

PUBLICATION: JME

Category: 1.2 Brand Identity under £100,000

Client: Jamie Oliver

Agency: Pearlfisher

June 2010



EXECUTIVE SUMMARY

You'd have to be a bit of a hermit not to have heard of Jamie Oliver. For over ten years, he has graced our TV screens as a favourite celebrity chef, and has become a growing presence on the high street too – both as the face of Sainsbury's, and by licensing the Jamie Oliver brand to numerous food and kitchenware producers.

As a result, the Jamie Oliver name and image has become rather well-used. Which is why, in 2009, Jamie decided to create a brand that wasn't just about him. Built on collaborations with a host of designers and suppliers from Britain and beyond, Jamie's new brand would hero product over personality, bringing together a diverse and extensive range of goods to be sold, not in the usual high street stores, but in protected environments – online; in Jamie's own two Recipease stores; and through Direct Selling Parties. By circumventing third party retailers in this way, Jamie could create an authentic environment in which to tell a more aspirational brand story, and help consumers follow his strategic step from the kitchen to the home.

Pearlfisher loves a brand that challenges the status quo, and immediately understood the unique requirements of Jamie's new lifestyle concept, Jme. Rather than design a typical consistently branded range, we created an

emotionally-driven brand architecture, and a flexible design approach. Our Jme logo acts as an endorser stamp that is subtly applied to an eclectic range of packaging styles. Each piece is individually designed to best reflect the product, rather than follow specific brand guidelines. The overall look and feel aptly reflects the diverse products curated by Jamie and his buyers.

This extraordinary approach to brand and packaging has been crucial to Jme's success. The majority of products are sold by self-employed consultants working part-time hosting parties in people's homes, and the packaging is the only marketing support the brand receives in that environment. Its varied and ever-evolving nature is vital in keeping customers' interest high from party to party.

In just 12 months, Jme's success has been phenomenal, with the brand beating its initial sales targets by 20%.

Source:
Jamie Oliver
Enterprises

And in those 52 weeks, over 45,000 parties have been held in the UK and Ireland. This is the brand's biggest achievement: providing part-time work for 3000 sales consultants during a recession, enabling them to work around family commitments and boost their income.

But probably the most exceptional aspect of all this success – and Pearlfisher's calculated design risk – is that this it has all been achieved without putting either Jamie Oliver's name or face anywhere on the brand or packaging! This new approach to lifestyle branding,

coined 'celebrity with integrity', is helping redefine the celebrity-endorsed lifestyle landscape.

PROJECT OVERVIEW

Description

Jme is a diverse range of homeware and food products, curated by Jamie Oliver and his buyers. Products are chosen for beauty, efficacy and craft, and individual makers and designers are credited where possible. The Jme stamp acts as a subtle endorsement, challenging the celebrity-led approach of so many lifestyle brands. The average price of a Jme product is £18.

Project brief

In 2009, Jamie Oliver Enterprises asked Pearlfisher to create brand strategy, brand identity, corporate identity, structural design, packaging design, tone of voice, naming and web copy for Jme, working across over 170 SKUs. The project had four clear objectives:

- Create an aspirational brand that communicates quality over celebrity to appeal to a more discerning consumer
- Create hardworking packaging that can sell a diverse range of products in new environments

- Achieve specific sales targets
- Avoid any cannibalisation of existing Jamie Oliver branded products

Market overview

The UK Direct Selling Party Plan market is notoriously difficult - not only due to consumers' traditional retail-orientated mentality, but also to a clear dominance from three long-standing industry leaders: Vie (formerly Virgin Vie - part of Richard Branson's Virgin Group), The Pampered Chef and The Body Shop. Homewares also sit way behind Personal Care and Jewellery as best selling Party Plan products. Launching from scratch into such a competitive environment during a period of recession was a demanding undertaking, and to achieve real success was a huge achievement.

Launch date

Jme was launched online in March 2009, and via the Jamie at Home direct selling company and in the two Recipease stores in May 2009.

Design solution

From the beginning, Pearlfisher's strategy was to create an aspirational brand for Jme that turned celebrity-led branding on its head. Working outside of the design restrictions imposed by third party retailers, we were able to define a brand architecture and segmentation that was driven by emotional rather than functional needs. Ranges named 'Comfort & Nurture' 'Make & Grow' 'Explore & Enliven' and 'Gather & Share' enabled us to bring eclectic products together, allowing consumers to dip in and out of Jme's collection without feeling they were buying into a rigid and artificial lifestyle. To strengthen this feeling, we created a diverse collection of packaging styles, all loosely united through shared values and a subtle logo stamp.

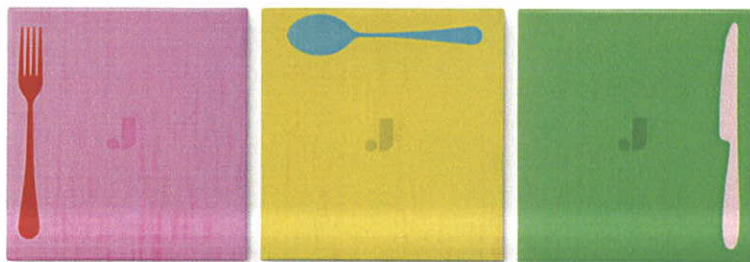
Word count: 239

Because product was championed above brand, it was vital to steer clear of typical celebrity imagery or name-checking. By avoiding this route, we successfully liberated Jamie Oliver from his mainstream mass market audience and enabled him to appeal to a more discerning and aspirational consumer base.

Crucially, Pearlfisher's packaging designs act as hardworking marketing tools in the direct selling environment. At parties held in customers' homes, these witty, intriguing and beautiful packages create interest, conversation and engagement. Because each product

looks different, every direct selling party has an element of the unexpected – and so never becomes boring.

From concept to segmentation to design expression, Pearlfisher's vision has fundamentally shaped the Jme brand, creating a progressive 'living' brand that is redefining the lifestyle sector.



SUMMARY OF RESULTS

Sales success

From March 2009 to March 2010, Jme has beaten its initial targets by 20%. The vast majority of products are sold via direct selling, but sales in Recipease stores are also strong.

Sales to March 2011 are on track to reach an annual brand growth of 166%. By 2012, target sales will have increased by 244% over two years.

Achieving these targets will make Jamie at Home the largest Party Plan Direct Selling business in the UK and will establish Homewares as a leading category within the Direct Selling arena.

It's worth noting here that while the average price for Party Plan products is £12, Jme products average at £18. Put simply, these are quality products that are thoughtfully bought, not purchased on a whim.

Source:
Jamie Oliver
Enterprises

Employment opportunities

The creation of the Jme brand has provided part-time employment for 3000 sales consultants across the UK

and Ireland. In the 12 months to March 2010, over 48,000 parties were held providing an average income boost of £4000 for each consultant. The desirability of the design has been crucial in recruitment, as consultants need to be passionate about the products they sell.

"I love seeing how much the host and her friends enjoy the parties and the products! Of course the extra income has been a great help too."

Viv Purdie, direct selling consultant

Increased distribution

At launch, Jme was only available online and in two retail outlets - Recipease stores in London and Brighton. However, the direct sales route has enabled the brand to spread rapidly around the country and is now available to customers across the UK and Ireland. Indeed, over 382,000 customers have purchased Jme products via direct selling.

Boosting the broader business

Thanks to the Jme brand, it is expected that within three years, the Jamie at Home direct selling company will be the No 1 Party Plan company in the UK and Ireland with 6000 sales consultants. It is also scheduled to launch internationally during 2012. In addition, the strong sales of Jme branded goods within Recipease

stores is one of the main drivers allowing the Recipease concept to be franchised out during 2011.

Overseas expansion

Thanks to the brand's rapid success, Jme's food products will be launched in the USA and Canada in 2011 in more than 250 Williams Sonoma stores. It is expected that a non-food contract will follow.

Return on investment

The initial design spend on the Jme brand was paid back within the first six months of launch.

A halo effect

As a brand loosely linked to Jamie Oliver, yet sold through different channels, Jme has had a halo effect on the Jamie Oliver brand overall. Jamie Oliver licensed goods have showed a 4% increase in sales in the year since the launch of Jme, demonstrating that no cannibalisation has occurred.

Source:
Jamie Oliver
Enterprises

Championing design

Promoting product design is a crucial element of the Jme brand, which deliberately seeks out artisan suppliers from around the world to create its range of 380 products. A growing and global community of designers, artisans, co-operatives, designer-makers and manufacturers has benefitted from collaboration with the brand. By highlighting them through interviews and videos on the website, and namechecking them on packaging, Jme is helping promote and boost the design industry internationally.

Design awards

In the past year, Jme's brand design has been selected by Cannes Lions and D&AD juries, proving that commercially effective design can also be creatively groundbreaking.

RESEARCH RESOURCES

Research

Jamie Oliver Enterprises

Other influencing factors

Jme is unsupported outside of its brand identity and packaging. Its sales success of course relies on Jamie's reputation, yet the brand and packaging have been specifically created to rise above these celebrity associations and concentrate on each individual product's merits and craftsmanship. The vast majority of products are marketed in their packaging – either on-shelf in Recipease stores, or at direct selling parties by self-employed consultants.