

**Heinz Classic Soups**

**Category 4.1 Packaging:** Branded Food & Drink

**Client:** Heinz UK & Ireland

**Design Consultancy:** Cowan London 10th June 2009

**Confidential:** For Publication



Client Signature

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Cowan Signature

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## Executive Summary

### Situation

By 2006 Heinz recognised the need to refocus on the core Classic soup range, reasserting the brand as market leader within the soup category. The market environment had changed - tremendous growth in chilled/fridge soups, premiumisation of mainstream, strong own label ranges in ambient and chilled combined with a growth in healthy options and more unusual flavours. The iconic Heinz Classic soup range lacked the contemporary feel and relevance versus other soup brands.

Whilst retaining cues that celebrated the iconic look of the original Cream of Tomato soup (which has hardly changed in 100 years), Cowan took the brand forward, with the redesign bringing back stature, appetite appeal, modernity and premiumness to the mainstream ambient soup category.

### Result

All results are directly attributable to the packaging redesign through an econometric model by Holmes & Cook. The statistical model can strip out other performance influences.

- Within 12 months, **15 million additional cans were sold**, an increase of 7.7% (Source; Holmes & Cook). This was directly attributed to the packaging.
- **Record 96% distribution** for Heinz Classics (latest 4 week period ending 16th May 2009). Source; AC Nielsen, Grocery Multiples.
- An **additional 1.2 million households** bought the Heinz brand. Source; AC Nielsen, Grocery Multiples 12w/e 4th October 2008 vs. Year Ago.
- A study of Heinz brand equity measures demonstrated that all across all key measures judged, including 'quality ingredients', 'tastes better than other brands', 'worth paying more for' increased (aside from 'Trust' which remained stable). Source; Milward Brown 2007, Marketing Sciences 2008 study.

270 words

## **Project Overview**

### **1. Outline of Project Brief**

#### Business Objectives

- To re-invigorate the core Heinz soup range that had experienced decline up to, and including 2006.
- Get consumers to eat more Heinz Soup.

#### Brand Objectives

- The Classic range is seen by consumers as the gateway and 'iconic' heart of this portfolio, it is critical consumers 'love' the design and the design has a halo effect on the rest of the Heinz soup portfolio.
- Remind consumers that Heinz provides good, nourishing food made with wholesome ingredients - delivering appetite appeal and reassurance.
- Make the range feel relevant to a contemporary audience and get consumers to 'fall in love' with Heinz again

### **2. Description**

Heinz Classic is a range of 22 wet ambient soup SKU's. First launched in the UK in 1910 with Heinz Cream of Tomato, which remains the No.1 selling product in the market.

### **3. Overview of the Market**

Over recent years the soup category has seen a marked change with mainstream soups:

- moving towards more premium delivery and flavours with prolific growth in more fridge based options (New Covent Garden has driven this particularly)
- growth in more unusual flavours - heavy own label activity with development of good, better, best ranges along with 'healthier' ranges (i.e. Be Good to Yourself)

### **4. Project Launch Date**

November 2007

### **5. Size of Design Budget**

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### **6. Outline of Design Solution**

As an 'iconic' brand it was important to retain a sense of heritage yet combine this with modernity, relevance and appetite appeal. The new design was more brand led vs. generic, and exuded an air of confidence as market leader.

'Red' was a key brand association, however over the years design iterations reduced the predominance of red, lessening impact and distinction on shelf. Using a warm/strong red across the pack, on the entire range, provided fantastic shelf standout, cueing warmth and taste. Heinz Classic owned 'red' on the fixture

To bring stature and reassert Heinz as leader within the Soup category, Cowan reverted 'Heinz' to an uppercase font with a strong Heinz keystone presence. The use of a gold font evoked premium cues, reflecting the overall trend to premiumisation and the brand's market leadership.

A steaming bowl of soup, accompanied by a broken roll, ready to eat, captured the warmth and comfort of a real 'soup' moment, to remind consumers of why they love the Heinz 'Classics' range. Heinz Classic Cream of Tomato however is so iconic it didn't need a bowl, exuding strength and confidence as market leader.

Finally, Cowan brought the 'Classics' name on the pack, a reminder that Heinz have always brought consumers the best tasting range.

The result was a strong range, imbued with warmth and appetite appeal which consumers could readily find with a wall of 'red' in store.

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## **Summary of Results**

### **Increase in Sales**

Within 6 months an econometrics study (Source Holmes & Cook May 2008) proved that the redesign alone had driven an increase in volume of 3.6% - an incredible 6.3 million cans.

Within 12 months, 15 million additional cans were sold, an increase of 7.7%. This was directly attributed to the packaging.

Across the 400g singles range Heinz saw base sales grow by +10.4% (YA 52w/e 4th October 2008). Source; AC Nielsen, Grocery multiples.

Unit rate of sale peaked in January 2008 (2 months after pack change). Source; AC Nielsen.

### **Increase in Share**

Heinz soup achieved a record volume MAT share at 63.2% for the 8th consecutive month (Source; AC Nielsen, 52 w/e 4th October 2008).

Heinz Classics achieved a record volume share of 55.3% w/e 21st February 2008. Source; AC Nielsen, Grocery Multiples.

### **Increase in Market Distribution**

Record 96% distribution for Heinz Classics (4 week period ending 16th May 2009). Source; AC Nielsen, Grocery Multiples.

### **Brand Growth & Equity**

An additional 1.2 million households bought the Heinz brand 12w/e 4th October 2008). Source; AC Nielsen, Grocery multiples.

A study of Heinz brand equity measures demonstrated that all across all measures judged, including 'quality ingredients', 'tastes better than other brands', 'worth paying more for' had increased (aside from 'Trust' which remained stable). Source; Milward Brown 2007, Marketing Sciences 2008.