

**FOR PUBLICATION**

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Client: Toms Gruppen

Agency: EVERLAND



# As Good As Gold

REVITALISING A DANISH CHOCOLATE ICON  
THROUGH NEW PACKAGING DESIGN



## Executive Summary

This is the story of a Danish national icon winning the hearts and minds of Danish consumers. Again. Despite its legacy, the once popular chocolate bar, Toms Guld Barre, had lost touch with consumers and was falling behind the competition.

However, talking to customers uncovered a beating heart, a genuine soft spot, for the golden chocolate bar. Alas, there was still a glimmer of hope—an opportunity to be seized. So, Toms set out to regain lost territory. Among many initiatives, it used one of the most simple yet effective marketing tools out there: the packaging design.

Today, a focus on old virtues and good craftsmanship has turned years of decline into steady growth. It's back in the top 3 and still moving up the charts. An impressive feat in a highly unloyal category, where consumers normally are in the market for a good offer. A new golden era lies ahead.

## When Numbers Speak Louder Than Words

### RESULTS IN THE LAUNCH PHASE - MID-AUGUST 2022 TO DECEMBER 2022:

- 119% - Value growth<sup>1</sup>
- 68.8% - Penetration increase<sup>2</sup>
- 48% increased brand consideration by 5 %-p,<sup>3</sup> and 11% were among new consumers<sup>4</sup>
- Top 3, back among the three largest chocolate bar series in Denmark<sup>5</sup>

### RESULTS AFTER A FULL YEAR - MID-AUGUST 2022 TO AUGUST 2023:

- 52% value growth on Guld Barre 45g<sup>6</sup>
- 38% penetration increase (Up 9.3% compared to the same time last year)<sup>7</sup>
- 3.3 frequency (Up 14.6% compared to the same time last year)<sup>8</sup>
- 1.7%-p market share growth for Guld Barre 45g<sup>9</sup>

Before



After





# Context and Overview

## KEY FACTS:

- Design Fee: REDACTED CONFIDENTIAL DATA
- Project Launch: October 2021
- Public Launch: August 2022

## Project Brief

To say Toms Guld Barre is a Danish icon is almost an understatement. Born in 1932, the iconic chocolate tablet in its gold packaging was a regular on every candy shelf and synonymous with quality, taste, and good times. A chocolate gold standard, so to speak.

However, international competitors, evolving consumer needs and product modifications had undermined its position in the market. When trying to catch up with others, the product brand had lost track of itself. Something needed to be done. Toms Guld Barre needed to reclaim its role as a Danish cultural icon. It was time to stay true to itself.

## THE BUSINESS OBJECTIVES OF THE BRIEF WERE:

- Build a brand that has the power to turn around Toms Guld Barre and regain its position
- Recruit new and lapsed consumers
- Exploit the high brand awareness and accelerate the conversion from trial to regular use

## THE CREATIVE OBJECTIVES OF THE BRIEF WERE:

- Craft a design that pops on the shelves
- Preserve the brand heritage of Toms Guld Barre
- Express quality and modernity

## SCOPE OF THE WORK

Toms brought in multiple agencies to handle the rebranding and relaunch of Toms Guld Barre. We worked on the packaging redesign for the entire product range and product activation. Agency 2 worked on the communication, and Agency 3 handled media buying.



# Description

## As Good as Gold?

The success of Toms Guld Barre was at no point a given. Actually, it turned out to be quite a bumpy start. Launched in 1932, during economic and politic turbulence, Toms Guld Barre sought to bring quality chocolate to the many—one product brand with two flavours: cream and bitter.

At the time, many manufacturers around Europe started to put the chocolate into tablet moulds so that more people could enjoy a piece of chocolate. Why Toms turned it into a golden bar is unknown. Some say it was a funny gesture. Others say it was to denote the value of the quality content since chocolate at the time was expensive and hard to come by. In any case, it was a clever choice that stood out from the rest.

Gradually, Toms Guld Barre caught on. Despite being delisted during World War II due to supply shortages, the chocolate tablet grew in popularity. Through the following decades, Guld Barre grew to become a household name and gradually became a permanent part of the shelf space in every store in Denmark. A symbol of quality Danish chocolate with its iconic shape, timeless typography, and distinct golden colour.

## GOLDEN DAYS ARE OVER

However, fast forward to the beginning of the 21st century. International chocolate brands are capturing Danish market shares and integrating themselves into consumers' hearts and minds. So, Toms made a radical decision: to change its shape for the first time ever. This was followed in 2017, by an introduction of chocolate tablets with different fillings. But despite the changes, something was not right. Toms was gradually losing its grip and prestige in the Danish market.

By 2021, Toms Guld Barre was threatened on two fronts. Competing chocolate brands were leading the category of chocolate tablets, while supermarket private-label brands offered a cheaper alternative to the price-sensitive Danes. There was a feeling that Toms Guld Barre had lost track of itself. Something had to be done.



## A Glimmer of Hope

However, overall the chocolate tablet segment was growing. On top of that, surveys indicated that Toms Guld Barre still had a place in the Danes' hearts. Consumers still associated the brand with good quality, Denmark and childhood memories.

It was time to bring back the legacy of Toms Guld Barre and highlight what made the chocolate bar so special to begin with. The ambition became to create a rebranding with the power to turn around Guld Barre and regain its former glory. The rebrand should recruit new and lapsed consumers, especially 30 to 40-year-old parents who are familiar with the brand, all while a new brand platform and in-store execution should accelerate conversion and boost regular use.

### AMBITION

- Rebrand Toms Guld Barre and regain its position as a favourite chocolate bar in DK.
- Recruit new and lapsed consumers
- Exploit the high brand awareness and accelerate the conversion from trial to regular use

### OPPORTUNITY

- 50% of tablets are being consumed during the week and primarily as a snack for themselves<sup>10</sup>
- Focus on the smaller tablet category where Toms Guld Barre is strongest<sup>11</sup>

**”They revealed the history that had once made the chocolate bar so iconic.”**

## Back to the Gold Standard

The rebrand of Toms Guld Barre was about rediscovering what made them so special in the first place. So, Toms and we took a journey back to Toms core by going through the historical archives. They revealed the history that had once made the chocolate bar so iconic. It was obvious that the heritage had to be brought back and reignited in a contemporary and compelling way, yet with respect to the old virtues and craftsmanship.

The new packaging design stays true to Toms Guld Barre's legacy while creating a look that is modern and supportive of its new strategic direction. It builds on the strategic position of embracing everyday moments paying homage to its long and rich history.

The early editions of Toms Guld Barre inspired the latest one. It makes the redesign feel familiar yet fresh. Here it's clear that the typography really carries the weight of the Guld Barre. A new logotype was hand-drawn with hints to the original design, while the taste appeal is amplified with vibrant colours, and an efficient design system helps consumers easily find their favourite flavour. The stripes reflect the original chocolate bar shape, which, together with its satisfying sound of cracking open a chocolate bar, has been brought back to life.

Despite being dressed in golden colours, Toms Guld Barre is a rather unpretentious brand made for everyday indulgence. The focus is on the brand and the specific flavour. It's a simple product with a simple design that packs a powerful and proud story.

Once the design was done, it was time to bring the product to life on multiple touchpoints. Building on the familiar Guld Barre colours, typography and stripes, an energetic system was created to convey the new design and create strong cues to both taste and flavour.

REDACTED CONFIDENTIAL DATA

# The Result

The new Toms Guld Barre launched in mid-August 2022, and in December 2022, Nielsen Performance Tracker reports these numbers:

## 170%

170% value growth<sup>12</sup>

## 68.8%

68.8% penetration increase<sup>13</sup>

## 48%

48% increased brand consideration by 5 %-p<sup>14</sup>, and 11% were among new consumers<sup>15</sup>

## Top 3

Top 3, back among the three largest chocolate bar series in Denmark<sup>16</sup>

Results after a full year mid-August 2022 to August 2023:

## 52%

52% value growth on Guld Barre 45g<sup>17</sup>

## 38%

38% penetration increase (Up 9.3% compared to the same time last year)<sup>18</sup>

## 14.6%

3,3 frequency (Up 14.6% compared to the same time last year)<sup>19</sup>

## 1.7%

1.7%-p market share growth for Guld Barre 45g<sup>20</sup>

Dunnhumby reports that the relaunch of Guld Barre from September 2022 to February 2023, has generated DKK 1.53 million in incremental category growth. Compared to the entire category, Toms Guld Barre has grown by DKK 4.25 mio. 64%, DKK 2.72 mio. comes from category switchers.

The remaining 36%, DKK 1.53 mio, comes from existing shoppers, 1.31 mio DKK from expanding the category and 0.22 mio DKK from new shoppers. This result in an estimated yearly incremental sales value of 7.47 mio DKK.<sup>21</sup>

Comparing the second half of 2022 to the same period in 2021, the product brand also saw an improvement in its image. Consumers reported:

**“Good quality”<sup>22</sup>**

**“Easy recognisable”<sup>23</sup>**

**“Easy to find in stores”<sup>24</sup>**

**“Great for sharing”<sup>25</sup>**

**“Great taste”<sup>26</sup>**

REDACTED CONFIDENTIAL DATA

Source: Toms Group Brandtracking Annalect

When comparing 2022 H1 to 2023 H1, Toms Guld Barre saw positive improvements in image development as well. 13% more of light users<sup>27</sup>, between 20 and 29, think of Guld Barre as “easily recognisable”, especially among light female users, where it grew by 15%.<sup>28</sup>

These are impressive results in a highly unloyal category, where consumers normally are in the market for a good offer. Judging from responses on Facebook, the new Guld Barre triggered all the right feelings. It was greatly missed.

# Welcomed with Open Arms

When the new Guld Barre launched, the entire administration was in stores setting up displays to catch shoppers' attention. Hearing from the team, this created a fair bit of attention locally. And it also boosted internal involvement and pride in the relaunch.

## **GOLD FEVER IN THE FEED**

On social media, like Facebook, Instagram and TikTok, the relaunch sparked conversation. This was pure organic traffic and wasn't a paid promotion. Two Danish influencers, Cana Buttenschøn and Christina Hald, talked about the redesign on their Instagram without Toms paying them for this promotion. This speaks to the emotional relationship some people have with the famous Toms Guld Barre.

## **PICKED UP BY THE PRESS**

The new Toms Guld Barre didn't go unnoticed. Denmark's largest tabloid, B.T., placed Toms Guld Barre on its front page under the headline "iconic chocolate bar changes". And with more than 400 million monthly visitors on B.T., it most likely spurred a few conversations throughout the country.

Also, more industry-specific outlets shared the news, both within advertising and food, including FødevareWatch, Food Supply, Markedsføring, Bureaubiz, The Dieline, Packaging of the World and World Brand Design.

Finally, the Danish newspaper Berlingske published a long read on a design trend among brands to emphasise nostalgic cues.











Toms



GULD BARRE



# Choko Choko Choko Choko

## Other Influencing Factors

### WAS IT INCREASED MARKETING SPEND?

The budget for the Guld Barre project made up 50% of Toms' total marketing budget in 2022. The sum for this project was similar to previous and similar launch campaigns. So, no, it wasn't because of an increased marketing spend at Toms.

### WAS IT OTHER MARKETING ACTIVITY?

All other marketing activity – from social media ads to in-store promotions – has all been led by the new brand platform and packaging design. The rebrand was supposed to share a story that could be used across all other touch-points, creating a unified brand experience for consumers and ultimately leading to more sales.

### WAS IT SEASONALITY?

The chocolate tablet category is infamous for unloyal customers, typically in the market for seasonal products. Yet, a launch in Mid-august is not during peak season, far from usual sales seasons like Christmas, Easter and Valentine's Day. Combined with solid growth throughout the year, it is clear that Toms Guld Barre has increased penetration and gained traction across all 12 months, making this more than just a one-off spike.

### WAS IT SALES PROMOTIONS?

Sales promotions did help with relaunching Toms Guld Barre. No doubt about that. However, those promotions were limited geographically and time-wise. The initial launch, in the final weeks of summer 2022, was perfectly timed with the stores overflowing with goods. This ongoing growth is linked to the rebrand, which tells a more compelling story to consumers today.

Moreover, sales promotion activity was activated using the strength of the new brand and its direct correlation in driving brand sales and success.

### Footnotes

- P2.**  
1 & 5. Ref. No. 04361537, Date: 28-11-2022. Source: NielsenIQ ScanTrack, Grocery Trade including Hard Discount, Chocolate, Value Sales, Last 12 weeks (W33-W44 2022), W44 2022. (Copyright © Nielsen.)  
2, 7 & 8. Kauza, September, T. DK, Total Guld Barre (subbrand)  
3. Toms Group Brandtracking Annalect IH 2021 vs. IH 2022  
4. Dunnhumby 2023, week 36-43 vs. week 28-35 2022  
6. Ref. No. 05045580, Date: 27-10-2023. Source: NielsenIQ ScanTrack, Grocery Trade including Hard Discount, Toms Gold Bar 45g (all 45g SKUs), Value Sales & Value Change, MAT TY, W32 2023 (Copyright © NielsenIQ)  
9. Ref. No. 05045580, Date: 27-10-2023. Source: NielsenIQ ScanTrack, Grocery Trade including Hard Discount, Toms Gold Bar 45g (all 45g SKUs), Value Sales & Value Change, MAT TY, W32 2023 (Copyright © NielsenIQ).  
**P5.**  
10. Ipsos, 2019, Chocolate Tablet Study for Toms Gruppen  
12. Data from Nielsen and Toms Gruppen  
**P6.**  
12 & 16. Ref. No. 04361537, Date: 28-11-2022. Source: NielsenIQ ScanTrack, Grocery Trade including Hard Discount, Chocolate, Value Sales, Last 12 weeks (W33-W44 2022), W44 2022. (Copyright © Nielsen.)  
13. Kauza, September, T. DK, Total Guld Barre (subbrand)  
14 & 22-24. Toms Group Brandtracking Annalect IH 2021 vs. IH 2022  
15. Dunnhumby 2023, week 36-43 vs. week 28-35 2022  
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18-19. Kauza, September, T. DK, Total Guld Barre (subbrand)  
21. Dunnhumby 2023, Comparing Sep 21-Feb 22 to Sep 22-Feb 23  
22-28. Toms Group Brandtracking Annalect IH 2021 vs. IH 2022