

# Simple design, juicy results.



## 1. FOR PUBLICATION

### 1.1. Project Title

Hoogesteger – Fresh Pressed Juice  
Branding and Design

### 1.2. Category

4.0 Packaging

### 1.3. Sub-Category

4.2 Branded – Drink

### 1.4. Client Company

Hoogesteger

### 1.5. Design Consultancy

Design Bridge

### 1.6. Current Date

July 2011

*Read On*

## 2. EXECUTIVE SUMMARY

Piet Hoogesteger and family have supplied fresh pressed juice to Dutch hotels, restaurants and private label since 1955, always staying “behind the scenes.”

The company wanted to grow by improving end-user consumer appeal without compromising their principles. They needed a brand identity and packaging design that reflected their simple product and high standards.

The big idea, ‘**just picked and pressed,**’ symbolises fruit morphing into juice and allows the ingredients to speak for themselves, whilst the name ‘by Hoogesteger’ is honest and direct.

With a sales **increase of 42% and a 10% increase in market share less than 8 months after launch,** the design has had some juicy returns.

(106 words)



42%

*Increase in Sales*



10%

*Increase in market share*

### 3. PROJECT OVERVIEW

#### 3.1. Outline of Project Brief

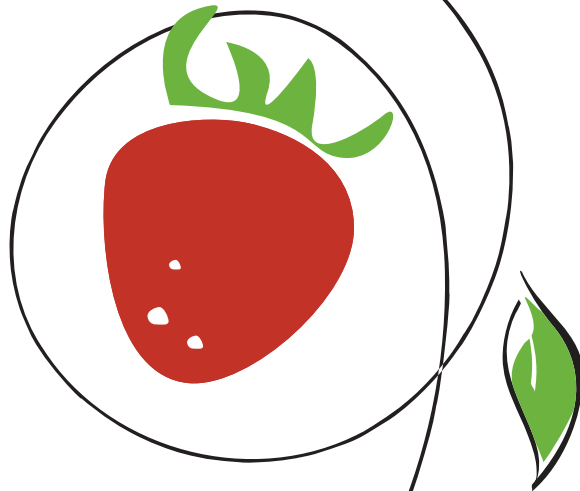
To develop a brand name and pack design reflecting the **unadulterated simplicity** of Hoogesteger fresh pressed fruit juices and Piet Hoogesteger's passionate and uncompromising approach to great quality.

Key marketing and business objectives:

- Move from unbranded “behind the scenes” supplier to consumer-facing brand.
- Modernise and premiumise the existing Hoogesteger identity and pack design.
- Increase food service distribution and break into retail outlets.
- Increase sales turnover.

#### 3.2. Description

Piet Hoogesteger started his business in 1955, supplying fresh fruit and juices to the Hilton Hotel and other discerning food service and catering customers, but in functionally labelled packs, usually for decanting into juice dispensers. Building on Piet's and his son Bert's extensive experience and expertise in the local fresh fruit market ensures that the company only ever uses the highest quality seasonal fruit in the creation of their products. Having garnered so much success behind the scenes, the real fruit specialist wanted to build an appealing brand that reflected this dedication to delicious premium quality fresh fruit juices pressed daily to order.



Existing  
Hoogesteger pack

### 3.3. Overview of market

Juices have traditionally been supplied to hotels, restaurants and the catering industry as bulk packs for dispensing from juice machines.

There has been little opportunity to build brands and speak directly to consumers of the juice. Recent years have seen a rise in smaller individual bottles for on-the-go consumption.

#### Obstacles/Challenges Faced

The rise in on-the-go formats has meant that traditionally “behind the scenes” suppliers such as Hoogesteger have had to change their marketing to appeal to consumers, as well as their food service and catering customers, and compete effectively with established branded soft drinks.

### 3.4. Project Launch Date

June 2010.

### 3.5. Size of Design Budget

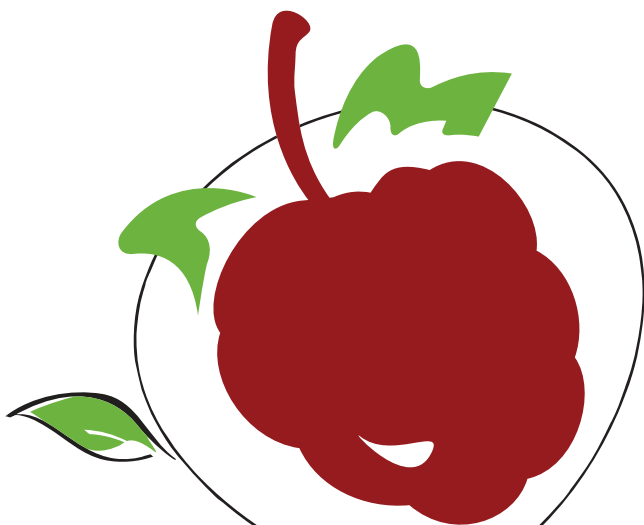
£30k.

### 3.6 Outline of Design Solution

Design Bridge spent time with Hoogesteger to fully immerse in their more than 50 year long unwavering passion for their business, and in the Hoogesteger factory to understand the process fruit goes through from picking to pressing to bottling to drinking.

With fruit sourced locally, in season and at its prime, it was clear that very few juices could be any fresher. On top of that, the only process Hoogesteger juice goes through is for the fruit to be pressed and the resulting juice bottled.

No concentrates, preservatives or additives are ever used - just juice. Really straight forward.



The design solution was to just show it like it is, a piece of fruit one moment, a drop of juice the next. The simplest and most natural way to bring this perfect drop to life was to die cut the fruit and droplet shapes into the paper labels and allow the fresh, natural colours of the juice in the bottle to bring them to life. The delicious, fruity colours create their own vibrant, striking display on the shelf and the **juice drop motif oozes mouth-watering appeal.**

**A handwritten signature confidently endorses the quality** of each and every bottle and understatedly brands it “by Hoogesteger.”

“We’re as transparent as the bottles, we’ve got nothing to hide! What you see is what you get!”

Michiel van't Hek  
(Hoogesteger General Manager)

The purity of the ingredients is allowed to speak for itself with nothing unnecessary on the front or back of pack. Even the product descriptor is short and compelling – just the facts, no need for bells and whistles, for example:

Apple

Pear

Raspberry

250ml fresh juice

picked and pressed

From behind the scenes anonymity to a quality brand with integrity – and genuine fresh taste appeal.

(270 words)



#### 4. Summary of Results

Karien Jeekel, Marketing Manager at Hoogesteger Fresh Food: “We are very enthusiastic about our co-operation with Design Bridge on the development of the ‘By Hoogesteger’ concept.

They have been able to create out-of-the-box solutions, acted pro-actively and understood our commercial thinking. We are very happy with the results and received a lot of positive reactions from our customers.”

##### 4.1. Increase in Sales

42% increase in sales, less than 8 months after launch.

##### 4.2. Increase in Market Distribution

Additional outlets taking the product: +300 outlets.

##### 4.3. Increase in Market Value

+€250,000 (ytd 2011 vs. ytd 2010).

##### 4.4. Increase in Market Share

Increase in market share +10% in catering and convenience business (target groups).

#### 5. Research Sources

Sales: Hoogesteger Sales and Marketing Department.

#### 6. Other influencing factors

No additional media or marketing support by Hoogesteger.





by Hoogesteger