

**Category:**

3.2 Design

4.3 Food and drink

**Client:** Princes

Food and Drink

**Date:** January 2016

# **CROSSE & BLACKWELL ENJOY THE TASTE OF SUCCESS.**



## 01. INTRODUCTION

In the fallow years before its acquisition by Princes Foods in 2011, Crosse & Blackwell had become a tertiary brand, with no investment in its positioning or packaging, and no support above the line to nurture awareness and love.

Tayburn needed to rebrand and produce a campaign that would reposition and revitalise the brand. Not only did we aim to increase Crosse & Blackwell's share of canned soup sales off the shelves; we needed to grow the brand in a market that has been in steady decline in both volume and value for several years.<sup>1</sup>

We had to create a design solution and an integrated campaign that would overcome consumer perceptions of tinned food and lead them to buy Crosse and Blackwell's products. We would start with a re-brand and re-design the packaging, but we needed to go to other channels to convince people that Crosse & Blackwell's canned soup could still be filled with tasty, quality goodness. Ultimately, we needed to find a reason for consumers to love the brand again.

The solution was to go back to Crosse & Blackwell's British roots and focus on input. Crosse & Blackwell had always quietly supported British farmers and tried to source locally and seasonally where possible. Our design placed emphasis on the ingredients, the sourcing and the growing. We tapped into a broader trend for provenance, focusing our rebrand and campaign on the British farmers who grow fresh, wholesome ingredients.

Against an extremely challenging industry trend, we grew awareness but most importantly this awareness translated into above average consideration and sales growth that bucked this downward trend.

1. Since 2011. Source: Information Resources, Inc. (IRI) InfoScan 52 w/e (2014).

## 02. **AMBITION AND OBJECTIVES**

### **The brief**

Princes approached Tayburn to re-design and re-launch the Crosse & Blackwell brand, and in early 2013 they asked us to deliver a fully integrated campaign that would increase awareness of Crosse & Blackwell by 30% and help them buck a downward trend in the market.

### **Business objectives**

1. Increase sales by 5% in major supermarkets by February 2014.
2. Increase list price by 50%.

### **Communication objective**

Create a distinct position in the mind of the consumer by owning Britishness

### **Background**

In 2011 Princes Food and Drink Group acquired Crosse & Blackwell.

The Crosse & Blackwell brand traces its heritage back to 1706 and traded under various names for 100 years. It became Crosse & Blackwell after being purchased in 1830 by Edmund Crosse and Thomas Blackwell, entrepreneurs known at the time for their respective ingredient and culinary expertise.

By the 1950's Crosse & Blackwell had become a staple in most British households and a whole generation had grown up loving the taste and traditional recipes. But over the years the brand suffered from a lack of investment and brands like Heinz and Baxters benefited from extensive and consistent investment, to the further detriment of Crosse & Blackwell.

### **Budget**

#### **Packaging**

Initial concepts, design concepts for research, and development of chosen route: £30,000, excluding photography.

#### **Above the line campaign**

Creative and art direction: £40,500.

Production: £170,000

Media buying, including TV: £2m.

Figures refer to results in 2014 which were made available and evaluated in 2015.

### 03. STRATEGIC THINKING AND EFFECTIVE PLANNING

#### Market challenges and insights

Princes asked us to grow mass awareness with a fully integrated brand campaign. But regardless of how much fame we could drill up, we were concerned that this couldn't translate into sales in the current market environment. Canned soup was in decline, with home made and cartoned doing reasonably well. Even Heinz, with 37.5% market share and 66% value share of the total UK soup market, was struggling. The industry was especially struggling to appeal to audiences under 25. We needed a reason for younger audiences – as well as old – to be excited by our tinned soup in the same way that they were tending towards other formats.

#### Real people, real stories

We knew that this audience was becoming increasingly interested in authenticity and provenance. This meant supporting local industry and it provided a mental shortcut to better quality and taste. Our audience was also interested in brands that have stories, that aren't just faceless corporations but are made by real people who are passionate about their product.

That is where we tapped in to an advantage. Crosse & Blackwell had a rich farming background, but they just hadn't told anyone about it. We had our brand insight: if Baxters were about taste, and Heinz about comfort, Crosse & Blackwell would be about provenance.

#### Insight: British provenance, unearthed

We went back to the roots of the brand, unearthing a rich heritage spanning over 250 years. We discovered that the simple facts about Crosse and Blackwell's products tell a story about the brand that speaks to today's consumers – a true story about real farmers, traceable British produce, and heritage.

Crosse & Blackwell products before the rebrand.



### 03. **STRATEGIC THINKING AND EFFECTIVE PLANNING** (continued)

#### **Core values our design needed to reflect:**

##### **Provenance**

The Crosse & Blackwell brand had a great opportunity to join the zeitgeist and tell consumers about the British ingredients and British farmers, brewers and cheese-makers.

##### **Quality ingredients**

The ingredients are the real heroes of Crosse & Blackwell, from the Melton Mowbray Stilton to the Lincolnshire Maris Piper potatoes.

##### **Heritage**

When a brand is centuries old, we don't need to shout about it, but consumers should still know about it.

##### **People**

At the centre of the brand are the people. But we didn't just want to talk about farmers and consumers. We also wanted our design to make reference to the historic individuals behind the brand as well.

British farmers



British ingredients



## 04. ORIGINALITY, CREATIVITY, EXECUTION AND IMPLEMENTATION

We needed to tell the story of Crosse & Blackwell's provenance in a way that was quickly digestible and distinctive. Our design and campaign needed to reflect the richness of the brand's values, from fresh ingredients to fresh-faced farmers.

### Logo

We went back to the brand's roots with the new logo, capturing the moment when Edmund Crosse and Thomas Blackwell went into business.

While the simplicity of the previous logo was maintained, the addition of establishment year creates a sense of longevity. The detail of the spade and spoon emblem connects the brand with Mr Crosse on the Farm, growing the finest ingredients, and Mr Blackwell in the kitchen, creating delicious recipes.

### Packaging

With fresh British ingredients being our heroes, they needed to be upfront and clear on the cans. We decided to move the soup to the side and let fresh, raw vegetables, succulent prepared meats and artisan stilton catch the eye in crisp photography.

A wooden table top subtly speaks of tradition, craft and a country setting; it alludes to the heritage of the brand.

### Above the line

Of Crosse & Blackwell's 3 ranges - Core, Best of British and Premium - it was Best of British that caught people's and supermarkets' imagination.

So they decided to make that the flagship range, promote its virtues and let the benefits cascade across the other ranges by association.

This is when we created the above the line campaign, including: TV, radio, print, 6 sheets at supermarkets and digital content.



New Crosse & Blackwell logo

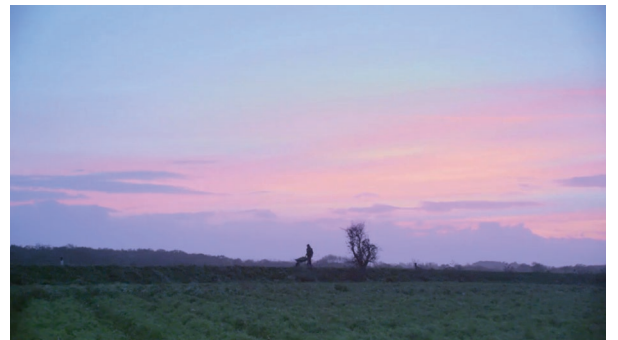
Crosse & Blackwell products after the packaging rebrand.



## 04. ORIGINALITY, CREATIVITY, EXECUTION AND IMPLEMENTATION (continued)

### TV and 6 sheets

The TV campaign went back to the same basics as the packaging, involving real farmers and iconic British landscapes and rural scenes. No actors were used – only five real farmers. And along with the farmers: mud, wheelbarrows, rain, and of course the ingredients.



Crosse & Blackwell TV advertising

## 04. ORIGINALITY, CREATIVITY, EXECUTION AND IMPLEMENTATION (continued)

### Print

In printed media ads, the farmers still feature in a characteristically British rural backdrop. The new can design holds the spotlight, accompanied by the fresh ingredients and serving suggestion.

### Digital content

The campaign was accompanied by sponsored content on telegraph.co.uk, to which a set of pay-per click banners drove traffic. Tayburn were responsible for designing and producing this sponsored content as well as the PPC banners.

Great. British.  
And here.

CROSSE & BLACKWELL  
ESTD 1819  
BEST OF BRITISH  
Roast Chicken & Vegetable Soup  
Made with British Roast Chicken, and a selection of vegetables from across Britain

Good Housekeeping Institute  
APPROVED 2014

CROSSE & BLACKWELL  
ESTD 1819  
www.crosseandblackwell.co.uk

Home grown goodness

M  
MORRISONS

Stock up, there's a cold snap expected.  
Find out more at [telegraph.co.uk/crosseandblackwell](http://telegraph.co.uk/crosseandblackwell)

Snow followed by a warm spell.  
Find out more at [telegraph.co.uk/crosseandblackwell](http://telegraph.co.uk/crosseandblackwell)

Snow overnight. Soup during the day.  
Find out more at [telegraph.co.uk/crosseandblackwell](http://telegraph.co.uk/crosseandblackwell)

CROSSE & BLACKWELL  
ESTD 1819

## 05. SCALE AND EVIDENCE OF RESULTS

### **Bucking the downward trend**

Crosse and Blackwell saw a phenomenal uplift in sales volumes.

Between October 2013 and February 2014 (UK soup season), the market declined by 12% partly due to the milder winter weather; Crosse & Blackwell grew sales by 6%.<sup>2</sup>

Year on year, the brand saw an increase in sales of 18% during Soup Season as a result of the TV campaign. Our new designs enabled Crosse & Blackwell to increase list price by 58%, surpassing expectations.

### **Increased unaided awareness**

Our campaign has driven an increase in national unaided brand awareness for Crosse & Blackwell from 12% to 16%. In Granada (ITV1 centred campaign) the unaided awareness has almost doubled, increasing from 16% to 29% (up 13 percentage points).



## 05. SCALE AND EVIDENCE OF RESULTS (continued)

### Increased brand consideration

Brand consideration has increased from 39% to 44% nationally. The uplift in Granada is significantly greater moving from 38% to 51%, a positive shift of 13 percentage points.

### Awareness of Crosse & Blackwell Advertising

Nationally 10% of the sample claim to have seen or heard Crosse & Blackwell advertising. Within Granada region this number doubles to 20%. This demonstrates the impact of the ITV1 campaign in Granada with 1 in 5 soup consumers seeing the Ad.

### TV advert recognition

Nationally, 26% respondents recognise the Crosse & Blackwell TV advert. The level of recognition in Granada is 16 percentage points higher at 42% of all soup shoppers in the region.

### Benchmarks

Crosse & Blackwell has performed strongly against benchmark Brand campaign examples. Increases in unaided awareness, total awareness and ad recognition compare well to longer and more heavyweight campaigns.

### Crosse & Blackwell TV ad impact

The Brand Advertising is working well in terms of standout, branding and appeal.

2. All Crosse & Blackwell data from YouGov

### Research resources

- Information Resources, Inc. (IRI) InfoScan 52 w/e (2014).
- YouGov, Crosse & Blackwell.

**18%**

**INCREASE IN SALES  
DURING UK SOUP SEASON**

**44%**

**NATIONAL BRAND  
CONSIDERATION**

**51%**

**NATIONAL BRAND  
CONSIDERATION WITHIN  
GRANADA REGION**

**+13%**

**BRAND AWARENESS  
INCREASE**