

# me

MYSELF & MY...™

DESIGN EFFECTIVENESS  
AWARDS 2011

*Mmm...*



CATEGORY | 4.0 PACKAGING

SUB CATEGORY | 4.1 BRANDED - FOODS

CLIENT | EN ROUTE INTERNATIONAL

DESIGN CONSULTANCY | 1HQ BRAND AGENCY

JULY 2011

1HQ



# Airline food: from bland to brand



## EXECUTIVE SUMMARY ...

**8.3 million  
units sold to date\***

*Mmm...*

6x initial ambitious  
**£1M**  
sales target

a **£6M**  
brand  
and still growing

\*since launch in December 2009

En Route, a £12M sales and logistics company offering premium bakery products to the Travel Catering market, engaged 1HQ to create a brand that would create impact, communicate taste and quality, and offer a strong point of difference in the market.

### **A potential threat becomes a winning strategy**

The economic downturn meant that airline clients were seeking continuous cost reductions and slashing catering budgets in all classes of travel.

In contrast to their major competitors in airline catering, En Route responded to the threat by re-thinking its proposition and aiming for growth, rather than retrenchment. A new strategy around the product offering identified an opportunity to move from selling individual products (intended to be added to meal trays) to providing added-value, ready-to-use snack solutions.

### **Ditch the meal tray**

En Route recognised that clients could be persuaded to dump meal trays altogether (with all their associated costs), in favour of ready-to-use components such as snack or meal boxes. Not only was this solution more relevant to the passenger's needs but would also bring a long-needed change to food offerings on aircraft.

To support and execute this strategy, En Route believed a new brand, with superior branded packaging was needed to underpin their fresh and ambitious approach – and to signify a dramatic point-of-difference versus their competitors.

### **A brand is born**

The resulting brand, Me, Myself & My, has been a spectacular success - achieving over 6 times its original (and already ambitious sales target). Me, Myself & My can now be found on Emirates, British Airways, Ryanair, and BMI on a range of long and short haul routes.



**mE MYSELF & MY...**<sup>TM</sup>

# PUTTING CONSUMERS AT THE HEART OF SNACKING

TASTY PREMIUM TREATS GIVING  
CONSUMERS INDIVIDUALLY  
PACKED PRODUCTS OF INDULGENCE.

*Mmm.*

## PROJECT OVERVIEW...

### Outline of project brief

En Route's growth strategy revolved around building a range of branded products for the airline industry that weren't part of a meal tray, but rather put attractive and appealing snack offerings in the airline cabins.

### Specific objectives

- Be the first to launch a brand in an unbranded market.
- Provide a platform to better exploit En Route's very effective New Product Development capability.
- Use the new brand as a foundation for establishing En Route International as an innovative leader in travel catering.

### Description

En Route previously sold a range of unbranded bakery products for inclusion into meal trays. To change customer's perceptions, they needed to establish a unique selling story around an improved product offering to grow their business.

### Overview of market

The global airline catering market, estimated at €7.8bn, is dominated by two mega-caterers, LSG SkyChefs and Gate Gourmet. There are 8 other caterers each with strong regional positions, while the independent smaller caterers are estimated to represent one third of the market.

The supply of food products to this market is estimated to be equivalent to c. 30% of these values, namely €2.3bn.

This is the segment in which En Route competes and provides significant opportunity for growth.

### Project launch date

December 2009

### Size of design budget

£15,000 (initial brand & design development) with another £9,000 spent on additional products.

Total investment = £24,000





## INGREDIENT WORD-SEARCH

C R A N B E R R I E S V Y O G U R T H C  
Y V H B E B S T N E I D E R G N I U Q S  
N L A R U T A N N E G N A R O Y E M U S  
S R R W H E A T O F M R U O L F L Z U O  
M D D L J E G G S B U T T E R M I L K Y  
M L E Z J R B M B J K U J A C F I M Z A

## CRANBERRY MUFFIN *Mmm...*

Find the **INGREDIENTS** above highlighted in colour: Trans Fat Free **Yogurt** Base (Sugar, Enriched Bleached **FLOUR** (Wheat Flour, Niacin, Reduced Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Canola Oil, Food Starch- Modified, Cultured Yogurt (Milk), Contains 2% or Less of: Sodium Bicarbonate, Sodium Aluminium Phosphate, Salt, **Wheat** Gluten, Whey (Milk), Sodium Stearoyl Lactylate (SSL), **Xanthan Gum**, Guar Gum, Cellulose Gum, Gum Arabic, Carrageenan, **Buttermilk**, **Soy** Lecithin, Propylene Glycol Ester, Polysorbate 60, Artificial Flavour, Sodium Caseinate (Milk), **Turmeric**, Paprika), Vegetable Soy Oil, Canola Oil (**Eggs**), Water, **Cranberries**, **Orange** Filling (Corn Syrup, High Fructose Corn Syrup, Orange Peel, Water, Sugar, Orange Juice Concentrate; Contains 2% or less of the following: **Natural** Flavor, Phosphoric Acid, Sodium Citrate, Pectin, Citric Acid, Sodium Benzoate (Preservative), Sodium Erythorbate, Yellow 5, Yellow 6). **Allergy Advice:** Contains Wheat, Milk, Soy. **Made in a factory that uses Eggs, Milk, Soy, Sulfites, Wheat, Yellow #5, Tree Nuts.**

3oz



## PROJECT OVERVIEW CONT...

### Outline of design solution

The Me, Myself & My brand was born out of the insight that once settled on board, passengers enter their own self-contained bubble – but that most airline foods fails to engage with or indulge this ‘me time’ moment.

A bold, confident logotype and a strong, simple visual architecture and colour palette was introduced to reflect the brand’s innovative and distinctive personality, to create impact amongst passengers and cabin crews, and to help with easy identification of product type. Additional touches such as puzzles and word games were included as a way to extend interaction with the brand (and help alleviate in-flight boredom).

The first phase was to repackage existing products underneath the new brand for launch in December 2009. The second phase was to create snack solutions that launched in August 2010. The third and most recent phase was to launch meal solutions.

Through each of these phases the following requirements needed to be met:

- Appeal across a wide consumer demographic, as well as to both budget airlines and premium carriers
- Flexibility to allow for adaptation across a range of new products
- Cost-efficient and ease of reproduction

And importantly, the brand and its pack design solution needed to embody En Route’s repositioning from a catering supplier to an innovative partner in the development of added-value solutions.





# Me, Myself & My takes off to the skies

## SUMMARY OF RESULTS ...

sales soared  
sky high by   
**330%**  
*Mmm...*

The success of Me, Myself & My... has helped En Route build a reputation as the point of reference for premium bakery in the market and allowed it to branch into other branded offerings and product types.

### **Increases in market distribution**

Growth in distribution was seen in the existing European markets while operations expanded to include in-bound and out-bound flights for the Middle East, USA East Coast and West Coast.

### **Improvements in staff morale**

The sales gains and success of Me, Myself & My created a positive morale at En Route and 4 additional staff have been recruited to handle the increase in sales.



**ARRIVALS**

*...into market*

On Board Retail with Ryanair







## INFORMATION

WINNER, KID'S

SNACKS CATEGORY \*

ATTRACTING OTHER AIRLINE

AND TRAVEL CLIENTS \*\*

## RESEARCH RESOURCES...

# me MYSELF & MY...™ APPLE TURNOVER *Mmm...*

### Research resources

All data contained in this report was supplied by En Route International.

### Other influencing factors

No other marketing was utilised. The new branded packaging gave En Route a complete offering to talk about with their existing clients and to approach new clients.

Me, Myself & My...

\* Winner, Kid's Snacks category, Caterer & Hotelkeeper Excellence Food & Drinks Awards, 2010.

\*\* Attracting other airline and travel clients through interaction with packaging

**"I am the Buying Manager for Jet2.com and whilst on a Ryanair flight yesterday I picked up two of your products from the 'me, myself & my...' range which I really liked".**

