



Guinness®

Draught In
Can Redesign

4.2 Packaging: Branded – Drink
Diageo

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Executive summary

When it comes to Guinness, it is generally the drinker's choice to have a pint in the pub, where the brand accounts for 7.9% of all draught beer sales¹.

Despite the Guinness Draught In Can (GDIC) product being a faithful replica of the pub pint in blind tastings, the perception that it is somehow inferior to the experience in the pub has contributed to the brand taking less than 3% share of beer sales in supermarkets in September 2009².

As consumers shift their drinking occasions into home, Guinness commissioned a new design to help encourage consumers to purchase their packaged product.

New can and multipack designs were introduced to the crowded shelves of the major supermarkets from September 2009. Introduced with a range of tailored activities including TV advertising and promotional mechanics, GDIC has since outperformed both the category and the majority of top beer brands, adding 200,000 new shoppers³ and growing sales volumes 25.1% in multiple grocers against beer category growth of 4.6%⁴. Likewise, sales value grew 20.3% in a +9.2% category⁴.

Clearly, promotional pricing will have played a big part in the sales uplift, but cannot explain the growth alone. Non-promoted sales also improved by 16%⁴. The new design has been particularly noticed and appreciated by pub-draught Guinness adorners⁵, leading them to add Guinness to their at-home repertoire.

This is in contrast with canned Guinness Original, where the design remained unchanged and non-promoted sales were flat⁴.

+16%

Unpromoted sales

200,000

New shoppers



Results

GDIC⁴

Base (un-promoted) sales	+16%
Promoted sales	+ 30%



The Brief

Acknowledging that the existing design was already popular and well recognised, we were asked to take the design 'from good to great'.

Guinness wanted an authentic new look that could command increased display and drive crave appeal at point of purchase in the major grocery retailers and attract brand adorers who happily drink Guinness in the pub, yet fail to buy it in the supermarket.

Description

Guinness Draught is the canned stout that uses an in-can widget to deliver a smooth and creamy pour that faithfully recreates the pint in the pub. It is sold alongside non-widget Guinness Original in singles and 4 packs in both 440ml and 530ml size cans. GDIC is also available in packs of 8, 10, 12 and 18. It is sold through all channels of the take-home trade with multiple grocers accounting for 62% of sales⁴.

Overview of the category^{3,4,6}

Take-home beer is a £2.9bn category that has been growing at the expense of the pub trade for over 40 years. Price-promotion is a central feature in beer because it has repeatedly demonstrated its power to attract consumers into store.

As a distinctive and quality brand, Guinness has premium price positioning against major beer brands.

However, the recessionary environment has accelerated the shift from pub sales to drinking at home and provided a challenge to Guinness, leading the company to combine eye-catching design with tailored activities increasing visibility to encourage cross-over trial by its pub loyalists.

Project launch date: September 2009



Outline of design solution

Can

Despite its explicit reference to the product, the black pint and creamy head, the existing can design was felt to be predictable and had lost its ability to engage interest.

Research had told us that consumers strongly associate the harp with Guinness⁷. We saw an opportunity to elevate this symbol to create something sophisticated and enigmatic.

Not only was the harp key to the identity of the new can, it also became a story-telling device, helping to make the pouring of Guinness Draught very simple. This was achieved by breaking the technique down into 3 steps which help ensure the product reaches the consumers' lips as the brewer intended.



TEMPERATURE
SERVE EXTRA COLD



TILT HOLD GLASS
AT 45 DEGREES



TIME POUR SLOWLY.
LET THE SURGE SETTLE. ENJOY

Finally, the lid of the can was changed from a small opening to a wider mouth to produce a smoother, quicker pour, resulting in a more uniform head as consumers occasionally complained that the product would receive too much agitation upon pouring, resulting in a loose, blobby head.

The result was a higher quality presentation aligning the can with consumer appreciation for the draught pint.

Packs

The style of the Guinness Draught packs, featuring the surge and settle, was being confused with the original, non-creamy Guinness Original, leading to consumer confusion and dissatisfaction.

The new design heavily features a heroic shot of the draught product significantly increasing propensity to purchase while reducing potential mis-purchasing of Guinness Original.



Old can



New can



Wider mouth pours
1/3 quicker



Old pack



New pack

Summary of Results

Improved brand perception

According to Millward Brown, the percentage of consumers who love Guinness, finding the Guinness Draught in a Can packaging attractive, increased from 60% to 72% since the launch in September 2009⁵.

We also improved propensity to purchase, as shown by asking the following question to consumers:

'If you were looking to buy Guinness from a supermarket, grocery store or shop, which of the following would you choose?'⁵

July 2009 (% of 281)



All respondents	23
Regular Guinness consumers	56
Occasional Guinness consumers	47

Nov–Jan 2010 (% of 578)



All respondents	46*
Regular Guinness consumers	84*
Occasional Guinness consumers	62*

*denotes significant difference

Increased sales^{3,4}

Since the new design was introduced, Moving Annual Total sales value for GDIC has risen 20.3% in multiple grocers against total beer value growth of 9.2%. Volumes have increased 25.1% for GDIC compared with 4.6% for the category.

This demonstrates that the reported increase in propensity to purchase has been converted into actual sales, and that therefore, the new packaging has played a key part into the growth of 16% of non-promoted sales versus last year.

In addition, the new packaging has played a major role, within the brand activities, to help gain the support of multiple retailers with allocation of highly sought after promotional slots and off-fixtures display.

Elimination of other influencing factors

In the highly competitive grocery environment, design of major brands rarely operates in isolation of other activity. With Guinness benefiting from an integrated campaign, it is clearly important to acknowledge any other contributing factors to the brand's success.

Throughout this paper, we have acknowledged the simultaneous use of a variety of tailored activities including promotional activity and TV advertising. It is impossible to isolate the effect of the new pack design in the base sales increase of 16% versus other mechanics like in store activities and displays, but it most certainly played a key role in this strong performance.

Another possibly important factor is, of course, advertising. However, as research clearly shows, although the Guinness brand received significant bursts of advertising investment across the year, it appears that the effect of each burst upon the perception of attractiveness of packaging was both modest and non-enduring.

Conversely, the uplifting sales following the redesign has endured well beyond the conclusion of the advertising burst.

To conclude, the new packaging design has been a key driver of GDIC's growth.



Research sources

- 1: CGA Reports, On's to 17th April 2010
- 2: Nielsen, Off Trade MAT to Sept 09
- 3: Nielsen, Homescan MAT to 21.02.09 vs 20.03.10
- 4: Nielsen, Off Trade, MAT to 20th March 2010
- 5: Millward Brown Brand Tracker omnibus June–July 09 and Nov 09–Jan 10
- 6: Alcovision, Q4 2009
- 7: Link Harp Research, Aug 2003

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