



Penhaligon's Christmas Boxes 2010

4.0 Packaging: Branded – Other
For Publication

Penhaligon's

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Executive Summary

Despite Penhaligon's rich heritage, their previous Christmas boxes lacked personality. They needed a gift set which would set them apart from the competition, sell more product and build brand equity at the same time.

The Results

- Like-for-like footfall **down** 12% (snow!)
- Like-for-like sales **up** 23%
- Overall sales **volumes** +38%

+38%

Overall sales

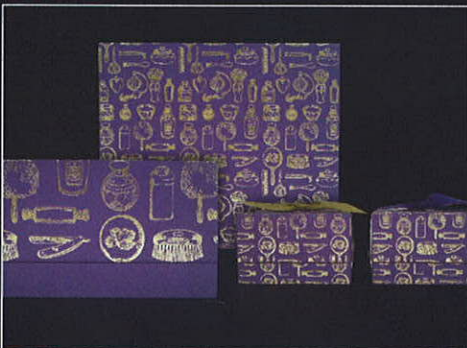
8-fold

ROI

“As a brand, we like to push the boundaries and the gift boxes really reflected that. They are Penhaligon's down to a tee!”

Assistant Store Manager, Penhaligon's

Before



The Brief

1. Get Penhaligon's gift sets noticed in a sea of competition.
2. Get Penhaligon's chosen with an involving, aspirational style.

Description

Penhaligon's is a boutique fragrance house with a great English heritage, founded by William Penhaligon in 1870. Over the years, the brand has grown internationally with stores in London, America and Japan.

The gift range comprises of 8 SKUs, which consist of a selection of Penhaligon's products. The collection is broken down into 3 ranges: women, men and unisex.

The Christmas period is a key time for the brand, equating to c.50% of annual sales. Previous gift boxes struggled to reflect the rich personality and premium nature of the brand therefore we were challenged to enhance Penhaligon's reputation and to sell more product.

Overview of the market

The fine fragrance market is heavily skewed to gift sales at Christmas, with multiple brands competing for attention.

With many companies having concessions in major department stores, it is critical that packaging clearly expresses the brand's personality in a unique style. Without the theatre of a flagship store and with no one there to tell the brand story, the pack needed to seduce the consumer.

Project launch date: October 2010

Size of design budget: Confidential



Outline of Design Solution

The central theme was the use of anthropomorphic animals, rooted in the Victorian culture that characterises Penhaligon's. This translated into a fantasy world which expressed the whimsical nature of the brand. From afternoon tea parties attended by rabbits and birds, through to lemurs playing musical instruments, the design brought the brand's eccentric nature to life with elegant humour.

The boxes evoke a decadent quality with sumptuous patterns, materials and finishes including gold foiling and textured papers. The luscious colours catch the eye while the hatbox structure and rich velvet carry handles provide the finishing touches, reflecting Victorian days when customers would carry their boxes by hand.

"We wanted something that at first glance just appeared beautiful yet invited the customer to look closer and be surprised. The team at jkr took us on a creative journey that delivered on this brief – the gift sets are absolutely Penhaligon's."

Sarah Rotheram, CEO, Penhaligon's

"The gift boxes completely complemented Penhaligon's heritage and history. The use of classic English woodland creatures with bright vibrant colours resulted in something modern with a classic twist."

Store Manager, Penhaligon's



Summary of Results

Strong Sales Growth

Christmas box volumes increased by 38% following the redesign.

"They are the most visually beautiful boxes we have ever produced and we are very pleased with the end result! We had a very positive reaction from our customers, staff, wholesale partners and distributors and the figures show that the boxes are the most successful we have launched for many years."

Emily Maben, Head of Marketing, Penhaligon's

+38%

Overall sales

8-fold

ROI

John Lewis

New listings

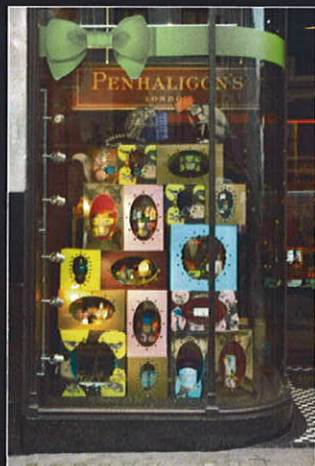
"Customers loved them! They're still coming into the stores now (in July!) asking for them."

Assistant Store Manager, Penhaligon's

Brand Equity Building

One of the challenges was to raise interest & awareness in the Penhaligon's brand.

The 2010 Christmas boxes provided Penhaligon's with a fantasy world to bring to life. From life size human owls walking the streets of London to vast window displays, the new Christmas collection helped facilitate greater engagement with the brand.



Summary of Results (continued...)

Online Reviews

"How could I have forgotten to add these positively gorgeous hat boxes topped with floppy velvet bows to my Christmas Gift Guide. That's being rectified immediately...I'd keep the entire thing, packaging and gift within, forever."

BeautyWooMe.com

"For the first time this year, London perfume house Penhaligon's has released its beautiful boxed sets in Hong Kong. Adorned with etchings of forest animals (wearing hats and ties, naturally) and topped with a big velvet bow, the boxes alone are well worth the price."

Sarah Fung, HK, Dec 2010 (hk.asia-city.com)

Staff loved them too...

"A lot of people who work for Penhaligon's were buying the gift boxes for themselves!"

Sales Advisor, Penhaligon's

"People were buying the boxes as gifts and then buying extra empty boxes so they could keep them for themselves."

Assistant Store Manager, Penhaligon's

