



higgidy

‘the uncommon pie’

Design Business Association
Design Effectiveness Awards 2009

Packaging: 4.1 Branded Food and Drink

Higgidy Pies

ZIGGURATBRANDS

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For Publication



Executive Summary

Driven by a passion for good food Camilla Footit left her job in 2003 as Head of Food for Starbucks and started producing gorgeous handmade pies. Word spread and soon she was supplying bigger players such as EAT cafés and Booths. All sales were own label however, no-one knew they were eating a Higgidy pie.

Realising that the pies they were making were snowballing in popularity and earning a glowing reputation for the cafés and restaurants that stocked them, they began to dream of selling them under their own Higgidy brand. The Higgidy team were recommended Ziggurat Brands and we were ultimately briefed to create a brand identity and packaging for Higgidy Pies.

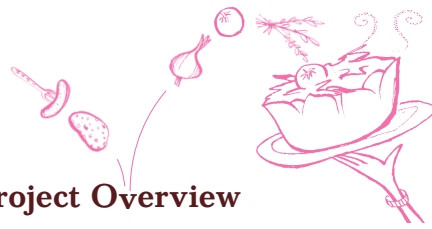
The brand essence we developed of 'The Uncommon Pie' was a play on words that reflected the brand truth, that no-one was making pies of this quality. The story of how Camilla's passion had started the business and how her husband James, an architect, had given up his tree-house building business to join Camilla became the basis for the identity. Camilla's suggestion that her personality could be summed up as being 'pink, passionate and posh' was the icing on the cake.

Visual disruption was essential. A copy story runs around the pack featuring light-hearted illustrations of the key players and the ingredients. A window allows the hand-made features of the pie to be seen and a strong and consistent brand colour provides outstanding range blocking on shelf.



The commercial results have been stunning. Branded sales reached an annual running rate of £5.2m within 21 months. Sales have been supply constrained since October 2008. The trade love Higgidy as it's price premiums support one of the highest cash delivery in £per square metre in the category. From sales of £0.5m before the launch, total sales have grown to £8.1m pa.

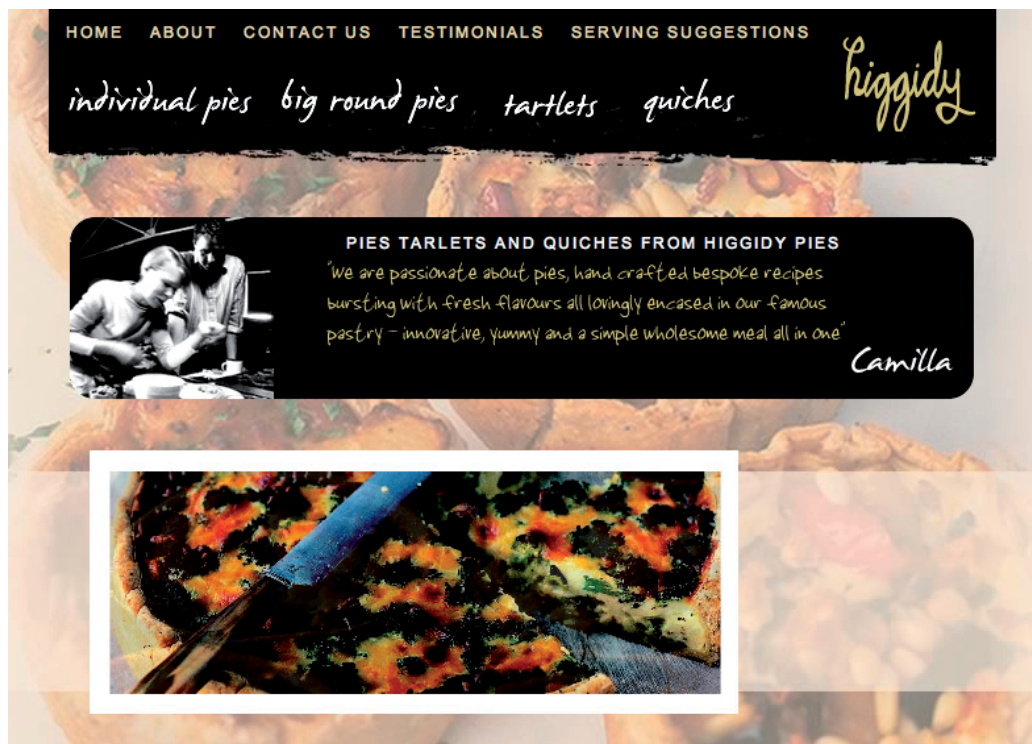
The J Sainsbury buyer put the brand's achievement into context when he said that Higgidy had 'put respectability back into pies'.



Project Overview

Outline of the project brief

The objective was to change an own label business into a branded business and in doing so provide a more stable platform on which to build a profitable business.



This would be achieved if we could:

- ♥ Uncover and creatively articulate the brand story; the real meaning behind the brand
- ♥ Create an authentic identity that reflects the meaning behind the brand
- ♥ Visually disrupt the fixture providing stand-out and strong shelf blocking
- ♥ Support a significant price premium to anything then on the market
- ♥ Create a pack that can be the start point for an on-going dialogue with consumers

All this to be achieved *without advertising support.*



Description

Camilla Footit's talent for creating delicious foods had seen her rise to Head of Food in Starbucks UK however she harboured a desire to break out on her own. Higgidy Pies was started in 2003.

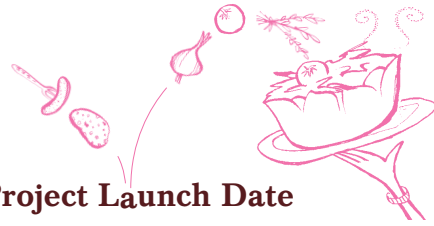
Spotting a gap in the market for premium hand-made pies Camilla borrowed some money and went into business. Word spread and soon she was supplying all the pies in the up and coming EAT café chain as well as providing pies for the deli counter at Booths, the up-market multiple in the North and a number of smaller, local outlets. The business started to take off and James, Camilla's husband, an architect by training gave up his tree-house making business to help Camilla full time.

By 2006 Higgidy had achieved strong foodservice sales, but the team began to dream of selling their outstanding pies branded rather than own label. So when James and Camilla approached Ziggurat Brands with own label sales of £500,000 per annum, the big question was whether a strong design solution alone could underpin the uplift in sales to make the branded venture commercially viable.

Overview of the Market

The mainstream pie market has long been dominated by the big players, Pukka and Ginsters. These brands have a down-market masculine feel and have done little to lift the image of pies over the years.

At the other end of the market, Square Pie is a small but successful premium retail operation and Pie Minister is a head to head premium competitor with Higgidy... though no-one else is hand-made!



Project Launch Date

February 14th 2007 (Valentine's day!)

Size of Design Budget

£40,000

Outline of Design Solution

We knew, right from the outset, that we needed to turn conventional pie packaging on its head. We wanted to attract up-market mums and singles and signal that this was no ordinary pie.

We loved the Higgidy name and saw no reason to change it... though we wanted to avoid the obvious higgledy piggledy associations that might be associated with a pie.

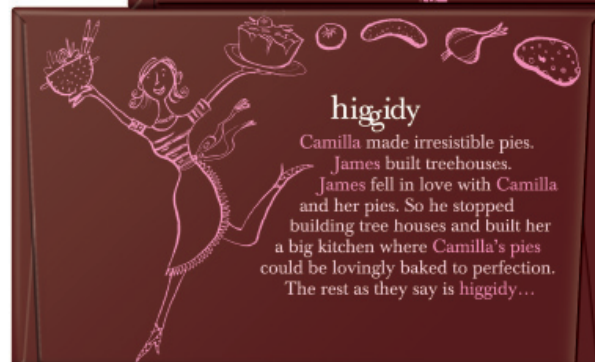
We dug deep into the values that drove Camilla and James and decided to focus on Camilla's passion for food... that saw her climb to Head of Food in Starbucks UK before she started Higgidy. Camilla's passion was the spark and inspiration for the business and once it started to take off her husband James, an architect stopped building tree houses and came on board full time.

Finally, when we asked Camilla what she saw as her personality traits she replied 'pink, passionate and posh'!

The pies are a work of art in themselves and we were keen that they be seen on shelf. To that end we worked with the carton supplier to develop a unique see-through section that allowed two sides of the pie to be visible and allowed us plenty of space to brand and tell the story.

Graphically we chose a strong brand colour for all variants using bright feminine highlight colours to provide variant differentiation. We used an ownable illustrative style to tell the story of the Higgidy brand which runs all round the box. The story paints Camilla as the inspiration of the brand. In addition, the inside of the box is printed with the highlight colour to aid variant differential and add to the premium feel.

Building a sustainable business was important for Camilla and James. Locally farmed produce, Freedom Food meats and recyclable packaging were a given.





'The Uncommon Pie'



Higgidy Stationery



Summary of Results

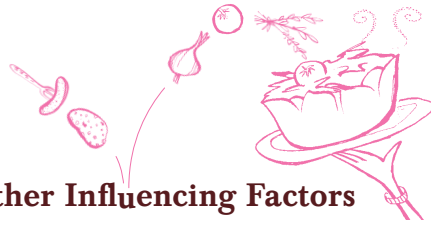
The **growth of the business** since the launch of the brand in February 2007 **has been breathtaking**. From employing eight piemakers in a small unit, the business moved into premises capable of supporting its 95 piemakers and administrators in 2008 and has, since October 2008, been constrained by its capacity... a decision to move was put on hold by worries about the credit crunch, but such is the pent up demand they are now (May 09) going ahead and **plan to double capacity in the next 12 months...** nearly all of which is already sold.

In that time, branded sales have grown **from zero in February 2007 to £5.2m by April 2009**. That number has been capacity constrained since October 2008.

The trade love Higgidy as its extremely high price point provides one of the the **highest cash delivery per square metre** in the category and has in the words of J Sainsbury's buyer '**put pies back into respectability**'. At £3.49 per pie, the Higgidy brand has been a key driver in shifting the price point for the pie category upwards with standard pies now over the £1 mark and Tesco Finest is now up to £2.19.

The brand supports a **similarly massive premium in quiches** with the 400g Higgidy quiche retailing successfully at £3.79 with M&S and Finest/Taste the Difference ranging between £2.00 and £3.00.





Other Influencing Factors

The growth in the brand has been delivered with **no advertising support... nil, zero, nothing!**

Design in the **pie category has been shaken up** with premium own-label and the **mainstream brands upping their game** significantly **in response**.

The intimacy of the design solution has carried over onto the web and **the site response has been outstanding**. Consumers engage with the story and feel compelled to write in with their own poems and stories... a selection of those poems, which reflect the **engagement with the brand** follows...

A Tarti-What

*"A tarti-what?" my husband scoffed,
as he poked said item suspiciously.
"It's new" I said "I got it from Booths,
made by someone called Higgidy".*

*"It's potato and bacon" I offered,
"Oh, and cheese,
wrapped up with some sauce in pastry
with thyme, if you please".*

*"Sounds scrummy" he said, forgetting himself
and tucked in, in the blink of an eye,
"Grand!" he exclaimed when he came up for air,
"That's what I call a right proper posh pie".*

By Claire M.

The Search for Snacks

*The search for snacks is such a chore,
The miles of aisles are such a bore,
A meal with flavour's what we need,
My wife and I have both agreed,
And now I've found the best one yet,
The Higgidy's perfect Tartiflette.*

By Nebula



Mark and Annie had a plan

*Mark and Annie had a plan,
To find a cheese and bacon flan,
One that would be good and tasty,
Without a lot of soggy pastry.*

*We searched around to no avail,
It seemed our quest was bound to fail,
But then one day in a Sainsbury's store,
In the chiller by the door,
We spotted some Higgidy Tartiflettes,
Could these, we thought, be the best bet yet?
They soon were baked and on the plate,
And my oh my they tasted great,
What a find in that superstore,
Guess what? We're going back for more !!!!*

By Mark and Annie K.

Hungry

*Hungry for 'home cooked'
Intrigued by the name,
Greedy for genuine
Good food again,
I grabbed lemon chicken,
Discovered a treat,
Yes, now I am munching the whole of the fleet!*

By Sue C.

Research Sources

James Footit, Managing Director, Higgidy Pies