

Rebuilding Builder's Tea

Category
4 Packaging

Sub Category
4.1 Branded – Food

Client
Make Mine a Builder's

Design Consultancy
Elmwood

Date
June 2011

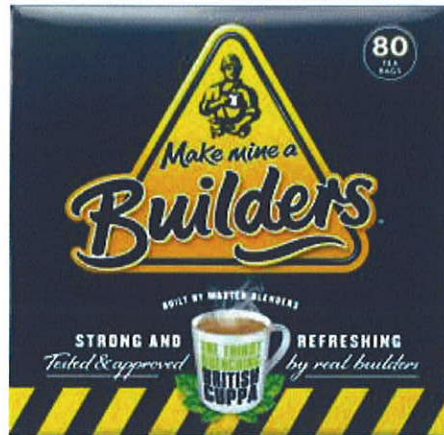


elmwood

Executive summary



Before - attention grabbing and no-nonsense.



Now - bold design that better reflects product quality with great stand-out

It all began with a eureka! moment in the Elmwood studio when tea orders were going around. Over requests for decaf and herbal, someone shouted: 'Make mine a builders!' An idea was born and four years later, Elmwood's very own Make Mine a Builder's brand was on the shelves in Asda and Tesco.

Make Mine a Builder's bold, no-nonsense personality stood out from conservative tea brands steeped in heritage. With its original builder-themed packaging, it grabbed shoppers' attention and shouted the arrival of a very different sort of tea. In its first year, the brand sold 20 million cups of tea without any above-the-line support.

Success doesn't mean time to put your feet up. Make Mine a Builder's was ready to make a bigger impact on the market by establishing itself as a strong blend with superior quality too, and a pack redesign would help to raise quality perceptions and improve stand out.

Increased distribution by 3 major multiples

ASDA

Sainsbury's

TESCO



M MORRISONS

The new pack design has helped us broaden distribution to all major multiples including ASDA, Sainsbury's and Tesco stores, and to grow sales in our major account at Morrisons.

Same store sales in Morrisons are +53% YTD vs 2010.

We've successfully grown sales and distribution while retaining the brand's unique personality. Our customers prove that the new look tastes as good as ever:

"I love the new design and will continue to rave about your product to family and friends! I managed to convert most people I know and they've fallen for 'Make Mine a Builder's tea too!'"

Fleur Midgley

Project overview



Outline of brief

The objectives of the new packaging design were to:

- Accelerate sales growth in existing accounts
- Increase distribution to new accounts
- And in particular, get relisted in ASDA.

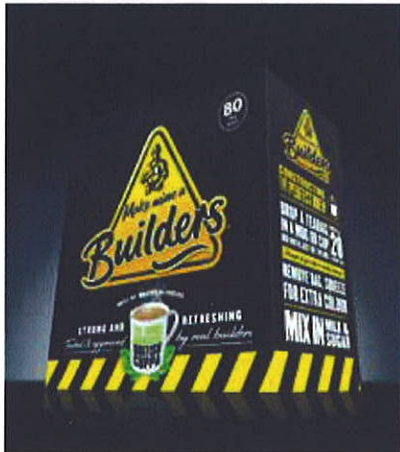
Description

Elmwood was responsible for every aspect of Make Mine a Builder's brand development. After a great deal of consumer and trade research – including taste tests with 300 builders – we created a strong, refreshing blend from four East African countries. The no-nonsense taste is complemented by a brand identity which has personality and attitude, and reinforces links with the building trade.

For a brand launched by a design company, Make Mine a Builder's enjoyed phenomenal success, selling over 20 million cups in one year and surpassing Asda's expectations for a new brand by 28%. Despite being delisted by Asda (they were reducing their SKUs to rationalise their tea range), Make Mine a Builder's quickly moved its business to Morrisons. For the first three-and-a-half years of its life, the brand largely relied on a single account.

It would be crucial for the new design to improve quality perceptions, and so broaden distribution opportunities.

Project overview cont.



Overview of market

The standard teabag category continues its long-term volume decline at -1.45% (Kantar in The Grocer Sept 2010) as consumers switch to fruit, herbal and specialty teas. The decline can also be attributed to a drop in the percentage of UK adults who drink tea (from 87% in 2006 to 81% in 2010), with younger consumers in particular experimenting with herbal tea and other soft drinks. (Mintel, 2010 in Food & Drink Business, 2011).

The category is dominated by major brands PG Tips, Tetley, Twinings and Yorkshire Tea, but also have smaller, more niche brands such as Brooke Bond, Lancashire & Punjana Tea, as well as Make Mine a Builder's.

Severe droughts in Kenya and India have created tea supply shortages pushing prices to historical highs and currency fluctuations have created further instability [The Grocer Sept 2010].

Project launch date

February 2011

Size of Design Budget

As an internal consultancy project, Make Mine a Builder's is a labour of love. Time is spent as and when needed, with no set design budget.



Project overview cont.

Outline of design solution

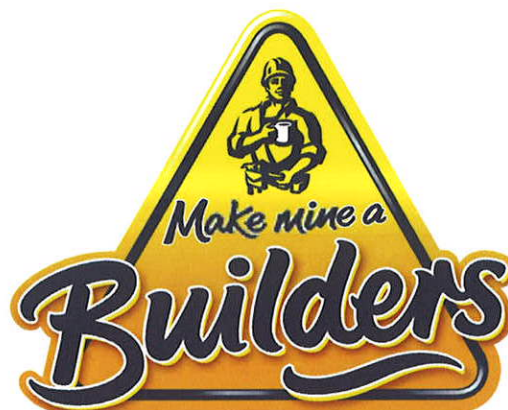
Our mission was to create a packaging concept that gave the brand's no-nonsense personality a more premium look and feel. To balance the objectives of premiumisation and a no-nonsense builder's tea personality was an immense challenge as ordinarily these two objectives would be at odds with each other. Whilst the original pack had strong stand out, it didn't reflect the quality of the tea inside. The new pack had to:

- Raise the quality perception
- Improve on-shelf visibility
- Retain the brand's identity

We created a bold, sophisticated design that reflected the blend's superior quality. A stripped back approach increased the black equity and quality cues, more in keeping with a whisky label, give the pack a sleek and premium edge.

In keeping with our builder heritage, we housed the logo in a yellow construction sign, creating an iconic brand signpost strong enough to be seen from the road. An eye-catching row of chevrons on the pack grounds the design and blocks well on the shelf. And the new builder illustration reinforces the brand's personality, as well as demonstrating quality craftsmanship.

The blend's quality is conveyed through a provenance story on the back of pack, told in Make Mine a Builder's unique tone of voice. All pack copy is beautifully typeset to reinforce the brand identity and engage with the customer, and is more in keeping with the premium tea packs in the category.



Summary of results

MMAB growth **Category growth**

+61%



-1.45%



The pack redesign has not only increased sales to the consumer in Morrisons, but also allowed Make Mine a Builder's to increase sales in other retailers too.

Accelerated sales growth in existing

- 2011 YTD like for like sales volume growth +61% (vs 2010), against a category decline at -1.45% (Kantar in The Grocer, 2010)
- Same store sales in Morrisons increased by 53% (YTD vs 2010)

Increased distribution in other accounts

Within three months of launching the new packs, Make Mine a Builders:

- secured listings in Tesco and Sainsbury's
- was relisted in ASDA
- increased distribution from 390 to 665+ stores

Customers love it too:

“I think the new packaging looks fantastic, however the brew is so lovely it could be sent to me in a bin bag and I'd still love it.”

Carol Lloyd

“I think your new pack design is a very striking and stands out on the shelves. I find your blend of teas to be the only one that satisfies my taste buds.”

Nancy Webb

Increased distribution from
390 to 665+
stores

Other influencing factors

Other influencing factors

The achievement of sales growth and new listings in Asda, Morrisons and Tesco were achieved with:

- No ad campaign
- No PR campaign
- No POS

Make Mine a Builders' current path of growth can be attributed to the blend, the brand idea, the gap it fills in the market and the new pack design.

Research Resources

Internal sales data

The Grocer: Focus on hot beverages, 11 Sept 2010

Storm brewing for UK Tea Industry - Food&DrinkBusiness.com, 28 March, 2011.

