

Project Title	Ginsters Brand Identity Repositioning
Category	Packaging Food & Drink
Client Company	Ginsters
Design Consultancy	Smith & Milton
Current Date	12 June 2009



EXECUTIVE SUMMARY

This design effectiveness paper demonstrates how the complete design overhaul of the Ginsters brand has resulted in significant and tangible benefits to the business.

It demonstrates not only the power of re-defining a brand proposition, Real Honest Food, but also how design clarity and consistency can change perceptions and purchasing decisions about a brand.

This is a story about rejuvenating an established brand that was under threat from all sides: increased competition in the 'impulse/food-on-the-move market', growing threat of own label, the inexorable trend towards healthier eating and limited distribution (multiples).

Ultimately this is a real, honest success story about a rejuvenated Ginsters brand that:

- Gained record total market share (10.1%)
- Enjoyed +24% growth year on year
- Sterling share grew 600% faster than the market, in the all important multiples sector
- Successfully entered new product sectors (multi-packs)
- Attracted over 1 million new households to the brand
- Distribution gains in all the major multiples. The brand is now regarded as the new benchmark against which other savoury brands are judged.
- The programme significantly raised internal and external perceptions of Ginsters, as a brand they have confidence in.

'Looks excellent on shelf & brand strategy fits with my category goals'

Debbie Allwright Tesco buyer

PROJECT OVERVIEW

Outline of project

The overall objective was to build on the strong brand recognition in the 'impulse/food-on-the-move' market and increase appeal amongst housewives in the main meal sector. Increasing visibility in multiples and ward off growing competition from local producers and own-label products was key.

Central to meeting this objective was defining Ginsters brand essence 'Real Honest Food' - and bringing this to life in the form of a revitalised design strategy.

This would include establishing a clear personality for all brand communications that would align packaging, advertising and all other brand communications. The development of a new brand identity programme would also set the standard for a clear and memorable tone of voice, establishing a design discipline for all elements of the brand design identity.

Our aim was to give Ginsters a strong, motivating and impactful brand presence in whichever category it appeared.

"The biggest rebranding of the company involving the design of the company's packaging, point of sale, website, uniforms, sales fleet and fridges."

Larry File Ginsters Communications Manager

Description

From a family-run, egg-packing business in Callington, Cornwall, the Ginsters name has grown steadily since the 1960s, when it converted into a small bakery and started making authentic Cornish pasties. Their Original Cornish Pasty is still based on that original recipe. Back then, it was just thirty people working at the Ginsters bakery. Today, over 700 people produce over three million pastries a week using, as always, fresh ingredients from local suppliers.

Following 10 years of continuous growth, Ginsters needed to broaden its appeal in the face of growing competition and healthier eating trends. The decision to invest in a major programme of brand development was therefore taken.

Overview Of The Market

The market for pies and pasties had shown steady, if unspectacular, growth over the previous three years. In 2008 the market was estimated to be worth £901 million, 1% up on the previous year.

OUTLINE OF DESIGN ISSUES

Key Challenges

The products are familiar to many consumers but have an image of being rather old-fashioned and unhealthy with a high-calorie content.

The market was under pressure from not only a growing interest in healthier eating and home cooking but also from an increasingly competitive snacking market. Additionally, the category was primarily driven by men, who were the core consumers.

Other Challenges

To create a presence and greater stand-out in the multiples and create a synergy across both the savoury range and the new product areas, such as sandwiches.

To engage the housewife shopper and evoke a greater impression as a main meal, (for the men in her household), whilst not diminishing its Real credentials and appeal to men.

We also needed to add meaning to the 'Real Honest Food' proposition to engage these housewives. 'Locally sourced' was a key brand equity and would be highlighted to establish a more compelling food/meal message.

The business also has plans to develop the brand into a number of new markets over the coming years. As such, there was a requirement for a strong, memorable and enduring presentation of the brand, uniting its Real Honest Food proposition.

DESIGN STRATEGY APPROACH

Design Strategy

A rigorous brand review to coordinate the total brand expression from packaging, advertising, promotions and internal delivery.

The Problem

Successive packaging redesigns and advertising campaigns had created schizophrenic brand messages confusing and alienating consumers.



The Insight

The statement at the brand's heart - 'real honest food' - demands a clear provenance and a singular, unfussy approach.

The Solution

Re-establish the brand's idiosyncratic Cornish values and strip away the veneer of decoration and muddled messaging.

THE APPROACH

Conduct a forensic audit of the brand's history and brand truths.



Establish, refine and reinstate the key brand visual and verbal equities.

LOST

CARD TRAY



TRANSPARENCY / WINDOW



SIMPLICITY



DECORATIVE / CRAFTED TYPE



BAKED-ON BRANDING



ORIGINAL BRAND MESSAGE



USEFUL

BLACK PACKAGING



PRODUCT PHOTOGRAPHY



COLOUR VARIATION



BRAND MESSAGE



MEAL / SNACK RITUAL



CORNISH FLAG



MISSION STATEMENT



HERE TODAY (NEW ELEMENTS FROM 2005+)

LOGOTYPE



TRAVEL PHOTOGRAPH



ILLUSTRATION



BRAND ENORSEMENT MESSAGE



IDENTIFIABLE CHARACTERS



TRAVEL FLASH / ICON

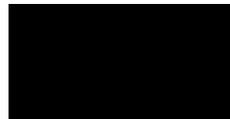


CORNISH SEASCAPE



SACROSANCT

BLACK



RED SHAPE



THE PASTY



THE NOTION OF REAL FOOD



Rediscovering what being Cornish means

Food Imagery & Lifestyle

Flavoursome food

Producers that care

Distinctive Taste

Responsible Source

Cornish Lifestyle

Cornish surfing culture

Outdoor lifestyle

Original & Individual

Honest

Who made all the pies?

Baked-on-branding

Wholesome ingredients

Wholesome

FOWEY FRINGE FESTIVAL
MAY 2009 - 2010 2011

The collage features various images: a roasted pig, a man with a cow, a duck, a stag, a woman with a pie, a car, a surfer, and various food items like pies and bread. Text blocks are placed over these images to highlight specific themes.

Rejuvenate the brand communications, creating templates for all media, and develop a comprehensive and easy to use brand identity guidelines.

1.0 Our Brand

OUR BRAND

These simple rules enable our audiences to recognise us in an instant, understand what we stand for and establish a trust, so important to our relationship.

At Ginsters we recognise the importance of consistency in our messages and discipline in our communications to build a brand of excellence.

1.0 Our Brand

1.3 What makes Ginsters tick?

These building blocks are the sum of our brand. Focused on the essence of REAL HONEST FOOD, it illustrates the makeup of the brand in its constituent parts.

- 1. Values, Details & Personality:** Ginsters' core values are... (Detailed description of brand values and personality traits)
- 2. Resonance to Believe:** Ginsters' brand is... (Detailed description of brand resonance and believability)
- 3. Benefits:** Ginsters' brand is... (Detailed description of brand benefits)
- 4. Length:** Ginsters' brand is... (Detailed description of brand length and consistency)
- 5. Competition Experience:** Ginsters' brand is... (Detailed description of brand experience compared to competitors)
- 6. Target:** Ginsters' brand is... (Detailed description of brand target audience)
- 7. Positioning:** Ginsters' brand is... (Detailed description of brand positioning)
- 8. Brand Strengths:** Ginsters' brand is... (Detailed description of brand strengths)

real honest food™

2.0 Our Tool Kit

2.2 Brandmark with sign-off lockup

In some instances the Brandmark will appear alongside the Real Honest Food™ sign-off as they have more impact when used together.

The space available for the positioning of the Brandmark and sign-off will determine which lockup option to use.

Depending on the size of the logo used there are rules dictating which sign-off logo to use, these rules are explained over the next few pages.

Portrait Option

Landscape Option

The Brandmark can appear on background images as long as it has good contrast and is not obscured by other elements. The sign-off should be positioned to the right of the Brandmark.

There are positive versions of these options available for use on light coloured backgrounds.

3.0 Brand in Action

3.1 Sponsorship examples

Sponsorship is a good way of getting the Ginsters brand recognised. Only the master Brandmark should be used and the correct ratio of use should be followed.

4.0 Packaging

4.13 Ginsters savoury packaging : Landscape pack vignette examples

Apply to each background.

Place the attached image into your pack layout. Make sure that the 'top' of the image and the 'left' side of the image is where the data that is listed below will have good contrast.

2 CORNISH PASTIES, 4 CORNISH PASTIES, 2 STEAK & ONION SLICES, 4 STEAK & ONION SLICES, 2 SAUSAGE ROLLS, 4 SAUSAGE ROLLS, 2 BUFFETTES, 4 BUFFETTES, 2 SCOTCH EGGS, 4 SCOTCH EGGS.

4.0 Packaging

4.1 Ginsters savoury packaging : Product titles

Here are some examples of product titles. When you position these on your packaging, please ensure the text is legible and the spacing is consistent.

When you use a title, please ensure the text is legible and the spacing is consistent. The text should be positioned to the right of the image and the 'left' side of the image is where the data that is listed below will have good contrast.

2 CORNISH PASTIES, 4 CORNISH PASTIES, 2 STEAK & ONION SLICES, 4 STEAK & ONION SLICES, 2 SAUSAGE ROLLS, 4 SAUSAGE ROLLS, 2 BUFFETTES, 4 BUFFETTES, 2 SCOTCH EGGS, 4 SCOTCH EGGS.

PROJECT LAUNCH DATE

September 2008

RESULTS

1. Design discipline

A refreshed, organised and distinctive presentation of the Ginsters brand. This was achieved by exploiting Ginsters original Cornish heritage and keeping to a simple, truthful message: 'Real Honest Food'.

2. Increase in Market Value

Ginsters achieved growth of £15m year on year, which accounted for an incredible 42% of the total market growth over the same period.

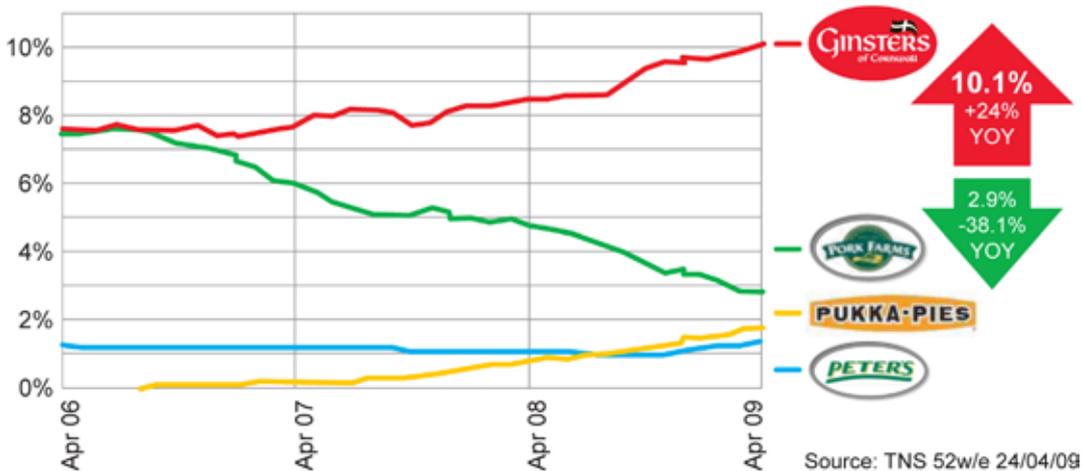
	52 w/e 20 Apr 08	52 w/e 19 Apr 09	Value Difference
Total Market	740799	776295	35496
Total Ginsters	62949	78026	15077

Source: TNS 52w/e 24/04/09

3. Increase in Market Share

Since the re-brand, data shows that Ginsters have now achieved 10.1% market share (a record) This equates to 24% increase year on year. (Source TNS).

Ginsters hits record Market Share of 10.1%



4. Growth in all sectors

Ginsters achieved 24% growth in the multiples but good overall growth in all sectors.

5. Brand Consideration

Ginsters continue to lead the sector in consideration, with 37% (Source TNS).

6. Increased Market Penetration

Year ending December 08, Ginsters achieved an extra 1 million households purchasing Ginsters. (Source TNS).

TESTIMONIALS

“Smith & Milton’s single-minded creative approach helped us to achieve real clarity in the market for what Ginsters stands for. As an immediate result, multipack sales have increased by (34 percent in 2007) to 62 percent in 2008.”

Andy Valentine, Head of Brand Marketing, Ginsters

“Thought I’d drop you a note about your recent brand face lift. As a student of the Ginsters “look” for almost 12 years, I think this is the best brand revamp I’ve seen – the range looks absolutely fantastic on shelf. It achieves the impact on block as well as individual pack, a neat trick. I think it has moved the brand forward brilliantly.”

Gary Johnson, Managing Director, The Sandwich Centre, Milton Keynes

OTHER INFLUENCING FACTORS

Increased Staff Attitudes:

Ginsters conducted an internal employee survey following the re-brand run by IPOS-MORI. The survey results were the highest in 4 years. On the measure of ‘I have confidence in the way the company is managed’, Ginsters scored 63% compared with the industry norm of 57%.

Production Costs and improved materials:

New materials used on the redesigned packaging has used mono-web rather than laminate as previously used. This has resulted in a 5% cost saving in overall production and compared to previous materials used the new material is far easier to recycle.

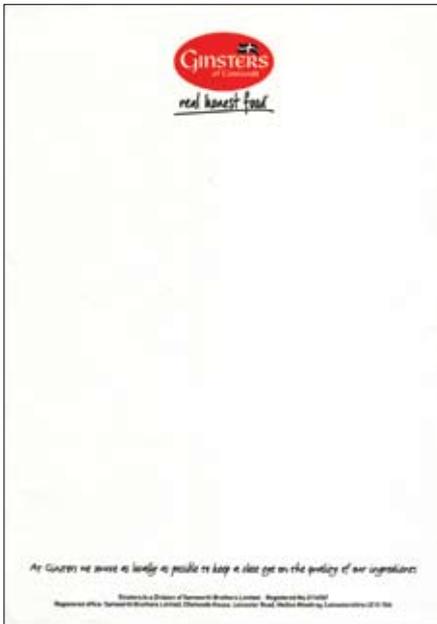
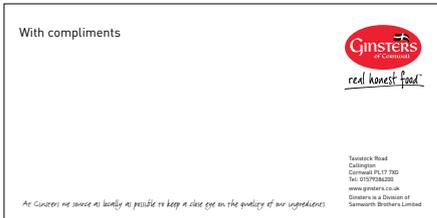
APPENDIX

Point Of Sale Examples



APPENDIX

Stationery Examples



APPENDIX

Online Examples

