

Design Business Association
Design Effectiveness Awards 2011

Project title: Bombay Sapphire Reign
Category: 4.0 Packaging
Subcategory: 4.2 Brand - Drink
Client company: Bacardi Bombay Sapphire
Design Consultancy: Webb de Vlam
Current Date: 19th July 2011



Executive Summary

The Bombay Sapphire Reign gift box was a seasonal promotional pack for Christmas 2009 exclusive to travel retail and had fantastic success in achieving the marketing objectives of the project. The ambition was to increase the brands shelf stand out in this highly competitive retail channel and to stimulate a sales uplift.

- Sales uplift in first month of launch: +220%
- 78% uplift on previous years seasonal gift packaging
- Shelf visibility increase of: +13.4%
- Other gins: -32%
- First to market with innovative new Fresnel lens foil technology.
- Gold Winner in the UK Packaging Awards 2009 - Luxury packaging category
- Winner at the Pentawards 2009
- Achieved within target COGS set out in the design brief.
- "I was very impressed with how the team at Webb deVlam really got under the skin of the Bombay Sapphire brand, created a very innovative packaging concept that integrated perfectly with our campaign and ensured it was successfully delivered to market to achieve our best ever performing gift pack for Bombay Sapphire in Travel Retail with more than double normal monthly sales."

Andrew Notcutt - Senior Brand Manager

Project Overview

Outline of brief

The key objectives of the seasonal promotion:

- Align with the Bombay Sapphire 'Inspired advertising collection'
- Create intrigue and allure on shelf
- Generate a significant sales lift on the previous years seasonal promotional packaging

The brief from Bacardi was to create a gift pack for the global travel retail channel and to take inspiration from the 'Bombay Sapphire Inspired Advertising' campaign. Webb deVlam chose to replicate the spherical properties of Eva Zeisel's Reign glass, introducing a unique optical effect on the Bombay Sapphire gift carton, using Fresnel (pronounced "Frenel") lenses, cleverly designed to work in association with the printed design, the first time this technology has been used in drinks packaging.

Detailed description

The Fresnel lenses focuses light, producing deep optical effects to give the illusion of 3 dimensions. The film imparts the mirror-like reflective qualities that trick the eye and give the contrasting areas of light and dark. Uniquely this pack combines a large number of differently sized lenses positioned prior to being printed.

The print challenge was to ensure the 3D image from the metalised film was visual and did not lose its full impact, the most significant issue was ensuring register of the print to the holographic images was maintained.

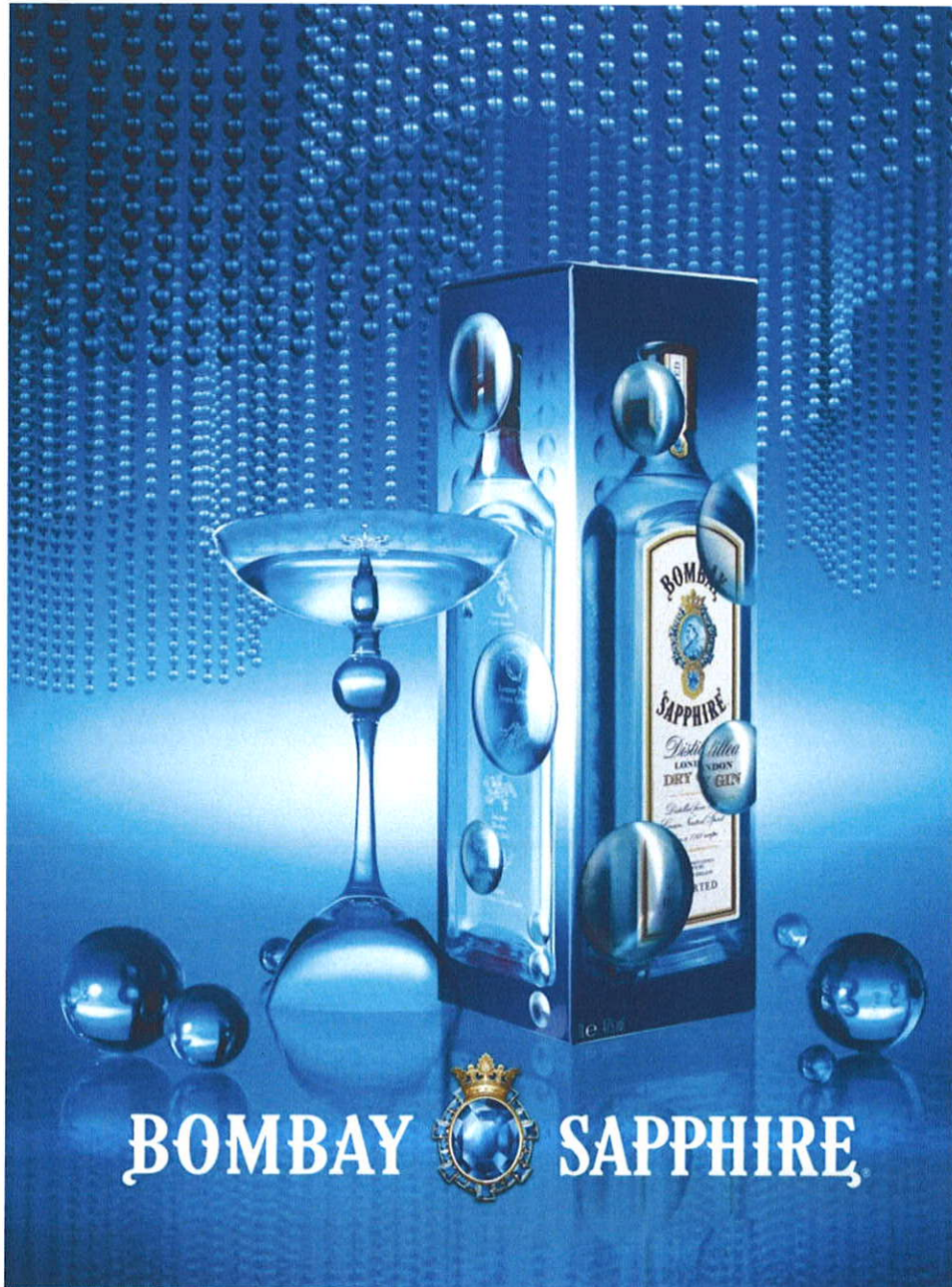
With the images being on metalised PET the ability to hold registration from one sheet to the next required working closely with the film laminator's to ensure the film stretch was controlled to maintain position on the sheet. Excellent accuracy also had to be achieved with the sheet cut position requiring the very tight tolerances to be proven. After development trials the method of controlling position was established and after minor alterations to print position the standard of register/ fit was held from sheet to sheet to a very tight tolerance.

Advertising



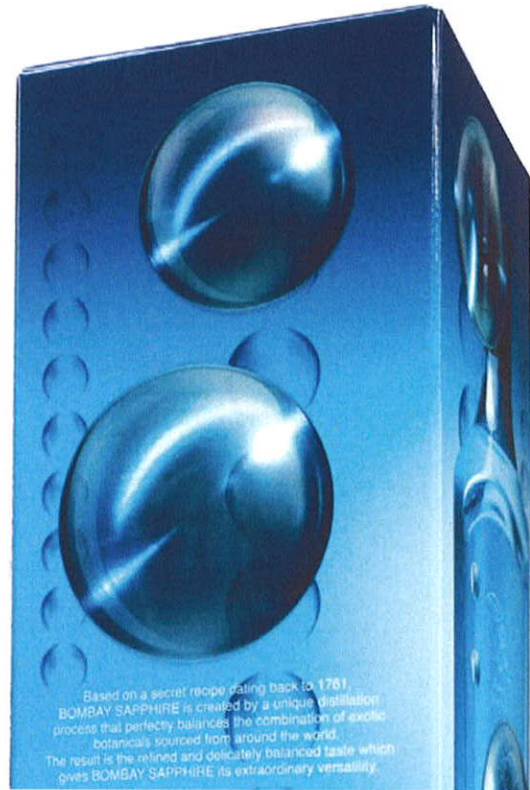
Reign - Inspired Advertising Campaign

Packaging POS Imagery



Reign - Exclusive Travel Retail Gift Pack

Fresnel Lens Effect



Fresnel lens optical illusional effect

Travel Retail



Travel Retail



Bombay Sapphire Reign

