
DBA 2010 Design Effectiveness Awards

Project Title	The City Kitchen	Client Company	Kerry Foods
Category	Branded - Food	Design consultancy	Honey Creative
Sub Category	1.2 Design and implementation costs under £100,000	Current date	June 2010
		Entry	For Publication



“ This new brand is about changing the language of chilled prepared meals. It promises those things that most meals do not promise – real freshness, taste, unusual recipes, involvement. Because of this, it had to look different. And it does, picking up cues from other sectors to create, and deliver against, a believable promise.”

David Hamilton - Director of Innovation

2. Executive Summary

Chilled prepared meals have been in decline (-11% year on year) because of negative publicity about health, poor texture and taste delivery and, in some cases, relatively poor value for money in times of tight money. Very few new customers have come to the sector and regulars are buying less.

The City Kitchen sets out to eliminate the negatives associated within the sector by creating dishes that have a more hand-prepared, less processed feel. They are created with a chef's know-how to be interesting and modern, meeting the needs of today's more experimental, health-conscious and image-conscious consumer.

This positioning is driven home by a radical rethinking of the packaging. Out go the standard tray, the sleeve pack, the product shot. In comes a tray like a takeaway container, a simple paper strip with the product information that allows the product to sell itself and contemporary, pared down graphics.

Turnover has hit close to £19m in its first year, with 100% considered to be incremental. Since launch, the great majority of The City Kitchen sales have been category expanding, attracting new customers to ready meals, the balance being added to the repertoire of existing purchasers.

The City Kitchen is a brand developed and owned by Kerry Foods and distributed solely through Tesco Stores.



To find out more about Honey contact: Doug +44 207 354 4150
doug@honey-creative.co.uk, www.honey-creative.co.uk



3. Project overview

3.1 Outline of project brief

- To create a new brand, offering a range of healthy, contemporary meals that avoid the negative connotations of the sector and re-inject energy and growth.
- The recipes are more adventurous and appeal to a consumer that wants to experiment and is not attracted by standard chilled prepared meals.
- Launch range was:
 - Roast Madeira Chicken with Wild Rice
 - Chicken Carbonara with Oak Smoked Bacon
 - Chicken Chorizo & King Prawn Paella
 - Rotisserie Chicken Coq-an-vin
 - Tandoori Chicken Sizzler
 - Piri Piri Chicken with Spiced Pilau Rice

3.2 Key Objectives

- Regeneration of sector.
- Create a new dialogue, based on taste promise, interest, freshness and convenience.
- Ensure standout in a busy cabinet.

3.3 Overview of market

While we are by no means turning into a nation of foodies, there is a growing awareness of healthy eating. Chilled prepared meals have suffered in the face of this, accused of being high calorie, with high sugar and salt content.

Also the growth of the “stir fry market” in produce has affected sales of prepared meals as they are perceived as being quicker, fresher and healthier than ready meals. The market in 2009 dropped 11%. (AC Nielsen Homescan)

Although, it has stabilised since the first quarter of 2010, overall sector value growth is only around the 2-3% mark.

“If they’re not full of fat, then you usually find they’re packed full of salt or sugar – if it’s not one thing, it’s another.”

Male consumer - 28

Qualitative research, March 2009

The sector needs redefining in line with consumers’ attitude trends, towards something healthier, less heavy, more convenient and more contemporary.

3.4 Project launch date

June 09 – initial trial in 4 stores – full roll out September 09

3.5 Size of design budget

£35,000



3. Project overview - cont.

3.6 Outline of design solutions

It was critically important to avoid anything that might smack of big company design. The whole graphic presentation, therefore the logo, the product descriptor, the illustrations, have a hand-drawn feel. The logo is monochrome, quite small, subordinated to the product descriptor. Instead of the usual full colour product shot, there are sketches that evoke the feel of the dish rather than describe it. The product itself is kept highly visible, reversing the usual impression that the sight of the product is a disappointment compared to the mood shot. On one side of the strip is a statement of the ethos of The City Kitchen.

The food is contained in a more rigid tray. This signals greater portability, ease of stacking in the fridge and ease of use. (It can be eaten straight from the container). Anyone who has taken a standard convenience meal pack out of a microwave knows that ease of handling is not one of the normal attributes. You would not take a standard pack in your bag to work for fear of leaking. This more rigid pack, with its lid, is seen as ideal for a working lunch, opening a new usage area.

The communication is simple and honest and leads the customer to inspect the fully visible product itself, which reinforces the quality and hand-made proposition.



4-7. Summary of results

Summary of Results

- Sales from a standing start exceeded target over one year, hitting close to £19m, even though it was only rolled out in September last year. 100% is considered to be incremental.
- Since launch, more than two thirds of The City Kitchen sales have been category expanding, attracting new customers to ready meals. The balance is based on current users' purchases. In this case, the Kantar research shows that these purchases were incremental to normal purchases. The range therefore expanded the market with virtually no cannibalisation, at a time when the overall market was in decline.



8. Research Resources

Research

Reaction to physical pack

- Presentation of the ingredients is seen as a sign of quality, thought and care that respondents would associate with an independent company that is passionate about their food.
- The sturdy plastic and secure lid was seen as both high quality and practical, allowing for ease of transport, for example to work.
- The transparency of the pack was welcomed because it enabled full visibility of the product and reassured that there was nothing to hide and that they were not trying to mislead with unrealistic food photography, etc.

“You can really see what you’re getting with this. It shows they’re confident about their food and have got nothing to hide.”

Female consumer- 32

Reaction to Graphics

- Reaction to graphics
- Simple yet original and engaging label.
- Clear, easy to read, shows individuality and fun. Simplicity of white label contrasts well with the vibrant and colourful ingredients.
- The logo establishes The City Kitchen as a contemporary, urban brand.

“I like the fact that it doesn’t try too hard. It’s confident without going over the top and it doesn’t overpower the ingredients, which are the real selling point.”

Female consumer- 38

“The writing reminds me of delis and market stalls – small, independent and full of character.”

Female consumer- 42

Other influencing factors

Very little. 50p off at launch – no deep cut promos. Internet site is currently being set up, along with twitter/facebook and leaflets.

9. Entry form

Submitted by **Kerry Foods Ltd**

Signature

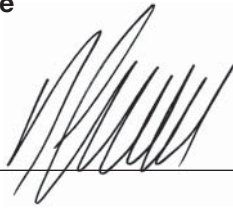


Name **David Hamilton**

Position **Director of Innovation**

Submitted by **Honey Creative**

Signature



Name **Doug James**

Position **Managing Director**