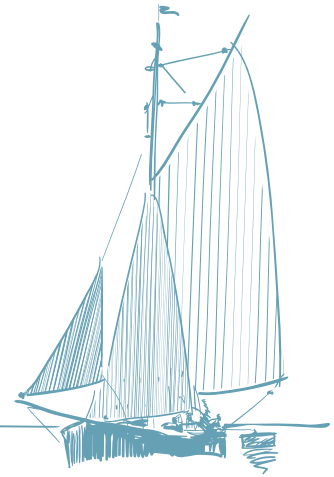


Whitstable Bay Redesign

FOR PUBLICATION



Industry Sector
BEVERAGES

Client Company
SHEPHERD NEAME

Design Consultancy
JDO

Submission Date
26 JUNE 2015





“JDO has managed to open new markets for our products thanks to intelligent design.”

“Once again, JDO has managed to open new markets for our products thanks to intelligent design. The Whitstable Bay Collection carves a niche as a proudly British craft beer that appeals to new and existing beer drinkers. This hasn’t merely been an exercise in brand

design. The thoughtful use of the medium has elevated the project into product design with the resultant brushed metal pump clip simultaneously delivering the brand’s sun-drenched coastal aesthetic while echoing the beer’s consistent quality and integrity.”

Jonathan Neame, Chief Executive
Shepherd Neame



Page 1
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With the rise in popularity of the town of Whitstable and the increase in consumer demand for stylish, high quality beers, it was the right time to revisit the brand...

Executive Summary

Following the success of JDO's Glorious 2012 Spitfire campaign, the agency again partnered with Kent based brewery, Shepherd Neame in 2013, this time to create a beer range for their Whitstable Bay brand.

After the redesign, sales volume of the brand as a whole was up **XX%** in 2014 (in a market where total UK beer volume has grown by 3.8%*) and the brand has continued to grow by **XX%** in 2015. The Blonde variant is up by **XX%** and Pale Ale by **XX%**.

Post the redesign, the number of accounts taking Whitstable Bay increased from XX to XX in 2014 (up **XX%**) and now in 2015 Shepherd Neame has XX accounts serving the brand.

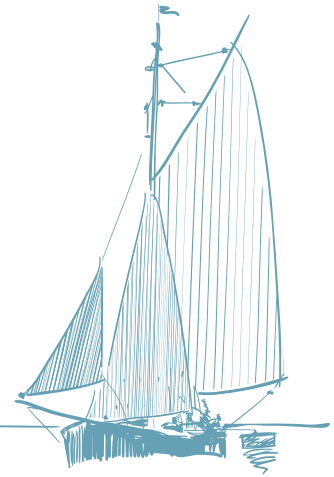
Pale Ale has moved from XXth in 2012 to **XXth** place in 2015 (across all channels of trade within the Shepherd Neame portfolio). As the updated brand was doing so well, JDO was invited to create Whitstable Bay Black, an oyster stout brand extension that launched in October 2014. Black has moved from XXth in 2014 to **XXth** place in 2015 (across all channels of trade within the Shepherd Neame portfolio) and Guinness drinkers are a hard audience to win over! Shepherd Neame has seen volume sales growth in Whitstable Bay Black of a staggering **XX%** since launch.

The brewery now supplies China, Hong Kong, Mexico and Italy with Whitstable Bay (they didn't before) and are reaching a younger demographic in a new distribution outlet, Wetherspoons.

Design has always been regarded as important at Shepherd Neame but post the Glorious 2012 Spitfire campaign and now as a result of the Whitstable Bay redesign, the team now understands that good design can truly drive sales and is fundamental to a brand's success. Design is now very much top of the board's agenda! (297 words)

* Source: The British Beer & Pub Association





Project Overview

Outline of Project Brief

- To unlock the potential of Whitstable Bay through brand extension opportunities and a new look for the brand
- JDO was briefed to make Whitstable Bay the umbrella to brand extension routes and in particular to develop the 'ontrade' opportunity
- The agency was tasked with creating a design that would allow further beer styles and additional packaging options to follow at a later date
- The creative team was asked to retain the premium nature of the brand whilst moving it to a more contemporary positioning that would appeal to both trade and end consumers
- To create packaging that would have major impact on shelf
- To recruit younger drinkers in their twenties, thirties and forties
- To move the brand into the top 100 brands across all channels of trade within the Shepherd Neame portfolio
- To increase volume growth of the Whitstable Bay brand by at least 10%
- To increase the number of accounts taking the Whitstable Bay brand by at least 15%
- To open up at least one new market for the brand
- To develop a portfolio of beer brands that would appeal to increasingly popular craft beer market and act as a perfect food match





Description

Shepherd Neame is Britain's oldest brewer, based in Faversham, Kent since 1698. It is a family business with strong family engagement and a balance of Neame family members and non-family members on the board of directors. All of Shepherd Neame's beers are brewed with the finest traditional ingredients including water from the brewery's own artesian well, deep beneath the brewery.

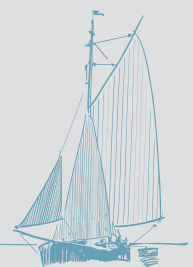
Whitstable Bay beer's namesake is the northeast Kent coastal town famed for its culture, seafood restaurants and pebble beaches. Whitstable also has numerous literary, TV and film credits to its name thanks to its unique setting and iconic weatherboard-clad buildings.

The Whitstable Bay brand was originally launched in 2003 and was in need of development. With the rise in popularity of the town of Whitstable and the increase in consumer demand for stylish, high quality beers, it was the right time to revisit the brand.

Originally sold as premium ale in cask and as organic ale in bottle form, the new range

comprises; pale ale in cask, keg and bottle; a blonde lager in keg and bottle and an organic ale in bottle form. The tasting notes for the new range sees a departure from the traditional Shepherd Neame house style. The range therefore sits under the new 'Faversham Steam Brewery' brand, the strapline of the brewery back in the eighteenth century when a steam engine was installed to revolutionise production and replace horses.

Off the back of the success of the Whitstable Bay refresh in 2013, JDO was invited to work with Shepherd Neame on the creation of a Whitstable Bay Black brand extension. The Whitstable Bay range offers a great breadth of choice and Shepherd Neame felt that a delicious full flavoured stout would fit well within the portfolio. Whitstable Bay Black is an oyster stout launched in October 2014. It is a silky keg stout brewed using a unique blend of four coloured malts which impart a rich, complex flavour, balanced by the finest admiral hops and finished with a smooth creamy head.



The name was chosen to complement the existing Whitstable Bay range and by drawing upon the heritage of the town and its famed oysters. When stout first emerged in the eighteenth century, oysters were not the delicacy they are today but a common snack served in pubs that proved to be an excellent stout pairing.

This was JDO's second project for the Kent based brewery (the first being the dba Design Effectiveness silver winning Glorious 2012 Spitfire campaign design). As a result of the success of both these projects JDO have been awarded further projects with the brewery.

Overview of Market

From July 2013 the market saw an improvement on the previous year with greater consumer confidence, improved weather conditions and lower taxation on beer. As a consequence, after many years of decline, the beer market grew with total UK beer volume increasing by +3.8% (2013 -5%)** for the twelve months to the end of June 2014.

Within this market the consumer was increasingly motivated by a wider flavour profile, new styles of beer and renewed interest in craft and local production. The market for pubs also increased as drinkers and diners started to return to pubs that offered great atmosphere, interesting product range, great fresh food and so providing a memorable experience.

Project Launch date: July 2013

Size of design budget: £XXXXXX

(768 words)





WHITSTABLE BAY



Outline of design solution

The creative result of the 2013 Whitstable Bay redesign is clean and fresh and includes a black modern sketch of an oyster dredger bringing both vitality and craftsmanship to an already existing brand icon. The colour palette is based on colours that you might expect to find on the British coast – soft pale blues, sunshine orange and sage green, contrasting with black typography to help distinguish the brand in a bar environment. The contemporary brand identity for Whitstable Bay Black features a white oyster dredger on a black background. Traditional script lettering has gone. Instead asymmetric quirkiness and a polished metallic finish have been introduced bringing the brand family firmly up to date.

Sitting under the 'Faversham Steam Brewery' brand, the strapline of the brewery back in the eighteenth century, a silhouette drawing of the steam brewery sits on the neck label of the bottle.

The new designs sit comfortably in a restaurant, bar or traditional pub environment and are also available in the off trade. The portfolio of beers appeals to the increasingly popular craft beer market and is a perfect food match.

JDO's new identity for the Whitstable Bay brand covers bottle, secondary packaging, tap marker, lens and glassware and has also been rolled out across in bar collateral including drip mats and bar runners. Particular thought has gone into the design of the pump clip. The skillful use of the medium has elevated the project into product design with the resultant brushed metal clip simultaneously delivering the brand's sun-drenched coastal aesthetic while echoing the beer's consistent quality and integrity. (262 words)



Old Design



Summary of Results

Increase in Sales

Whitstable Bay Sales Data

Before the rebrand the Whitstable Bay brand overall was down XX% on the previous year's sales volume. After the rebrand the brand was up **XX%** and has continued to grow **XX%** in 2015 (so far!)

Description	2012	2013	2014	2015	Total
Whitstable Bay Organic	XX	XX	XX	XX	XX
Whitstable Bay Stout		XX	XX	XX	XX
Whitstable Bay Pale Ale			XX	XX	XX
Whitstable Bay Blonde			XX	XX	XX
	XX	XX	XX	XX	XX

2012	2013	2014	2015
	XX%	XX%	XX%
		XX%	XX%
			XX%
			XX%
	XX%	XX%	XX%

Shepherd Neame sales data

Since the launch of Whitstable Bay Black, Shepherd Neame has seen volume sales growth of the oyster stout of a staggering **XX%**. Whitstable Bay Blonde has grown by **XX%** since launch and Pale Ale has grown by **XX%**.

Whitstable Bay Ranking

across all channels of trade within the Shepherd Neame portfolio

Pale Ale has moved from XXth place in 2012 to **XXth** in 2015. Stout has moved from XXth in 2014 to **XXth** place in 2015 – Guinness drinkers are a notoriously hard audience to win over.

Product	Volume (Barrels)	Ranking 2015	Ranking 2014	Ranking 2013	Ranking 2012
Whitstable Bay Pale Ale Cask 9Gal	XX	XX	XX	XX	
Whitstable Bay Blonde Keg 50L	XX	XX	XX		
Whitstable Bay Organic Tray 8 X 500ML	XX	XX	XX	XX	XX
Whitstable Bay Pale Ale Tray 8 X 500ML	XX	XX	XX		
Whitstable Bay Pale Ale Keg 30L	XX	XX	XX		
Whitstable Bay Blonde Keg 30L	XX	XX	XX	XX	
Whitstable Bay Stout Keg 30L	XX	XX	XX		
Whitstable Bay Blonde Box 24 X 330ML	XX	XX	XX	XX	
Whitstable Bay Pale Ale Cask 18Gal	XX	XX	XX		
Whitstable Bay Pale Ale China T8 X 500ML	XX	XX			
Whitstable Bay Blonde CP Tray 12 X 330ML	XX	XX	XX		
Whitstable Bay Pale Ale HTP Tray 8X500ML	XX	XX			
Whitstable Bay Blonde Italy Keg 30L	XX	XX			
Whitstable Bay Pale Ale T8 X 500ML (EP)	XX	XX			
Whitstable Bay Pale Ale Hong Kong K30L	XX	XX			
Whitstable Bay Organic Mexico CPT8X500ML	XX	XX			
Whitstable Bay Organic India CP T8X500ML	XX	XX			
Whitstable Bay Organic SA CPTray 8X500ML	XX	XX			
Whitstable Bay Stout Italy Keg 30L	XX	XX			

Shepherd Neame sales data

Increases
in market
distribution

Post the redesign, Shepherd Neame now supply Whitstable Bay in **China**, **Hong Kong**, **Mexico** and **Italy**. **India** had been taking limited volumes of Whitstable Bay Organic Ale. Post the redesign they took the whole collection.



New Demographics & New distribution outlets

wetherspoon

Whitstable Bay is now poured in all Wetherspoons (a new distribution outlet for the brand) reaching a much younger demographic.



“Once we saw the new Whitstable Bay collection we knew we had to have it. The design feels in tune with the modern beer drinker and sits perfectly in our restaurant environment.”

Ivan Ruiz, Operations Manager, Wright Brothers

Increase in accounts taking Whitstable Bay

In 2013 before the redesign Shepherd Neame had XX outlets taking the Whitstable Bay brand, this rose to XX after the rebrand (a rise of **XX%**) and now in 2015 there are XX outlets serving Whitstable Bay.

Key wins included Wright Brothers, Lusty Glaze, Tom's Kitchen (all four sites), Boisdales and Camden Bars as well as some incredibly prestigious yacht clubs. Many of the new accounts have said that they are stocking Whitstable Bay solely due to the rebrand.

Driving the integrated marketing campaign...

the campaign design was rolled out over the Shepherd Neame van and lorry livery and then across merchandising, social media and ontrade marketing collateral.



Events

Whitstable Bay Blonde was launched at the Queen's Coronation festival at Buckingham Palace in July 2013 with an audience of over 60,000 over a four day period. A keg was installed into all catering stands – quite a coup!

In June 2015, Shepherd Neame offered a unique beer and food sampling experience with stout & oysters at the BNP Tennis Classic at The Hurlingham Club in Fulham. They joined forces with Wright Brothers who are providing the oysters and who have become a key flagship (and new) account for the Whitstable Bay brand post the redesign.





Royal Warrant

In September 2014, Shepherd Neame, Britain's oldest brewery was granted extended use of the Royal Warrant by His Royal Highness The Prince of Wales.

Shepherd Neame chief executive Jonathan Neame said: **"We're over the moon to be among the elite group of the UK's finest food and drink producers awarded a Royal Warrant. Quality and provenance are at the heart of everything we do and everyone at the brewery deserves to be proud to have their efforts recognised in this way."**

Whitstable Bay PR

Pub & Bar Magazine
Brewer & Distiller International
Off Licence News
Brewery Manual
Creative Review
Design Week
Packaging Europe
Beverage Manager
Popsop
Packaging News
Madeinchina.com (China)
Drink Box (Russia)
The Drum
The Dieline (US)
Packaging of the World (Singapore)
Creative Inspiration
Design Daily (Russia)
Oh Beautiful Beer!
News Unipack

SHEPHERD NEAME REVIVES FAVERSHAM STEAM BREWERY

Shepherd Neame is reviving its Faversham Steam Brewery identity as the umbrella brand for a new range of Whitstable Bay beers.

The Faversham Steam Brewery site was originally adopted by Shepherd Neame in the late 19th century when it became one of the first steam-powered breweries outside of London. The brewery heavily marketed its introduction of automation after buying a first horizontal engine from steam pioneers Boulton and Watt.

The range will consist of three Whitstable Bay beers - Whitstable Bay Pale Ale, which has a 3.9% ABV in kegs and 4% ABV in 500ml bottles; Whitstable Bay Blonde Lager, which is available in kegs and 500ml bottles at 4.5% ABV; and Whitstable Bay Organic Ale, which is a dark blonde organic ale available in 500ml bottles at 4.5% ABV.

Further beer styles and additional packaging options will follow in the autumn. PDS beers will include bonded black bottle openers, bar runners, standard pint and shaver pint glasses, the tops of which are marked as new brands.

"The revival of the Faversham Steam Brewery is the perfect fit for a re-imagined Whitstable Bay," comments Shepherd Neame marketing manager Nick Miller. "We look forward to further increases in sales of beer styles, dispense and packaging."

shepherdneame.co.uk

Awards



SILVER

Whitstable Bay Organic
Shepherd Neame Ltd.

International Speciality Beer Competition
Speciality Organic Beer (Up to 6.9% ABV)



BRONZE

Whitstable Bay Blonde
Shepherd Neame Ltd.

International Keg Lager Competition
Class 1 (2.9-4.7% ABV)



Research Resources

- The British Beer & Pub Association
- Pub & Bar Magazine
- Brewer & Distiller International
- OLN
- Brewery Manual
- Packaging News
- Shepherd Neame archives
- Shepherd Neame Report & Accounts 2014

Other Influencing factors

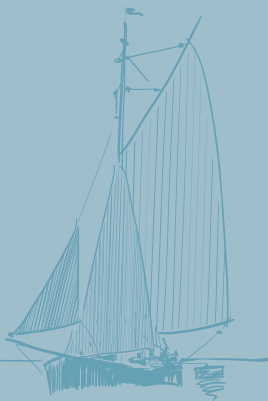
- By 2013 craft beer fatigue was already beginning to creep in on blogs and websites for the craft beer community. Beer drinkers were becoming more cynical about trying new 'so called' craft beers.
- Many UK breweries were jumping on the bandwagon of faux American iconography for their craft beer. Shepherd Neame wanted to avoid this trap and stay true to an authentic British ale that had its own unique look and feel.
- After many years of decline, the beer market had grown in 2014 with total UK beer volume increasing by 3.8% (2013: -5%**) for the 12 months to the end of June 2014. However volume sales of Whitstable Bay outperformed the market average by massive proportions.
- From July 2013 the market saw an improvement on the previous year with greater consumer confidence, improved weather conditions and lower taxation on beer. Within this market the consumer was increasingly motivated by a wider flavour profile, new styles of beer and renewed interest in local production. The market for pubs also increased as drinkers and diners started to return to pubs that offered great atmosphere, interesting product range, great fresh food and so providing a memorable experience.

** Source: The British Beer & Pub Association



“ JDO significantly exceeded our expectations by delivering a design that gave us the confidence to develop a brand and beer styles that were not part of our existing house style. This was reflected in an identity that was entirely individual from our previous brands without being jarring or at odds with who we are and what we do. The broad taste profile of the beer meant that we were keen not to target a specific audience or markets and the resulting look and feel is appealing to a wide spectrum of customers and consumers. The beers look as at home in a community pub as they do in a high end bar or hotel – and everywhere in between. ”

Graeme Craig
Director of Brewing & Brands
Shepherd Neame



“ Shepherd Neame’s traditional beers remain hugely popular, but we have recognised demand for types of beer outside of our usual house-style. Rather than dilute our existing portfolio’s identity, we’re giving new life to our ‘Faversham Steam Brewery’ heritage in combination with the modern appeal of re-invigorating the Whitstable Bay brand. The result is high quality, modern beers that reach beyond our traditional customers. We continue to progress this innovation in terms of beer styles and dispense and JDO has helped us support this innovation via outstanding design and packaging. ”

Mark Miller
Head of Brand Marketing
Shepherd Neame

