

the happy egg co.

4.0 Packaging

4.1 Branded -Food

Noble Foods Ltd.

Springetts Brand Design Consultants Ltd.

4th June 2010

For publication



springetts
brand design consultants ltd

Executive Summary

Noble Foods Ltd. , the UK's largest egg producer, came to Springetts with a brief to invent a brand with the following objectives:

- Launch and grow a brand in an unbranded category
- Achieve deep distribution
- Promotions (minimise volume sold on deal)
- Deliver premium profitability (long term plan to sell at higher prices)
- Deliver stand out presence at point of sale

Springetts developed a brand proposition based on Noble Foods' animal husbandry: happy hens lay the tastiest eggs. From this starting point the brand name was developed – the happy egg co. And the subsequent design was created to deliver a new attitude in eggs for consumers. A distinctive design that cut through and engaged with people emotionally.

The happy egg co. brand was launched in January 2009 and in its first year has achieved remarkable success:

- Brand value 44% ahead of target
- Distribution in all major multiples and convenience outlets
- Volume sold on deal progressively reduced: Year 3 target met in year 1
- High prompted brand awareness and consumer penetration with excellent conversion of awareness to purchase

The distinctive and engaging design is helping to make the happy egg co. brand a growing force in the egg category and new initiatives are set to make it an 'iconic' UK brand in the future.

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Project overview

Outline of project brief

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Specific objectives were:

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Description

Noble Foods Ltd. is the UK's largest egg producer, primarily supplying eggs to the retail trade to be sold as private label. They work with over 250 farmers to collect, grade and package over 60 million eggs every week for their customers.

As many of their eggs come from their own farms, the opportunity existed to create a branded platform based on their own production criteria.

Overview of market

Although the egg category has been in long term decline since the late 1980s, a decline in caged was being replaced by an increase in Free Range, as consumers sought products that respected animal welfare.

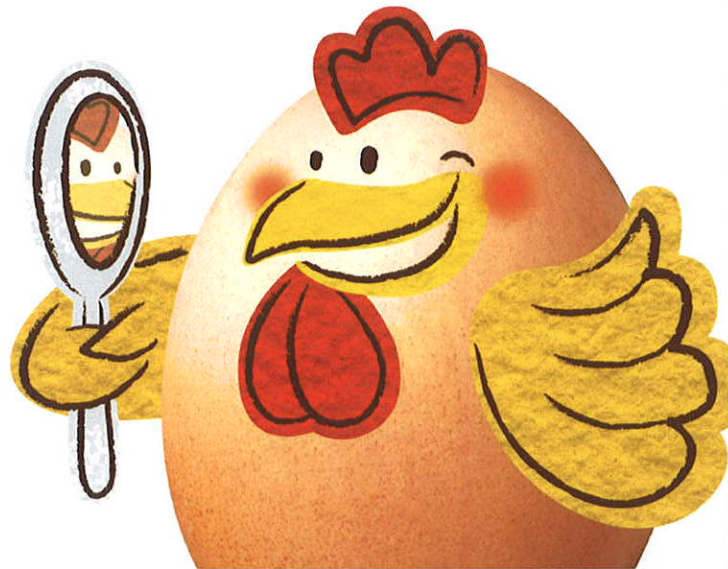
The market is predominantly private label, and, as such, the egg fixture is criticised by consumers as 'cluttered, confusing and low interest'. Other core commodity categories such as butter and milk showcase a number of brands that add real value...why not the humble egg?

Project launch date

January 2009

Size of design budget

£50,000



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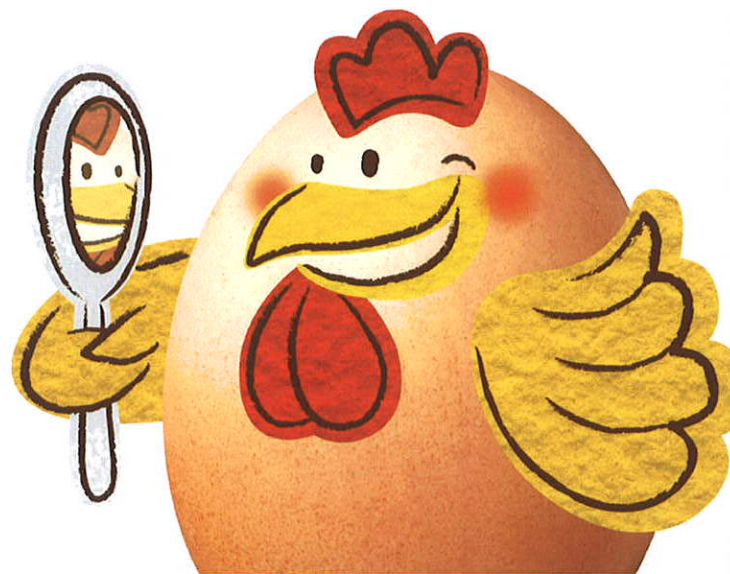
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Outline of design solution

Creating the brand

Following a full immersion into the Noble business, Springetts used their brand development methodology to determine a husbandry-based proposition complete with vision, values and tone of voice: “happy hens lay tasty eggs”. The happy egg co. is committed to producing great tasting eggs laid by the happiest free range hens. All their farms exceed the standards required for free range hens and their producer base comprises of specially selected British Free Range farms. This proposition resonated strongly with consumers, who said, “*if the hen is happy, everything will be OK with the egg*” (respondent ASE Research, Staines). From this starting point the brand name was developed – the happy egg co.

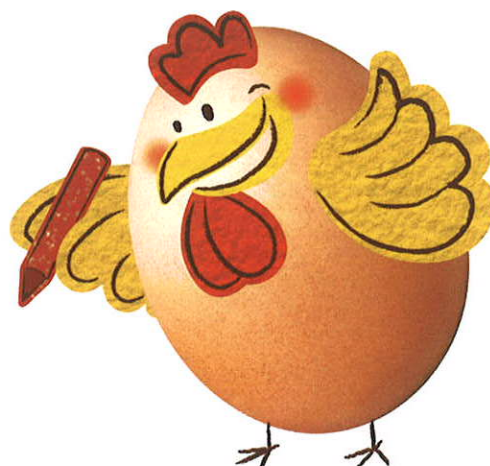
Creating the design

The design was based on the brand blueprint, which was supported by ‘five steps to happiness’ – the principles with which all Happy Egg farmers operate.

The design needed to deliver three things:

- Standout: visibility in a tired, dull retail environment achieved through the strong, bright colour and iconography
- Distinctiveness: a different architecture on pack, the style, hen character and tone of voice
- Emotional engagement: the ability of the pack to communicate the brand philosophy - that at the happy egg co. the girls come first

Brand guidelines were produced to ensure consistency of the brand story, look and feel in all marketing communications.



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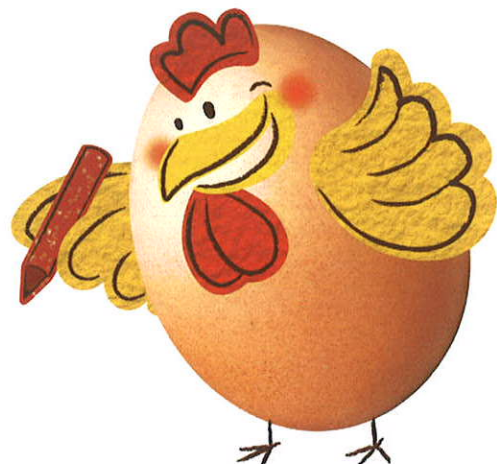
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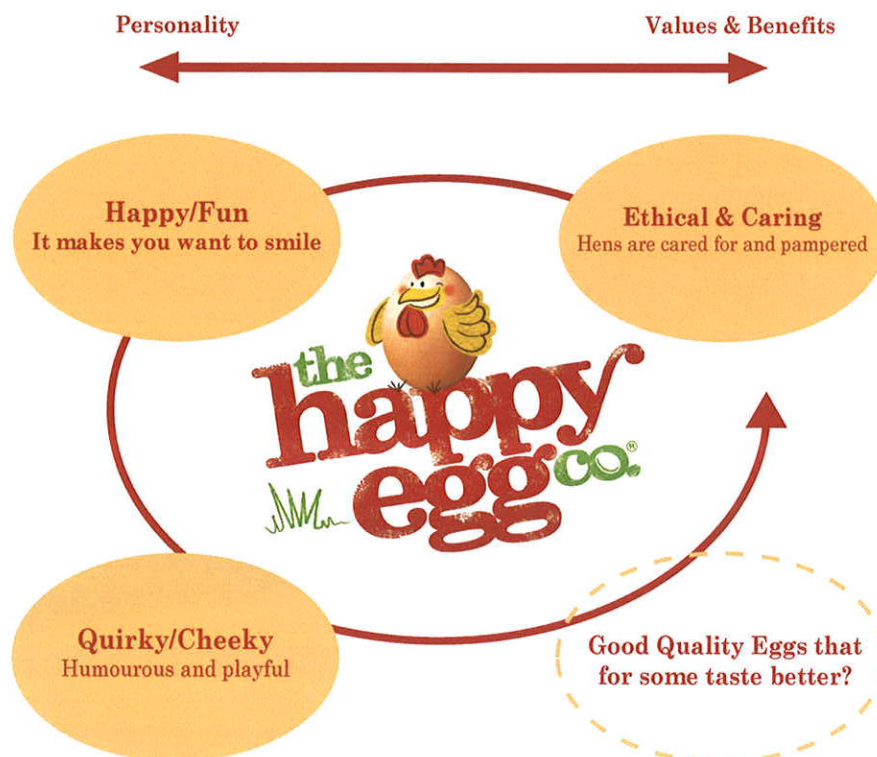
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- The driving force behind growth in the free range egg market
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(AC Nielsen, December 2009)

“Despite being in its infancy as a brand the happy egg co. has created an appealing personality and ‘oodles’ of brand warmth”

(Axis Consulting 2010)



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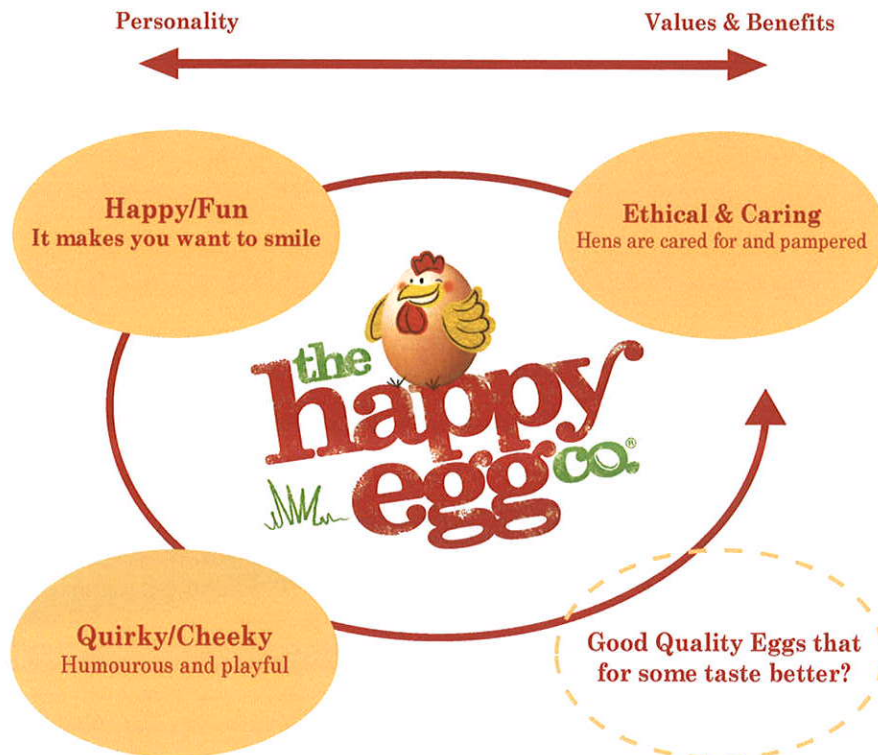
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Consumers are voicing their approval!

"Just a quick email to say "Thank You" for bringing Happy Eggs to our shopping shelves. I have not tasted eggs this good for years, the last time I tasted eggs this good is when I was a child and on my grans farm. I wish you and the company all the best for the future, oh and the chickens :o)"

*Kind Regards
Alison Leahy*

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Exceeding year 1 break even target.

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Research resources

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Millward Brown
ASE Research
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Other influencing factors

The happy egg co. success story is the result of a well executed and integrated marketing programme, so it is difficult to extrapolate the success of the pack design individually. We would, however, argue that the design (both physically and tonally) is central to all marketing communications and as a result is the essential ingredient to the brand's success.



Key success criteria indicating the huge contribution of the brand design are:

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- Sales building in periods between TV advertising bursts (May and September)
- The ubiquity of the brand design across all manifestations of the happy egg co.

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Core pack



Outer case



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