



choconchoc™

Creating a unique brand for a unique chocolate gift

Category

4.1 Packaging: Branded Food

Client

Choc on Choc

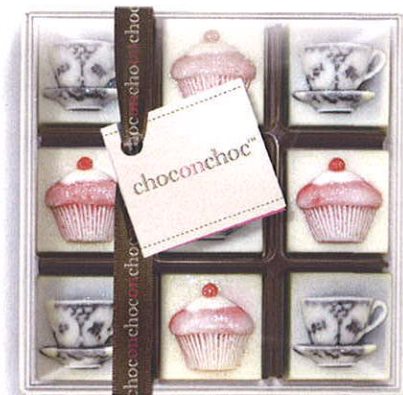
Design Consultancy

Brandopus

brandopus

“The impact of the redesign has been amazing. Last Christmas we couldn’t make enough chocolate for the demand! And this year we’re already 10% up on Christmas 2010 sales, and we’re only half way through the year!”

Flo Broughton, Chief Chocolate Lady, Choc on Choc



Executive Summary

Family run business, Chocolate on Chocolate, lovingly created a new approach to making hand crafted Belgian chocolate, involving layering techniques and unusual moulds, to shape chocolate works of art. The father and daughter team approached BrandOpus with the brief to establish a brand to reflect their unique approach to chocolate-making and enable them to grow their business and take their delicious chocolate to a wider market. The new packaging beautifully defines the brand's personality, showcasing its heritage and its unique new and patented way of fashioning high quality Belgian chocolate.



50%

increase in annual
online sales



600%

increase in christmas
order by Waitrose



109.3%

increase in
Christmas sales

After the new packs were introduced, annual online **sales jumped by 50 per cent**, to half a million pounds during 2009, requiring **30 tonnes of Belgian chocolate** – the equivalent of four double-decker buses. In 2009, **Christmas sales increased by 109.3 per cent** from the previous year and the company has already grown **13 per cent** in 2010.




1,550%

In the six months after the launch, the original
investment yielded a turnover of 1,550%



Executive Summary Cont.



300%

increase in John Lewis'
Christmas order year
on year



Choc on Choc have
recieved commissions
from Sting, Nicolas
Cage and a member
of the royal family

Drawing in the chocoholics

Following the rebrand the company has achieved additional listings in Harrods, Selfridges, and three additional distributors in the US and Canada. Although John Lewis already stocked the brand, post relaunch their Christmas order increased 300 per cent year on year, including three re-orders this year.

Tempting the stars

Choc on Choc have also since received an out of the blue visit from Sting who commissioned the team to create an exactminiature replica of his house in chocolate, to send as a Christmas gift to friends and family. After seeing the finished product, Nicolas Cage and a member of the royal family have both since commissioned chocolate recreations of their own homes.

Trademarked

The fresh, new brand identity for Choc on Choc, crafted by Brandopus, crucially is trademarked, which Chocolate on Chocolate was not.



The new identity is
trademarked when
previously the old
brand was not



Project Overview

Outline of project brief

Choc on Choc's old brand name (Chocolate on Chocolate) did not carry the premium, handmade quality nature of the stunning products, and with a massive 200 products across the range the brand had become confused.

The brief was to:

- Redesign Chocolate on Chocolate, visually defining the brand, exploring naming, personality and a brand story.
- Reduce the number of packaging formats used and elevate the quality handmade perception of the brand.
- Establish a platform for future new product development.

Description

Choc on Choc was the loving creation of inventor Kerr Dunlop, and his daughter Flo Broughton. Plucking inspiration from the art and design industries, the family created a fresh patented approach to making hand crafted Belgian chocolate, involving layering techniques and unusual moulds, to shape chocolate works of art.

From these small beginnings the brand had grown steadily, but wanted to step-change its growth, and recognised that in order to do this it needed to establish itself as a stronger brand and create visual stand out from competitors. Since the redesign the company has had to convert a new barn into a factory (which is over four times the size of the original factory!) to keep up with the increased demand.

Overview of the market

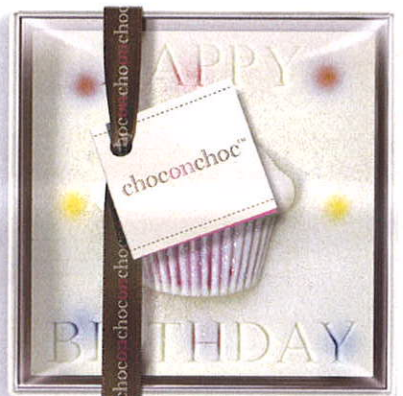
The total luxury chocolate market today generates millions worth of sales but had struggled during the recession, as people just weren't spending as much on gifts. Choc on Choc was already listed in John Lewis but was a relatively small player. The company's aim was to stand out in an already saturated category (with more than five key competitors in John Lewis alone), which is dominated by large players such as Hotel Chocolat and Kscholat. The new identity and packaging has enabled Choc on Choc to stand out and clarify its proposition as offering occasion specific chocolate gifts.

Project launch date

September 2009

Size of design budget

£22,500



Project Overview Cont.

Outline of design solution

The solution hints at the brand's unique manufacturing process and superbly reflects the handmade quality of the chocolates through an identity that visually echoes the idea of a classic hand stitched clothing label.

To clarify the product range, the number of packaging formats was reduced to five, with the capability to add an extra touch for occasions, such as Easter and Christmas via seasonal tags. This has allowed for a structured new product development strategy.

Each box includes a delicate hand tied chocolate-coloured satin ribbon, which highlights the handmade nature of the product and adds contrast against the subtle cream packaging. The inside of the tag attached to the ribbon is pink, and gives the consumer a space to write a message, if bought as a gift.

The hand tooled typeface Academy Engraved adds to the handcrafted personality of the brand and creates a graphic three-dimensional modelling to the type that reflects the fine shine of moulded chocolate.

The fresh, new brand identity for Choc on Choc, crafted by Brandopus, crucially is trademarked, which the old brand name (Chocolate on Chocolate) was not.



Summary Of Results

600%

Waitrose have increased their Christmas order by 600%



SELFRIDGES & CO

Harrods

Increase in sales

- The stunning new packs were introduced in September 2009 and have had a dramatic effect on sales.
- Since the redesign online sales have increased by 50 per cent.
- John Lewis' Christmas order increased 300% year on year, including three re-orders this year.
- Waitrose's Easter order sold out in just 4 weeks, leaving shelves bare 1 month before Easter Sunday. They have now increased their Christmas order by 600%.
- The company has also experienced wider distributions, with new listings in Harrods, Selfridges and three additional catalogue distributors in the US and Canada.

New listings in Harrods, Selfridges and additional catalogue distributors in the US and Canada



Summary Of Results Cont.



**10
DAYS**

Choc on Choc benefited from a return on investment within 10 days of the relaunch.



£0

There was no extra spend on marketing or advertising

Return on Investment

Choc on Choc benefited from a return on investment within 10 days of the relaunch.

Improvements in staff morale

The new design enabled the Choc on Choc staff to become more motivated and engage more closely with sales. To measure the growing volume of chocolate flowing through the company, the staff even created a 'choc-o-meter' to illustrate the quantities of chocolate produced by the company.

Increase in market distribution

Since the rebrand four major retailers have approached Choc on Choc. John Lewis has enjoyed a 97 per cent sell through rate for the Choc on Choc lines in store just this Easter.

Customer satisfaction

Don't take our word for it. Here's what one of the retailers said:

"We had an extremely strong Easter, where we could have sold 3 to 4 times more of your beautiful product than we bought"
- Waitrose

Research Resources

Quick Books

Other influencing factors

There was no extra spend on marketing or advertising, so the increase in sales and brand recognition was all down to the new packaging design.

