



A MATCH MADE IN HEAVEN: BOLD DESIGN, GREAT SALES.

FOR PUBLICATION

1.1. Project Title

Tate & Lyle Royal Icing Sugar Limited
Edition Royal Wedding Pack

1.2. Category

4.0 Packaging

1.3. Sub-Category

4.1 Branded – Food

1.4. Client Company

Tate & Lyle Sugars

1.5. Design Consultancy

Design Bridge

1.6. Current Date

July 2011

FOR PUBLICATION

2. EXECUTIVE SUMMARY

The Tate & Lyle limited edition Royal Icing Sugar pack was created by Design Bridge to link the brand to an important moment in British history, the marriage of William to Kate in April 2011, whilst continuing to build a warm and authentic brand personality based on the "Taste & Smile" brand redesign in 2010.

The objective was to **raise retailer and consumer talkability**, and to prompt more consumers to try decorative baking using Tate & Lyle Sugars' products for themselves.



The results were excellent:
additional distribution in one extra retailer, and an **increase in sales** of

+26%

YEAR ON YEAR DURING THE ON-SHELF PERIOD.

Excellent return on a very small design investment!

(111 WORDS)



3. PROJECT OVERVIEW

3.1. Outline of Project Brief

The idea for the limited edition pack was proposed by Design Bridge and enthusiastically supported by the Tate & Lyle Sugars team. Essentially, why not design a limited edition pack for Royal Icing Sugar to coincide with the Royal Wedding of William to Kate and promote its use as an ideal ingredient for decorative icing for wedding and other celebratory and festive cakes?

Key marketing and business objectives:

- Create talkability at retail level
- Increase retail listings
- Maximise excitement at consumer level
- Increase consumer sales

3.2. Description

"Today Tate & Lyle Sugars is the largest cane sugar refiner in the UK renowned for its British heritage and for its portfolio of quality refined sugar cane products. The company was formed in 1921 with the merger of two rival sugar refiners, Henry Tate and Abram Lyle who both opened refineries on the banks of the Thames in East London in the 19th century."

The company holds a British Royal Warrant of Appointment and is a member of the Fairtrade Foundation.

3.3. Overview of Market

Sugar is generally regarded as a commodity by both retailers, who tend to promote their own brand ahead of branded partners, and consumers, who tend to shop on price. For home bakers and cake makers, however, quality and performance is imperative to a successful end result, therefore buying sugar becomes a more emotional purchase reliant on trust.

Tate & Lyle Sugars is second in the market behind Silver Spoon (owned by British Sugar). Retailers tend to take either one or the other, which is why Tate & Lyle Sugars is working hard to grow not just its brand but the category through Fairtrade associations and encouraging a return to home baking.

Obstacles/Challenges Faced

Speed was of the essence!

The Royal Wedding was announced on 16 November 2010 and scheduled for 29 April 2011, just over 5 months later. To maximise the retail sell-in period, availability and consumer sales opportunity, the pack needed to be designed, printed, manufactured and sold-in, in record time.



JUST UNDER

7

WEEKS

**FROM IDEA
TO LAUNCH.**

3.4. Project Launch Date

The product went into stores at the beginning of February 2011, just under 7 weeks from inception of the idea.

3.5. Size of Design Budget

£5,850.

BY APPOINTMENT
TO HER MAJESTY
THE QUEEN



TATE & LYLE SUGARS
LONDON
SUGAR REFINERS

+ TO HAVE
TO HOLD

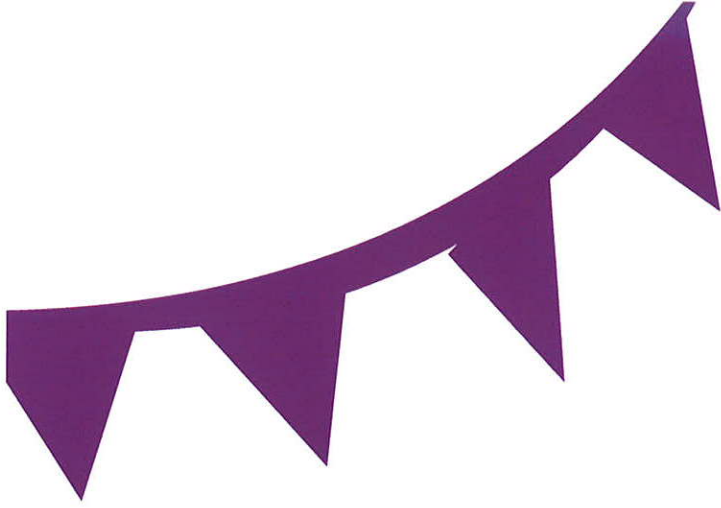


Fairtrade
CANE sugar

500g e

3.6. Outline of Design Solution

The 2011 Royal Wedding inspired "To Have & To Hold" stencil-cut design was a **simple and quirky** yet sensitive interpretation of the then upcoming royal nuptials and a brave step away from using the Tate & Lyle brand name for several months, that can only come from having confidence in the brand's status within British culture.



Very much in keeping with the Tate & Lyle **brand values of simplicity, tradition and naturalness**, the limited edition Royal icing pack was in line with and **built on the recent re-positioning and re-design by Design Bridge** of Tate & Lyle core sugar range:

In 2010 Design Bridge created a cohesive identity for Tate & Lyle Sugars' products, based on an artisanal look and feel, to strongly communicate their Fairtrade credentials and inject warmth and personality into the brand.

The big idea behind the new design was defined as "Contagious Enthusiasm" and was inspired by the positive and enjoyable moments that eating or drinking products made with sugar can bring. The 'stencil cut' illustrations link to the brand's iconic logotype, originally stenciled onto the sugar sacks and communicate the fact that Tate & Lyle Sugars is the only mainstream brand made from cane sugar, as opposed to beet sugar.

To emphasise the brand's warm personality, every fourth bag sees the Tate & Lyle logo replaced by 'Taste & Smile.'

OLD DESIGN

NEW 2010 RANGE



A TESTAMENT TO A STRONG AGENCY-CLIENT RELATIONSHIP, THE LIMITED EDITION ROYAL ICING SUGAR PACK WAS INITIALLY PROPOSED BY DESIGN BRIDGE AND GRASPED BY TATE & LYLE.

It was seen as an excellent opportunity to create a royal association with the Royal Icing Sugar product and also set out to raise awareness of the company's strong British heritage and Royal Warrant status.

(284 words)