

Bill's Organic Breads

BILL'S CERTIFIED ORGANIC HEALTH BAKERY

2015



Background

Bread was an extremely hot topic in 2015 and considered the root of many health problems. In general bread tends to have a pretty bad reputation in this ever-increasing health conscious market because grains are not easy for the body to digest. This trend, obviously having had a significant impact on consumer perception, had caused shifts in the bread market with what brands were calling out on-shelf.

The Bill's brand had had the same packaging for 10 years and was losing traction in this hugely competitive space. Even though the product was more than healthy.

In order to both retain current shoppers and expand their consumer base, they needed to refresh the brand to meet the current market trends and position themselves as the obvious number 1 choice for the health conscious consumer.

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What We Did

- BRAND IDENTITY
- PACKAGING DESIGN
- RESEARCH
- POINT OF SALE
- COPYWRITING
- GRAPHIC DESIGN
- SIGNAGE
- BROCHURES
- STYLE GUIDE
- MARKET STALLS
- WEBSITE

The Results

25% UP IN SALES FIRST 2 WEEKS	MOVED TO #1 IN SHELF HIERARCHY	GOLD BEST ORGANIC FOOD AWARD
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Approached by both
Coles & Woolworths
to develop new product lines

Sent Competitors
into a discount frenzy!



Before

After

- NO Added Yeast
- NO Dairy Products
- NO Chemical Herbicides
- NO Chemical Pesticides
- NO Artificial Preservatives
- NO Artificial Flavourings
- NO Artificial Colouring
- NO Genetic Modification
- NO MSG
- NO Animal Products
- NO Emulsifiers
- Reduced Salt
- Low Glycemic Index

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The Strategy

Further research into this market perception of 'bread is bad' showed that consumers had **3 key concerns:**

- Allergies, whether it be preservatives, gluten or dairy
- Genetically modified wheat crops
- Fear of eating food that wasn't wholesome

Bearing this in mind Jam&Co needed to address each of these concerns in a way that was different to the market and still retain the heritage of the Bill's brand. Ensuring an easy transition for current consumers were all key in the overall strategy.

The resulting strategy focussed on developing an emotional connection with consumers, showing them that the Bill's brand understood them and their concerns. **We needed to position Bill's as humble, honest and authentic**

bread makers steeped in history and love. We also needed to dispel the consumer myths around 'bread is bad' and show them that Bill's unique process for making bread meant that any product they bought was actually good for them.

Another crucial element to the success of adopting this strategy was **understanding what consumers could see of the packaging on shelf.** Bread is unique in the way it is displayed on shelf and as a result consumers can only see a portion of the packaging messages when choosing their preferred brand. The way in which the historical Bill's packaging was designed meant you could not see the brand and only the features and benefits. All these issues made the pack messy for consumers who want their decision making process to be simple and clear.

Key Challenges

- Bill's rich brand heritage, we needed to reinvigorate without alienating brand loyalists
- Maximise key messaging in the area seen on shelf
- Differentiation in a cluttered space & blocking



The Outcome

The team set about by creating a whole new colour palate for Bill's, one that resembled their brand essence and would drive emotional connections with consumers.

By updating the iconic Bill's brand logo and placing it in the key visible on shelf area, this enabled the variants to stand proud and distinctive.

Ensuring consumer decision making was easier and driving that emotional connection with the heritage of the brand now large and proud. We also developed benefit based names for additional product variants that really tapped into the consumer fear that bread is bad and demonstrated the positives to your health by eating Bill's Bread. Simplification of all the benefits allowed consumers to navigate and distinguish between the variants easily.

"Since refreshing the Bill's branding and bread packaging design, unit sales have jumped by 25% in just two weeks without spending a cent on marketing."

Will Magin
Managing Director
Bill's Certified Organic Health Bakery

