
Spicentice

Strategy, branding and packaging



“We believed the rebranding & packaging would have a positive effect but to gain 38% (in 7 months) uplift in sales is outstanding. It’s all down to Honey’s brilliant roadmap and design work!”

Ketan Varu, Founder, Spicentice

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Consumer Issue

How to differentiate a family run range from industrial ranges of meal kits that most supermarkets carry.

Insight

Everyone does the food shot and fake ethic. They all start to merge into one another. This is about authenticity and the personal touch. The luggage label says it. A shopping list on the back and an easy to follow recipe complete the customer journey, drawing them in and assuring them that they can make it.

The Results

1st Year:

- Design effectiveness has increased sales by 38% in first six months; an increase of 158% is forecasted for 2009/10
- Customer accounts up by 10.4%, with 107 new retailers signing up including: Asda and Harrods.

- Redesigned architecture and new, clean design, highlighted opportunities for New Product Development leading to a 16% increase in SKUs

- New ownable structural design has saved:
 - 25% in material costs
 - 50% in shelf-ready/transit packaging materials
 - 79 man-working days per year (on assembly)
- Honey and Spicentice have won a DBA Design Effectiveness Award for outstanding ROI and have been voted as finalists for The UK Packaging Awards 2009 in the 'Best Packaging of a Brand'.

2nd Year:

- From the success of the spice kits delivery, an NPD of Chutney's has been developed
- Two trade stands have been produced
- A full web strategy and e-commerce site

