

# Debbie & Andrew's: Sausages with twice the sizzle



**Category**  
4 Packaging

**Sub Category**  
4.1 Branded – Food & Drink

**Client**  
Debbie & Andrew's

**Design Consultancy**  
Elmwood

**Date**  
May 2009



# Executive summary

The old days



2002 rebrand



2008 Vintage



Debbie & Andrew's was already a very successful brand of premium sausages, but a brand and packaging refresh based on a clear consumer insight has: doubled annual sales, delivered a step change commercial performance, and even managed to change consumer perceptions about sausages!

# 100.7%

Increase in annual sales

## Sausages with twice the sizzle

Annual sales up **100.7%** to **£4.8m** in 2008 whilst sales of competitors Duchy and Bowyers were down 42.5% and 39% respectively.

**And, hot off the barbecue, annualised sales forecast for 2009 is at £6.5m.**

# 349%

Increase in sales within Sainsbury's

## This packaging has got pigs flying (off the shelves)

Although Debbie & Andrew's growth is spread across all the big name supermarkets, Sainsbury's has seen a whopping **349%** increase in sales, and sales in Tesco are up **234%**. As of next month they will also be available in Budgens.

# No.1

UK premium chilled sausage brand

Share of the total sausage market is up from **1.9%** to **3.5%**, and share of premium market is now at **18.3%**, making Debbie and Andrew's the number one UK premium sausage brand and the number three UK chilled sausage brand.

So what's the recipe for this kind of success? Let's take a closer look.



# Project overview



Our task:

## Make the brand shout Premium Personal Quality

### 1. Outline of project brief

In the increasingly competitive £400m sausage market, Debbie & Andrew's could not afford to stand still.

They had to go on the front foot to capitalise on the trend for trading up from standard to premium sausages and approached Elmwood again to inject the Debbie & Andrew's brand with another dose of authentic attitude.

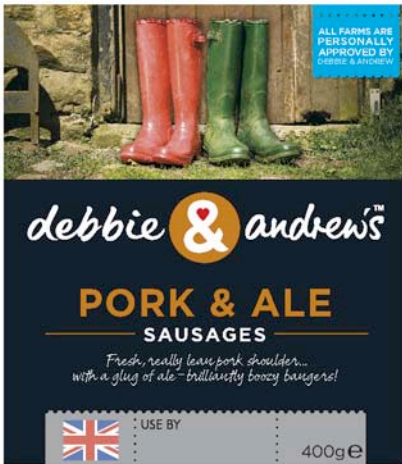
This time it was all about emphasising a positioning of real food made by real people, and Debbie & Andrew's enthusiastic personal involvement. The brief was to:

- Refresh the brand, applying it to the full range including new product development like children's sausages.
- Communicate the brand story more effectively.
- Make the packs stand out even more in the chiller cabinets.

### 2. Description

Debbie & Andrew Keeble had already come a long, long way. From a small Thirsk base, they had managed to grow annual sales of their acclaimed sausages to a whopping £2.4m, since the brand re-launch by Elmwood in 2002. The market had taken their personal touch, enthusiastic involvement and fantastic sausages to their hearts, whether it was through their 'Perfect Pork' sausages perfect for a full English or 'Great Yorkshire' for Toad in the Hole. (Debbie & Andrew's have a total of 6 main varieties).

# Project overview cont.



## 3. Overview of market

The UK chilled sausage market is divided into two distinct parts – core and premium. The core market is dominated by the two monsters of bangers, Walls and Richmond, sharing around 67% of the market between them. In the premium category, there are a host of names vying for their slice of the action, including Porkinsons, Black Farmer, Rankin and Duchy.

At the end of 2007, Debbie & Andrew's annual sales were £2.4m representing a market share of 1.9% of all sausages (TNS Superpanel, 2009).

These days sausages tend to be a cost effective source of protein for everyday dinners, as well as for casual entertaining and the odd well earned fry-up. From their personal involvement, Debbie & Andrew could see that consumers were worried about dubious content and bulking agents in their bangers, which led to more of them trading up to premium. This insight gave Debbie & Andrew a wonderful opportunity.

## 4. Project launch date

January 2008.

## 5. Size of design budget

£30,000



# Project overview cont.



## 6. Outline of design solution

Given the success of the existing packaging, the refresh was an evolution rather than a revolution. The new packs needed to communicate real food made by real people, and Debbie & Andrew's personal involvement and we decided early on to keep the things that already worked well, like the handwritten brand marque and the use of black, which clearly shouts premium.

The biggest change is a move from landscape to portrait formats and the use of an uncoated sleeve, whilst still providing all important product visibility. The sleeve is made from a matt, textured substrate, suggesting natural and wholesome products. This format also enables the packs to stand on their ends in the chiller cabinet, again improving standout.

Introducing photography onto the packs also helped with standout. Rather than go with clichéd farming scenes, shots of Debbie and Andrew's own wellies (Debbie's are shiny and red, Andrew's bigger and green) were taken on their farm, to represent the pair's complete involvement in the making of the sausages.

Various smaller refinements all help improve standout:

- the logo works much harder, by being at the centre of the new pack design
- a new naming strategy was introduced
- we also tidied-up the information hierarchy on the front of packs, which needed to be done after a growth in the range

On the back of pack, Debbie and Andrew tell the customer all about their delicious sausages and share their views on quality ingredients and animal welfare in their own words. After all, no-one is better placed to talk Debbie & Andrew's then, well, Debbie and Andrew.

A sub brand has also been developed for the children's range, featuring the two Keeble children, Ellie and Roddy. The brand marque has been adapted and photography of cute kiddy wellies added to mum and dad's to help create fun packs in the children's sector.

# Summary of results

# 100.7%

Increase in annual sales

# 80X

design fee repaid  
in year one

# 349%

Increase in sales  
within Sainsbury's

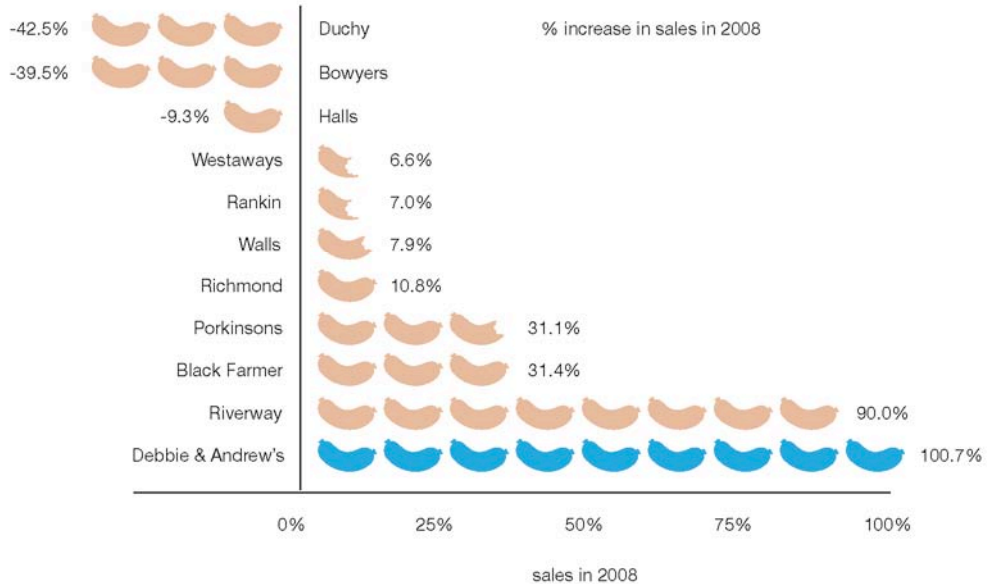
The new packs were introduced at the beginning of 2008 and the commercial results for the year that followed have been outstanding:

## Increase in sales

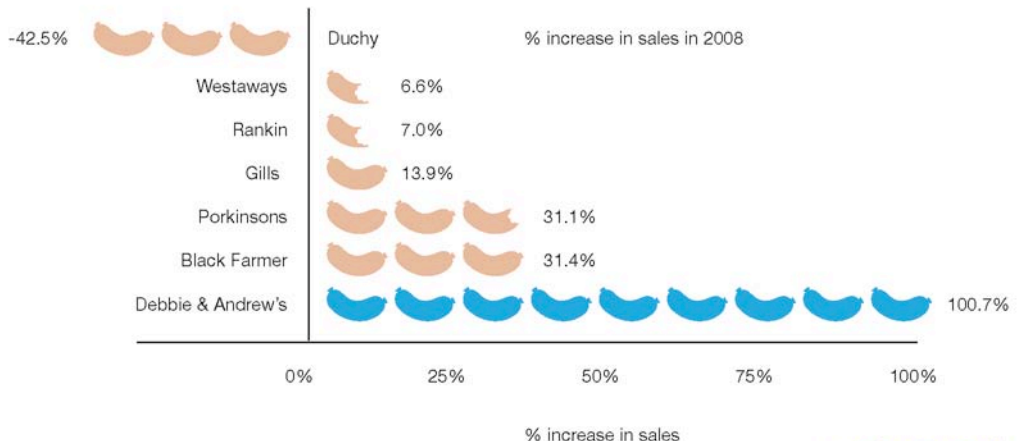
Annual sales have increased by a tasty 100.7%, from £2.4m to £4.8m, repaying our design fee 80 times over in year one. In addition, annualised sales for 2009 are estimated at £6.5m

Increased sales have been achieved with all the major retailers, but Tesco sales were up 234% and Sainsbury's a whopping 349%.

No other chilled sausage brand enjoyed this rate of sales growth. Major competitors like Duchy and Bowyers had terrible years, with sales falling by 42.5% and 39.5% respectively.



In premium sausages, Debbie & Andrew's performance was outstanding. The nearest competitor managed sales growth of only 31.4% compared to Debbie & Andrew's 100.7%.



# Summary of results cont.

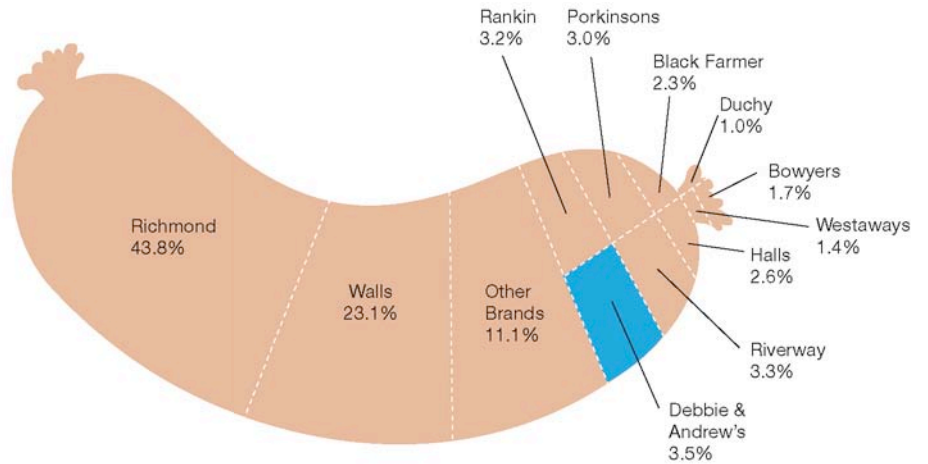
# No.3

Sausage brand in the UK

## Increase in market share

Debbie & Andrew's share of the total chilled sausage market has risen from 1.9% to 3.5%, and the brand is now the number 3 UK sausage brand, trailing behind only the substantially backed Walls and Richmond, the monsters of the sausage world.

% market share (all chilled sausage brands) in 2008



# No.1

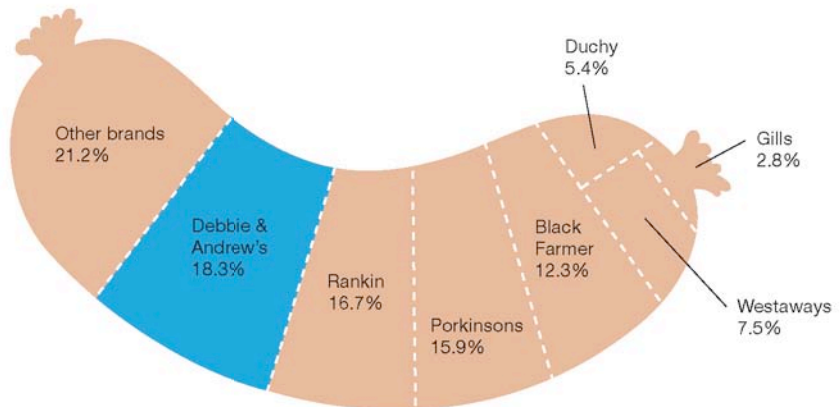
Premium Sausage brand in the UK

In the premium category, the story is even stronger. Debbie & Andrew's enjoyed by far the highest rate of growth over the year and now has a market share of 18.3% - Debbie & Andrew's is the number 1 UK premium sausage brand!

% market share (premium chilled sausage brands) in 2008

# 18.3%

Market share in premium sausage market





## Summary of results cont.

# stand-out

Customers confirm improvement

### Customer satisfaction

As well as these outstanding commercial results, customers have confirmed that the new pack designs have created even more stand-out (which was an objective of the brief):

"I saw yours on the shelf in Morrisons and was **instantly drawn to them due to the packaging.** After having a quick read of the label thought I'd give them a go as they seemed as near to home made as I'd ever get."  
Sandra Batty 15/05/2008

"I love sausages but I don't buy them every week. When I do, I usually go for different types. Do you know what caught my eye about your sausages? **The packing!! Honest! Brilliant idea to have the wellies on there.**"  
Matt Rainey 24/11/2008

# clarity

Easy to find, easy to understand

And as if these results were not enough, Debbie and Andrew also managed to prove that the consumer insight that backed-up the design solution, was spot on!

"Normally I study the contents of packs for a good 10 minutes to access meat content, anyhow **the 97% pork on your packaging caught my eye.**"  
Grant Pickering 09/09/2008.

"**The excellent packaging on your sausages caught my eye** and I thought, presentation first class, this must be a sausage with a difference."  
Alan Gray 22/12/2008

# changed

Perceptions of sausages

And they even managed to change consumer perceptions about sausages:

"The packaging is good too, it caught my eye, as **we don't eat sausages as a rule** but I will be buying more."  
Maxine Jones 06/04/2008



## Research used

no  
extra  
spend

On marketing  
or advertising

Our facts and figures about the sausage market are from TNS SuperPanel, 52w/e 25th January 2009.

### **Other influencing factors**

We've said it already, but it is worth a quick reminder. There was no extra spend on marketing or advertising, so the increases in sales, market share and brand recognition were all down totally to the new and improved packaging design.

**Not bad for a couple of farmers from Thirsk.**