



# SUNBITES<sup>®</sup>

WHOLEGRAIN CRISPY SNACKS

SunBites Innovation  
Packaging: Branded Food  
Pepsico UK

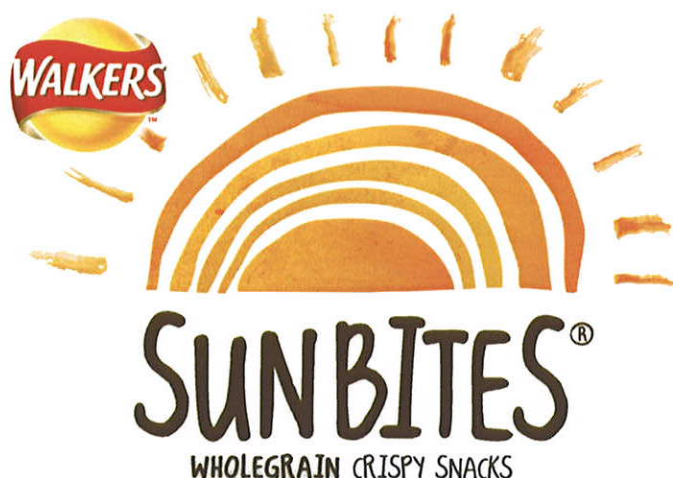
**ZIGGURATBRANDS**

July 7, 2011

# ONCE BITTEN FOREVER SMITTEN

## EXECUTIVE SUMMARY

In 2007, Walkers, the UK's No. 1 crisps and snacks manufacturer\*<sup>1</sup> launched Sunbites, a savoury snack containing a third of your daily recommendation of wholegrain in each portion and 30% lower in fat than standard crisps. This was part of Pepsico UK's commitment to future profit and growth to be driven by healthier products.



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**26%** in  
value.



Although it experienced the high repeat purchase rates in the 'Better For You' segment, indicating that consumers, who tried the product loved it, Walkers wanted to increase penetration by getting more consumers to try Sunbites. Many were not attracted by the packaging that suggested 'healthy', as the product did not look 'tasty'. The product expectation set up by the healthy cues did not reflect the actual product experience.

In 2010, based on the repeat purchase data and qualitative feedback, the business embarked on an ambitious plan for the Sunbites brand, starting with a product relaunch in 2011.

The new pack design was seen in all major retailers across all SKUs from the start of April. The new packaging was to be supported by a multi-million pound campaign including TV advertising, press, shopper marketing and online content, but this was not scheduled to start until June, which provided Walkers with the unique opportunity to assess the impact on sales of the new packaging alone. The results were extremely promising with (compared to the same period in 2010) sales up 26% in value.\*<sup>2</sup>

\*<sup>1</sup> Nielsen, value sales, latest 52 weeks w/e 09/07/11

\*<sup>2</sup> Nielsen, value sales w/e 9.4.11 – w/e 28.5.11





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**STAND OUT**  
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**Jon Kyle**  
Impulse Sales director for PepsiCo.

'The new packaging design helped the product to stand out on fixtures and attract consumers' attention' said Jon Kyle, Impulse Sales director for PepsiCo. 'While the wholegrain credentials of Sunbites remain important and a key selling point, by focusing on the great taste of the product we aim to maintain consumer preference and help retailers to increase sales of this healthier but tasty range'.

Word count: 299





## PROJECT OVERVIEW

### Outline of the Project Brief

The key objective of the brief from Walkers was to create a brand identity that communicated the great taste of the product while developing a new consumer focused language for this 'Better For You' product.



The packaging was too worthy and wholegrain-focused, reinforcing the expectation of a tasteless and dull experience.



OLD DESIGN



NEW DESIGN



## DESCRIPTION

Sun Chips (officially styled as SunChips) is a brand of sun baked, rippled, multigrain chips allied to a popular taste profile launched in 1991 and produced by Frito-Lay (PepsiCo) in the US. Sunbites, produced by Walkers (PepsiCo) is essentially the UK version of the same product.

Having launched in 2007, the brand lost momentum after a successful launch. Research identified that trial was essential to brand success. Consumers who had tried it inevitably returned for more. Penetration was poor while repeat purchase was off the scale. The packaging was too worthy and wholegrain-focused, reinforcing the expectation of a tasteless and dull experience. The task was to challenge the language of the traditional 'healthier option' market and attract new consumers who were looking for a product that was better for them, but nevertheless delivered on taste.



## Overview of the market

The 'Better For You' segment within the crisp category provides consumers with healthier snacking choices than regular crisps. The product benefits include:

- ✿ Lower fat
- ✿ Lower sodium
- ✿ No artificial colours, flavours or preservatives
- ✿ Ingredients with positive nutrition, e.g. wholegrain

### Project launch date

March 2011

### Size of design budget

£50K



## Outline of design solution

The original packaging had been entirely focused on emphasising the wholegrain content of the product. Ziggurat Brands' response to the Walkers brief was to establish an original, exciting, colourful illustrative style and language to reflect just how tasty, light and enjoyable Sunbites actually are and to engage new consumers who were attracted to the idea of trialling a healthier, tastier snack. The appearance needed to be very different from anything else that Walkers do.

Ziggurat worked with Walkers to develop the core proposition 'Tiny Moments of Extraordinary Pleasure' which served as a descriptor for both the product and the category. The design emerged triumphant from an exhaustive round of both quantitative and qualitative research where respondents quoted:



"I like the **DIFFERENT FONTS**.  
It makes the product seem like a  
fun thing to have and eat."

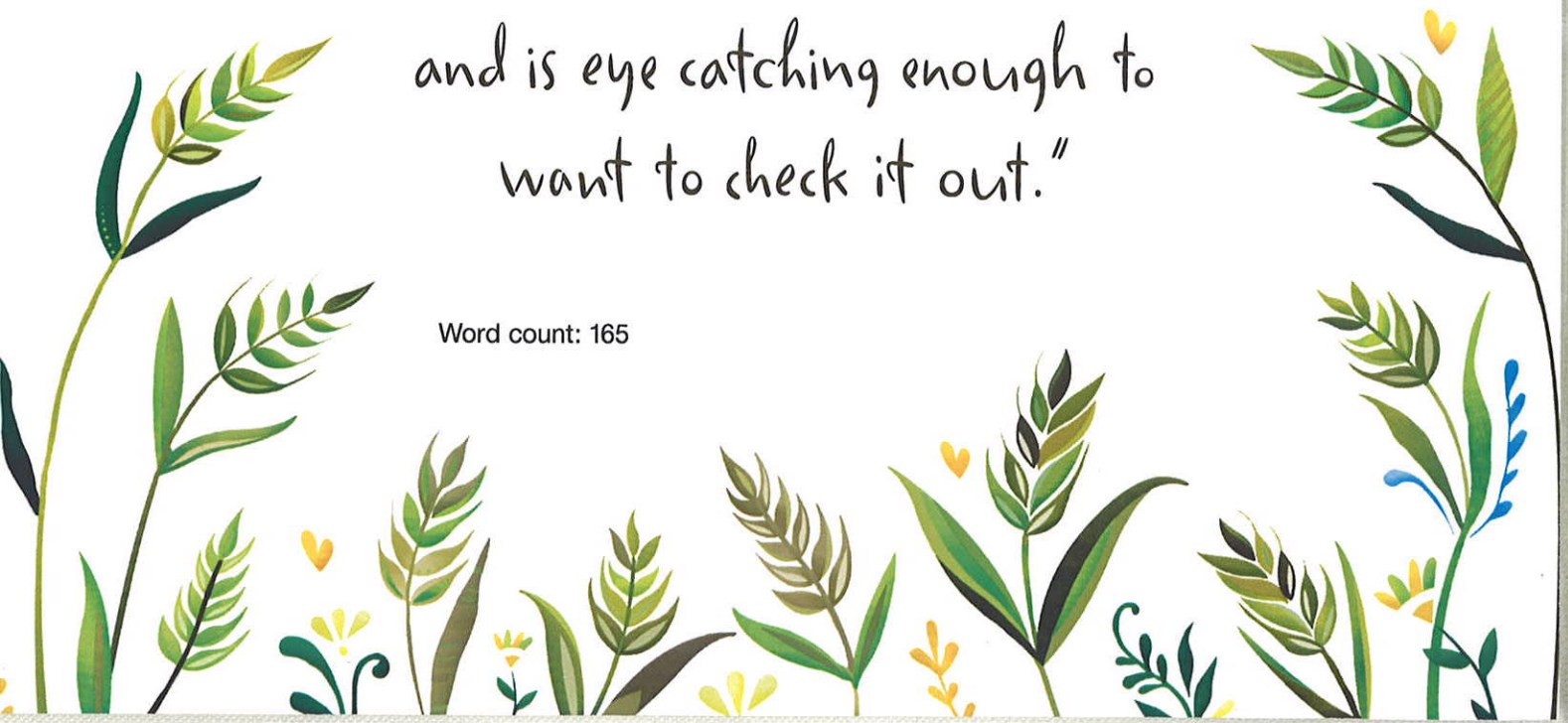


"I love this image as it  
relates to the name and is  
**eye catching**"



"Looks **nice & bright**  
and is eye catching enough to  
want to check it out."

Word count: 165





"

Nielsen sales data reveals for the **first three months** an exciting **26% INCREASE IN VALUE SALES**, some **£1.6M** over the same period in 2010.

"

## Summary of Results

The time between the new packs appearing on shelf and the start of the TV campaign provided Walkers with the opportunity to assess the commercial impact of the pack change in addition to the new SKU's listed and the display within their customers' stores.

From the outset the new packaging created a buzz in the salesforce, with extremely positive feedback and that enthusiasm was taken by the team into their key accounts.

Given that a pack change on an existing brand often sees an initial fall in sales as consumers unfamiliar with the new identity fail to see 'their brand' the Nielsen sales data reveals for the first three months an exciting 26% increase in value sales, some £1.6m over the same period in 2010.

TNS data reveals 84% penetration increase over the same period in 2010, in a declining category -0.3%.

The Millward Brown Tracking data also tells a very positive story. Consumers' perception of the brand, reflected in the 'Brand Regard' measure has increased by 23% in just 12 weeks after the new packs were introduced and especially on the perceptions of

**'are high quality'**  
**'have flavours you like'**  
**'are great tasting' and**  
**'are acceptable to eat as part of a balanced diet'.**

The new design was also taken for the first time by the Subway chain, opening a new channel for the brand and during the first four weeks sales are running 4 times higher than Walkers expected. SunBites Consumer services quotes received:

*"I love the new design for the packaging -*  
**it makes them look Funkier"**

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*in just 12 weeks after the new pack was introduced...*





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WHOLEGRAIN CRISPY SNACKS



(SUN RIPENED)  
**SWEET CHILLI**

*Tiny moments  
of extraordinary pleasure*

Each 25g pack contains

Calories	Sugars	Fat	Saturates	Salt
185	0.2g	8.7g	0.7g	0.5g
9%	<1%	12%	3%	8%

of an adult's guideline daily amount

**6**  
PACK  
6x25g