

FOR PUBLICATION



A STORY OF  
EXPLOSIVE  
GROWTH

# JUICEBURST

GOOD HONEST JUICE FOR EVERYONE

**CATEGORY**  
BEVERAGES

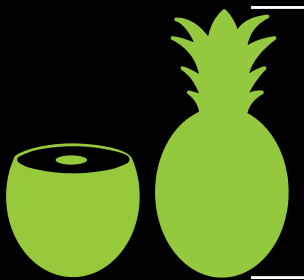
**CLIENT COMPANY**  
PURITY SOFT DRINKS

**DESIGN CONSULTANCY**  
WILLIAMS MURRAY HAMM

**SUBMISSION DATE**  
JUNE 2015

**WMH**

The successful relaunch of Purity Soft Drinks (PSD) owned JuiceBurst makes a powerful case for design effectiveness. It is the story of how Williams Murray Hamm's (WMH) strategy and design teams worked with the brand owner over three years, reinventing, growing and nurturing their brand.



PROFITS HAVE  
INCREASED  
BY 75%.

- A largely unknown bottle of juice, popular with small, independent retailers, has become one of the nation's fastest growing beverage brands.
- From being rejected by almost all of the nation's retailers, JuiceBurst's redesign sees the brand on shelf in all the most important convenience outlets.
- JuiceBurst consistently outsells nationally supported, PepsiCo owned, Tropicana in key outlets.
- All this has been achieved with no advertising support.
- Reinvented graphics with WMH designed Blippar augmented reality recognition have increased the value of the brand by a staggering 93%+ in the past year.
- It has increased the brand's profits by 75% in two years.

## IMPROVED PERFORMANCE

- Distribution has grown from one national outlet (Greggs) and approximately 300 independent shops to the brand retailing in WHSmith, Superdrug, One Stop, Whistlestop, Upper Crust, selected Tesco stores, 3663, Brakes and Booker.
- In a market declining by 9%, JuiceBurst is growing at 93% YOY.



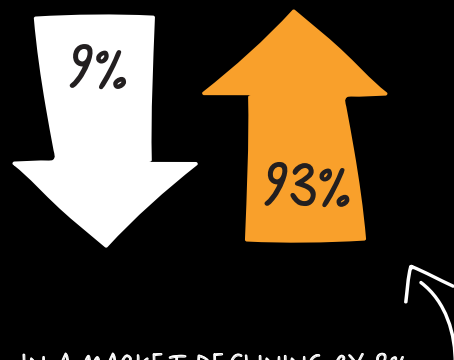
FROM ONE NATIONAL RETAILER AND 300 SMALL  
INDEPENDENT OUTLETS TO THE COUNTRY'S  
MOST IMPORTANT RETAILERS.

## IMPROVED PERCEPTIONS

At the same time, the new design has transformed the perception of JuiceBurst and allowed it to penetrate retailers that would previously have rejected it.

The reinvention of JuiceBurst has also given PSD investors, the confidence to approve the creation of 'Skinny' a completely new low sugar range already delivering 30% incremental sales in outlets where available.

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IN A MARKET DECLINING BY 9%,  
JUICEBURST IS GROWING AT 93% YOY.

## OUTLINE OF PROJECT BRIEF

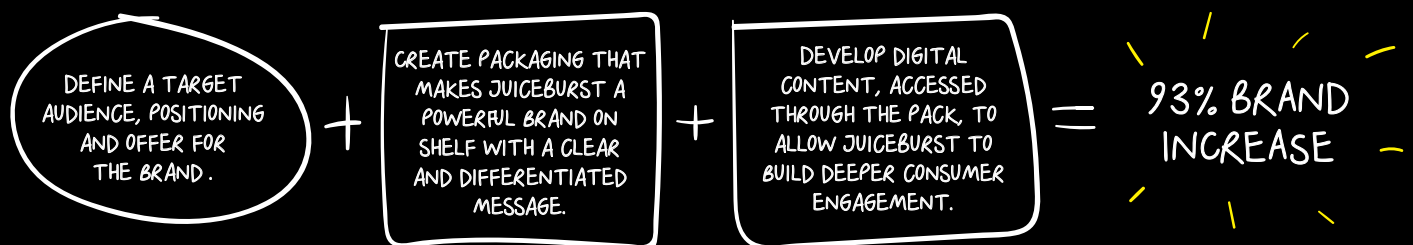
JuiceBurst was reasonably well distributed amongst small, local grocers and newsagents as well as being available in Greggs. However, its popularity was based on the margin it could command, as opposed to the affection that consumers felt for it.

Having no presence amongst large convenience retailers was a massive missed opportunity for the brand.

## BUSINESS OBJECTIVES

- To achieve significant listings in the nation's largest and most popular outlets for convenience driven soft drinks (WHSmith, petrol station forecourts, railway station outlets etc) whilst retaining JuiceBurst's distribution in small independent retailers.
- Create a new, proprietary bottle that would allow PSD to blow on site, thus significantly reducing materials used and increasing margins.
- Deliver realisable financial benefits through the creation of valuable intellectual property.
- Grow the value of the brand in order to exit at a later date.

## AGENCY OBJECTIVES – (THE WINNING FORMULA)



## FOURTEEN SKUS, ONE NEW DESIGN



## DESCRIPTION

Langholm Capital acquired PSD in 2012. It is one of the few private equity businesses that specialises in consumer food and drinks businesses. Having bought and sold Dorset Cereals and Tyrrell's Crisps, the company had extremely high expectations of PSD and, in particular, for JuiceBurst. They were drawn to the sheer scale of the soft drinks category, the trend towards healthier products and PSD's manufacturing capability.

A high profile appointment was made to the PSD board – Jon Evans, an innovative and highly experienced marketer, was head-hunted from competitor Britvic to be Marketing Director.

As part of the due diligence process, an in depth consumer survey (n=576) and retailer interviews (n= 203) were undertaken.

## DUE DILIGENCE



OFFENDED NO ONE  
APPEALED TO NO ONE

LOW MEMORABILITY

BLAND, GENERIC,  
LOOKS CHEAP

Independent retailers typically stock only one 'From concentrate' juice and would put JuiceBurst alongside it on the basis of its high cash margin and flavour range. However, the new owner's hypothesis was that the JuiceBurst brand and pack design had been constructed to:

- Appeal to too wide a group of people, including retailers.
- Appear as a value for money proposition.

The end result was a design that did not offend, which relied on the intrinsic values of the juice category and had low memorability.

Without wishing to alienate existing customers and retailers, PSD needed to use the JuiceBurst pack design to build a brand that was memorable, engaging and distinct, otherwise it would be vulnerable to the competition who could easily copy their manufacturing process and match their quality and, importantly, would not attract trade buyers when they exited the business.

As there were no budgets for conventional advertising to support the brand JuiceBurst's relaunch would centre on WMH's brand strategy and resultant design to achieve the business's aims.





## OVERVIEW OF MARKET

JuiceBurst is now found in the 'convenience channel' – targeted at people on the move. This channel is expected to grow rapidly over the next 5 years.

Its competitive set comprises three types of product:

1. Not From Concentrate (NFC) - Innocent, Copella, Tropicana. (owned by Coca Cola and Pepsico respectively).
2. From Concentrate (FC) - Sunmagic, Just Juice, Rubicon, Natura.
3. Other refreshment beverages  
e.g. Oasis, Coca-Cola, Mineral Water etc.

Concerns around health have led to the juice category increasing share at the expense of carbonated drinks. However, the financial crisis has put pressure on younger juice consumers.

Tropicana (NFC) has a perception of superior taste and freshness, but in blind tasting is equalled by JuiceBurst. It is significantly more expensive (typically, you can buy a 500ml JuiceBurst bottle for the price of a 330ml Tropicana bottle) and has a shorter shelf life.

Consequently, a significant opportunity lay in JuiceBurst's unique mix of taste and price. Its proprietary manufacturing process delivers superior taste yet allows it to be distinctly cheaper than the premium NFC brands.

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### Project launch date

January 2013

### Budgets

Design fees £106,000

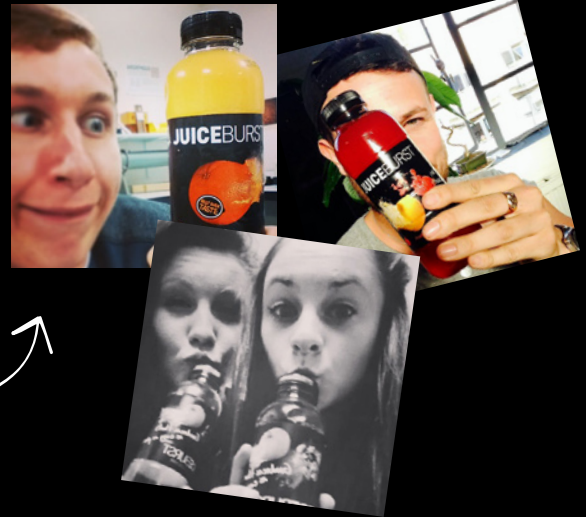


## STRATEGIC INPUT

WMH led all strategic work, defining the target audience, brand attitude and tone of voice as well as the creative design and execution across all products, through to digital content accessed via the pack.

WMH defined the audience as 16-24 year olds, on the go, wanting the health benefits of fruit juice with the fun of a carbonate. They saw NFC juice as too righteous, too expensive and not offering a wide enough range of flavours.

Since JuiceBurst often beat Tropicana in blind tasting and was nutritionally equally healthy, but cost less to buy, WMH's positioning became: 'The great taste and goodness of NFC juice, at the price and convenience of a soft drink' - summed up as 'Good honest juice.'



## THE BRAND

It was essential to give meaning to JuiceBurst since names like Berry Burst, Fruit Burst, Starburst and Pink Burst appear on everything from breakfast cereals, sweets, soaps, soft drinks to household paints.

WMH set out to convert the brand name from a stumbling block to an opportunity.

Existing packaging was unremarkable and costly. Unimaginative fruit photography, an ordinary brand name and type style were set on a surprising black background and wrapped round an expensive bought-in bottle.

JUICE BURST



ORDINARY  
BRAND NAME

EXPENSIVE  
BOUGHT-IN  
BOTTLE



## THE IDEA

The approach saw packaging as media – one overarching idea that would seamlessly connect the packaging to social media and digital content.

Preferring not to change the brand name and to retain the black (the one notable element recognised by existing retailers), WMH's idea lay in the brand name itself. JuiceBurst would burst with goodness – literally. Burst to show and tell consumers how good it is and how much better it is than its competition. Images of fruit being dramatically detonated became the central motif of the design.

These images were set off by a series of impudent typographic 'outbursts' that explained why each variant was superior to its competitors 'All chunk, no junk!' (Pineapple), 'I'm good to the core!' (Fairtrade Apple), 'I squeeze fruit, not farmers!' (Fairtrade Orange).

BEFORE



AFTER



## THE ART OF FRUIT DETONATION AS DIRECTED BY WMH



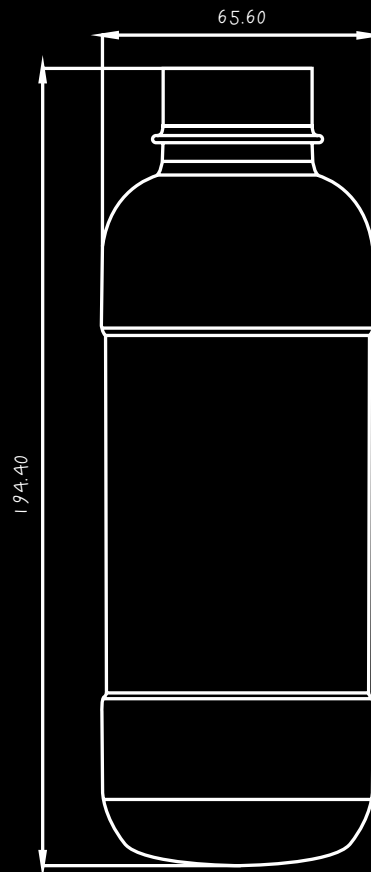


## THE NEW BOTTLE

WMH's new JuiceBurst bottle was created to be blow moulded, filled and labelled on the production line. It offered a significant opportunity to lightweight the bottle, giving significant savings in production and transportation costs.

A rounded, broad shouldered, more generous profile made JuiceBurst 'bigger and more gluggable'. The deeper label offered more shelf presence and the space to tell its story.

NEW BOTTLE, BLOW  
MOULDED IN LINE  
GIVES SIGNIFICANT  
SAVINGS EACH YEAR



NEW, MORE GENEROUS,  
MORE GLUGGABLE.



## BEYOND PACKAGING



PSD appointed WMH because it is known for its devotion to campaignable brands. JuiceBurst was an early adopter of augmented reality technology in the form of Blippar – making it the world's first digitally interactive soft drinks pack.

Blippar reads the JuiceBurst bottle, triggers videos of exploding fruit and gives consumers access to unique games and other branded content created by WMH. In 2014, JuiceBurst was the second most 'Blipped' brand in the UK market, having over 500,000 interactions with consumers feeding back vital information on their consumption habits, beating both Dr Who, OneDirection and Match Of The Day.



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500,000  
INTERACTIONS

No. 2 IN UK MARKET  
(BEATING DR WHO, ONE  
DIRECTION AND MOTD).



## INCREASE IN SALES



Over all outlets, sales for JuiceBurst have grown by 93% YOY (end May 2015). This is in a market where juice is declining by -9%.

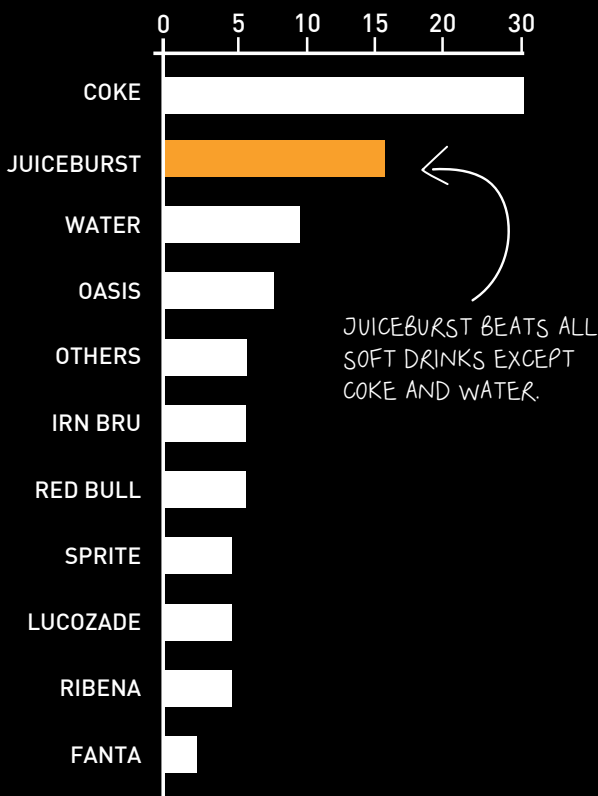


It is worth remembering that prior to the 2013 relaunch of JuiceBurst, the brand was not even available in supermarkets (+296%), the High Street (+156%) and in travel and petrol (+140%).

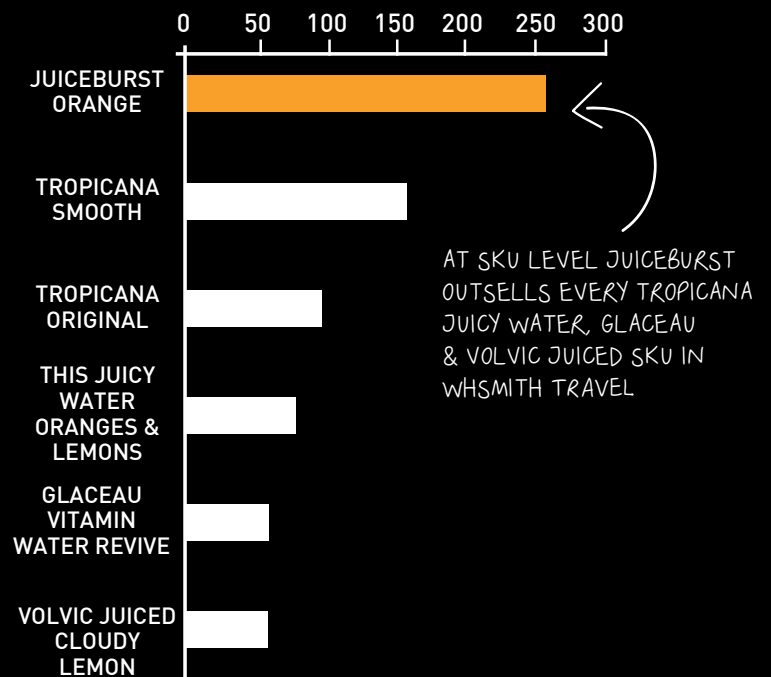


## STRENGTH IN MARKET

No. 2 DRINK 17% SHARE IN GREGGS



OUTSELLS TROPICANA, JUICY WATER, GLACEAU AND VOLVIC



IN ONE STOP, THE MAJOR NATIONAL CONVENIENCE RETAILER, JUICEBURST HAS 3 OF THE TOP 5 JUICE SKUS



## TOP MARKS ✓

- 75% annual profit increase.
- From ONE national retailer to NINE retailers.
- UK's fifth fastest growing beverage brand, beating the likes of Vita Coco, Fever Tree and Vitamin Water who all have significant advertising support.

# WHSmith

THIS WAS A BUSINESS THAT HAD PREVIOUSLY REJECTED THE BRAND BECAUSE IT LOOKED LIKE A COMMODITY.

## TOP THREE SELLING DRINKS

The phenomenal growth of the brand in WHSmith Travel placed it as the 3rd fastest selling beverage in the business in May 2015, beaten only by water.



1. BUXTON



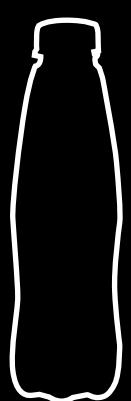
2. EVIAN



3. JUICEBURST



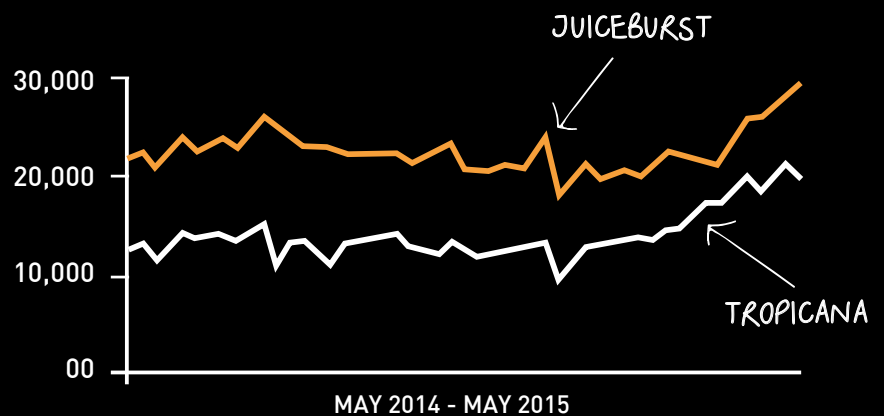
4. DIET COKE



5. LUCOZADE

## IT'S BEATING TROPICANA

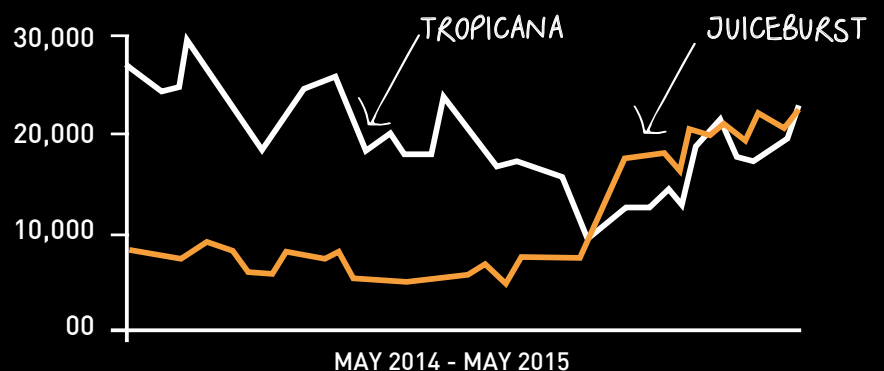
In sheer unit sales in WHSmith Travel, for the year to end May 2015, JuiceBurst has continuously outsold Tropicana with no advertising or promotional support.



## one|stop

## GROWTH CONTINUING IN ONE STOP

In June 2014, JuiceBurst was lagging behind Tropicana and the own label offering. Subject to a range review in week 34 2015, the brand has risen dramatically to be almost level with Tropicana.



## ATTITUDE OF CUSTOMERS AND INTERNAL TEAMS

As the previous brand looked unremarkable and cheap, buyers from the many of the national retailers never considered it in their range reviews. The re-launch put JuiceBurst on the map and won it listings in 9 national retailers, such as Superdrug, WHSmith, Upper Crust and One Stop.

"The new JuiceBurst packaging was an important consideration in our decision to stock the brand and since we launched we have gone from 1 flavour to stocking 6 based on the strong performance of the brand."

DAVID TRUMAN – ONE STOP  
BEVERAGE BUYER

"One of the key reasons for us stocking JuiceBurst was the strength of its packaging, both the on shelf appearance and the interactive nature of the exploding fruit through Blippar. In a mature market like soft drinks I am always looking for products that stand out from the rest and JuiceBurst did that with its simple, stylish delivery (at odds with a lot of loud, garish designs I've seen).

We launched with a range of 6 flavours and followed that up with 3 from the Skinny range. Sales have been going from strength to strength and I've no doubt this is as a result of my customers identifying with the brand through its packaging. The packaging was also a key element of my desire to launch an exclusive Superdrug SKU in the JuiceBurst range."

IAIN SISSON – SUPERDRUG BEVERAGE BUYER

The marketing and sales team doubled from 5 to 10 people in 2 years. After the first year of success, PSD had to expand its team to handle the growth. The new brand image had a huge influence in attracting the right talent.

"I joined from a business where brand is everything, but felt that the innovation in the JuiceBurst brand was new and inspiring. The bold branding and quality of product can influence and add growth to the soft drinks category."

DANNY LEEMING – SALES  
REPRESENTATIVE PSD

"Before joining JuiceBurst, I worked at P&H who supply MRH – the UK's largest independent petrol station owners and operators. When JuiceBurst launched at MRH, the enthusiasm of the MRH team around the brand, especially its pack design, shelf presence, use of Blippar etc. demanded that we get the products on shelf ASAP. I've never seen this kind of behaviour from MRH concerning a product ever!

The stratospheric, nil to just fewer than 7k units sold/ week within a month of the launch, overtaking the market leader, was unheard of for an unknown brand.

If the previous pack design had been in place and with none of the other features like Blippar, then we'd have had another "Sunmagic-me-too" type of offer. That would not have captured any of this attention and success."

ROB LOPICH – SALES REPRESENTATIVE PSD



## SUCCESS OF NEW DESIGN

WMH's approach is to use the packaging as media. This has increased engagement and involvement with the brand. The advent of Blippar 'augmented reality' offered a channel for the youthful target audience to engage with the brand and experience its tone of voice and sense of fun, first hand. For PSD, consumer engagement with Blippar fed back hugely useful information about their consumers' habits and likes and dislikes.

WMH created all the content – films and games that were encountered via the pack, using Blippar's technology and this led to changing perceptions of the brand.



IMAGES POSTED BY  
HAPPY JUICEBURST  
DRINKERS ON  
SOCIAL MEDIA.

INDEPENDENT RESEARCH SHOWS THAT CONSUMERS' PERCEPTIONS OF JUICEBURST WERE ENHANCED AFTER THEY DRANK JUICEBURST AND INTERACTED WITH THE CONTENT CREATED BY WMH.



**THREE TIMES**  
MORE PEOPLE THOUGHT  
THAT JUICEBURST WAS  
NEW AND DIFFERENT.

PURCHASE INTENT  
INCREASED, WITH  
**TWO THIRDS**  
OF INTERVIEWED  
CONSUMERS WANTING TO  
BUY IT MORE AFTER TRIAL.

**WORD OF  
MOUTH X4**  
EACH PERSON  
INTERACTING WITH  
JUICEBURST CONTENT  
TELLS FOUR OF  
THEIR FRIENDS.

## OTHER INFLUENCING FACTORS

Such has been the success of the JuiceBurst relaunch, that PSD has had the confidence to invest in a completely new line – 'Skinny'.

With less than 100 calories per bottle, in three flavours, Skinny is adding circa 30% to sales of the JuiceBurst brand.

30%  
INCREMENTAL  
SALES.



LESS SUGAR,  
THAT'S PEACHY!

## SOURCES

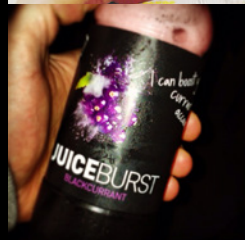
Parthenon Market Research  
 IRI Total Soft Drinks  
 IRI unit rate of sale per week to May 2015  
 Litmus Data  
 Marketing Sciences  
 Blippar: Blipp-o-meter  
 The Drum January 2014  
 Peppermint Research  
 Instagram  
 Twitter  
 PSD Published Annual Reports

## #BEINGTALKEDABOUT

BEST. DRINK.  
 EVER.  
 #JUICEBURST  
 #AMAZINGNESS  
 #HEALTHY  
 #TROPICAL



WAITING FOR  
 MY MUM IN THE  
 FREEZING COLD  
 BUT I LOVE THIS  
 DRINK! #ORANGE  
 #YUM



I WOULD BATHE  
 IN THIS SHIT IF  
 I COULD!  
 #JUICEBURST  
 #LOVE



THIS IS THE BEST  
 THING I'VE EVER  
 TASTED SO MUCH  
 BETTER THAN  
 RIBENA!  
 #JUICEBURST



LITERALLY  
 ADDICTED TO  
 THESE DRINKS  
 #COLLEGE  
 #LUNCHTIME  
 #HEALTHY



MUM KNOWS  
 WHAT I NEED  
 AFTER A NIGHT  
 OUT #ORANGE  
 #JUICEBURST  
 #BACONSARNIE

