



---

“Honey start at the same point as others, ending with original ideas which exceed expectation”

**Sarah Paskell** - Brand and Packaging Manager, Harrods

---

## Winner DBA Design Effectiveness Award 2008 Harrods - Herbal Teas

Strategy, NPD, Brand Positioning and Packaging

---

Harrods herbal tea redesign demonstrates the power of design effectiveness, delivering exceptional commercial impact and positive effect on people. It is also exciting and inspiring to see London's world famous brand invigorate and exploit the relatively untapped value inherent in their brand equity.

Research indicated significant unfulfilled demand for premium-badged goods.

Harrods management believed that offering a wider, more contemporary range of luxury groceries could stimulate the market.

A category-killing Tea range was seen as a major building block.

### **Brief**

- Create for Knightsbridge store an eclectic packaging range of 3 herbal teas
- Look and feel to attract premium food lovers, additional to tourists
- Create real stand-out
- Inspire multiple purchase
- Bring to life core values, Britishness, innovation and luxury

### **Commercial Impact**

- Like-for-like sales up by 162% period; Sept – March 2007/08 (following re-brand) vs same period 06/07
- UK volume increases of 135%
- Against a decline in footfall of -2% on last year – Harrods visitor count (correlated by camera) – sales decline in UK tea (-25% 1999-2007 Mintel)
- Increase in export sales, all sales are new
- New distribution/sales channels:
  - International: David Jones Australia, Mitsukoshi Japan – premium departments stores
  - UK: most profitable range in Harrods 102, premium convenience food outlet opposite main Harrods store
- Budget saving of 15.5% using purchasing economies
- Reduction of 11% in packaging printing costs, 7 to 4 colours
- Saving reinvested to create individual tea sachet graphics, in-store from September 2008

### **Human effects:**

- New confidence, high moral leading to staff retention and recruitment (Harrods HR)
- New and strengthened vendor partnership relationship
- Vendors now approaching Harrods with NPD ideas