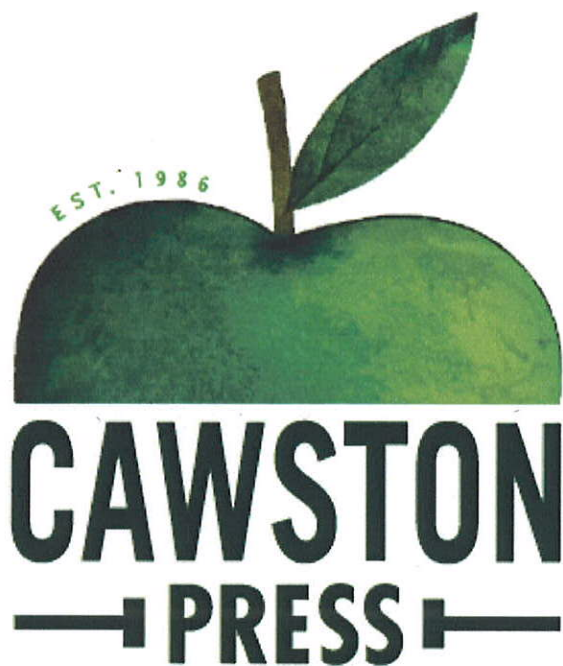


Putting the juice back into ambient:

How Cawston Press refreshed a category



Category

1.0 Brand identity

Sub Category

1.2 Design and implementation under £100k

Client

Cawston Vale (now Cawston Press)

Design consultancy

Pearlfisher

Date

July 2011

Executive summary

This is an entry about ambient fruit juice, ambient is otherwise known as “Long-Life” or “UHT”. The ambient juice sector is not something you - or the majority of customers would associate with a small, quality obsessed juice company who have been pressing ‘not from concentrate apple’ juices since 1986. For a brand like Cawston Vale, the ambient fixture was always going to be a tough one to crack. Consumers who graced the ambient aisle did so in search of economy and convenience. If they wanted innovation and high quality, they would expect to find that in the chilled section. The ambient aisle was not pleasure shopping, but habitual low involvement grab and go bulk value shopping. Quality was neither something they expected nor appreciated. To them, Cawston was all but invisible.

So when Pearlfisher was approached to redesign the brand, we knew our job was to make the invisible visible.

Pearlfisher needed to force customers and consumers to reappraise the category and see ambient as a sign of convenience and quality – a taste benefit, not a compromise.

We started by putting the juiciness back into ambient juice. We upped the taste and premium cues giving the brand a bigger personality. We also introduced a new name, Cawston Press to highlight the brand story of picking, pressing and apple preservation.

Today, sales figures are unrecognisable, distribution has rocketed (see summary of results), and the brand is ready to expand way beyond juices.

Word Count: 242



Executive summary cont.



Sales rose from £693K in the 12 months before the rebrand, to a impressive £1.7M in the last 12 months since. That's a sales increase of 249%! *



Sales exceeded targets by £400K - that's 31% ahead of an already ambitious budget! *

In like-for-like distribution, unit sales have increased by a spectacular 82%! *



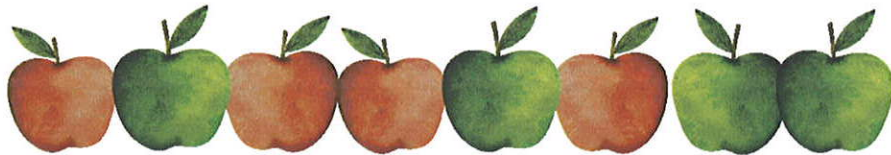
Retail price has leapt from £1.49 to £2.09 per 1L carton since rebrand. This has been achieved in two stages. An initial increase to £1.89 at the time of the rebrand and a further increase in January 2011 as the brand needed to offset record levels of apple raw material cost inflation. *

Project overview

Outline of project brief

To redesign the brand identity and packaging across the then current range of five flavour variants

- To overcome consumers' perception of ambient juices as the budget, compromise option
- To position Cawston Press as the smart choice for both quality and value
- In existing stockists, drive unit rate of sale from an average of 5 units per store per week to 8 units per store per week by end of 2010
- To generate internal buzz and focus for the sales team
- To secure trade interest and new listings
- To communicate the premium and taste cues the product deserves
- To create and communicate a stronger brand personality and product story
- To stand out in a highly commoditised and price-driven supermarket fixture



Description

Cawston Vale, as it was then called, was launched in 1986 as a spin off from Cawston Wineries who were based in the Norfolk village of Cawston. The brand was distributed in the local area and also well established in the foodservice arena where product quality and price were important but identity and packaging less critical. In 2006, Cawston Vale was re-launched as a range of 1 litre 'not from concentrate' apple juices packaged in long-life, ambient cartons. It was initially sold in Waitrose where it achieved sufficient rate of sale to survive de-listment, but struggled to increase its limited but loyal user base. In 2009, Mark Palmer, the former Marketing Director of Green & Black's chocolate led a management buy-in of the company. Mark and his investors were impressed by the premium product quality that Cawston offered and was convinced that an investment in a new brand identity and packaging would create the impact and brand story that could re-invigorate a moribund but big category (nearly half of all fruit juice sold in the UK market remains from the ambient fixture). Pearlfisher were appointed in the summer of 2009 to tackle this brief.

Project overview cont.

Overview of market

When Pearlfisher were asked to redesign the brand identity and packaging for Cawston Vale, we were up against a lot of obstacles.

The ambient juice market was established and generic – driven by price and convenience and dominated by own label. And customers were happy to keep it that way. What's more, consumers themselves neither expected nor appreciated quality in the ambient juice aisle. For these disinterested shoppers making a beeline for economy and convenience, the effect of stories about origin, taste and quality sat on a scale of supremely irrelevant to mildly irritating. The ambient juice aisle was unloved, neglected and not a place consumers wanted to stick around in. Examples of brands competing in the ambient market include; Rubicon, Prince's, Del Monte, Ocean Spray, Cracker, Sunraysia, Eager, Sunmagic and Welch's.

Data from Zenith International 2010 showed that in the juice market, the ambient category made up 46% volume vs 54% in the chilled category. A huge opportunity!

The task of the redesign was to get both customers and consumers to reappraise the sector, and see ambient as a sign of quality as well as convenience.

Project launch date

January 2010

Size of design budget

£65,000



Project overview cont.

Before



After



Project overview cont.

Outline of design solution

The task for the re-design was to inject a premium taste story into a category perceived as man-made, budget and convenient – and a compromise on quality.

Using “ripe and raw” as the design essence, Pearlfisher created a bold and contemporary visual language to reflect the taste benefits of a product that will not compromise on quality.

Pearlfisher decided to turn the product’s long-life benefit on its head and be loud and proud about it: they decided to tell a story about apple preservation.

The process of picking, pressing and preserving was a source of great pride in the company. This was brought to the fore through a name change, visuals that cue taste and authenticity, and a new personality and tone of voice. Copy on pack conveys the brand’s knowledge of contemporary blending with traditions gleaned from centuries of experience.

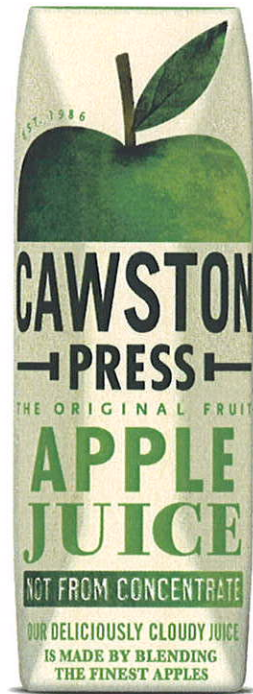
The new name and identity are intended to inspire a consumer reappraisal of the ambient juice sector by drawing attention to this premium quality juice, made from 100% whole pressed apples rather than concentrate.

As well as reinvigorating the brand, The Cawston Press re-design reinvigorated the ambient aisle itself, introducing premium branded innovation to an area generally perceived as generic, standardised and with no standout brands.

Thanks to a strong, vibrant design, the new Cawston Press identity succeeded in shouting above the crowd, speaking directly to consumers, and injecting the long neglected ambient fixture with real taste, vitality and excitement... it put the juice back in ambient juices.



Project overview cont.



Summary of results

Sales *

Sales rose from £693K in the 12 months prior to re-design, to a staggering **£1.7M** in the last 12 months.

That's a sales increase of

249%

Sales **exceeded targets by £400k** that's **31% ahead** of budget

In like-for-like distribution, unit sales have increased by a spectacular **82%** ↑



Retail price has leapt from £1.49 to £2.09 per 1L carton since rebrand.

Summary of results cont.

In Waitrose, the company's biggest customer, like for like sales have increased by 78% since the new design was introduced

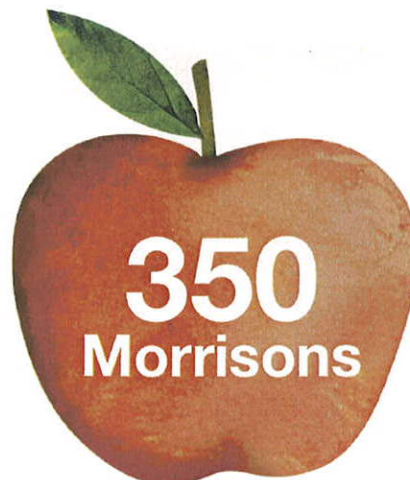
AC Nielsen, MAT to Feb 2011



The total **ambient fruit juice category** grew by **4%** in value terms in 2010. **Cawston Press** was responsible for **delivering 59%** of that total category growth *

Distribution

Prior to re-design, Cawston Press was sold in Waitrose, Ocado and a handful of independent retailers. Following the redesign, the brand has now secured distribution in **150** Sainsbury's – and **350** Morrisons stores. This new distribution is anticipated to deliver in excess of £500K incremental sales to the business within the next 12 months. The overall sales increase of +249% quoted in this paper excludes the new Sainsbury's and Morrisons listings as these have only come on board in July 2011. *



Summary of results cont.

Distribution

The re-brand has attracted a number of **new wholesale distribution partners**, who have decided to list the Cawston Press range, including **Booker, Hider Foods, Camelot and Cotswold Fayre**. Such partnerships will enable **Cawston Press to expand its presence in farm shops, delis, coffee shops and other independent retailers.**

Independent retailers

The number of independent retailers stocking Cawston Press has **more than doubled** since the rebrand. It is now estimated that Cawston is on sale in c750 independent stores. These include convenience stores, farm shops, delis and high profile health food outlets such as Wholefoods Kensington. *

Growth via NPD

The new re-design has provided a springboard for new flavour launches. Apple and Beetroot, Apple and Carrot and a summer special Apple Lemonade have all been launched in the past 12 months as interest in the brand increases. All new products are now stocked by Waitrose and Ocado.



* Data from Cawston Press client data

Summary of results cont.

New Launches

Thanks to hugely successful sales results, Cawston Press has secured further **listings for new products**, including three new blends, and a range of on-the-go 250ml cartons.

Exciting new products including kids' and sparkling blends are planned for launch in 2012.

Profits

Despite a rapid rise in the cost of apples in 2010, Cawston Press was able to improve its gross margin by **7 margin points** since the new packaging was introduced. This is the direct result of higher retailer pricing and a lower percentage of total volume being sold at a discount. *

A number of unavoidable price increases have been easier to implement thanks to the **strong new branding and support for the brand within the trade.**

Cawston's retail price leapt an impressive **+40% in 18 months**; a remarkable achievement given the depressed economic climate.

And there's more!

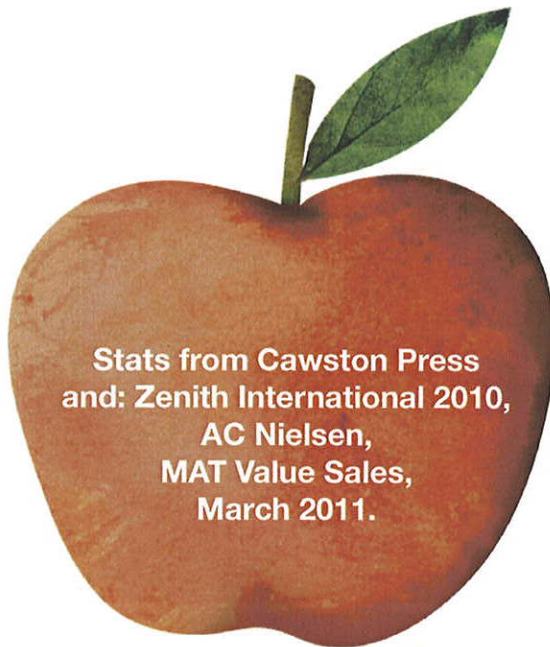
Cawston Press won three Great Taste Awards in 2010, judged by industry experts. **"This is of course primarily due to the taste of our juices, but there is no doubt that the impressive new packaging will have further strengthened the brand's credentials."** - Mark Palmer, Marketing Director at Cawston Press

Cawston Press continues to attract attention and enthusiasm from leading journalists and other opinion formers... with glowing reviews in – amongst others – The Evening Standard, BBC Good Food, Woman's Own, Woman and Home, and The Grocer.

(No) Other influencing factors

In 2010 Cawston Press did not advertise or invest in any other form of marketing besides the packaging redesign and usual level of in-store price promotions. The uplifts in rate of sale can therefore be entirely attributed to the impact of the new brand identity and packaging redesign.

Research resources



In 2010 we won three Great Taste Awards (logo attached) for the Beetroot, Ginger and Rhubarb.