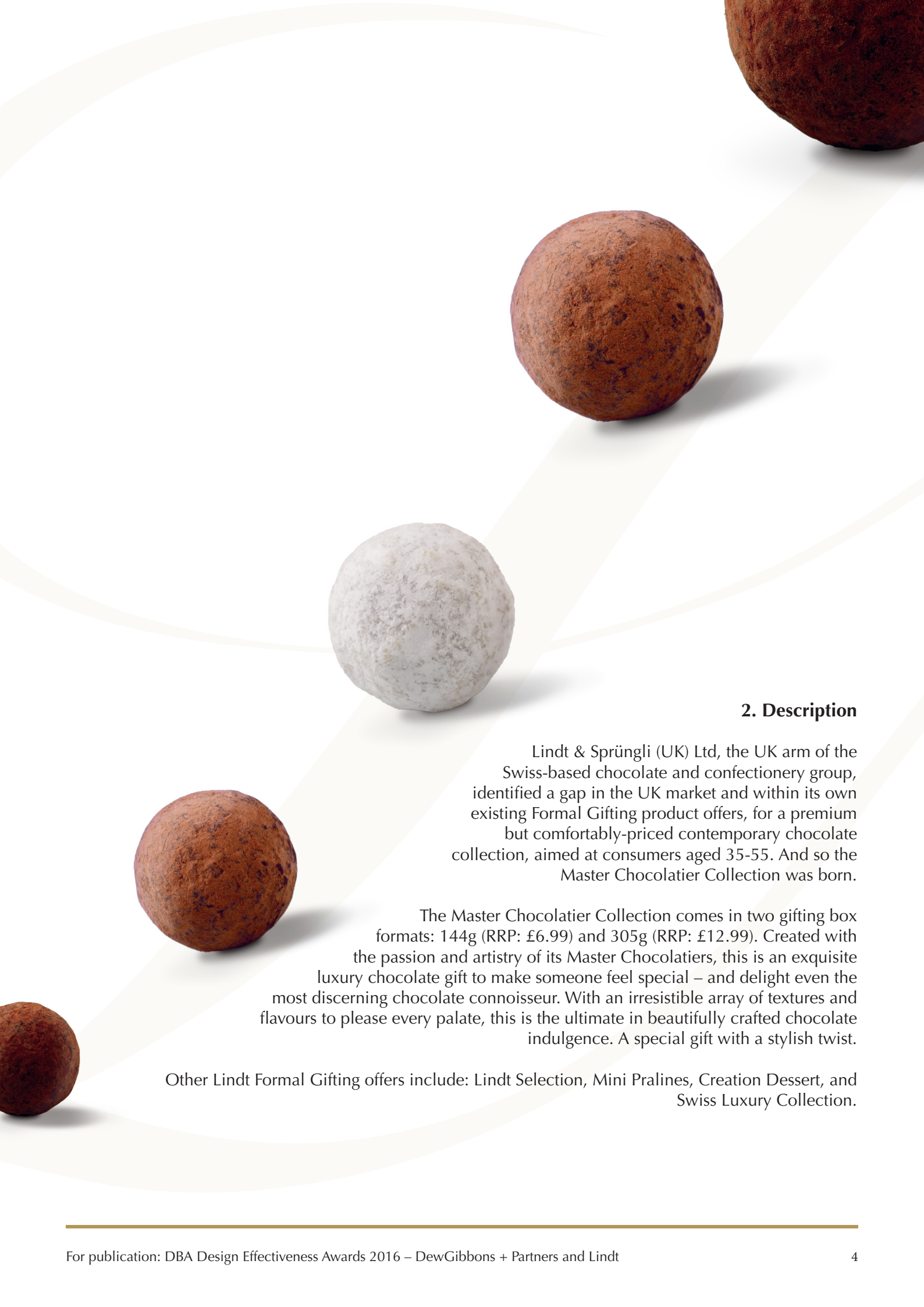
The packaging design by DewGibbons + Partners was considered critical to the Master Chocolatier Collection's success, as this is one of the main influencing factors in the shopper's purchasing decision.

Objectives for the Master Chocolatier Collection included:

- **Raise Lindt's overall market share in the Formal Gifting category**
- **Achieve sales value targets**
- **Meet distribution targets**







## 2. Description

Lindt & Sprüngli (UK) Ltd, the UK arm of the Swiss-based chocolate and confectionery group, identified a gap in the UK market and within its own existing Formal Gifting product offers, for a premium but comfortably-priced contemporary chocolate collection, aimed at consumers aged 35-55. And so the Master Chocolatier Collection was born.

The Master Chocolatier Collection comes in two gifting box formats: 144g (RRP: £6.99) and 305g (RRP: £12.99). Created with the passion and artistry of its Master Chocolatiers, this is an exquisite luxury chocolate gift to make someone feel special – and delight even the most discerning chocolate connoisseur. With an irresistible array of textures and flavours to please every palate, this is the ultimate in beautifully crafted chocolate indulgence. A special gift with a stylish twist.

Other Lindt Formal Gifting offers include: Lindt Selection, Mini Pralines, Creation Dessert, and Swiss Luxury Collection.

### 3. Overview of market

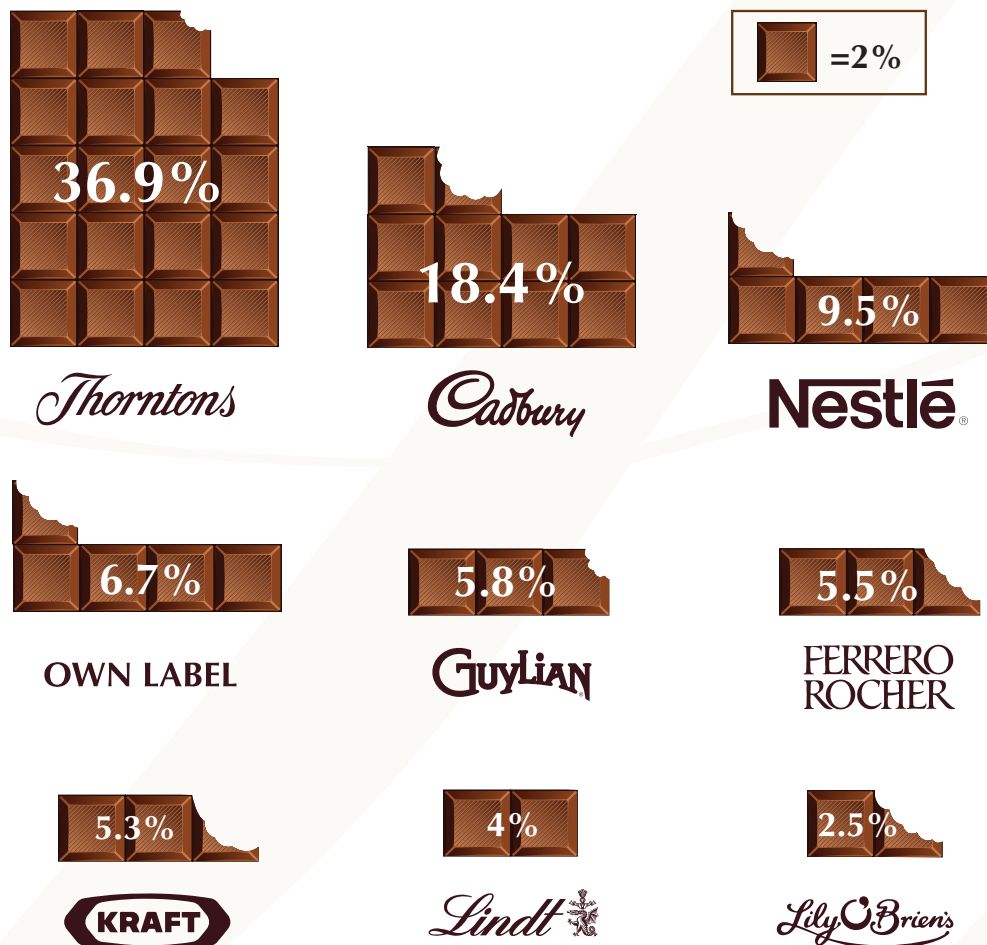
By its very nature, Formal Gifting is seasonal – with brands often dependent on sales spikes at times like Christmas, Valentine’s Day, Mother’s Day, and Easter. So achieving high all year round distribution can be a challenge in this category.

The Formal Gifting category represents 25% of all boxed chocolates sold in the UK and the category had value sales of £331,309,818 in the 19 months

from August 2013 (when the Master Chocolatier Collection launched) to end December 2014. Overall Formal Gifting category value sales have remained relatively static during that time, driven by declining sales from some of Lindt’s competitors.

Prior to the Master Chocolatier Collection’s launch, key players in Formal Gifting and their respective market share included the following:

UK Formal Gifting Category Market Share Before Master Chocolatier Collection Launch



(Source: IRI)

### 4. Project Launch Date

August 2013

### 5. Size of Design Budget

Design fees: £63,000

Expenses: £7,000

Word count: 440 out of 850 max

## OUTLINE OF DESIGN SOLUTION

The British target audience is discerning – wanting delicious chocolates wrapped in chic packaging to proudly provide as formal gifts for occasions like Christmas, Valentine's Day, Mother's Day, Easter, and dinner parties.

The packaging design needed to appeal to these discerning customers in order to:

- Influence how the giver will appear to the recipient who is offered this very special gift
- Have great gift impact with the intended recipient
- Provide on-shelf standout against all the other formal gifting offers

It was also extremely important to work within Lindt's existing identity guidelines to ensure brand consistency for easy recognition by consumers.



A simple, uncluttered white background provides the backdrop for the ribbon device that echoes the 'L' in Lindt. The pink colour catches the eye and complements Lindt's existing gold colour. Furthermore, the protective shrink wrap plastic was placed inside the box rather than outside, as research showed this makes the product look more premium and giftable. It's an elegantly understated pack that perfectly meets the design brief.

**Word count:** 166 out of 500 max

## SUMMARY OF RESULTS

Against a static market, the Master Chocolatier Collection is a UK success story. And all indications are that it will continue to grow throughout 2015.

### **Main driver of Lindt's +2.3pt Formal Gifting market share growth**

Since its launch, the company considers the Master Chocolatier Collection to be one of the main drivers of Lindt's +2.3pt Formal Gifting category growth. The Master Chocolatier Collection has had four times more market share growth than any other Lindt products in this category.

### **Lindt is the fastest growing company in Formal Gifting category market share**

Lindt is by far the fastest growing company in Formal Gifting market share, rising by +45.5% (from 4.0pts before the Master Chocolatier Collection's launch to 7.5pts in the MAT w/e 28 February 2015). Its next closest competitor grew by +27.9%, and four competitors faced declining market share. Lindt now has the 6th biggest market share within the Formal Gifting category, compared to its 8th place position before the Master Chocolatier Collection launched.

### **Sales value target smashed by +48%**

By December 2014, the Master Chocolatier Collection overperformed by +48% against its sales value target. Not only this, but on several occasions Lindt had to rush orders because it was over-selling versus its forecast.

### **+9% and +27% versus distribution targets in 2013**

2013 distribution targets for both box formats were surpassed by +9% (144g) and +27% (305g). And whilst they were a bit behind on 2014 distribution targets, they achieved almost full distribution on 144g in Tesco, Sainsbury's, and Waitrose – which was the Master Chocolatier Collection's main focus for 2014.

### **Design fees recouped in just 16 weeks**

The investment in DewGibbons + Partners' design fees was recouped within 16 weeks, based on sales value.





## OTHER INFLUENCING FACTORS:

The Master Chocolatier Collection has received the following additional marketing support since launch – this tends to be focused on key Formal Gifting seasons such as Christmas, Mother's Day, and Easter, rather than continuously.

- Advertising: Print advertising in Sainsbury's and Waitrose magazines (packaging design featured)
- PR: Product coverage for launch, partnership with Wildabout flowers in 2014.
- Coupons and in-store POS promotions: Promotions have played a major part in the Master Chocolatier Collection's strategy and will continue to do so. Its main competitors also heavily promote during key Formal Gifting seasons, but the Master Chocolatier Collection's volume on deal is actually lower than the category average – it is performing really well even though it is promoting less.
- Other: Quite targeted sampling at a small number of Waitrose and Costco shops at launch.

## Research resources

Lindt internal data 2013-2015  
IRI research 2013-2015  
Kantar research 2014-2015