



WELCOME TO THE WORLD OF



SELWYN'S

Industry sector
Food Producer

Design consultancy
Brand Union

Client company
Selwyn's Ltd

Submission date
July 2016

*Selwyn's sells seaweed
from the sea shore*

For publication



OUR STORY BEGINS OVER 50 YEARS AGO, WHEN THE EPONYMOUS SELWYN JONES STARTED GATHERING COCKLES AND LAVER SEAWEED FROM THE GOWER ESTUARY SANDS WITH HIS MOTHER TO SELL AT SWANSEA MARKET.

HIS GRANDSON, ASHLEY, AND HIS WIFE KATE, INHERITED THE FAMILY BUSINESS, AND SELWYN'S HAVE BEEN SELLING SEAWEED SNACKS EVER SINCE; BUT AS A TINY, VERY LOCAL, OPERATION.



THE MODERN STORY

As the popularity of seaweed and other natural, nutritious foods started to grow, Ashley and Kate were determined to take advantage. The initial brief was to design new packaging for their Crispy Seaweed Snacks range. They certainly needed it – the original packs had been designed by their accountant.

Yes, really.

We however saw the long-term opportunity in building a rich, wider brand world for people to discover. We also wanted to help Selwyn's by building an e-commerce platform to drive sales online as well as in store.

WE THINK THE RESULTS SPEAK FOR THEMSELVES:

- ⚓ Before the redesign, retailers had rejected Selwyn's because of the outdated packaging. One of our targets was to increase distribution by 500%. In fact, **distribution went up 1100% in the first 10 months**, and you can now find Selwyn's in Ocado, Whole Foods, Planet Organic, Selfridges, Fortnum & Mason, Fenwick, Partridges, Yo Sushi, Budgens and The Health Store wholesalers nationwide.
- ⚓ As a result, **sales went up 1566%, from £3k to £50k** in the first ten months.
- ⚓ We developed e-commerce sales from scratch, and now **9.2% of all sales come through the website**.
- ⚓ The family have **hired 4 local people** and produce a lot more seaweed, **94,000 units more a year**, to be precise, to keep up with demand.

We're really proud of the work we did for Selwyn's, and are excited to share it with you here. Anchors aweigh...

Distribution went up
1100% in 10 months



£50k

£3k



PREVIOUS PACKS



NEW DESIGN © BRAND UNION 2015



OUTLINE OF PROJECT BRIEF

In order to catch the eye of retailers, Selwyn's initially asked us to design new packaging for their Crispy Seaweed Snacks range. They aimed to achieve wider distribution, boosting the reputation and sales of this family business.

To meet this objective, we suggested approaching the brief from a holistic perspective, rather than just packaging. We wanted to help Selwyn's create a new visual identity and a set of tools that they could use to create a whole brand world, now and in the future. They liked the idea so much they asked us to have a look at their website too.

BUSINESS OBJECTIVES

- ◊ Drive sales and attract new customers
- ◊ Increase national distribution by 500% by gaining listings in:
 - ◊ UK multiples e.g. Ocado, Asda, Tesco
 - ◊ Speciality stores e.g. Partridges, Fortnum & Mason, Selfridges
 - ◊ Health food/deli stores e.g. Whole Foods
- ◊ Develop online sales (objective added later)

DESIGN CHALLENGES

The old Selwyn's packaging had been designed by their accountant. Apart from a script typeface, the brand had no consistent visual equity. The colour of each pack was led by variant, and the range didn't stand out on shelf. The packaging looked outdated and unappealing compared to slick competitors like Clearspring and Itsu; so much so that retailers had said explicitly that it was the only barrier to them stocking Selwyn's.

WE AIMED TO

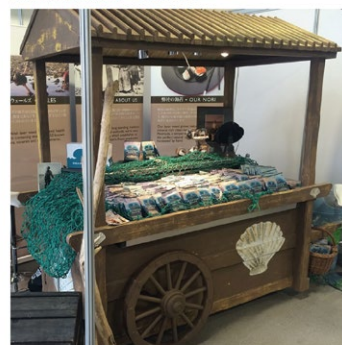
- ◊ Understand our target audience and product occasion, in order to create a relevant brand
- ◊ Create a modern, premium identity, that would still be true to the heritage of the company
- ◊ Develop a meaningful, distinctive brandmark and colour palette to drive recognition and appeal across touchpoints
- ◊ Apply these to packaging that would stand out on shelf, while clearly communicating the different flavours

LAUNCH DATE & BUDGET

The rebrand, packaging and website launched in June 2015.

The budget for branding and packaging was £50,000, which we also stretched to include the new e-commerce website.

Promotional display - Trade shows



STRATEGIC THINKING

We wanted to create a brand world with our audience in mind; one that they would want to engage with. In order to do this, we looked at current and future trends, pulling insights from research and parallel categories to expose what our core consumer might look like, and how we could communicate with them.

We identified our core consumer as a 25-45 year old woman, who wants a healthy snack to sustain her between meals, and likes the idea of 'smart' foods that actively nourish the body, but still taste great. Mintel research told us that more and more people are looking to snack healthily, with protein-rich foods growing especially quickly in the market.

We also delved deep into the history of the family business, to make sure we would do justice to the stories behind the seaweed.

44% OF UK CONSUMERS HAVE EITHER
TRIED OR WOULD LIKE TO TRY SEAWEED
AS A PROTEIN SOURCE

Mintel

DESCRIPTION

Selwyn Jones first started collecting cockles and seaweed with his mother in 1940 on the beautiful shores of the Welsh Gower Peninsula. In 1945, when Selwyn was 16, he and his mother were unfortunately injured by a US army truck. Being a true entrepreneur, Selwyn put the compensation money he received to good use, buying a van to sell his local produce from – the first in the village – and the company was born. Today the factory still stands on the same spot, and the business is run by Selwyn's grandson, Ashley, and his wife Kate.

Ashley and Kate expertly select their seaweed in Asia, then triple roast, multi-flavour and pack the seaweed in Swansea with care, passion and dedication – East meets Wales!

With a nutritious product, three tasty flavours and a home-grown heritage, we knew the public would love Selwyn's if we created an attractive, evocative brand identity. The relaunch of their Crispy Seaweed Snacks range was a perfect opportunity to establish the brand as a leading player in the healthy snacking category.

OVERVIEW OF MARKET

Our research into the category revealed plenty of opportunity for Selwyn's. Seaweed has been eaten in the Gower peninsula since Roman times, but has more or less remained a hidden treasure... until recently.

Mintel insights reinforced our belief. We found that people are increasingly exploring the 'fifth taste', umami (which seaweed is packed with). In addition, a third of consumers see seaweed as a good alternative to salt, satisfying cravings as part of a healthier lifestyle.

With UK consumers growing more adventurous in their snacking, seaweed has seen significant growth in recent years. Food and drink product launches with seaweed flavours (including nori or laver, as the Welsh call it) have increased by 147% in Europe between 2011 and 2015, and continue to grow (Mintel).

Of course, Selwyn's weren't the only ones to take advantage of this trend, and were quickly eclipsed on the shelves by bigger competitors like Clearspring and Itsu. There was therefore tough competition to tackle, both in terms of seaweed products and other healthy snacking options (kale/vegetable crisps, popcorn and natural energy bars, for example).



DISCOVERING A TERRITORY

Diving into the company's rich history, we worked closely with the family to uncover hidden gems to guide our design. Selwyn's adventurous and entrepreneurial spirit was the inspiration for our final concept.

Selwyn's pioneering nature has always guided the business in their discoveries; it's their sense of adventure that means they don't settle for anything less than perfection when it comes to new products (or packaging). It was this pursuit of the extraordinary that we wanted to bring to life in the design, making Selwyn's Discoveries the obvious territory for the brand to own.

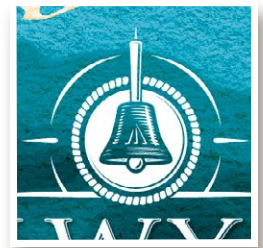
PROVENANCE TO BE PROUD OF

The Gower Peninsula became the focus for our design, highlighting the unique story of this product. **Selwyn's is the only seaweed snack that's able to claim it's a "product of the UK"**; a real point of difference for our target audience that we wanted to emphasise. The ornate, illustrated map reveals its provenance in a sophisticated and modern way, and shows the family's pride in their roots.

STAYING TRUE TO SELWYN

The brand identity evokes the idea of discovery and the stories behind the business. For example, grandfather Selwyn used to ring a bell to let people know his seafood van was coming; Selwyn's original bell is now a key equity in the brandmark. The tides, which are fundamental in the production of seaweed, come across in language and visual cues: instead of 'tear here', you'll find 'rip tide here'.

We also developed a tone of voice that's honest, irreverent and personable – just like Selwyn himself.



SETTING SAIL WITH A FRESH IDENTITY

With such a rich identity and wealth of visual assets it was easy to translate the new Selwyn's brand identity to packaging and the digital world.

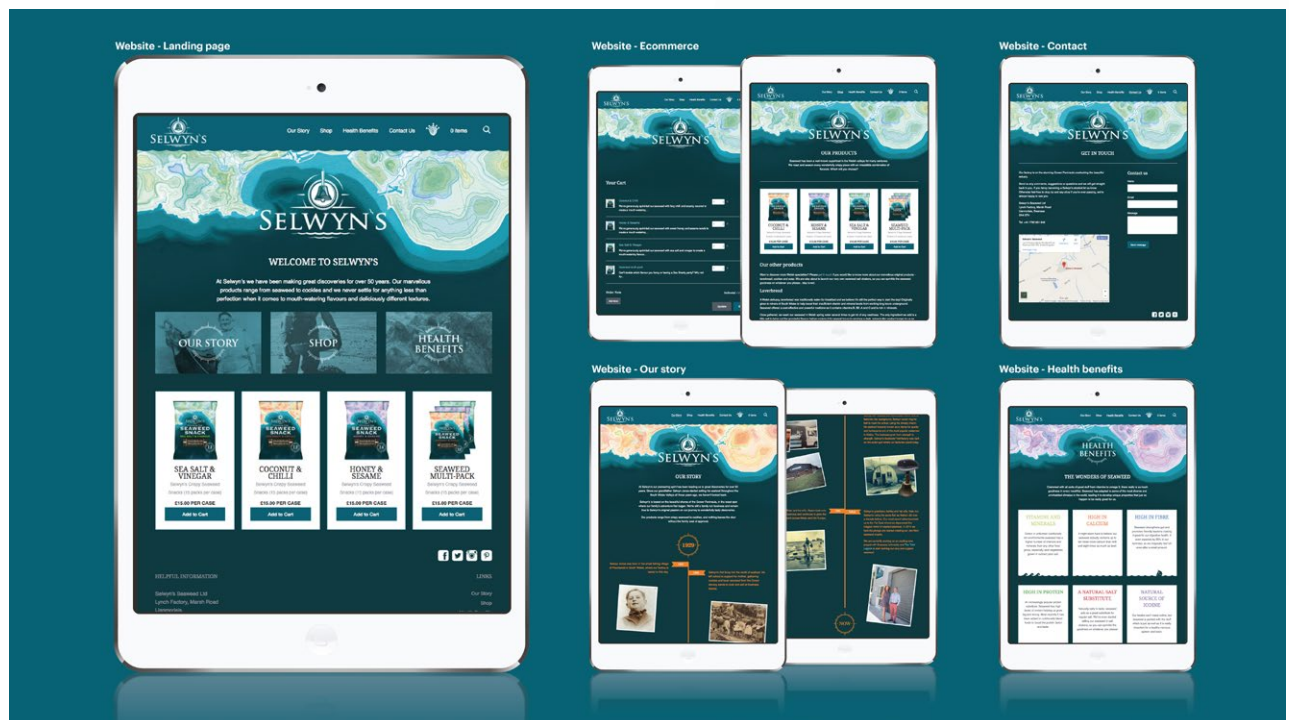
Careful analysis of current and future packaging trends both in and out of category led us to use a matte substrate with laminate, which complements the new brand colour palette, emphasises the product's natural origins, and creates great stand out. We worked to strike a good balance between brand cohesion through consistent use of visual equities, while also making each delicious variant easy to recognise and the range simple to navigate.

Knowing that nutritional information would be important to our target audience, we even highlighted calorie content in the nautical compass.

Although not part of the original brief, we wanted to extend sales for Selwyn's online, and so developed an e-commerce site. In order to optimise the user experience of the site, we developed a site map, content architecture, engaging content and user journeys, as well as building an e-commerce platform and applying the new Selwyn's branding to the site.

We seeded the launch of the new Selwyn's brand through Facebook, Twitter and Instagram to reach our target consumer; and the wider world, creating excitement for what was to come.

From then on it was plain sailing for Selwyn's, who have gone from strength to strength, all thanks to their new branding.



INCREASING MARKET DISTRIBUTION

The main objective for the redesign was to attract the interest of retailers and increase distribution. While we were confident that our new brand identity would work a treat, its success exceeded all expectations.

Distribution of Selwyn's Seaweed Snacks increased by 1100% in the first ten months – more than double our target of increasing distribution by 500% in the first year!

You can now find Selwyn's in Ocado, Whole Foods, Fortnum & Mason, Partridges, Yo Sushi, Budgens, Selfridges, Fenwick, Planet Organic and The Health Store wholesaler, as well as on their brand-new e-commerce website. It has also been picked up by Satiare, and included in their low-carb snack box subscription service.

Selwyn's have strengthened relationships with all their retailers and hold 16 in-store tastings a month. They also regularly use end-of-aisle displays and have dual merchandising in some stores, appearing both in the snacks section, as well as in contextual 'grab-and-go' hanging displays (we find it goes very well with a cold beer).

HOISTING SELWYN'S SALES

- ⬇ In the first year after launch, Selwyn's saw a massive **1566% increase in sales, selling £50,000 worth of seaweed snacks, an increase from £3000**
- ⬇ The new e-commerce site opened up £5000 worth of online sales in the first ten months
- ⬇ Selwyn's went from having **zero online sales to selling 9,315 packs in the first ten months after the website launched, representing 9.2% of their total sales**
- ⬇ Through the introduction of the new e-commerce site, Selwyn's have sold to France, Spain, Germany, Switzerland, Sweden, Austria, Czech Republic and Portugal

BOOSTING PRODUCTION

The success of the new design has meant that the factory has made the move from producing once a month on average before the relaunch to three times a month, just to keep Selwyn's fans satisfied.

From producing 6000 units the year before the redesign, this year Selwyn's will produce 100,000 units of product to satisfy demand. That's a massive 1566% increase in production.

Selwyn's are currently working on new product development for 2017, which will require new machinery to keep up with capacity. Watch this space...



IMPROVING STAFF MORALE

When we first started working with Selwyn's, the whole company was formed of six people. We can't show you impressive stats for reduced absenteeism after the redesign (they've always been a hard-working lot). What we can tell you is that when the team saw their new identity and packaging, they literally cried with joy. Ashley and Kate are now proud to promote their product in the press, and talk to their fans on social media and at events (including David Cameron), further bolstering their presence and sales.

CREATING JOBS FOR LOCAL PEOPLE

Increased revenue and demand have allowed Selwyn's to grow, and offer new positions to four local people from the Gower Peninsula. The family business has grown from 6 members to 10 over the past year, meaning a **67% increase in staff**.

The company's growth has also drawn the attention of the Welsh government, local universities and students, all inspired by their success and engaged with their broader vision for a sustainable future.

TURNING THE TIDE IN SUSTAINABILITY

True to their love of nature and all its gifts, Selwyn's are putting the influence they have off the back of the redesign to good use in the local environment.

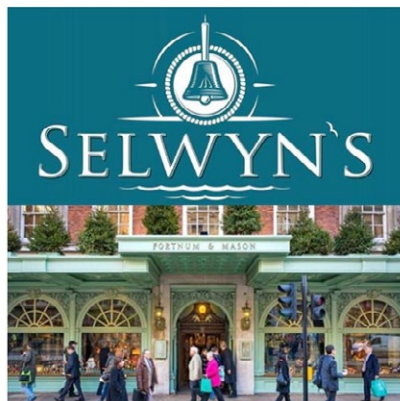
Selwyn's were approached to work on an exciting new project with Swansea University and the Tidal Lagoon Swansea Bay. The potential benefits of a tidal lagoon development span a wide range of issues, from the more obvious environmental wins (increased local production of seaweed, reduced emissions and reliable low carbon electricity), to positive impacts on the local economy and regeneration plans, and beyond this to social inclusion and health benefits.

The vision is to see the UK's abundant sustainable tidal resource help towards greater energy security, through reduced emissions and reliable low-carbon electricity. By working sympathetically with the existing environment they hope to bring a range of benefits to local communities, including job creation in the South Wales area.

Selwyn's will also be able to farm their very own organic, local seaweed in the tidal lagoon, making the business more self-sufficient and sustainable. Iechyd da to that!

Selwyn's Seaweed
February 25

Today sees a new chapter in Selwyn's story. How proud would he be if he saw his name amongst those of the finest, in the most luxurious store in London. Simply extraordinary! #Welsh #St David's #Celebration #Fortnum&Mason #FineFood #ExcitingTides #Seaweed



Like Comment Share

ENGAGING WITH NEW CUSTOMERS ONLINE

Before our involvement, Selwyn's was only mildly active on Facebook. Their page had under 50 likes (most of which came from friends of the family...). Knowing how important a social media presence would be in reaching our target audience and extending Selwyn's reach beyond the shores of South Wales, we updated their Facebook page as part of the relaunch, and established a presence on Twitter and Instagram too.

- ◊ Facebook – from 30 friends to 1,139 friends
- ◊ Twitter - from 0 presence to 2,152 followers
- ◊ Instagram –from 0 presence to 236 followers

People are engaging with the brand, sharing their love for the product, taking part in competitions and striking up conversations with Selwyn's. Their new Twitter activity even got the family business noticed by Theo Paphitis, who awarded them a Small Business Sunday entrepreneur award in July 2015.

- ↓ The new Selwyn's website has received 31,788 page views since launch
- ↓ 78% of visitors to the site are new visitors
- ↓ Selwyn's is making waves abroad too – the page has been viewed from Russia, Germany, France, Spain, Switzerland, Sweden, Austria, Czech Republic and Portugal!



“SELWYN’S WERE HONoured TO BE WORKING WITH A FANTASTIC TEAM AT BRAND UNION. THE BEAUTIFUL NEW IDENTITY AND PACK DESIGN HIGHLIGHT THE PROVENANCE OF THE 50 YEAR OLD COMPANY, ALONG WITH ITS ADVENTURE, PIONEERING SPIRIT AND DIVERSIFICATION. IT IS NOT JUST BEAUTIFUL, BUT ALSO SUCCESSFUL! WE HAVE GAINED SEVERAL NEW LISTINGS AND ONE OF THE FIRST COMMENTS ALWAYS MADE BY BUYERS AND CUSTOMERS ALIKE IS HOW AMAZING OUR PACKAGING IS.” Ashley & Kate Jones, directors of Selwyn’s



HOW DO YOU SAY SEAWEED...

EN FRANÇAIS?
LES ALGUES

EN ESPAÑOL?
ALGA MARINA

AUF DEUTSCH?
SEETANG

ПО-РУССКИ?
МОРСКИЕ ВОДОРОСЛИ

PÅ SVENSKA?
SJÖGRÄS

V ČEŠTINĚ?
CHALUHA

EM PORTUGUÊS?
ALGAS



Selwyn's had absolutely no other ATL or BTL support. All that they have achieved since launch is directly due to the new identity, packaging and web platform.



Selwyn's internal data
 Selwyn's website metrics gathered by Brand Union (July 2015 – June 2016)
 Statistics and images from Facebook, Twitter, Instagram
 Category insights from Mintel, Datamonitor