



LIBERATING SWEETNESS WITH CLARKS

Food Producers | CLARKS | Springetts Brand Design Consultants Ltd.
30th June 2017 | FOR PUBLICATION

PROJECT OVERVIEW

THE CHALLENGE

Sugar is seen as the devil and any products containing sugar find themselves chased from the shelves by the sugar lobbyists.

Back in 2009 Bob Clark from Newport, Wales, had arrived back from a trip to Canada to discover the newly acquired taste he had for maple syrup was slightly soured by the price on the supermarket shelves.

THE SITUATION

Public Health England has published new guidelines and have asked the food industry to cut sugar by 20% in 2020 and at least by 5% this year.

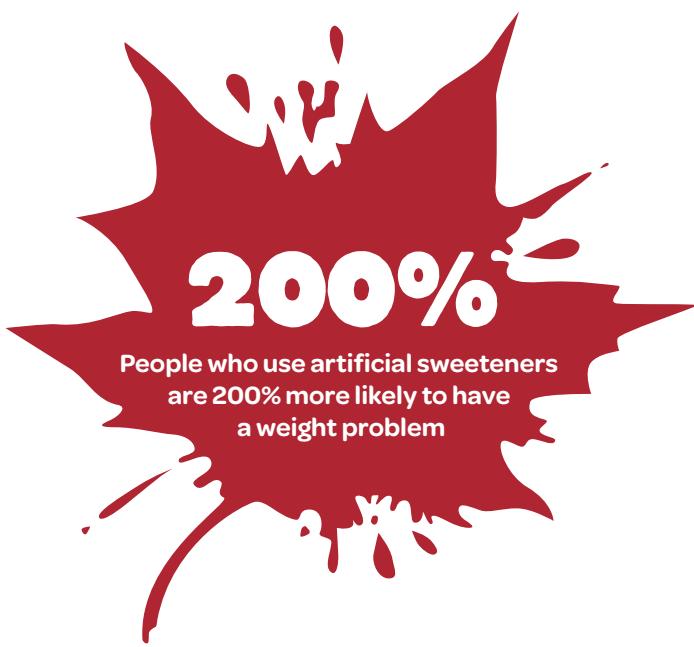
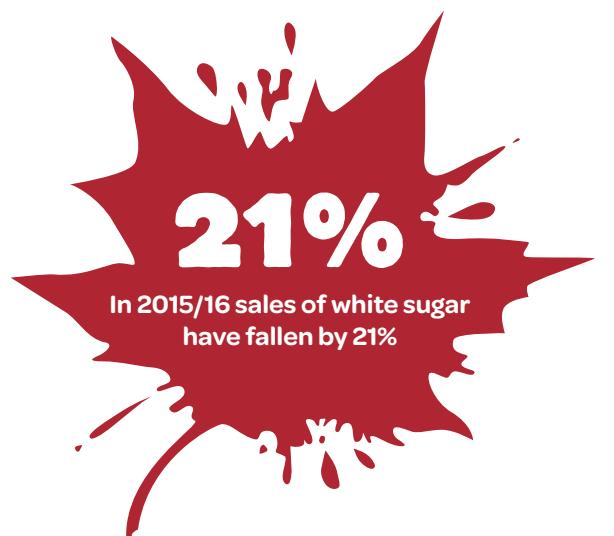
It has been announced that children are consuming as much as three times more sugar every day than they should, which could lead to weight gain, obesity and type 2 diabetes.

To help the food industry cut sugar from their products, Clarks have developed a sugar replacement syrup made with natural sweeteners. Clarks sugar replacement contains 29g of sugar per 100g and is made with naturally occurring sugars from Carob, Chicory and Dates.

Clarks have created a product that could replace refined sugar syrup in foods like flapjacks and cereal bars. By using this natural sweetener, a food manufacturer could replace sugar syrup and reduce sugar by over 50%.

LAUNCH DATE: February 2016

WORD COUNT 198



DESIGN SOLUTION

BRAND STRATEGY

As part of the brand strategy workshop we discovered a key insight - people wanted to reduce their sugar intake but did not want to feel guilty when having something sweet. More importantly they wanted to cut back on sugar and not on taste. The challenge was to get the balance right between being seen as the people's champion on sweetness and not become an 'anti' sweetness protester.

'SUGAR IS THE DEVIL'

Our strategy started with looking at the current market situation of 'sugar is the devil'. We discovered it was not sugar that was the devil but hidden sugar. No-one was beating on Cadbury or Silver Spoon's door in the sugar debate. But brands in the fruit smoothie and granola aisles were being chased off the shelves. Why? Because when we decide we want something sweet it's our decision. When brands on the shelf wear the clothes of healthy and we discover they are anything but, we feel cheated. Our brand mission needed to elevate Clarks beyond the world of maple syrup where they had started and into the world of natural sweetness.

"LIBERATING SWEETNESS"

'LIBERATING SWEETNESS'

We created 'Liberating Sweetness' as a self appointed mission for Bob and his team. It connected the story right back to the first Carob blended syrup and gave the brand future scope to develop new products in the future. It carried a very simple and very important promise - Clarks would champion sweetening and make it inclusive for everyone.



DESIGN SOLUTION

RANGE ARCHITECTURE

To ensure Clarks delivered on the promise of 'Liberating Sweetness' our first task was to look at the range architecture and colours. We used the cap colours to define health and

indulgence. We then simplified the product colours to make it easier for people to see the different products in the range. The next step was readability.

PREVIOUS RANGE COLOURS



MAPLE SYRUP



HONEY



NATURAL SWEETENER



DESSERT SAUCES

NEW RANGE COLOUR SYSTEM



MAPLE SYRUP



HONEY



NATURAL SWEETENER



DESSERT SAUCE

DESIGN SOLUTION

LEGIBILITY & HIERARCHY

The previous Clarks design hierarchy had been created to 'fit in' and did not flow or read well making distinction at point of sale extremely difficult.

We created a clear tiering system for the range which created more space and gave legibility to the products, creating a better reading flow to each pack.

Increased recognition on shelf and has been a key influence on the growth of natural sweeteners since relaunch.

PREVIOUS HIERARCHY



DESIGN SOLUTION

DESIGN

A key factor in Clarks success is accessibility. From the squeezy bottle to the simple bold graphics the brand has demystified the syrups and sweetener categories.

The vibrant colour adds taste and gives a small product distinction and visibility on shelf.

The iconography is an ownable part of Clarks identity and builds on their core of maple syrup. The 'splashyness' again adds an everyday feel to the range and the foil elevates the premium ingredients of the range.

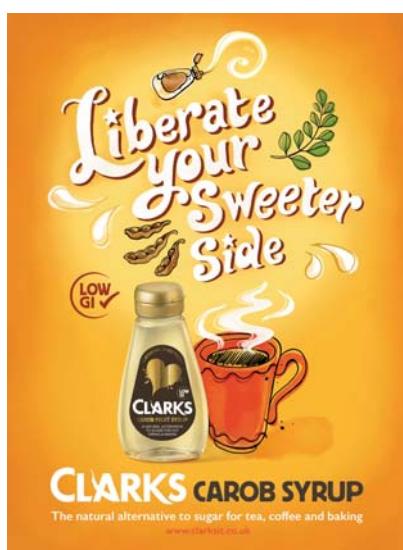
WORD COUNT 462



OTHER INFLUENCING FACTORS

PR / COMMS

No above the line advertising support. New website launched with supported social and PR campaigns including Wild West's #sweetometer. Trade magazine adverts we created for Clarks.



SOURCES

All data supplied by Clarks.
Including Nielsen : Grocery Multiples performance data