



BY APPOINTMENT TO HER
MAJESTY THE QUEEN
TANQUERAY GORDON



A COMPANY LIMITED,
LONDON, ENGLAND,
GIN DISTILLERS

Tanqueray[®]

— NO. TEN —[™]

Letting the liquid shine

SUBMISSION TITLE

Tanqueray No. TEN: Letting the liquid shine

CLIENT COMPANY

Tanqueray (Diageo)

DESIGN CONSULTANCY

Design Bridge

INDUSTRY SECTOR

Beverages

SUBMISSION DATE

June 2015

DesignBridge[™]

FOR PUBLICATION

Executive Summary



“Tanqueray No. TEN’s performance since its re-design is stunning.

Not only are we selling more, but the pack reinvigorated the whole Tanqueray trademark, and amongst customers and consumers.

The design is a beautiful expression of our brand positioning, and is a great example of the power of design to drive growth.”

CHARLIE DOWNING, GLOBAL MARKETING MANAGER (GIN) DIAGEO

Even with the revival of interest in gin, driven by the explosion of premium artisanal brands the global gin category performance is largely flat with growth of just 0.2% in 2014. Despite having the world’s best gin in Tanqueray No TEN, Diageo was losing share.

With Tanqueray No. TEN losing relevance in the category, Diageo briefed us to redefine the positioning and redesign the primary packaging to bring the brand back to growth in this highly crowded market.

The new design, inspired by cocktail shakers from the Art Deco heyday of the cocktail has surpassed expectations, with a growth of 32%.

This renewed energy in Tanqueray No. TEN has given the markets confidence and attracted increased investment for future years, to further increase brand growth.

WORD COUNT: 179

+32%

*value growth
versus last year*

+30 BASIS POINTS

*share of super premium
gin segment*



Project Overview

OUTLINE OF PROJECT BRIEF

Diageo had created 'super-premium gin' with the launch of No. TEN in 2000, but years later it had been left behind by rapid developments. The category rules had changed, with the emergence of a large number of credible, small batch artisan distillers and No. TEN had lost relevance in this changing landscape.

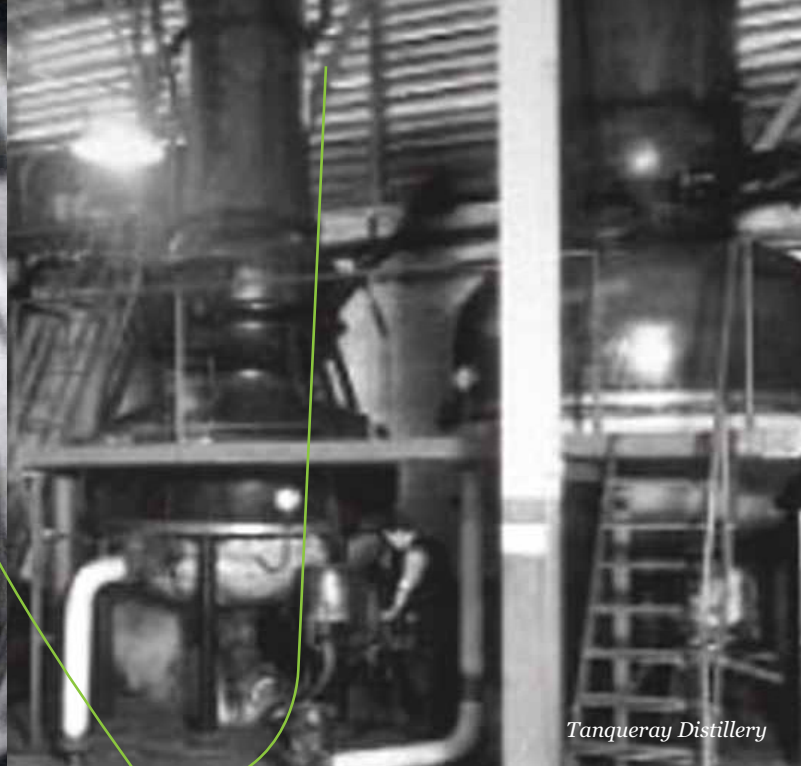
Stylish as it was, the Tanqueray brand marque couldn't be read from across the bar and the dark green bottle failed to communicate the nature of the product.

Diageo briefed us to redefine the positioning for Tanqueray No. TEN and redesign the primary packaging in order to:

- Bring No. TEN back to growth by reaching new consumers without alienating loyal trade advocates (bartenders).*
- Establish No. TEN's key point of difference in consumer's minds as a quality gin, distilled with fresh citrus, worth paying more for.*
- Revitalise the Tanqueray Trademark, and the gin pillar within Diageo.*



Tanqueray Tiny Ten Still



Tanqueray Distillery

DESCRIPTION

Owned by Diageo, the Tanqueray brand has over 180 years of rich heritage, and is one of the world's most awarded gins. The original Tanqueray London Dry Gin is considered to be the definitive London Dry style.

Born in the iconic Tiny Ten still in the year 2000, Tanqueray No. TEN could be described as the original small batch artisanal gin. It has become one of the most decorated gins; after all it is the only gin and first white spirit to be inducted in to the San Francisco World Spirits Hall of Fame.

Developed to perfectly complement and capture the exquisite essence of the ultimate martini, Tanqueray No. TEN is one of the few gins made using whole citrus fruit, which create a unique, full-bodied character and citrus undertone.

The original No. TEN design drew inspiration from the only meaningful benchmark at the time, the super-premium vodka category; but the new visual language of the category was making No. TEN look dated and less relevant.



Charles Tanqueray & Co

OVERVIEW OF MARKET

In spite of the explosion of small batch premium artisanal brands, that are leading the revival of interest in gin, the category has been largely flat with global growth of 0.2% in 2014.

Unusually for the spirits industry; new consumers are being recruited into the higher margin, premium end of the category, which makes it a highly profitable and therefore competitive space.

There are also lower barriers to entry in gin production compared to other spirits; while it may be extremely difficult to make a beautifully crafted gin, it's actually relatively easy to make an adequate gin. This has led to high number of new entrants, with a proliferation of brands emerging, many with distinctive provenance and ingredient stories. The gin category dynamics had changed unrecognisably – and left No. TEN behind.

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Project Launch Date

Feb 2014

Size of design budget

£190k TOTAL BUDGET

WORD COUNT: 471



Outline of Design Solution

COCKTAIL HEYDAY

Tanqueray No. TEN was designed to celebrate (and perfectly complement) the martini, so with a gin made to create one of the world's most iconic cocktails, we embraced the cocktail heyday; the Jazz age; the Roaring 20s.





**AN EMBODIMENT OF ART DECO BEAUTY
MEETING THE FRESH CITRUS SQUEEZE.**

The shape is a celebration of the classic cocktail shaker that was embraced in the Art Deco era. On the shoulders of the bottle, the facets reflect segments of citrus fruit.

The metal band dramatises the squeeze action, appearing to squeeze the bottle itself. The cap has texture reminiscent of both a citrus fruit, and also a citrus grater.

The 10 facets replace the previous 9, and flow down the bottle like liquid, towards the citrus squeezer inspired punt.



**ATTENTION TO DETAIL WAS
CRITICAL TO ACHIEVE THE
PERFECT BALANCE**

Special attention was given to the type of green used for the glass, to communicate the grandeur of Tanqueray No. TEN and the new bottle, and reflect the fresh citrus liquid inside. Resulting in the brilliance of the liquid being unleashed in the decadent glory of art deco form.



ALLOWING THE CITRUS TO SHINE

The new design shines out with premium allure. It helps to land the key point of difference (super-premium gin distilled with whole fresh citrus) and so tell the unique story with immediacy, sophistication and timeless flair.

WORD COUNT: 229



Summary of Results

VALUE GROWTH

32% increase in growth in 2014 , compared to global category growth of 0.2% in 2014.

+32%

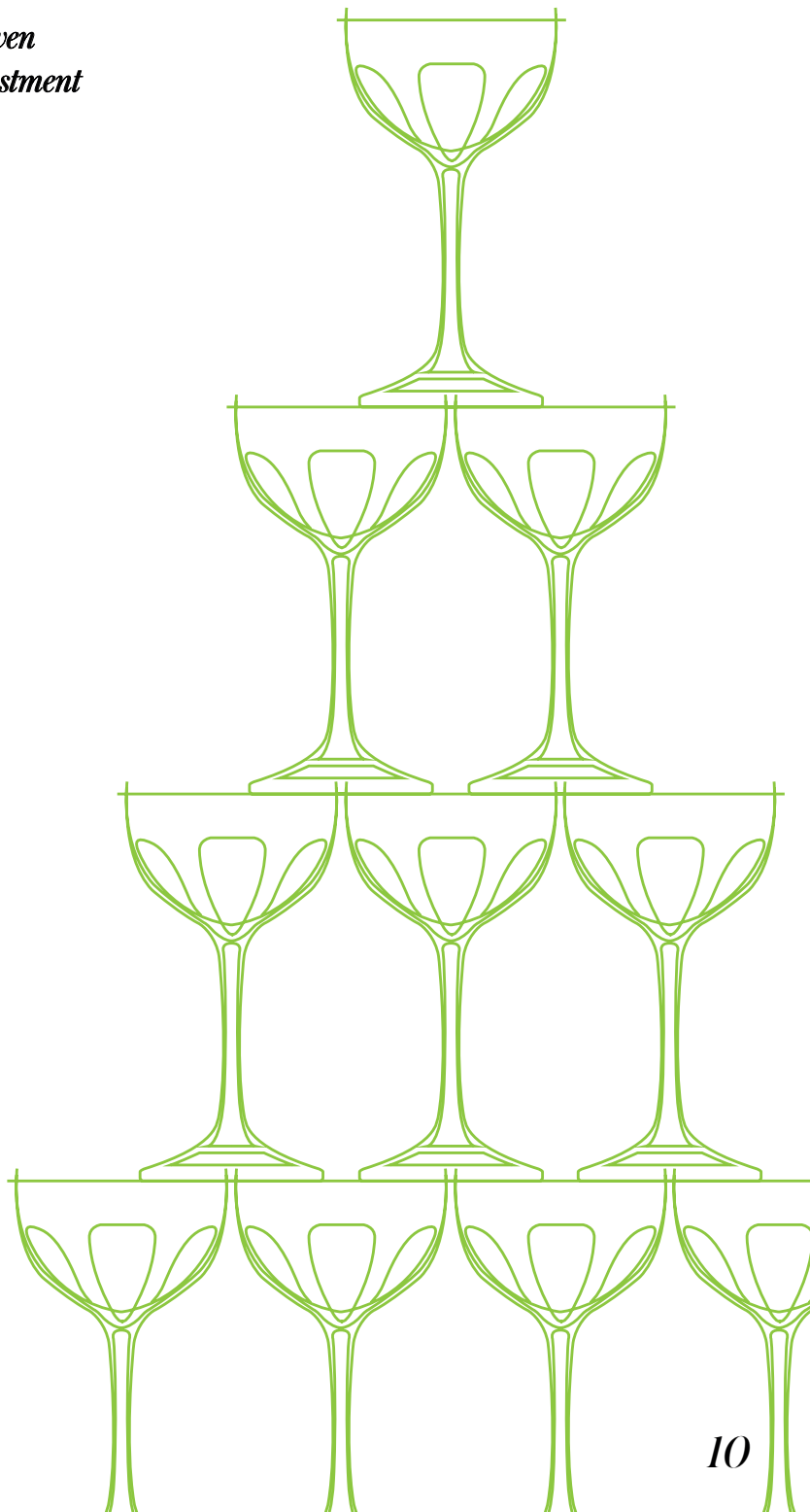
value growth in 2014

350% GROWTH IN CATEGORY INVESTMENT

This renewed energy in Tanqueray No. TEN has given the markets confidence and attracted increased investment for future years, to further increase brand growth.

343,821

*more bottles sold
since launch*



Other influencing factors

Limited comms support; pack design and PR around new pack design and brandworld was the primary driver of growth.

RESEARCH SOURCES

IWSR

Drinks International

Diageo Sales Figures

SIGN-OFF/CALL OUT

Using design alone, we took Tanqueray No. TEN from a static brand in a dynamic segment into rapid commercial growth.