



Bread flour

A good dusting off

Allinson flour
Redesign 2014

Baking is one of Britain's favourite pastimes-even considered a sexy activity, rather than a drudge.

Yet, ironically, the flour category is in broad decline. This case study shows that by digging into consumer insights and launching a daring new packaging design that you can attract new consumers and drive desire.

- What we did:
- Brand repositioning
- Brand and pack architecture
- Packaging design
- On-pack copywriting
- Photography and art direction
- Brand Guidelines

Awards:

FMCG and Grand Prix Winner 2014
Marketing Design Award

Finalist 2013
Design Week Awards

Silver Pentaward 2013



Photography with
Howard Shooter



Results:

These bold geometric patterns have successfully attracted a new generation of consumers, with 55% of purchases now being made by younger 'eager' bakers.

Sales increase:
Allinson's volume sales have increased 6.1% year on year vs. previous year (2013-14).

Volume increase:
In the period since the rebrand there has been a 4.1% increase in volume vs. the same period last year.

Value increase:
Allinson is now worth about £10.5 million in value, outperforming the market considerably and growing ahead of the total flour market (Up 2.1% over the year compared to 1.1% for the market).

Growth increase:
The brand has grown 10% in value since last year.

Share increase:
In the last year, Allinson's share of the bread flour market has risen from 34% to 36%. this is led by the bread flour packs which are now 35.5% of the Bread flour market and growing ahead of total bread flour.

Source: Allinson flour



Culinary flour

