

# DESIGN EFFECTIVENESS AWARDS 2011

## JOHNNIE WALKER VIETNAM NEW YEAR GIFT PACKAGING

### 4 Packaging

#### 4.2 Branded – Drink

**Client:** Diageo Asia Pacific Ltd

**Design Consultancy:** Lewis Moberly



Authorisation:

Jeremy Lindley  
on behalf of Diageo PLC

Robert Moberly  
on behalf of Lewis Moberly

Entered by Lewis Moberly 08 July 2011

THIS VERSION IS SUITABLE FOR PUBLICATION PURPOSES

## JOHNNIE WALKER VIETNAM NEW YEAR GIFT PACKAGING

---

### EXECUTIVE SUMMARY

Gifting is important within Vietnamese culture and particularly so at Têt, their New Year celebration. In choosing a gift, consumers look for a brand of status and a good ratio of price to perceived value. Each year Diageo has special Têt gift packs designed specifically for Johnnie Walker.

The 2011 gift packs show the highly recognisable Johnnie Walker 'Striding Man' icon, symbol of this progressive, masculine brand dramatised with an embossed, gold fireworks pattern.

Sales increased by 63% year on year.

The number of gift packs sold is confidential but they accounted for 75% of Diageo's Têt sales. The success of these Johnnie Walker gift boxes ensured a brilliant Têt for Diageo, which in turn ensures a good year for the company as 40% of Johnnie Walker sales in Vietnam are typically sold during the Têt season.

Distribution was achieved in 1064 outlets across 30 cities including the two major airports.

Vietnam is a 'dark market' with no alcohol advertising allowed. The launch was supported by PR, 10,000 brochures featuring prominent photos of the packs and 8 trade dinners.

*"This design has been successful for us for two reasons. Firstly, the design itself is stunning, eye catching and reflective of the highly progressive nature of Johnnie Walker. Secondly, it works brilliantly for the consumer and what they are looking for at Têt – something special from a well-known brand that is celebratory and reflects their values. It's a brilliant combination providing local appeal while also building global brand credentials. The design delivers against our vision that deeply understanding and delivering against the needs of consumers in Asia will raise the quality of our design output. This design is now being used in multiple markets around the world and has been the inspiration behind a new direction for Johnnie Walker design."*

Jeremy Lindley, Global Design Director



## PROJECT OVERVIEW

### 1 Outline of project brief

- **the business objective:** to make Johnnie Walker the must-have Vietnamese New Year gift
- **the challenge:** to create a powerful, engaging creative concept with shelf standout and maximum added value

### 2 Description

'Vietnamese Lunar New Year' or Têt is the most important and popular holiday and festival in Vietnam. It's a time of celebration, family reunions, ancestor worship, gift giving and firework displays. Gift giving is a vital part of Vietnamese culture and at Têt people give 'lucky' presents to enhance their relationships. Imported whisky and cognac gifts send a strong message of respect, appreciation and gratitude. Johnnie Walker whisky with its brand values of masculinity and progression and its imported status is an ideal gift for men.

### 3 Overview of the market

Têt is a highly competitive time for spirits brands and the busiest and most confusing time to select the right spirit to gift. The gift must reflect both the status of the giver, that of the recipient and the relationship between the two. Vietnam is a 'dark market' so no alcohol advertising is allowed and brands are highly dependent on getting good distribution and product displays.

### 4 Project launch date

Têt fell on 2 – 7th February 2011. Trade activity started in November 2010.

### 5 Size of design budget

Given in the judges version.

### 6 Outline of design solution



The Johnnie Walker 'Striding Man' icon epitomises the dynamic, masculine values of the brand and the 'Keep Walking' strapline but usually appears small on the standard packaging as an endorsement. The 2011 Têt gift pack design dramatised the 'Striding Man' – making him the hero. Full size and confidently walking across the pack fronts, his highly recognised shape was in-filled with an exuberant and decorative pattern of fireworks. A combination of gold, embossing, and high gloss and matt varnishes reflect the fireworks displays that herald the Têt celebrations and scare the bad spirits away.



### 6 Outline of design solution (continued)



Hero-ing the 'Striding Man' has helped to drive brand awareness and build visual equity through the rest of the year.



The same powerful 'fireworks Striding Man' design was applied across Red, Black, Green, Gold 18 year old, Gold Reserve and Blue Label packaging so that additional impact would be achieved by repetition throughout the Johnnie Walker portfolio. Increasing premiumisation (Red Label is the least expensive, Blue Label the most expensive) was achieved primarily through increasing box size, complexity of box structure and the levels of decorative finishes and embosses. Glasses were included in the gift boxes and these also reflected the increasing premiumisation. The bottles inside the packs were the standard bottles.

## JOHNNIE WALKER VIETNAM NEW YEAR GIFT PACKAGING

---

### SUMMARY OF RESULTS

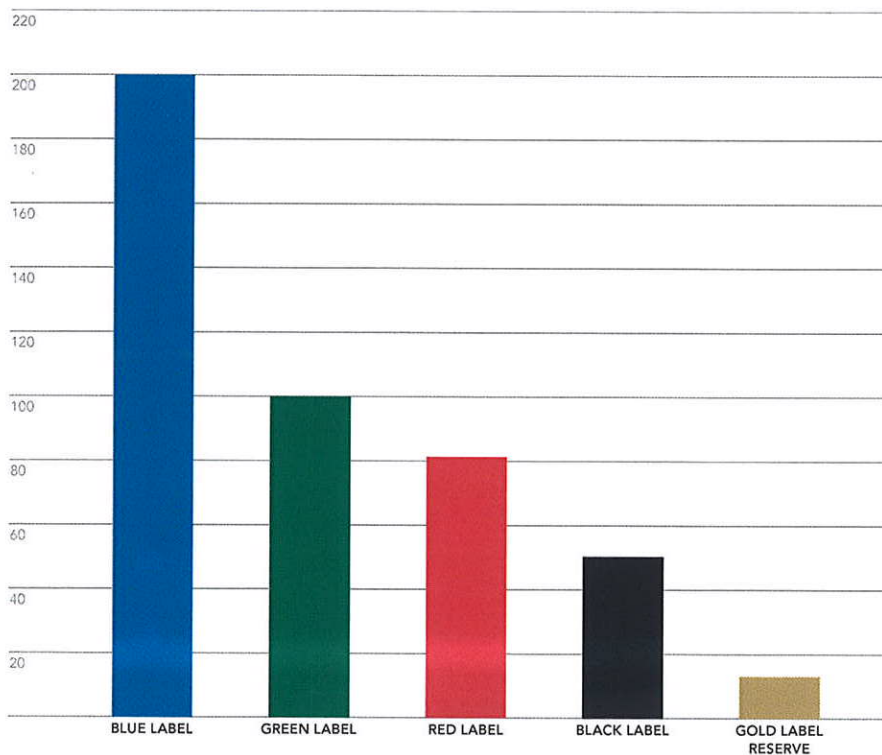
This is a prime example of the power of good design. The striking graphics were compelling to both the trade and consumers, huge displays were achieved and sales rocketed.

#### Increase in sales

By direct comparison with Têt 2010, volume sales of Johnnie Walker increased by 63%.

The number of gift packs sold is confidential but they accounted for 75% of Diageo's Têt sales.

INCREASE IN SALES %



In addition, Gold Label 18 year old was a new line and sold very successfully.

### **Increase in market value**

Total Johnnie Walker gifting net sales value was over £8 million.

Têt is critical to Johnnie Walker sales in Vietnam driving approximately 40% of the annual net sales value. A strong commercial performance at Têt means a strong year for the brand.

To date, in 2011 Johnnie Walker Têt gift pack sales accounted for 75% of Diageo's total gift pack sales. Creating a commercially successful Johnnie Walker gift pack design is absolutely critical to the success of Diageo at Têt.

### **Increase in market share**

It is impossible to get overall market share for Tet activity across the spirits category, however GDP growth in Vietnam is 8% and the consensus for growth of imported spirits in Vietnam is low double digit (10% – 15%). Johnnie Walker sales growth of 63% will have resulted in significant market share growth.

### **Increase in market distribution**

With such an engaging and dramatic pack that clearly added value, the Diageo sales team found it easy to sell into the off trade and place all the available Johnnie Walker gift packs. Sales were activated in 1064 outlets across 30 cities. In terms of space Johnnie Walker displays accounted for more than half the total category. For business to business, customised displays were achieved in Metro, Saigon Coop Mart and Big C. Large displays were also gained at Ho Chi Minh and Hanoi airports.

It is testament to the power of the Johnnie Walker gift design that by 1st December 2010, when Diageo's competitors were starting to launch their gift packs, Diageo had already sold out 43% and had committed orders for an additional 26% of total gift pack volume. By this early stage all Johnnie Walker Red Label gift packs were sold out. Red is a lucky colour much in evidence at Têt and red and gold combination gift packs are particularly favoured.

### **Staff morale**

Diageo achieved their best ever Têt. High sales and distribution strengthened their relationships with the off trade as well as that between the Johnnie Walker brand and its consumers.

David Moore, General Manager of Vietnam for Diageo, had this to say about his team: *"The entire Diageo Vietnam team has been driving hard towards one clear objective – the best Têt ever. This year they certainly had the gift packaging designs to help achieve this."*

### **Further developments**

Keen to share the success of this design around the world, the same approach is now being adapted to gift packs in multiple markets. The overall design layout and idea of hero-ing the 'Striding Man' was also adopted for Johnnie Walker Chinese New Year 2011 with a 'Striding Man' illustration commissioned from Pan Jian Feng, a contemporary artist from Shanghai.

### **Why the design was so commercially effective**

*"This design has been successful for us for two reasons. Firstly, the design itself is stunning, eye catching and reflective of the highly progressive nature of Johnnie Walker. Secondly, it works brilliantly for the consumer and what they are looking for at Têt – something special from a well-known brand that is celebratory and reflects their values. It's a brilliant combination providing local appeal while also building global brand credentials. The design delivers against our vision that deeply understanding and delivering against the needs of consumers in Asia will raise the quality of our design output. This design is now being used in multiple markets around the world and has been the inspiration behind a new direction for Johnnie Walker design."*

Jeremy Lindley, Global Design Director

### **NO OTHER INFLUENCING FACTORS**

Vietnam is a 'dark market' with no alcohol advertising allowed. Diageo did support the Têt sell in with PR activity, 10,000 brochures which featured prominent photographs of the gift packs and 8 trade dinners in November/December 2010. Apart from that the packs simply went out to the market.

*"Khong Ngung Buoc Toi"*  
(Keep Walking !)