

# Weetabix Chocolate

## 4.0 Packaging

### 4.1 Branded –Food

Weetabix Food Company Limited

Springetts Brand Design Consultants Limited

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# Executive Summary

Launched in July 2010, Chocolate Weetabix has become the most successful launch of a brand extension from the Weetabix Food Company.

Beating all its targets is a major achievement as NPD success within in FMCG is rare; it is only through creating strategies that connect with consumers' lives that brands succeed. It is particularly hard within cereals where new product innovation is taking place all the time, making it hard for consumers to relate to new launches.

Essential to the pack design was the delivery of a solution on-pack that provided the correct balance of Weetabix 'goodness' cues and chocolately taste cues. The Weetabix brand architecture was kept as a key point of difference from the broader chocolate cereal category.

The product was clearly depicted to both reassure mums and add appetite appeal for kids. A wheat sheaf character was developed to signal 'for children' - but in a very Weetabix way. Finally the 'half sugar' message was given real prominence - as a reassurance for mums and to stand out from the competition - reinforcing the fact that this was 'good chocolate'. The back of pack design drives the same message in a more playful way.

## **Currently (within one year):**

- Weetabix Chocolate is ahead of target.
- Above average trial and above average repeat rates.
- 40% consumption via kids 0-16 years, with 36-44 year old parents also important consumers.

# Project Overview

## Outline of project brief

To extend the appeal of the Weetabix brand with a new product that kids love.

A successful NPD launch within cereals is a hard thing to achieve as new products are launching all the time. In this instance there were two further issues to address:

1. *Cannibalisation*: this launch was the first time a flavour had been added to the core Weetabix big biscuit, - long established and well-known for its taste. To add chocolate ran the risk of making it the more exciting proposition and potentially changing the perceptions of the original by comparison. Excessive cannibalisation of the core brand was a major risk for Weetabix since anything pulling sales away from the higher-margin original represented a significant loss in profit if it transferred over to chocolate, where margins are lower.
2. *Negative brand perceptions*: adding chocolate to the big biscuit ran a risk of contradicting the core values of the Weetabix brand. The strength of 'wholesome goodness' could be seen to be diluted by adding chocolate. At best Chocolate Weetabix would affect brand perceptions, at worst it could create a backlash against the brand itself.

### Brand specifics:

- Great health credentials
- Trusted by mum (Weetabix heritage)
- Mum's choice for her kids
- Kids love the taste

## Description

Mum faces a daily dilemma when it comes to her children and cereal – she wants to give them a healthy, wholesome start to the day, they want something tasty and full of sugar. Being able to give them a chocolate cereal could satisfy the sweet cravings, but it would also give them a healthy breakfast so they could feel good about feeding their family properly. It was this dilemma and associated guilt that provided Weetabix with the opportunity – a healthy chocolate cereal, something that so far hadn't been done. The result was to build a new category within cereals: Good Chocolate, allowing Weetabix to answer a genuine consumer need and, at the same time, avoid diluting the core brand.

The new product had to be chocolatey enough for kids and healthy enough to meet the high nutritional standard of Weetabix and mums. Following both qualitative and quantitative research, the final product was a Weetabix big biscuit, flavoured with cocoa powder and chocolate chips but with only half the sugar of the average chocolate flavoured cereal. (Verifiable facts available at [www.weetabix.co.uk/comparison](http://www.weetabix.co.uk/comparison)).

The result was a cereal that was a hit with the kids on the taste front, and which provided mums with the healthy start to their day they wanted to give them at breakfast. For the key target audience it was a win-win solution: mum was happy, her kids were happy too.

## Overview of market

The cereals market works on many levels – healthy, kids, chocolate etc. It was vital to define the target tightly and pitch the product and communication correctly. A consumer segment was identified which had been leaving original Weetabix in favour of tastier, kid-oriented alternatives. These were young families where mums were struggling to get Weetabix goodness, in its purest form, into their kids. The kids themselves were asking for more appealing, higher sugar cereals. Those mums who were prepared to compromise on nutrition were giving in on the basis of 'any cereal is better than no cereal at all'.

So the target market was clear: mums with young children (6-10 years old) who weren't rejecters of chocolate cereals but, at the same time, begrudged the compromise they were having to make. Chocolate Weetabix could be a way to keep these 'negotiator' mums in the Weetabix brand for longer.

*Project launch date*

12th July 2010

## Outline of design solution

The creative solution for Chocolate Weetabix was centred on the provision of happy breakfasts to Britain's happy families. Happy mums because they were getting Weetabix goodness into their kids without high levels of sugar and happy kids who were getting delicious chocolate taste. Giving you happy families without breakfast-time battles.

Delivering the solution on-pack required the correct balance of Weetabix 'goodness' and chocolatey taste cues. The Weetabix brand architecture provides the framework for the design, a key point of difference versus the broader chocolate category.

The product depiction was key – showcasing the new product attributes was essential in driving appetite appeal and cut through within the chocolate category, whilst reassuring mums with the familiar briquette format.

A 'wheat sheaf' character was developed to signal 'for children' and to connect emotionally with mum. The friendly character is a symbol of the goodness of wheat. Its role on pack, offering up the bowl, is a visualisation of wheat and Weetabix as the provider of that goodness to kids.

The back of pack was used to elaborate and educate on the nutritional credentials of the product in a fun and friendly way. The tone is an emotional signal to mum that Chocolate Weetabix is taking care of her kids; the content is selling the rational benefits.

The pack design performed well in research:

- communicating chocolate for kids and health message for mums
- "not too much brown on pack, and the brown chocolateyness is balanced by the Weetabix wheat field and blue sky"
- great product shot for those who are unsure what product may actually look like
- clear front of pack tick boxes are essential
- 'wheat man' character cradling bowl was liked, reinforced health and added real personality and interest to the design.



# Summary of results

## **Currently (within one year):**

- Weetabix Chocolate is ahead of target.
- Above average trial and above average repeat rates.
- 40% consumption via kids 0-16 years, with 36-44 year old parents also important consumers.

## **Other influencing factors**

### **TV advertising**

An ad was created for TV to deliver the 'happy breakfast' message in a way that was both engaging and informative for both mum and kids. Through a trio of family pets the story of the impact of Chocolate Weetabix on a household was told.