



Title: **It's The Nuts**  
Sector: **Food Producers**  
Client: **Pip & Nut**  
Agency: **B&B studio**  
Date: **June 2017**



**FOR PUBLICATION**

**B&B**

## 2. Executive Summary (120 words)

---

In just three years, Pip & Nut has transformed the nut butter category, introducing new formats, creating new occasions and most importantly attracting new consumers. It has also transformed itself – from a small-batch food producer selling at Maltby Street Market to a bona fide lifestyle brand with a successful cookbook, global brand collaborations and 130,000 social media followers.

How?

Through category-challenging design that has perfectly captured the brand's unique proposition and made it utterly irresistible to customers, collaborators and target consumers.

Here are some of the headlines from the UK's fastest growing nut butter brand:

- **YEAR 1 TARGET SMASHED BY 233%**
- **950% GROWTH YEAR 1 TO YEAR 3**
- **ON TARGET FOR YEAR 4 SALES OF £10M**
- **61% OF SALES INCREMENTAL TO CATEGORY**
- **SAVING OVER 20,000KG OF PALM OIL A YEAR**

### 3. Project Overview (354 words)

---

#### THE BRIEF

B&B studio was tasked with creating brand identity and packaging for Pip & Nut, a range of nut butters aiming to put the nuts back into nutrition with a mission to champion the benefits of healthy fats and protein within a balanced diet.

**The design objectives of the brief were:**

- CHALLENGE THE CODES AND CONVENTIONS OF THE CATEGORY
- REINVENT NUT BUTTER AS A HEALTHY SNACK, SPREAD AND INGREDIENT
- ATTRACT NEW CONSUMERS TO THE CATEGORY

**The business objectives of the brief were:**

- ENABLE A SUCCESSFUL CROWDCUBE PITCH FOR FUNDING
- ACHIEVE YEAR 1 SALES TARGET OF £180K
- DISTRIBUTION IN 2500 STORES BY END OF YEAR 3
- ENCOURAGE BUYERS TO MAKE ROOM ON SHELF BY DISRUPTING A TRADITIONAL CATEGORY

#### DESCRIPTION

From a market stall in Maltby Street to a highly coveted cookbook in just two years, the success of the Pip & Nut brand is the stuff start-up dreams are made of. Founder Pippa Murray began making all-natural nut butters to help fuel her marathon runs and quickly saw the gap in the market for a better, healthier, more versatile product. Following successful product trials and the creation of the brand by B&B studio, Pippa turned to Crowdcube to fund her first production run – exceeding her 60-day target in just nine days.

Today, just two and a half years later, Pip & Nut is selling enough nut butter to fill 32 Olympic-sized swimming pools. The brand currently sells eight nut butter flavours across jars, squeeze packs and large tubs, and has just entered a whole new category with three dairy-free almond milks.

#### OVERVIEW OF MARKET

The total spreads market in the UK (including honey, chocolate, nut and yeast-based spreads as well as jams and preserves) has experienced steady growth over the past five years (from £376m in 2011 to £452m in 2016, growing at an average of 3.6% year on year), a trend that is predicted to continue. During this time, nut butters have slowly stolen share from the category's higher sugar / higher salt offerings in line with the shift towards healthier diets (growing from 13% of the category in 2011 to 18% in 2016). The nut butter segment itself has grown at an average of 10.5% over the past five years.

**LAUNCH DATE:** Pip & Nut launched with three skus in Selfridges in January 2015, after the retailer saw the Crowdcube campaign and invited the brand to pitch.

#### 4. Design Solution (231 words)

---

From the start, B&B's strategy was to challenge the conventions of the nut butter category, avoiding the earthy colours, landscape imagery and natural codes that characterised key competitors. By focusing on personality and introducing a youthful and playful aesthetic to the category, the branding aimed to reposition nut butter from a tired cupboard staple to a versatile healthy ingredient and on-the-go energy snack.



#### The winning design solution is as unconventional as it is irresistible.

Chosen for its characterful spirit, the leaping squirrel identity – whose tail forms the P of Pip & Nut – reflects the product's energy-giving qualities while subtly suggesting spreadability. A pure white backdrop, unfussy type and straightforward ingredient imagery communicate the brand's natural values in a refreshing way, while the tagline Natural Nuttiness introduces the broader brand's personality and tone of voice to the pack.

The introduction of a sachet format was integral to highlighting the new usage occasion – on-the-go protein and energy snacking – that was to redefine consumers' understanding of nut butter, and introduce the product to new merchandising opportunities.

As a start-up on a limited marketing budget, Pip & Nut's packaging was integral to the brand's success. As always, B&B ensured that the design solution possessed instantly recognisable visual assets and a depth of personality that would enable the brand to work seamlessly off-pack without reinvention.



## 5. Summary Of Results

### INITIAL TARGETS SMASHED BY 233%

### SUSTAINED OVERPERFORMANCE YEAR ON YEAR

Pip & Nut's Crowdcube business plan set a Year 1 turnover of £180K versus actual turnover of £600K – exceeding targets by 233%. And year on year that exceptional performance has remained consistent, with targets smashed by 138% in Year 2 and 186% (budgeted) by the end of Year 3. In line with this extraordinary growth, the brand now expects to hit £10M in sales by the end of Year 4 – outperforming initial targets of £3.2M by a whopping 212%.

### INCREASE IN SALES

### FROM £0 TO £6.3M IN THREE YEARS

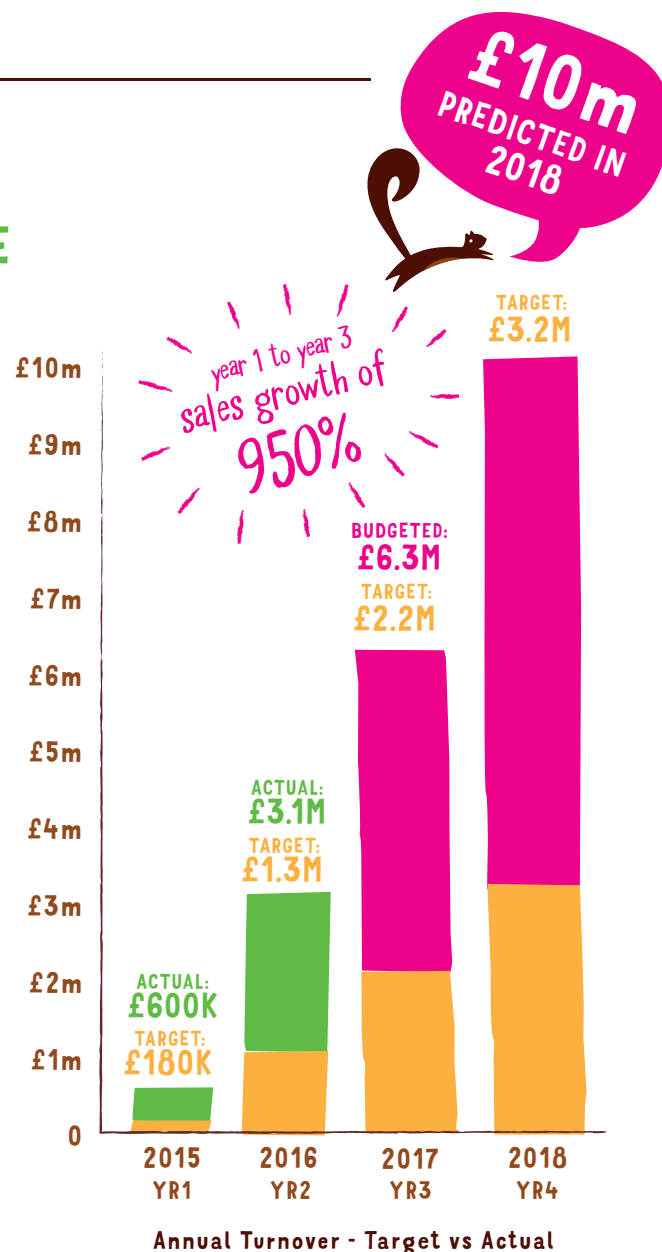
From a standing start, Pip & Nut has achieved rapid sales growth in three years from £0 to £6.3m, with Year 1 to Year 2 growth reaching 409% and cumulative Year 1 to Year 3 growth reaching 950%. In a competitive nut butter category that is growing at an average of 10.5% a year, this extraordinary and sustained success can only be a result of Pip & Nut's compelling and unique identity.

### INCREASE IN DISTRIBUTION

### FROM 1 TO 4000 STOCKISTS IN JUST THREE YEARS

By the end of Year 2, Pip & Nut had grown from an initial listing in Selfridges Food Hall to a presence in 3000 stores around the UK and Ireland, including Sainsbury's, Amazon, Holland & Barrett, Ocado, Wholefoods, Booths and numerous independents, and had met its three-year distribution target within Year 2. After just eight months in-store, Sainsbury's trebled the brand's number of overall stocking points from 1800 to 5900. Currently, Sainsbury's lists all the brand's SKUs, giving the brand an entire shelf based on the exceptional performance of its first 4 SKUs. Recent deals with Boots the Chemist and ASDA will see distribution growth continue throughout 2017, with a presence in approximately 4000 stores by the end of Year 3, beating targets by 60%. Internationally, the brand has expanded into Ireland, and is set to launch in the Netherlands, UAE and Nordics in the coming months.

But the Pip & Nut brand doesn't just sell in grocery. Thanks to its unique healthy lifestyle positioning and desirable design, it has also achieved a unique presence in a host of the UK's gym and fitness chains, including Gym Box, Frame, Barrecore and Equinox, demonstrating the brand's ability to broaden the appeal of the category.



## 5. Summary Of Results

### DRIVING CATEGORY GROWTH

## THE FASTEST GROWING NUT BUTTER BRAND IN THE UK

While nut butter is a growing category – seeing an average of 10.5% growth year on year between 2011 and 2016 – Pip & Nut is outperforming that growth in spectacular style. Of course you'd expect the category's more premium and natural offerings to perform well in line with the trend towards healthier diets, and indeed Pip & Nut's closest competitors.

**But Pip & Nut's value growth of a whopping 409% during that period is an extraordinary achievement that can only have been driven by its differentiated and hugely desirable brand.**

### CHANGING CATEGORY PERCEPTIONS

## BRINGING NEW CONSUMERS TO NUT BUTTER

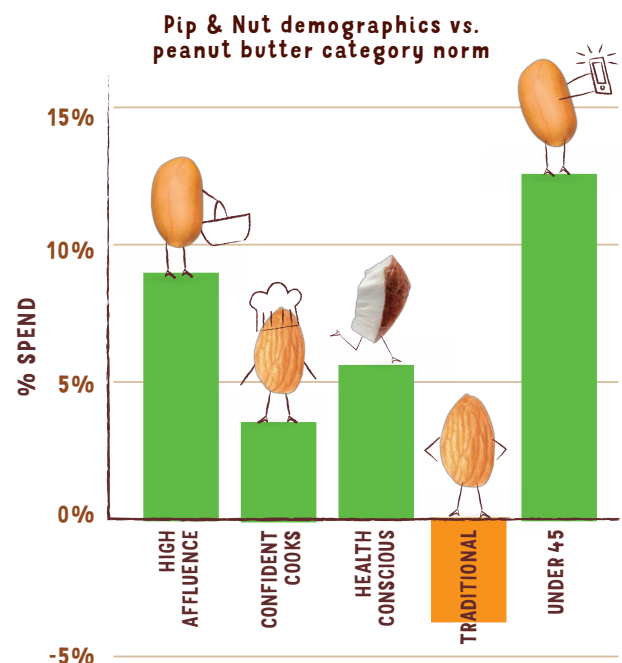
Inspired by Pippa's love of nut butter as an energy snack for marathon runs, the Pip & Nut brand was specifically designed to challenge category perceptions, reinvent nut butter occasions and bring new consumers to the category.

**In Sainsbury's, a massive 61% of Pip & Nut sales are incremental.**

Sainsbury's Nectar data proves that it is the healthy lifestyle positioning and youthful exuberance of the brand design that is driving this shift. Of the supermarket's ten nut butter brands, Pip & Nut appeals to the highest percentage of under 45s, and the highest percentage of Health Conscious consumers – ahead of PB Fit, the only other nut butter with a specific fitness positioning.

Pip & Nut's pioneering on-the-go squeeze pack format has played a huge role in this repositioning of nut butters, and helped the brand bring new consumers to the category.

**An innovative sales strategy, in which squeeze packs are placed at the front of store at checkouts as an impulse snacking purchase, represents a first for the category and a whole new merchandising opportunity.**



Source: i2c Nectar Data 52 weeks to 4th February 2017 vs. LY



## 5. Summary Of Results

---

### NEW PRODUCT DEVELOPMENT

#### LEADING THE CATEGORY IN NPD

Pip & Nut is the only nut butter brand to do limited editions, and the launch of Crunchy Maple Peanut Butter was a great success (with no marketing spend behind it), becoming a bestseller from day one and driving trial of the rest of the range. The SKU is now a permanent member of the family and the 3rd biggest seller.

***“Of course taste is a factor but the pack looks so good people want to try it - it's the magpie effect.”***

*Pippa Murray - Founder and Chief Squirrel, Pip & Nut*

As of June 2017, the brand will have taken the big leap of extending into a whole new category – dairy-free milks – with the launch of three nut milks into Sainsbury's. The engaging packaging is, of course, designed by B&B and builds on the brand's successful look and feel while challenging the alternative milk category.



### INVESTOR ATTRACTION

#### SMASHED CROWDCUBE TARGET IN JUST 9 DAYS

Immediately following the design process, Pippa turned to Crowdcube to achieve funding to launch the brand. Her target – £100K in 60 days – was met in just 9 days, earning her Crowdcube's Entrepreneur of the Year award for 2015. She took the decision to halt fundraising at £120K. It's worth noting here, of course, that Crowdcube is a visual medium – investors weren't able to taste the product – demonstrating the vital importance of the brand design.

And it was Pip & Nut's disruptive design showcased on Crowdcube that caught the eye of the Selfridges buyer too - having seen the campaign, they invited Pippa to pitch and became the brand's first retailer. More recently, the brand has benefited from further investment from notable industry expert Giles Brook.

***“The strength and longevity of the brand encouraged me to invest. Categories need a challenger, and Pip & Nut is exactly that in spreads, bringing a youthful and emotional positioning to existing offerings.”***

*Giles Brook - Investor (known for BEAR and Vita Coco)*

## 5. Summary Of Results

---

### ENVIRONMENTAL IMPACT

#### FORESTS ARE FOR SQUIRRELS

Unlike mainstream nut butters, Pip & Nut is made without palm oil – an ingredient linked to deforestation, habitat degradation, climate change, animal cruelty and indigenous rights abuses. In 2017, Pip & Nut will make 800 metric tonnes of nut butter – enough to fill 32 Olympic swimming pools – saving 24,000kg of palm oil.

**24,000 KG  
PALM OIL SAVED!**

### BRAND PARTNERSHIPS

#### JUST DOING IT

It is perhaps the impact of the Pip & Nut brand beyond the supermarket shelf that makes this case study so exceptional – an influence that was noticed by one of the world's biggest brands within six months of Pip & Nut's launch. In June 2015, Nike invited Pip & Nut to collaborate in We Run London, a 10K running event for women. Nike immediately understood the desirability of this burgeoning brand to its target demographic for the event – young female urbanites with an interest in health and fitness – and recognised the appropriateness of this new conception of nut butter as a protein snack. At the time, no other nut butter brand could possibly have made this leap.

The success of the collaboration was such that Nike and Pip & Nut continue to work together. And partnering with progressive fitness brands has proved a successful platform for Pip & Nut, who have since collaborated with Sweaty Betty and Lululemon, as well as with Whistles' range of activewear. Such unconventional collaborations are made possible by the strength of Pip & Nut's brand and philosophy, and the design's pitch perfect targeting of this key demographic.

***“The consumer decides’ is a core maxim at Nike. We build all our plans based on what they want and what is culturally relevant to the times. With the Women’s 10km, we were looking at 18-30 year old women who are inspired by a healthy lifestyle and crave education and insight. Pip & Nut was the perfect brand to help them fuel and recover. They provided a unique female-friendly point of view on performance and lifestyle snacking, and our women loved it. Long may their innovative approach to sport continue.”***

*Kerry Williams - Nike Brand Manager*





## 5. Summary Of Results

### DIGITAL GROWTH

#### DESIGNED FOR DIGITAL

Pip & Nut's pioneering positioning and desirable design has made the brand a social media favourite. Its following grows organically by 7% every month, and looks set to reach over 130,000 by the end of 2017. What's remarkable is the level of active engagement versus passive following – every month the brand receives messages from 1500 people via Instagram; is mentioned 1000 times on Twitter; and is tagged in over 1200 Instagram posts. The recent announcement of a new limited edition flavour received just under 20,000 views, and sparked 743 unique and positive comments.

The power of the branding is evident in these interactions, with many fans taking on Pip & Nut's unique tone of voice with multiple references to squirrelling and natural nuttiness. Another unexpected truth is that the Instagram posts that consistently achieve the most likes (an average of 48% greater engagement) are not those of beautifully styled food photography, but those of the packs themselves. Pip & Nut's most liked image on Instagram (1334 likes) is an unstyled shot of a handheld Pip & Nut jar snapped on a mobile phone.

Engaging digital influencers is key to Pip & Nut's social media strategy, and design plays a vital role here. A blogger pack designed by B&B as a squirrel carry case containing nut butter packs and sent to key influencers was photographed, posted and tagged by an extraordinary 85% of recipients, and became a huge driver of digital traffic.

### CROSS CATEGORY COLLABORATIONS

#### THE SIGN OF THE SQUIRREL

As an on-trend ingredient, natural nut butter is being used more and more in the recipes and offerings of the UK's restaurants and cafés. What makes Pip & Nut unusual in this context is that the outlets specifying it are keen to flag that it's Pip & Nut rather than any other brand. The Pip & Nut logo appears on the menu boards, outdoor sandwich boards and packaging in the Abokado chain of cafés, where it is offered as a porridge topping – the only non-Abokado branded item available. On the menu at Jamie's Italian – Jamie Oliver's nationwide chain of restaurants – Pip & Nut is specified as the key ingredient in the peanut butter ice cream. In neither instance are these references paid for by Pip & Nut – it's recognised as a win-win for both partners due to the desirability of the brand.



*"Topped up on @pipandnut  
#CantGetEnough."*

Oliver Proudlock



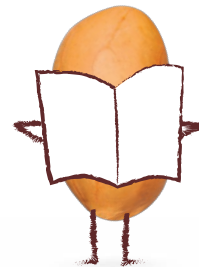
## 5. Summary Of Results

---

### MEDIA IMPACT

#### PR WITHOUT THE PAYMENT

Pip & Nut's organic press coverage has an equivalent advertising value of £80k per month on average – and that's excluding the effect of the brand's recently launched cookbook that generated 200 press pieces worth £600K in just six weeks (and hit the brand's entire press target in one month). The brand has appeared in all the national newspapers and a host of high calibre magazines.



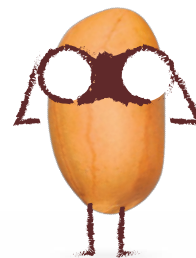
### RECRUITMENT

#### ATTRACTING THE BEST

Pip & Nut's exponential growth has seen the business stretch from 2 employees at the end of Year 1 to an expected 13 by the end of Year 3. The brand is attracting proven industry talent as new recruits from such businesses as Metcalfe's Skinny Popcorn, Propercorn and Innocent. Pip & Nut's most recent recruit comments;

***“The big pull for me was how the brand resonates with where health and wellness is going, while remaining accessible to all shoppers – not an easy balance to strike. It hits the mark for the informed without taking itself too seriously.”***

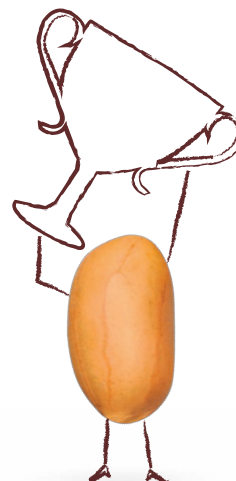
*Suraj Gangani - Head of Sales (previously Head of Grocery at Innocent )*



### REWARDS & RECOGNITION

#### REPRESENTING THE UK FOR HEALTHY FOOD

The brand has won 18 industry awards to date, including being voted number 22 in Startups.co.uk's Start-Ups 100 2017 – the definitive index of Britain's best and brightest start-ups. Pip & Nut was also chosen to represent the UK in the Sial World Food Award, which is designed to demonstrate the major retail and consumption trends that are shaping world markets. The trend Pip & Nut represented was Health.



## 5. Summary Of Results

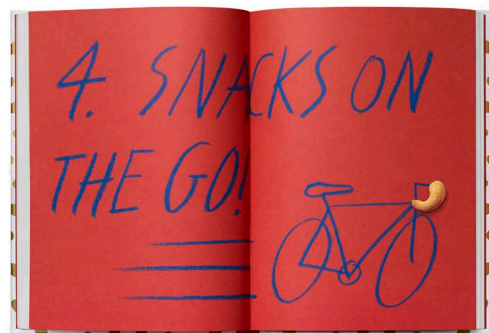
---

### AND FINALLY... BECOMING A LIFESTYLE BRAND

### FROM SUPERMARKET SHELF TO BOOKSHELF

The recent launch and success of the Pip & Nut Nut Butter Cookbook is clear evidence of the value of the Pip & Nut brand, and its successful evolution from functional foodstuff to lifestyle brand. Designed by B&B and published by Quadrille, it also perfectly exemplifies how the brand has met its initial ambition – to reinvent nut butter as a healthy source of protein and good fats, and as a versatile cooking ingredient.

The book won the brand a free pop-up concession in Selfridges, and has enabled a collaboration with premium clothing and homeware retailer Oliver Bonas – a hook-up that would be unthinkable for the average supermarket spread. It's unquestionable that the brand's irresistible identity, pitch perfect positioning and playful personality are directly responsible for these unusual achievements.



## 6. Other Influencing Factors

---

### Advertising and PR

Created solely through the energy of its founder and her successful crowdfunding pitch, Pip & Nut has always relied on the strength of its brand identity and the visual impact of packaging shots to market the brand, rather than a large communications budget. For the first three years of growth, additional marketing was limited. The minimal PR spend is not enough to justify a dedicated member of staff in-house, so it has been outsourced to date whenever the brand has an important story to tell.

In contrast, Whole Earth invested £2million in promotional activity during 2016 and in January 2017 they launched their first Out of Home campaign which included 500 static ads across commuter heavy locations in London and the South East including railway stations and the Underground. They also hired athlete and blogger Sophie Radcliffe to feature in videos and as a Brand Ambassador.

Meridian also launched a print and online campaign in February 2015 with further support for NPD with a campaign on the Underground in May 2016. They also hired rugby player James Haskell to feature in videos and as a Brand Ambassador.

### Price promotions

Pip & Nut carefully limits its in-store promotions to just 12 weeks a year with a discount limit of 50p across the range. It's Pip & Nut's strategy to focus on offering the best overall value for consumers to encourage regular shopping habits rather than occasional sales peaks.



## 7. Research Resources

---

i2c Nectar Data 52 weeks to 4th February 2017 vs. LY

The Grocer Focus on Jams & Spreads 2017

The Grocer Focus on Jams & Spreads 2016

Euromonitor 2016

Mintel February 2016: Attitudes towards Healthy Eating - UK

Kantar Worldpanel 2015

Pip & Nut own data