

# Whitworths SHOTS

## Hits the mark





# EXECUTIVE SUMMARY

**Springetts Brand Design Consultants helped Whitworth's Ltd, through strategic and creative thinking to completely re-present their on-the-go snacking fruit and nuts offer, 'Shots', and to redefine the category.**

**Whitworth's Shots** wasn't seen as a brand in its own right, it was lost within the general **Whitworth's** baking & snacking range. This was compounded by being merchandised in the baking aisle, instead of the impulse/snacking fixture. It had been delisted by Asda, Morrisons, Waitrose & WHSmiths as the proposition was unclear, and it was felt to offer no brand advantage or compelling brand story to justify its future listings.

The brief was to reposition **Whitworth's Shots** as the tastiest, healthiest on-the-go snack, and create a distinctive brand that could compete in a highly competitive, brand led, vibrant snacking environment. We needed to get out of home baking and in front of the younger snacking audience this proposition targeted. A key objective was to make the term '**shots**' a brand, as opposed to a product descriptor.

Innovation is at the heart of **Whitworth's** philosophy, combined with years of expertise in fruit & nut sourcing and a passion for creating great tasting healthy products. But the current packaging failed to communicate any of this quality, distinctiveness, expertise and passion. Instead it looked like a commodity product.

Our strategic response was to develop a new proposition for **Whitworth's** focussing on the brand truth which is that the freshest ideas make the fruits of nature burst with life. **Whitworth's** new positioning of '**Burst of Nature**' was born, **Whitworth's literally brings goodness to life!** This informed our total relaunch of their portfolio.

We created a design that was vibrant, inspiring, creative, discerning and playful to force a reappraisal of a dull wholefoods fixture. **Healthy snacking doesn't have to be boring!**

## Fantastic Results!

The redesign helped the business to secure the future of the brand in retailers such as Sainsbury's – after an absence of three years.

## Total sales up 140% in 7 months.

**Whitworth's** have reversed their fortunes with a number of key retailers. Products that were originally earmarked to be de-listed have been saved, not only that they have secured additional listings for other products not usually taken by those retailers.

## Whitworth's now holds 6 of the top 10 single serve dried fruit & nut SKU's.

**Whitworth's** now plays a key role in the category and clearly demonstrates its point of difference and reasons why consumers should choose them over own label options.



# PROJECT OVERVIEW

## Outline of Project Brief

The brief was to reposition **Whitworth's Shots** as the tastiest, healthiest on the go snack, and create a distinctive brand that could compete in a highly competitive, brand led, vibrant snacking environment. We needed to get out of home baking and in front of the younger snacking audience this proposition targeted. A key objective was to make the term 'shots' a brand, as opposed to a product descriptor.

## Key Business Challenges

- ❖ The brand lacked a strategic category mission and key consumer insight to differentiate itself and as such distribution was being eroded with retailers questioning the reasons for listing the brand.
- ❖ The **Shots** range lacked any distinction from the rest of the **Whitworth's** baking and multi-serve snacking range, and could be mistaken for being a pack format change rather than having a distinct proposition.
- ❖ It suffered from being merchandised in the baking fixture with the rest of the **Whitworth's** baking range and as a result did not have the traction that being sited in the snacking aisle would bring.
- ❖ The design lacked any emotional credentials and did little to respond to the codes of impulse snacking – further compounded by its position in store.



old Shots design

## Scope of the Design Brief

In response to the key business challenges, our brief was to re-position the **Shots** range as the tastiest, healthiest on-the-go snack:

## Key Business Challenges

- To create a compelling proposition & positioning that offers both consumers and retailers a reason to buy & stock the brand.
- To change perceptions of **Whitworth's** as a commodity brand to that of a multi occasion portfolio with a flagship range of on-the-go snacking.
- To communicate the taste, quality and unique range proposition of healthy snacking '**under 100 calories**' in an on the go format.
- Create a look and feel that is desirable and will allow the range to compete effectively in the impulse healthy snacking category.
- Drive awareness of **Whitworth's** as a brand that creates great tasting healthier snacks with innovation at the heart of everything they create.



Springetts Brand Design Consultants helped Whitworths Ltd, through strategic and creative thinking to completely re-present their Shots range and to redefine the healthy snacking category.

## Overview of the Market

Dried fruit, nuts and seeds is a market worth £650m roughly split 50% adult snacking, 32% ingredients and 13% kids snacking.

The majority of this category is shopped from the **'home baking'** aisle with snacking beginning to gain traction in other areas of the store, most notable wholefoods, produce and some front of store locations.

Breakfast is the most prominent occasion for DFNS consumption with 35% of total DFNS consumed at this time (up 28% in the last yr). 14% is consumed at lunch (-19%), 19% evening/meal time (+5%) and 32% at snack times.

## Project Launch Date

August 2015

## Design Budget & Production Costs

£25,000





# DESIGN SOLUTION

**Springetts created a new proposition for Whitworth's focussing on the brand truth which is that the freshest ideas make the fruits of nature burst with life. From this came their new positioning of 'Burst of Nature', Whitworth's literally brings goodness to life! The redesign needed to be vibrant, inspiring, creative, discerning and playful, in order to create excitement within the impulse snacking fixture.**

A strong, fresh and natural brand look was created. A red hand drawn logo on a white background was created with a more dynamic, vine-like quality to help convey naturalness, these products are made by nature, and not manufactured!

The bold brand architecture was created from a leafy master brand lock up, which continues the creative idea of a burst of nature. With such a strong overall architecture, we were able to use a vibrant colour palette for each product to aid navigation and to give greater visual impact on shelf.

We researched each product in the range, to better understand the provenance, quality & sourcing behind each one, to allow us to define its unique benefit and point of difference for our consumers. We were then able to develop a distinctive tone of voice to help bring the brand proposition and individual product to life.

The **Shots** logo was developed to work with the natural vitality of the **Whitworth's** logo but also to help reflect the fun snacking aspect of the product and to emulate the cues of countline snacks. The **Whitworth's** leafy brand architecture was used to help communicate the calorie claim – a key point of difference and benefit for the consumer. The format is a key signifier of the portability and convenience, with its slim shot-like pouch making it easy to tip the products straight into the mouth.

## Before



## After





# SUMMARY OF RESULTS

Whitworth's have reversed their fortunes with listings in...




With launches imminent in...

The **Shots** range can now also be found in the wholefoods & impulse aisles, as well as front of till locations - a key strategic objective that was impossible to achieve with the old design. **Whitworth's Shots** contributed the most value to the category in 2015, stealing value from own label and other snacking brands (**Whitworth's**, urban fresh, natural selection).

**Whitworth's Shots** now holds 6 of the top 10 (including 1st place) single serve dried fruit & nut sku's as it is seen as fulfilling the wants and needs of today's snacking consumers (healthy, great taste, convenience).





47%  
growth year  
on year

Thanks to increases in the number of people buying the brand and how often they buy it. (Kantar 52 w/e 19th June). This demonstrates the effectiveness of the new design in attracting new consumers and also that the product really delivers, meaning our existing consumers keep coming back for more.

In Tesco where **Shots** have been a major success and the range was already established we have seen the rate of sale/store increase by 35% compared to the same time last year. (Tesco EPOS w/e 26th June 16) This is another clear indication of the new designs ability to stand out on crowded grocery shelves and drive sales.

35%  
rate of sale increase  
in Tesco

140%  
growth for 2016

It was also the most successful brand at bringing new consumers into the category, in fact **Shots** have seen 140% growth for 2016 driven by Tesco and Sainsbury's.



WINNER OF THE 2015  
NPD OF THE YEAR AWARD



## Fit for Brand Extension

As well as increased distribution for the core range, the redesign has enabled the development of a bespoke **Shots Nuts** range – a high in protein proposition in the same convenient on the go format.

## Increased Retail Distribution

The redesign helped the business to secure the future of the brand in retailers such as Sainsbury's – after an absence of 3 years.

## Focused Brand Positioning

The strategic work gave the brand a clear consumer insight and brand mission. **Whitworth's Shots** now plays a key role in the category and clearly demonstrates its point of difference and reasons why consumers can enjoy guilt free snacking.

## Client Satisfaction


**"We are completely delighted with the results of Springetts hard work and passion for our brand. Not only have they managed to create a design that truly brings to life our proposition, but also given us the opportunity to really excite the trade buyers – Springetts have given us a motivating brand story to tell, and a reason to engage in conversations that have in the past have proved to be tricky".**

Phil Gowland, Head of Marketing


**"The new design has been a key driver in taking the brand to China, where we expect to make the size of UK sales in the first year. Excellent job Springetts!"**

Mark Fairweather, CEO

# CONSUMERS LOVE IT!




 **Whitworths**  
23 May · 🌐


We've a Shot for every day of the week





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👍 12    Top comments ▾

 Write a comment...  

 **Debbie English** Yiu have to try these so good u will be hooked ..they are that good !!  
Like · Reply · 👍 1 · 23 May at 13:05

 **Pamela Montacute** I would love to try pecan one x  
Like · Reply · 23 May at 15:23

 **Elaine Quinn** One word describes the new packaging, taste and whitworths as a firm SUPERCALIFRAGILISTICEXPIALIDOCIOUS!!!

 **Su Williams** Love the packaging, it looks very fresh and tempting and also easy to spot on the shelves in the supermarket, the colours are lovely and vibrant and assist with the choice too, excellent new packaging and even better contents 😊