



Project Title:

Category:

Sub Category:

Client Company:

Design Consultancy:

Current Date:

Celebrated Drinks Range

Packaging

Branded Drink

Hartridges Limited

The Paul Martin Design Company Limited

3 June 2010

Executive summary

For many years the core output of Hartridges was on-trade mixers and fruit juices, steadily growing both sales and area coverage and developing Hartridges into the number 3 player in the UK, after Britvic and Schweppes.

As part of their growth strategy, the owners sought expansion into the retail sector. Drawing on over 100 years of experience and heritage, the concept of the Celebrated Range was born.

The Paul Martin Design Company's response to the brief created a classic design for the range, positioning the products as reassuringly familiar, despite being new to the sector. The design offers personality and shelf presence; it is nostalgic without being stuffy.

Launched in 330ml bottles in September 2009, with no above-the-line support, within 6 weeks the product had been listed by Morrisons and J D Wetherspoon, and had gained overseas markets in Ireland, Germany, Portugal and Spain – a breakthrough for the Company that had previously only had sales within the UK on-trade.

In response to consumer pressure for a 'family sized' bottle, in August 2010 Hartridges will be launching a 750ml extension, to be listed in Waitrose.

New listings coupled with increasing growth in sales, in the face of overall declining economic confidence, have already repaid the initial investment in the product.

207 words

Outline of project brief

Hartridges was founded in 1882 by Francis Hartridge and continues to flourish today under the ownership of the fourth generation of the Hartridge family. Although the products have evolved since the days of Francis Hartridge, the company upholds its strong beliefs in commitment to the customer, innovation and pride in the products that carry the family name.

The concept of Francis Hartridge's Celebrated Range of traditional carbonated soft drinks was in response to a market sector that they were uniquely equipped to enter as a 'challenger' brand, and offered an opportunity to expand their products into the retail market.

Targeting adult consumers who are looking for a more robust, flavoursome alternative to existing carbonated soft drinks, key objectives of the launch were to:

- Broaden the Hartridges' offer
- Raise awareness of the company with retail customers
- Gain listings with multiples
- Achieve target sales of £175,000 in the first year
- Achieve volume sales of 250,000 units in the first 12 months
- Challenge established competitors and 'own brand'
- Increase on-trade sales

The proposition for the design was that it should:

- Be 'authentic'
- Communicate the 'wholesomeness' of the products
- Reflect the heritage of the company
- Recall 'halcyon days of endless summer'.

Description

Using spring water and no artificial colours, flavours or preservatives, Francis Hartridge's Celebrated Range of traditional carbonated soft drinks are brewed to traditional family recipes first used by Hartridges in the 19th century.

The range originally comprised Root Beer, Ginger Beer and Cloudy Lemonade.

A Dandelion & Burdock flavour variant was later added as a line extension.

Overview of market

Accounting for 43% of the soft drinks market*, with sales in 2009 of £7,470m*, the carbonates market is highly competitive. However, for a number of years there has been a growing awareness of health issues connected with the use of preservatives and additives in our food and drinks.

The trend has been towards the healthy, wholesome and traditional as demonstrated by the growth of 'good for you' alternatives such as smoothies and fruit juices on the one hand, and a resurgence of 'healthy' or energising, additive free carbonated drinks on the other.

Carbonates have a large, youthful constituency and the core consumers care least about the health issues that have latterly enveloped the market. Despite this, 'healthier' soft drinks have recorded far faster growth and NPD and marketing is trying hard to reposition fizzy drinks as 'natural' and 'healthy'. This is helping carbonates to shed some of their acquired reputation as being 'bad for you'. Nevertheless, the consumer base amongst adults and children has shrunk in the last few years. (Mintel 2009)

The challenge then was to produce a product that could successfully compete to capture adult consumer share in a shrinking market.

*Source: Zenith International

Project launch date

Hartridge's 'Celebrated' Range was introduced in the UK in September 2009.

Size of design budget

£8,500 – £10,000

Outline of design solution

Inspired by classic soft drink styles and drawing on the strong traditions of the Hartridge family, the design reflects the integrity and honesty of the proposition – down to the inclusion of the only surviving photograph of Francis Hartridge who founded the company in 1882!

The neck labels feature the Hartridge family crest (which was first documented in 1363) with its Latin inscription that loosely translates as 'it is proper to work'.

The front labels utilise the black and white photograph of Francis Hartridge, framed by a colour coded ellipse that also features the product descriptor. The lettering used throughout reinforces the traditions of the product.



Rear labels include an endorsement by, and signature of, today's owner/director Martin Hartridge, together with product information, ingredients and nutrition figures.

The soft colour palette used for the labels, highlighted by strong colour coding, complements the brown glass of the traditionally shaped bottles and together they reflect the heritage of the range.

157 words

Summary of results

Achievement of primary aims?

- On course to achieve sales of £300,000** in the first 12 months, nearly double the target figure
- On course to achieve volume sales of 960,000** units in the first 12 months, nearly 4 times over target
- Have gained new listings with Morrisons and Waitrose
- Have gained markets in Ireland, Germany, Portugal and Spain, being sold via wholesalers into local supermarkets, which constitute a greater portion of the retail landscape than in UK where the big 5 dominate
- Increased on-trade sales – new listing by J D Wetherspoon
- Broaden Hartridges' offer – now firmly established in the retail environment
- Raise awareness of the company with retail customers – the launch of the 750ml bottle is in direct response to the pressure from consumers for a 'family' bottle
- Successfully challenges established competitors and 'own brand' (see sales figures above)

** Client's own figures

Research sources

Client's own figures apply

Other influencing factors

Hartridges is a family owned and run company. Historically they have maintained a steady presence in the on-trade market with little or no product support.

Maintaining this practice, the Celebrated Range was launched with no above-the-line support. For the on-trade, a simple 4pp, A5 Sales Presenter (also designed by The Paul Martin Design Company) was produced.