

FOR PUBLICATION

DBA DESIGN EFFECTIVENESS AWARDS 2022



SUBMISSION TITLE:

Brewing New Traditions:
Eichhof Beer Redesign

CLIENT COMPANY:

Heineken

SUBMISSION DATE

November 2022

Pearlfisher.

1. EXECUTIVE SUMMARY

188-year-old Eichhof was a much-loved and highly respected beer brand - so much so that a handful of locals had tattoos of the brand's iconic squirrel.

In 2008, Holland-based Heineken purchased the brand and brewery. People feared that their favourite beer would lose its strong regional Swiss roots. Plus, with range expansion over the years, the brand design had become inconsistent, with little distinction or consumer connection.

A central design idea and complete brand portfolio redesign were needed to make the brand more meaningful and different, to re-engage with the target audience and thereby gaining back Eichhof's volume and market share decline.

On an Eichhof brewery site visit, the design team discovered a wooden table which featured engravings of brewery traditions across almost two centuries. One section of the table was intentionally blank, for new traditions to be added. This inspired the core design idea 'Neue Traditionen' (New Traditions), from which all design elements were benchmarked.

Eichhof has made a stunning come-back since the new design's launch. With little to no other influencing factors, it's clear that the 'Neue Traditionen' idea and resulting design has become the thread to enable this.

- REDACTED CONFIDENTIAL DATA +4.7% - and outperforms Swiss beer market
- REDACTED CONFIDENTIAL DATA
- Gained back market share
- New packaging design drives purchase intent

And finally... Since the redesign, at least 20 people got tattoos of the redrawn squirrel - this 300% increase is a sure sign that people are falling in love with Eichhof again.



2. CONTEXT AND OVERVIEW

BACKGROUND / OBJECTIVES

188-year old Eichhof was a much-loved and highly respected beer brand, brewed in the Lucerne canton of central Switzerland – so much so that at least five locals had the brand's iconic squirrel tattooed to their ankles.

In 2008, Holland-based Heineken purchased the brand and brewery. People feared that their favourite beer would lose its strong regional Swiss roots because of this, despite being brewed locally. Not only this, but with range expansion over the years, the brand design had become inconsistent, with little distinction or meaningful connection for target customers.

Eichhof has an extraordinary history of innovation/ pioneering attitude that continue to this day, but the brand looked like it was stuck in the past and had no clear design thread. Customers were falling out of love with it. With a huge array of competitive beers on offer, customers reconsidered their options.

A complete brand portfolio redesign was needed to evolve Eichhof: to devise a central core truth, then make that come alive through a visual expression through the identity and 13-strong portfolio redesign.

The aim? To make the brand more meaningful and different in order to re-engage with the target audience and thereby gaining back. Eichhof's volume and market share decline.

TARGET AUDIENCE / MARKET OVERVIEW / KEY FACTS

Target audience

With 1,021 domestic breweries for an 8 million population, Switzerland has the highest beer category density in Europe. Swiss beer drinkers are fearlessly independent (67% strongly identify with their region) and make choices strongly rooted in geographical origin (57% prefer to drink local beer).

Eichhof's two key male target audiences share a united desire to 'Have it my own way':

- Grounded Beer Appreciator: in his forties, connected, loyal, down-to-earth
- Rooted Explorer: in his thirties, curious, open, refined

REDACTED CONFIDENTIAL DATA

Packaging attractiveness: Eichhof versus 5 competitors

In a 2018 survey, Eichhof's packaging was considered the second least attractive in both German Switzerland and all of Switzerland versus five other competitors. Even in its very important home region of Central Switzerland, packaging attractiveness came fourth out the six brands.

Key facts

Project launch date: March 2021

Design fees: REDACTED CONFIDENTIAL DATA



CORE IDEA & DESIGN RESPONSE

On an Eichhof brewery site visit, the design team discovered a wooden table which featured engravings of brewery traditions across almost two centuries. One section of the table was intentionally blank, for new traditions to be added.

This inspired the core idea/narrative 'Neue Traditionen' (New Traditions). This perfectly reinforces/balances the things that are so important to the target audience: pioneering attitude and a sense of community, locality and brewing tradition. Each visual element was then benchmarked against the core idea to imbue the redesign with context and meaning. For example:

- Unchanged since the 1960s and undoubtedly the brand's most ownable asset, the iconic squirrel was redrawn and now takes pride of place to balance traditional and modern cues.
- Introduction of a guild-like 'Art of brewing' emblem to reassert brewing credentials.

- By recreating the wordmark to match the styling of the squirrel and creating a distinctively repetitive squirrel pattern across the Eichhof can, this aspect of the narrative opens up to potential new audiences.
- The highly recognisable golden-yellow brand colour is retained, with the label boasting details of the beer's founder/founding date, to cement a sense of quality and well-established tradition.
- Letterpress print texture and wood grain support the idea of craftsmanship.
- New label designs were created for Eichhof's experimental craft range. For this, the agency worked with Lucerne-based artist Amadeus Waltenspühl to craft a series of six black and white illustrations – each drawing represents the rich history and unique legends/stories connected to the brand and its region.

Eichhof has a proud past and a bold future through continued experimentation and the redesign pulls this together – to build a community of drinkers by attracting them to the quality, heritage and taste experience of one of Switzerland's most iconic and long-standing beer brands.





BEFORE



AFTER





3. RESULTS & OTHER INFLUENCING FACTORS

Eichhof has made a stunning come-back within the Swiss beer market since the new design's launch, meeting their objectives to increase meaningfulness/ differentiation, reverse declining volumes and market share, and much more! With little to no other influencing factors, it's clear that the 'Neue Traditionen' idea and resulting design has become the thread to enable this.

+8% GROWTH IN MEANINGFULNESS TO CONSUMERS, +24% GROWTH IN DIFFERENTIATION TO CONSUMERS

Conducted 7 months post redesign, Eichhof's annual survey of consumers in Central Switzerland showed a +8% increase in brand meaningfulness and +24% growth in differentiation. Since little else changed, it seems likely that this is the result of the redesign, which then manifested itself by a complete decline reversal.

REDACTED CONFIDENTIAL DATA

REDACTED CONFIDENTIAL DATA. Within 6 months of the redesign Eichhof's volume was +4.7% REDACTED CONFIDENTIAL DATA - also significantly outperforming Swiss beer market which had a -2.9% decline!

VOLUME +10% AGAINST OBJECTIVE

Not only was volume decline reversed, but Eichhof achieved (REDACTED CONFIDENTIAL DATA) vs their (REDACTED CONFIDENTIAL DATA) volume objective - surpassing it by almost 10%.

REDACTED CONFIDENTIAL DATA Strong new packaging design drives purchase

(REDACTED CONFIDENTIAL DATA)

GAINED BACK MARKET SHARE

Due to suffering after Eichhof's take-over, the redesign was the key driver to gaining back market share by 1.2%. In such a highly competitive and crowded beer market, this growth in market share is hugely significant.

STRONG NEW PACKAGING DESIGN DRIVES PURCHASE INTENT - AND MORE

In a packaging design test amongst 500 people (50% existing consumers and 50% were not), the new design drove a +12% increase in purchase intent, and it beat the old design in all essential attributes:



DESIGN TEST: CONSISTENTLY POSITIVE CONSUMER FEEDBACK

>77%



of respondents like the design very much

+12%



increased purchase intent vs old packaging

BEATS OLD DESIGN IN ALL ESSENTIAL ATTRIBUTES IN THE CONCEPT TEST:



TESTIMONIALS

"Coop loves the new design. Especially the Craft Legends that's why they've contacted us proactively to list three of them. It's great to see that they're so interested in the Eichhof brand after many years of rejecting it."

André Hediger, Heineken key account manager (off-trade)

"Migros and Landi are really enthusiastic about the new design. For them, it reflects perfectly a modern beer brand with its fresh design."

Carmen Suter, Heineken key account manager (off-trade)

AND FINALLY... 300% INCREASE IN SQUIRREL TATTOOS

Since the redesign, at least 20 people got tattoos of the redrawn squirrel – that's a 300% increase and a sure sign that people are falling in love with Eichhof again.

OTHER INFLUENCING FACTORS

Was it events/sampling?

No. Eichhof normally has two key annual events: their brewery open day and the local Blue Balls Cultural Festival. Due to Covid neither of those (nor any other events/sampling) took place since the redesign.

Was it seasonality of sales?

No. There are some seasonal trends to Swiss beer sales, with peaks typically seen during warmer months May-September. As our results cover a full year, they span all seasonal peaks and troughs, so success can't be entirely down to that.

Was it discounts/sales promotions/special offers?

No. There were no changes in discounting/sales promotions/special offers.

Was it success due to a growing market?

No. As stated previously, the Swiss beer market was also in decline.

Was it other marketing activity/investment?

No. Eichhof leveraged various marketing/comms activities such as new on and off-trade point of sales materials and social media (owned channels). None of these things would have been possible without the new design which was the lynchpin for those activations. Not only this, but pre-redesign a much higher marketing investment was made in conjunction with the launch of a new innovation, and yet volumes and market share continued to drop. This implies that the redesign was the catalyst for the results, rather than investment in other marketing activity.

Was it changing consumer habits due to COVID-19?

No. One could argue that Eichhof's fantastic performance could be down people stuck at home or meeting friends in outdoors for a beer due to Covid. However, previously stated data from the Swiss beer market and Heineken Swiss Beer portfolio suggest otherwise. Eichhof actually performed better than those, and the only thing that changed was the design.

Data sources

GfK, Beer Image Tracker 2018

OnEquity Packaging Design Survey, 2018

Swiss Customs Administration, February 2019

System1 Group, Packaging Design Testing, February 2020

Nielsen, Eichhof Market Share Volume Tracking, 2019-2021

Kantar Annual Eichhof Consumer Survey, October 2021

Kantar Brand Guidance System Tracking, Q4 2021

Eichhof/Heineken internal data, 2000-2022

