



The friendliest thing in your fridge

Innocent
Structural packaging creation

How do you get cut through in the largely commoditised 100% juice market? Our mission was to increase in-store standout and simply be more fun and ergonomic to pull out of the fridge each day: something for the whole family to enjoy using.

Our 8 month journey involved packaging format research across a wide range of options, resulting in a new style PET bottle, which was found to be the most pleasing, intuitively recyclable and reusable structure.

It's the brand's biggest launch and success to date. Innocent's love of the new iconic bottle image ensured it became the focus of their juice advertising campaign. It was even given a first birthday cake and had a celebratory poem written about it too!

What we did:

Packaging structural design

Research guidance and stimulus

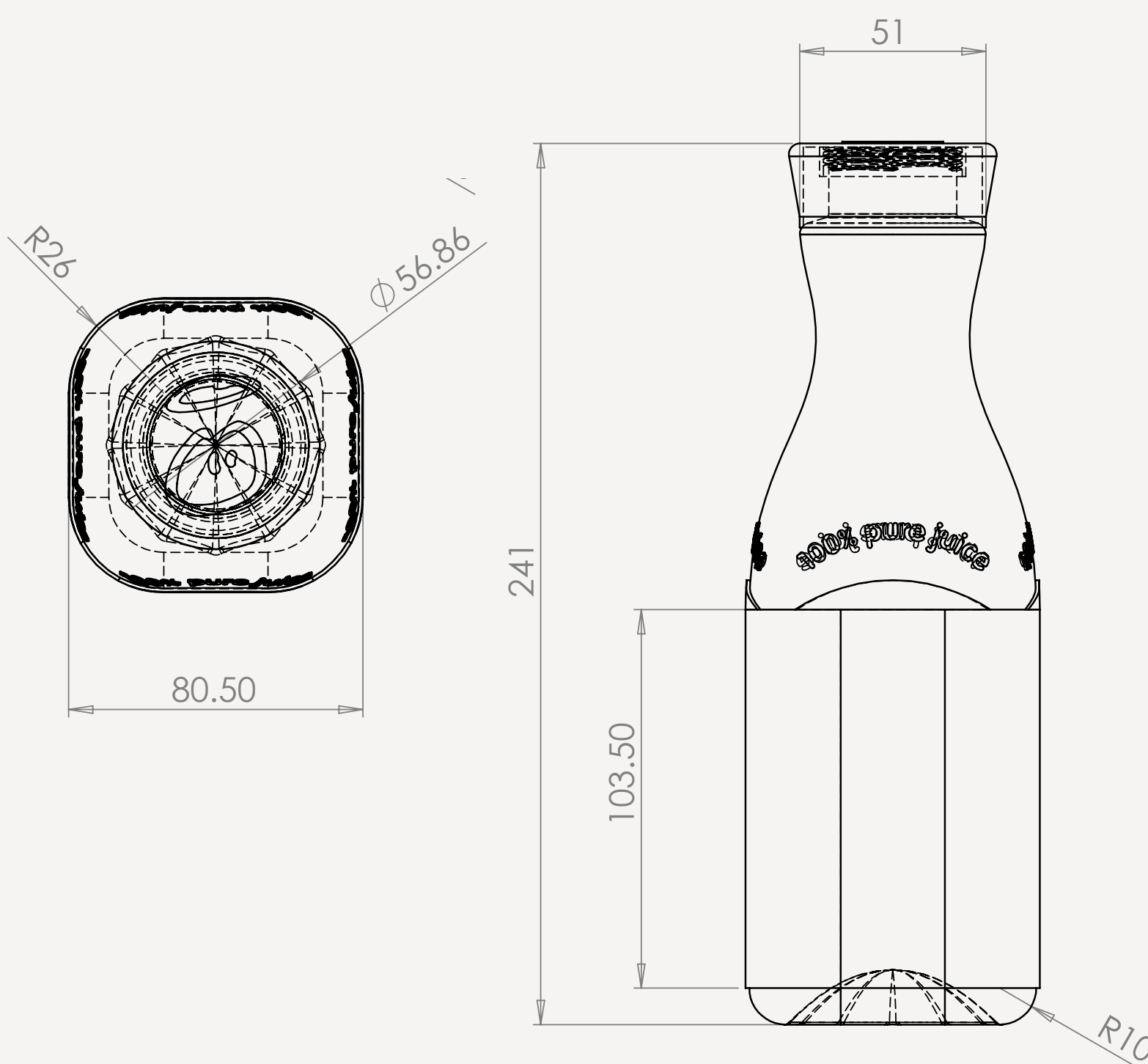


Awards

Marketing Design Awards
Finalist 2012

Grocer Marketing Awards
Best packaging campaign
2011 finalist

550% sales increase in just 12 months



Business Results

The repackage helped achieve a 550 % sales increase in just 12 months. Sales year 1 £25M, +50% vs. forecast

The packaging redesign has now helped add more than 50% incremental growth to the category as a whole. It also led to an International launch for Innocent juice in a credible head-to-head with Tropicana and Copella.

Source: innocent.