

Carman's - Real
packaging made
with real passion

Category
4 Packaging

Sub Category
4.1 Branded - Food

Client
Carman's Fine Foods

Design Consultancy
Elmwood

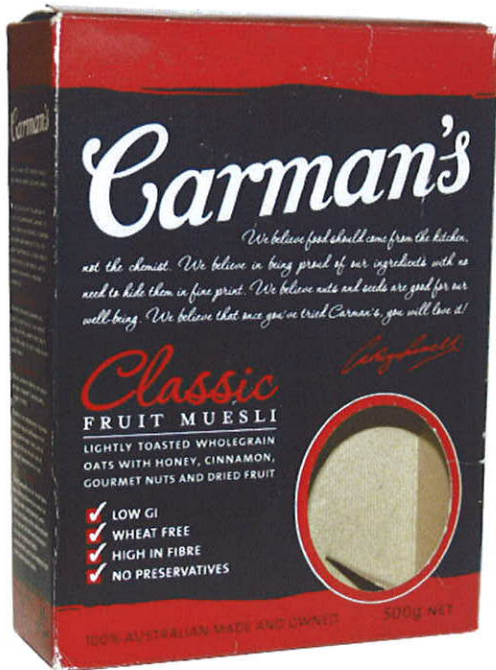
Date
June 2011

Carman's
Real food made with real passion.

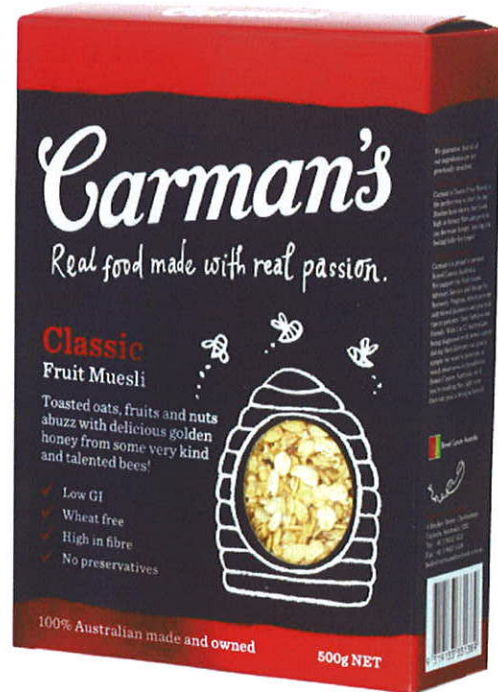


elmwood

Executive summary



BEFORE – Copy heavy, cold, personality-free pack.



NOW – Vibrant,, emotionally engaging and packed with personality.

The devil is in the detail

Sometimes the smallest changes can make a big difference. Whilst on the face of it Carman's packaging has not changed drastically, retaining key brand equities and injecting a bit more of the brand's personality on pack has had significant results. This is the art of effectiveness.

Carman's is an irresistible story of good old-fashioned hard work, commitment and belief. Since launching back in 1992, it's grown to become a much-loved breakfast table brand that's lauded for the integrity of its 100% all-natural ingredients, delicious taste and flavour. A key market player synonymous with home-style cooking and bespoke recipes/blends, Carman's is best known for making premium quality muesli products – including bars, biscuits and porridge – and the remarkable tale of its dynamic founder and CEO, Carolyn Creswell, who started the business with just \$1,000.

Executive summary cont.

Carman's' packaging has long played a major role in its brand development, consumer recognition and brand equity. Littered with handwritten passages of dense white copy on a strictly black background, topped and tailed with ubiquitous rustic colour bands (referencing Aboriginal colours), it's distinctive, authentic and light years away from any of the bright, vibrant, 'larger than life' pack designs of its fellow early morning cereal competitors. As a result, Carman's effectively 'owns' black, along with a well-known 'cursive script' brandmark.

However, despite its' compelling "from our kitchen with love, to yours" story, Carman's' packaging was conservative, cluttered and, well, cold. The on-pack language was forthright and stiff. It lacked fun, enthusiasm and energy. Put simply, despite the brand's regular claims of being highly passionate about all things natural, fruity and nutty, Carman's' packaging wasn't sharing the love.

By redesigning Carman's' packaging and reenergising its brand, we helped to:

- Improve its national market share and lift sales in the Nutritional Snack Category by **+47.1% in Coles** and **+62.6% in Woolworths**, Australia's two biggest retailers
- Gain significant additional product facings in grocery outlets **nationwide**
- Gain enthusiastic **retailer adoption of 7 new product SKUs** between October 2010 and April 2011

+62.6%
increase in sales



+47.1%
increase in sales

coles



Project overview

Our task:

Connect the genuine passion, warmth & energy of Carman's to the premium & authentic product

Outline of brief

Carman's wanted to increase sales and engagement, particularly in lower socio-economic areas who perceived the product to look too gourmet and expensive. In 2010 we were asked to help Carman's Fine Foods redesign their product packaging to:

- Refresh and rejuvenate its look, feel and tone;
- Communicate the brand's core offerings of passion, integrity and authenticity;
- Convey the brand's warm, energetic and fun disposition.

Specifically, this project required us to:

- Undertake brand development including illustration style, typefaces, colour palette, iconography, tone of voice and tagline;
- Execute packaging design and production across 38 product SKUs.

Description

Since 1992, Carman's Fine Foods have been making fresh, all-natural muesli products of distinction. From a small, fledgling business that supplied a handful of local Melbourne cafes with bespoke muesli blends to an award-winning brand with significant national and international sales, Carman's' commitment to sourcing and using premium 100% GMO-free nuts, fruits and seeds has never wavered. Firm believers in bringing 'real food' to family kitchens and tables, the brand passionately supports Bowel Cancer Australia charity and plays a proactive role in community health initiatives.



Project overview cont.

Deluxe
Fruit Muesli

High in flavour, low in GI, this toasted fruit muesli is a wise choice if you give a hoot about your health.

- ✓ Gluten free
- ✓ Low GI
- ✓ Source of fibre



Classic
Fruit Muesli Bars

Abuzz with delicious golden honey, these fruit muesli bars are the bee's knees!

- ✓ Low GI
- ✓ GM free
- ✓ Wheat free
- ✓ Source of fibre



Overview of market

The Nutritious Snacks market in Australia is predominantly led by Nestle and Kellogg P/L brands, including the likes of Uncle Tobys, Be Natural and LCM's. The Nutritious Snacks category has 70.9% penetration of Australian households.

Project launch date

October 2010

Size of Design Budget

\$27,000 Australian dollars

Outline of design solution

When Carman's approached us they wanted us to bring some much-needed fun, energy and warmth to the brand's packaging. They also wanted us to create a friendlier, more memorable brand experience – one that both reaffirmed and reignited people's passion for Carman's and its products.

Real writing with real passion

We started by overhauling the tone, and use, of language on-pack. We developed a warm, bubbly tone-of-voice that better represented Carman's 'yum' factor, and used a tongue-in-cheek, relaxed writing style to back it up. We also created a unique, compelling tagline - "Real food made with real passion" – that explained the brand's ethos quickly and effectively. Ultimately, we slashed on-pack copy by nearly 50%, said more with less and gave Carman's its own loud, distinctive and befitting 'voice'.

Illustrating the point

To create a friendlier brand experience, we set about bringing some visual livery and fun to the pack. To do this, we used a pre-existing clear, oval product window on the front of pack to create a series of illustrations around. Referencing tailored copy for each product variant (e.g. a bee hive and bees to match a story about honey for Classic muesli) these simple, hand drawn images embody fun and complement their all-black background with their loose, chalkboard style. Finally, to tie it all together, we drew freehand charts for nutritional info and created a cute series of bespoke, hand drawn icons for integration with back of pack copy.

Summary of results



Carman's v. category growth in Coles



Carman's v. category growth in Woolworths

Increase in sales in Coles

- The new packaging design for Carman's Fine Foods led to **retail growth in the Nutritious Snacks category of 47.1%** (against overall category growth of 20.8%) immediately following;

Increase in sales in Woolworths

- The new packaging led to **retail growth in the Nutritious Snacks category of 62.6%** (against overall category growth of 31.2%) immediately following.

Carman's experienced double the percentage growth than the overall category in both of Australia's biggest retailers

Increase in market share

- Carman's Classic Fruit Muesli Bars are third only to Uncle Toby's choc chip bars and Uncle Toby's Le Snack Tasty Cheese (Uncle Toby's being by far the most dominant player in the Nutritious Snacks category, owned by Nestle) in the Top Nutritious Snacks table for 2011 so far (Retail World, 11 April 2011), beating Kellogg's owned brands Be Natural and LCM's Kaleidos.

Increases in market distribution

- Seven new Carman's product SKUs accepted into Coles and Woolworths, nationally.
- Increased facings for existing product/SKUs in both major retailers.



Summary of results cont.

**20%+
purchased
purely
because
of the
packaging**

Changes in perception

A recent survey showed that 20% of Carman's customers first purchased a Carman's product because of our redesigned packaging*.

*ONLINE SURVEY: <<http://www.surveymonkey.com/sr.aspx?sm=5xePIUKkgIKSLMFv7moHKOPeivT2x4uld5h6roJ2d6U%3d>>

What first made you buy a Carman's product?

Answered question: 2,566, Skipped question: 795

Family or friend referral	35.9% (922)
Packaging	20.3% (522)
Read a print article	4.1% (104)
Saw the website	1.3% (33)
Tasted a free sample	4.5% (115)
Cheaper than another leading brand	1.6% (41)
Leading brand out of stock	0.5% (14)
Tried on Qantas	3.9% (101)
Someone online (blogs, Twitter, Facebook)	0.7% (19)

'Over 20% of Carman's customers surveyed first purchased a Carman's product purely because of the packaging. This is testament to the fact that we have "hit the nail on the head" in relation to aesthetic appeal and successfully communicating our key messages. Furthermore, since the refreshed packaging look has been introduced, we have managed to secure a further 7 new skus into the supermarkets.'

Ms Mandy Carr, Brand Manager, Carman's Fine Foods



Market growth

Carman's has helped recruit new adult shoppers into the nutritious snacks category, according to Retail World (11 April, 2011), with its focus on NPD.

Other influencing factors

Other influencing factors?

Nil. The only investment Carman's made in 2010 was in the brand and packaging redesign. There was no advertising, and what PR there was, was gained on the back of the new brand look and feel.

The packaging design for Carman's Fine Foods has grown the brand's national category market share, increased retail facings and shelf prominence, and facilitated significant new product range extensions. Carman's' presence continues to flourish and further category growth is predicted in 2011.

Research Resources

Retail World, 11 April 2011.

Figures received from Carman's, Coles and Woolworths.
