

From zero to mum's hero:

How Taste of Home came from nowhere and stole the show



Category

4.0 Packaging

Sub Category

4.1 Branded - Food

Client

Heinz

Design consultancy

Pearlfisher

Date

July 2011



Executive summary

The infant feeding savoury pots category is well established, with key players being Organix, Plum and Hipp. The category is also more premium than other segments within infant feeding, for example jars and cans.

When Heinz planned to launch its new innovative Taste of Home range into the category, its objectives were clear. The Taste of Home range needed to position its product as close to home-made as possible, communicating the steam-cooked method of cooking, which keeps the goodness in, and the everyday family favourite recipes.

The Taste of Home range also needed to establish itself as a new and innovative option within the category, creating a differentiated positioning in a well established segment of the market.

Thirdly, the new Taste of Home range needed to ensure that it was appealing to everyday mums so that mainstream consumers, who wouldn't necessarily buy into the pots segment, would trade up into this more premium category. The business objective was to facilitate the mass premiumisation of the wet infant feeding category with this innovative new product launch, giving Taste of Home a well deserved share of the savoury pots market.

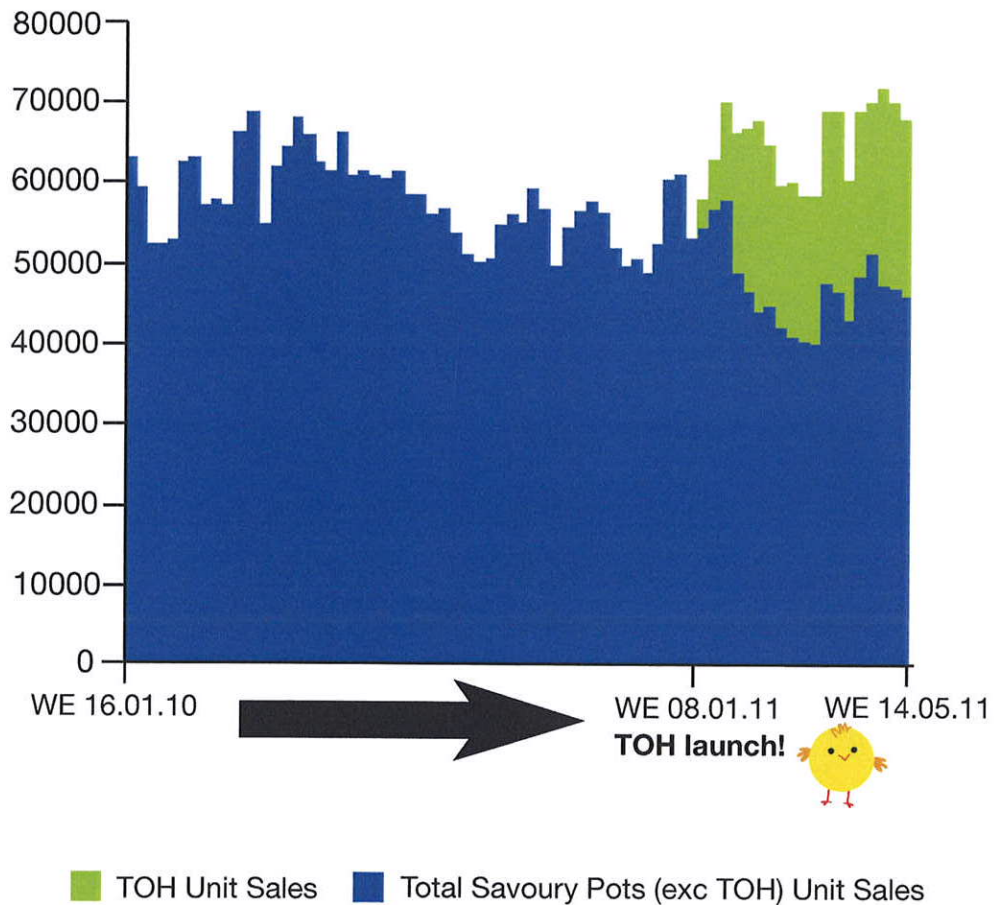
This entry focuses on the first 20 weeks since the Taste of Home range launched in January 2011. In this short period of time, the impact of the new design resulted in Heinz's objectives being not only met, but dramatically exceeded!



Executive summary cont.

In only 20 weeks since the Taste of Home launch, the new brand has grown the category by **36%** through unit sales

Grocery Multiples | Total Savoury Pots Performance | Unit Sales | Weekly Trended



Source: Nielsen data to 14.05.2011

Increased share of market

Heinz Savoury Pots has had sales of £70,428 in the most recent period. £56,100 (80%) of those sales have been contributed by brand share stolen from the rest of the category.

Executive summary cont.



In only 20 weeks since launch, Taste of Home held the second largest value share in the savoury 2-pack pots.

In only 20 weeks since launch, Taste of Home overtook all established brands (Plum, Hipp and Organix) in unit share of the savoury 2-pack pots market.



In only 20 weeks since launch, Taste of Home had the highest first 20 weeks penetration of all savoury pots brands, overtaking first-to-market Organix.

Project overview



Outline of project brief

Pearlfisher were tasked with creating the packaging and identity for Heinz Taste of Home, a brand new innovation from the Heinz infant feeding portfolio. The key marketing and business objectives included:

- To communicate the Taste of Home range positioning as being as close to home-made as possible
- To communicate the steam cooking method and everyday family favourite recipes that make up the range
- To communicate health, wholesomeness and delicious taste
- To create a differentiated positioning in a very established segment of the market
- To encourage 'everyday mums' to trade up to the premium pots category and translate mainstream consumers into this premium category
- Facilitate the mass premiumisation of the wet infant food category with a mainstream premium proposition.
- Manage to successfully break into the well established infant feeding savoury pots category

Description

The savoury pots category within infant feeding in the UK market wasn't reaching its full potential (as it was in France and the USA). The two main barriers holding it back were its premium prices and the lack of a proposition that mainstream mums wanted. Plastic pots have intrinsic elements that the consumers want because of the perceptions of freshness and homemade quality. Katie Bleach, Marketing Manager Heinz Infant Feeding states: "We know that mums prefer the 'home-made' look of plastic pots but are often put off by the high prices and niche recipes."

There are also the functional benefits of convenient plastic pots with re-sealable lids that make life easier for mums when they are out and about, easy to heat and easy to reseal.

There was an untapped opportunity and the Taste of Home range was launched with the aim of revitalising the infant feeding category and allowing Heinz to enter into the pots market, with a mainstream offer. The packaging design would be key to the success of the launch.



Project overview cont.

Overview of market

The savoury pots segment of the infant food market is dominated by a handful of well established, well-loved brands (Organix, Plum, Hipp) so creating a differentiated positioning was an immense challenge.

The savoury pots category within infant feeding is a premium category, made up of relatively premium brands. Taste of Home would be the first brand to attempt to increase the volume of the category by translating mainstream consumers into the premium category.

The positioning had to appeal to everyday mums to achieve volume in this premium category.

The positioning also had to emphasize Heinz's expertise in the steam cooking method and cooking as close to home-made as possible.

The design had to appeal to everyday mums and encourage them to trade up to the pots format, whilst retaining enough premium cues to 'carry' a higher price tag. For example, A pack of 2 Taste of Home pots costs approx £1.49 whereas a pack of 6 Heinz cans can be bought for approx £2.00, so buying into the pots category would mean spending more than the Heinz customer is used to.*

Importance of packaging

The role of the packaging design for the new Taste of Home brand was critical. Mums seek out a range of both rational and emotional reassurances before choosing the food brand for their baby (White Tiger Research 2009), especially as research shows that mums have an intrinsic belief that bought baby food is somewhat inferior to home-made.

Therefore the pack plays a hugely critical role in converting mums to purchase. Research also showed that the packaging design of products within the infant feeding sector is especially integral because of the engagement that mums have with the individual packs. The elements of the packaging design are therefore as, or more important than pack standout.

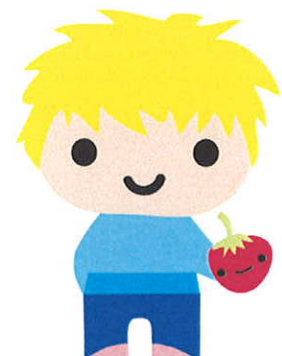
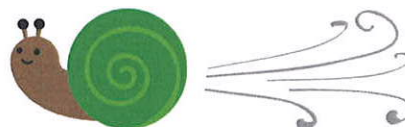
Research from White Tiger Research 2009

Project launch date

January 2011

Size of design budget

£59,000



Project overview cont.

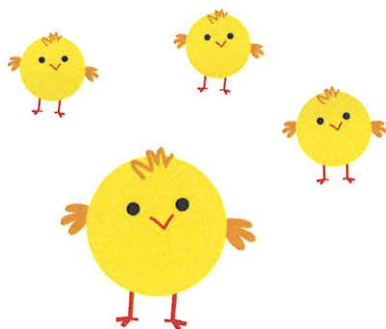
Outline of design solution

The new Taste of Home range targets mums and the design emphasises that the product is as close to homemade as could possibly be bought. The design highlights this through its reference to the house, emphasising the homely, everyday and steam cooked food. The photography on pack openly shows the freshness of the ingredients and the design highlights the wholesome and crafted nature of the product, emphasising its quality.

The design for Heinz Taste of Home takes babies on a journey of discovery with tasty, exciting and nutritious food experiences.

The friendly characters and illustrations highlight and introduce key attributes of the brand and also help to communicate Taste of Home's understanding of mothers' and babies' needs, emphasising the brand's expertise in quality and nutritious baby food.

The design also connects the new range to the entire Heinz Infant Feeding portfolio.



Summary of results



Following launch, **Taste of Home** has **increased** the overall savoury pots category growing it by **36%** through unit sales

20 weeks since launch, **Taste of Home** held the **largest unit share** in the 2-pack savoury pots market, overtaking established brands Plum, Organix and Hipp

20 weeks since launch, **Taste of Home** held the **second largest value share** in the 2-pack savoury pots market behind established player Plum



Summary of results cont.



In weeks 16 - 20 since launch, **Taste of Home** was the **strongest performing** 2-pack savoury pots brand in Asda



In the first 20 weeks since launch, **Taste of Home** was the **strongest savoury pots brand** in Morrisons



Taste of Home had the **highest** first 20 weeks **penetration** of all savoury pots brands, **over-taking** first-to-market Organix



Summary of results cont.

Due to the strength of the product and design and its potential to re-energise the category, retailers were so desperate to launch the product early that in the first weeks Heinz struggled to keep up with demand.

Based on Taste of Home's success since the launch, distribution has now increased in Sainsbury's, Boots, Co-op, Wilkinsons and Morrisons. Taste of Home has been so successful in the UK that the brand is now launching in Ireland.

The Taste of Home launch has been able to draw in more consumers to supermarkets, shown by a significant increase in footfall since the launch. 28% of shoppers are new to the category!

Research shows that Taste of Home is driving consumers' perception that the savoury pots format is the closest to home made (from qual research, Project Vision, by White Tiger)

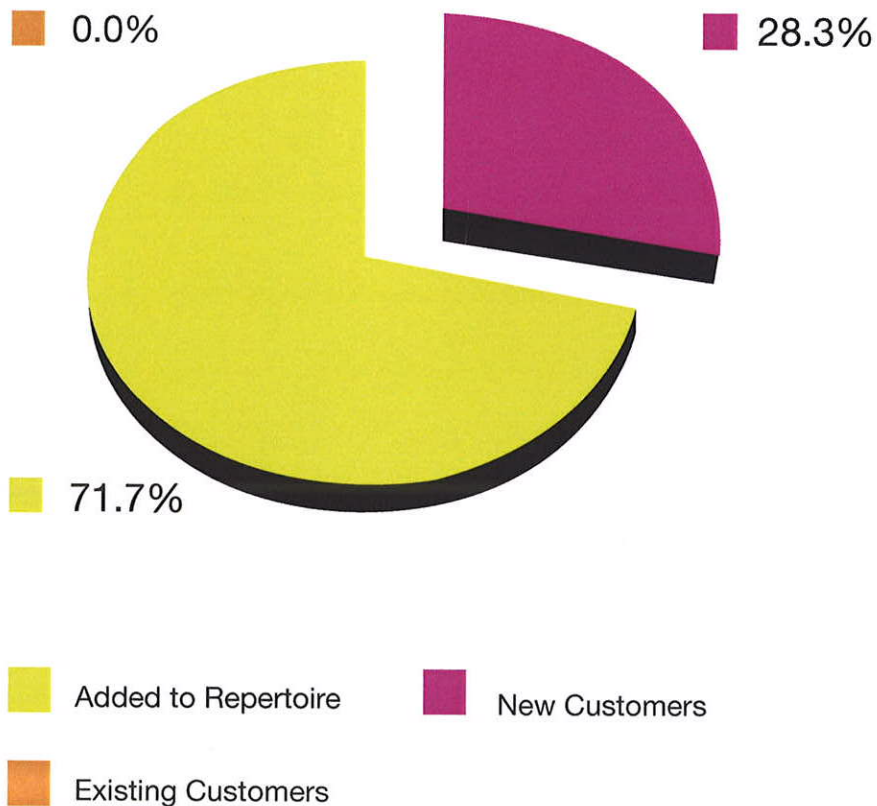


Summary of results cont.

Increased share of market

Heinz Savoury Pots has had sales of £70,428 in the most recent period. £56,100 (80%) of those sales have been contributed by brand share stolen from the rest of the category.

28% of shoppers who bought Heinz Taste of Home were not buying into the wet category in the previous 12 weeks.



Summary of results cont.

Other influencing factors

Heinz invested in a small digital pre-launch campaign where 900 mums were selected from the Heinz Baby Club to try the Taste of Home range and tell Heinz their thoughts.

25,000 Heinz advocates emailed “be the first to try”

20% of those who received the email clicked through – a fantastic rate far above industry average that can be credited to the new design itself.

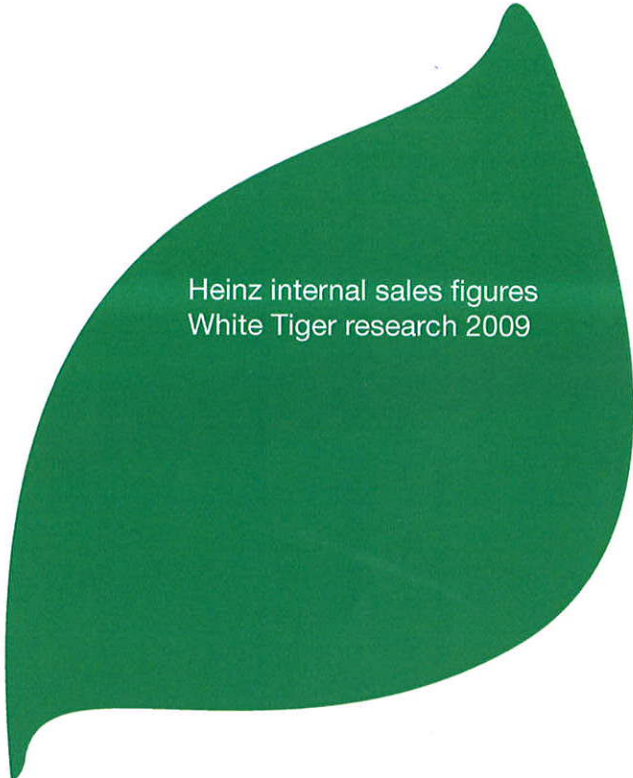
2,683 people requested a sample.

From this, 900 lucky mums were selected to be the first to try and tell us what they thought.

There were other small digital campaigns across the Heinz Baby Club and mum’s net.

In terms of in-store marketing, display units were used in two distributing retailers to support the launch. A generic display unit in Asda and a branded display unit in Morrisons.

Research resources



Heinz internal sales figures
White Tiger research 2009