



BY APPOINTMENT TO HER MAJESTY QUEEN ELIZABETH II
TEA & COFFEE MERCHANTS R. TWINING AND COMPANY LIMITED, LONDON

TWININGS

Florals

Category

Packaging: Branded Food & Drink

Client

Twining's

Design Consultancy

BrandOpus

brandopus

“We’ve been overwhelmed with the phenomenal success of the Florals range. The design was integral in the huge consumer demand for the collectability concept.”

Claire Forster, Marketing Manager, Twinings



Executive Summary

For over 300 years, Twinings has been successfully using its sourcing and blending expertise to create a wide range of high quality teas. Despite this, a significant proportion of their business is concentrated in just a few skus. When Twinings approached BrandOpus, they were looking for a way to awaken consumers to speciality black tea and trade shoppers up from 'everyday'. The result was a limited edition range of floral teas that added £569,000¹ sales to the Twinings portfolio in 52 weeks since launch.

Spectacular sales

In the first year following launch original forecasts were smashed by 157.5%. Whilst year 2 is well on the way to sales of double the original target²

Here to stay

The Florals pack design strategy was so spectacularly successful that the range has added £569,000 in value to Twinings, and become a permanent feature in the portfolio.



157.5%

over achievement of
year 1 forecasts²



1500% increase in Rose Garden
sales based on design investment²

Project Overview

Outline of Project Brief

The brief was to create a limited edition range of 4 teas that would bring a fresh, modern perspective to the Twinings brand.

- Drive trial of Speciality black tea by capturing the imagination of female consumers shift to perceptions from 'funny tea' to something that is relevant to them and that they are willing to pay more for.
- Drive collectability with packaging design that is as highly desirable as it is new and exciting but is still instantly recognizable as Twinings.
- Establish a platform for future NPD

Description

Florals are a delightful range of teas from Twinings which enhance Earl Grey's distinct taste with floral notes. Blended to calm or refresh, the range offers four very distinct and sophisticated floral personalities: Rose Garden, Blossom Earl Grey, Jasmine Earl Grey and Lavender Earl Grey.

Overview of Market

Twinings, although a well renowned brand is relatively small within the tea sector overall and was facing increased threat particularly from Unilever owned PG and Tata owned Tetleys. The speciality black tea category is worth £53m of which the lead subcategory is Earl Grey, accounting for 42% of sales³. However, since the launch of Twinings Lady Grey in 2003 there had been little in the way of innovation to generate consumer interest and excitement.

Innovation was key to allowing differentiation and standout within the rather staid and traditional black tea market. Twinings identified that products with floral notes were the latest trend in food and drink, however they needed an ownable and valid way to position the concept within their portfolio and make it relevant to the brand, whilst capturing the imagination of the consumer to drive sales.

Launch Date

February 2010



Project Overview Cont.

Outline of Design Solution

BrandOpus understood that the key to Florals' success would be creating a concept that was highly differentiated from the way that the Twinings brand normally talks about tea. So, given that the target market demographic was primarily female, BrandOpus focussed on the idea of fashion and style.

The idea was brought to life visually by the creation of four ladies, to distinguish between the personalities of the blends. To keep the concept true to the world of fashion, BrandOpus commissioned fashion illustrator Jerry Seguin to bring the ladies to life through a collection of elegant dresses.

Depicted in a watercolour style, the illustrations transport the consumer to the idea of the blending and infusion of the different tea flavours. The ladies drive the visual impact of the pack design to create and achieve consumer intrigue, and enhance the collectability and desirability of the range.

BrandOpus achieved all of this with a design that was still recognisably Twinings. By retaining the black background and with the Twinings logo featured prominently on pack, Florals are still clearly part of the Twinings brand and the success of the range reflects positively on the rest of the portfolio.

Summary Of Results

Increases in Sales

- First year sales forecast smashed by 157.5%²
- Not just a short term story: year 2 is well on the way to sales of over double the original target²
- So successful that within 16 months of launch 2 skus alone were exceeding the original 5 year sales prediction for the entire range²
- Rose Garden is the biggest selling product in the Twinings Stand Flagship Store²

Increase in Market Distribution

- Since launch Florals have achieved 40% at grocery multiples, with listings across Tesco, Morrisons and Waitrose¹

Increase in Portfolio Value

- Florals 20's are now the 3rd largest range within Twinings Earl Grey¹
- The range has added £569,000 to the Twinings Portfolio¹
- Florals also created a platform for a new tiering strategy that allows price increase across the Twinings portfolio

Portfolio Expansion

- Phenomenal success of Florals led to the unexpected launch of Mulled Spice, a 5th Christmas variant
- Florals became a permanent part of the Twinings portfolio in spring 2011 due to unanticipated levels of consumer demand
- The excitement invigorated into the speciality black tea category set the platform for further Twinings NPD such as the recent launch of Sunshine Grey



40%

distribution for Florals
in major multiples¹



3rd largest range within
Twinings Earl Grey¹



Summary Of Results Cont.

Customer Satisfaction

- Twinings received more than 400 letters of thanks from consumers following launch of Florals⁴

Online response has also been overwhelmingly positive:

- “Beautiful, I don’t know which I’d choose!”⁵
- “So pleased its here to stay”



“Beautiful, I don’t know
which I’d choose!”⁵

Sources

- 1 Nielsen Scan Track, Grocery Multiples to w.e. 18.06.11
- 2 ABF internal sales data at 24.03.11
- 3 Nielsen data at 30.05.09, time of original brief
- 4 ABF internal data at 24.03.11
- 5 Quotes from Twinings online customer discussion forum

Other Influencing Factors

No accompanying marketing activity.



Declaration

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