

tdg -The Design Group

Influencing how people choose brands

September 2012



tdg specialises in **Branding, Packaging, Packaging Implementation & Shopper Marketing** for both physical and digital FMCG environments.



We believe that these disciplines are increasingly complimentary and **consider them 'as one'**.



tdg's **Design Implementation Team** is **ISO9001 qualified** – we can offer a competitive **cost matrix** structure to handle range extension projects /multiple SKU projects.



About us



dba

design effectiveness
award winner

- Brand consultancy - FMCG sector design specialists
- Core competencies:
 - Packaging Design
 - Packaging design Implementation
 - Shopper Marketing
- 6 decades of design excellence
- Diverse category and market experience
- Offices in Geneva, **Newcastle (HQ)** and London
- 50 talented individuals in the TDG team
- Multi Award-Winning



Our Journey

...with shoppers, consumers and brands



Early beginnings



Early
beginnings



Clearblue

Shlurp!

24/7

Persona



brother
max[®]
inspired by family[®]

Towmee
Tippee[®]



**Early
starts**



Early
starts

Gillette

BRAUN

SILVIKRIN

24/7

Oral-B®

always


Herbal
essences

 *head &
shoulders*


tdg

**In the
day to day**



In the
day to day



Daz



ARIEL
ACTILIFT



Febreze



24/7



Lenor



ACE



P&G
Professional



Thirst
Pockets



tdg

Taking a break



Taking a break



Feeding the family



Feeding
the family



Treating the family



Treating
the family



Pampering themselves



Pampering
themselves

MAXFACTOR

D&G
DOLCE & GABBANA®


WELLA
PROFESSIONALS

24/7


LONDON

OLAY

GUCCI


BOSS
HUGO BOSS



Looking after themselves



Looking after
themselves



GAVISCON



Cymex[®]

morhulin[®]

Cymalon



Building a home



Building
a home

 Husqvarna

RONSEAL[®]

**BLU
TACK** 

24/7

DURACELL[®]

Bostik

**CROWN**
TRADE

Sandtex
The No.1 exterior solution **TRADE**

tdg[®]



Our Approach



The scale of the challenge in FMCG



The scale of the challenge in FMCG

25,000 - 40,000 different products in a typical supermarket

A shopper may pass by up to **300 brands** in one minute

only 39 items find their way into the average basket

A fraction of a second

for a single product to grab shopper's attention and spark purchase



Effective communication

The **design** of key touch points must be **optimised** so as to:

STOP... the shopper in their tracks by standing out from the crowd

HOLD... their attention by being engaging and relevant to them

CLOSE... ensure a particular 'activation' behaviour takes place
(e.g. product purchase, coupon redemption, click-through, etc...)



Shopper behaviour

Decisions, Decisions, Decisions...



“60-90% of decision-making is driven by subconscious activity in the brain”



Knowledge & Insight

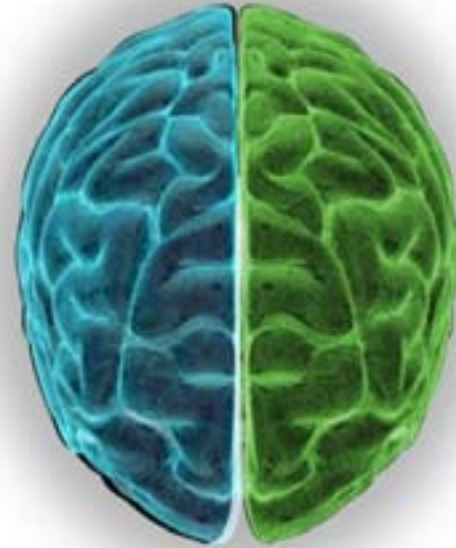


Durham
University

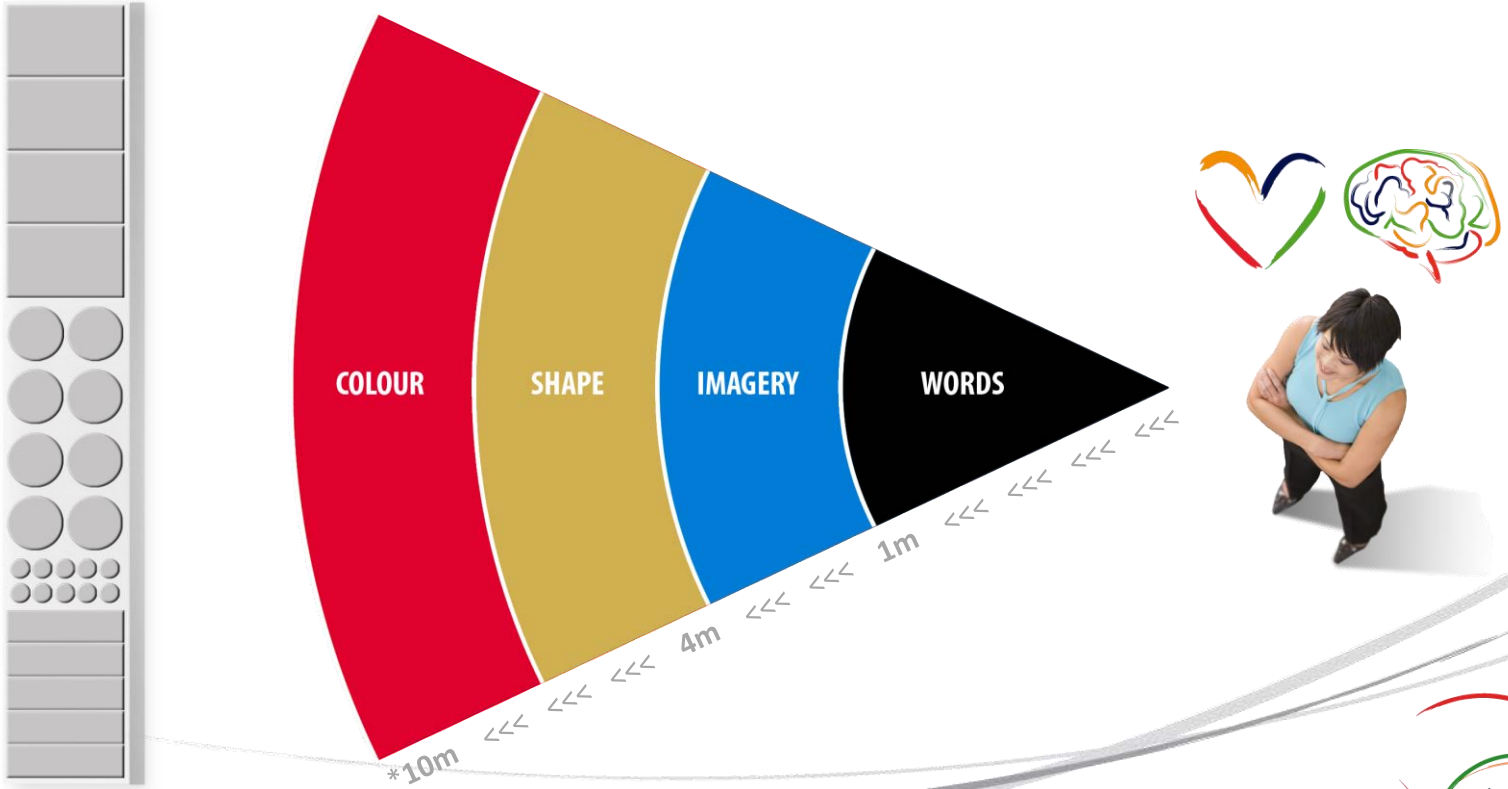


Knowledge Transfer Partnership

Formal collaboration with leading academic institution in the UK to understand consumers' *'emotional'* and *'instinctive'* relationship with FMCG brands.



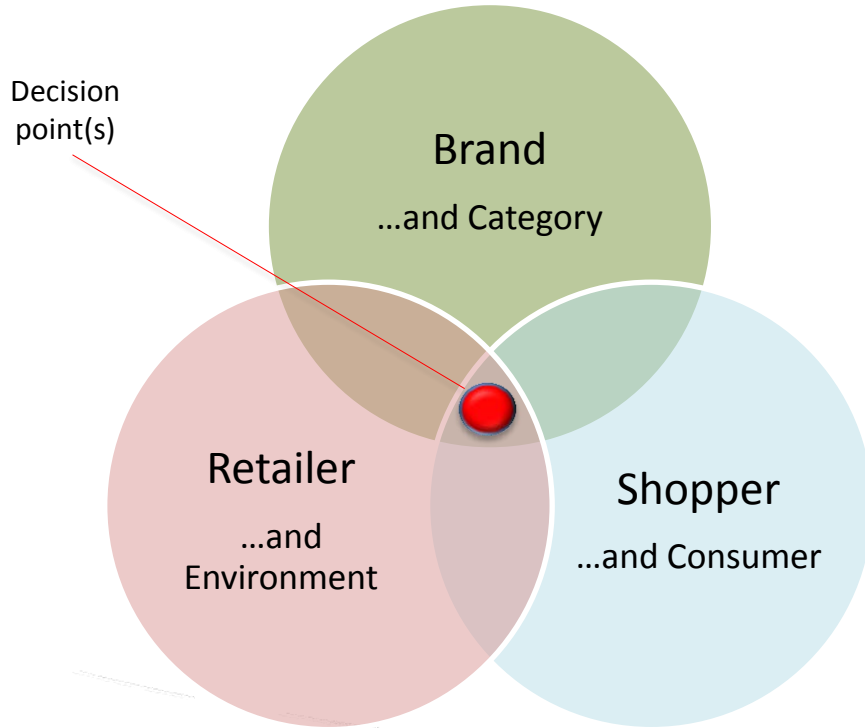
The Shopper's subconscious 'Radar' - How design can influence decision making



*Source Devises (2000)



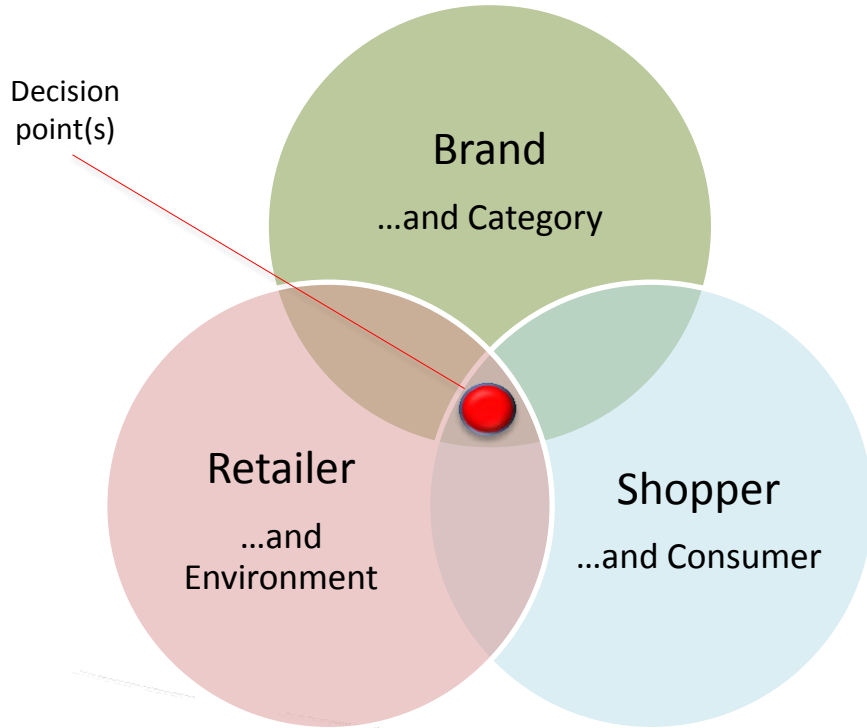
We consider...



Brand (& Category)

- Understand strategic goals
- Review landscape - category cues & sector characteristics
- Evaluate competitor set
- Identify opportunities for differentiation

We consider...

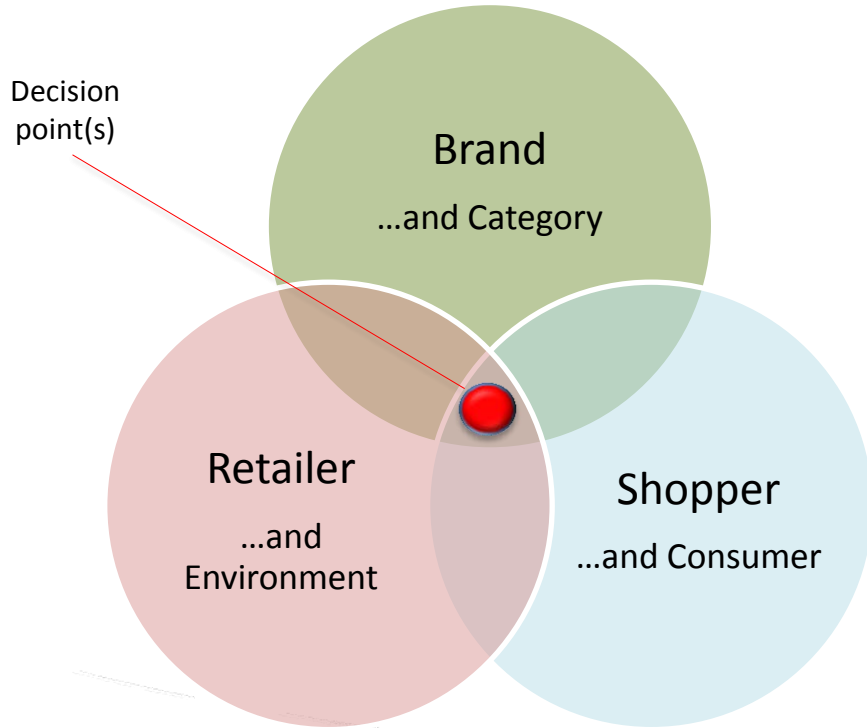


Shopper (& Consumer)

Understand: *Who, When, Why, How*

- Lifestyle & trends
- shopping behaviour (e.g. mission-types, typical journey to shelf, etc...)
- motivational triggers
- subconscious influences

We consider...



Retailer (and Environment)

Where - Online OR Offline (integration)

- Practicalities (Constraints / mandatories / guidelines)
- Highlight opportunities to stand out from the crowd

Branding and Packaging Design

Influencing the First Moment of Truth

June 2012



Client

Procter & Gamble



Markets

Pan European

Brief

Evolve the packaging design of a range of leading P&G brands to visually capitalise on the company's official sponsorship of the London Olympic Games and promote Britishness whilst retaining each brands' unique personality

Design Implementation

Tdg's design Implementation team worked with our creative team's approved core packaging design and worked it across all SKU's in range for each Brand.

Results

The new packaging designs helped launch the P&G Olympics campaign successfully in leading retailers



P&G

Insight –

The feel good factor
of patriotism extends
to every aspect of life

























Special Edition
Only available at Asda

Special Edition

Only available at your
local Asda

Special Edition







Client
Dr Oetker



Market
UK

Brief

Reverse a declining sales trend

Design Implementation

Tdg's design Implementation team worked with our creative team's approved core packaging design and worked it across all SKU's in range.

Results

- Moved from No.3 to No.1 to secure leadership of frozen pizza category
- Increased brand sales from £30m to £60m over 12 months
- 24% growth in market share
- 2009 Design Effectiveness Award Winner





Insight –
Frozen has it's own
unique category
language





Before



After







Bringing the proposition to life



**FULL OF TASTE
FROM BRIM TO BASE**





Consistent architecture

COOK FROM
PACKAGING



OVEN
TEMPERATURE



BAKE
TIME



MICROWAVE
TIME



Standard template agreed for nutrition,
GDA, cooking instructions etc

COOKING INSTRUCTIONS

Keep frozen until ready to cook.
These are guidelines only.
For best results, oven cook.

CONVENTIONAL OVEN

- Preheat oven to 190°C / 375°F / Gas Mark 5
- Remove your pizza from all packaging, discard the cardboard disc and place directly onto oven shelf.
- Bake for 20-22 minutes at the top of the oven.
- Check your pizza is hot throughout before serving and that the cheese is melted and lightly browned.

MICROWAVE

- Remove your pizza from all packaging.
- Place microwave disc, silver side up on a microwave-safe dinner plate.
- Place your pizza on silver side of disc.

DO NOT USE DISC IN CONVENTIONAL OVENS

150W oz 12	Heat on full for: Stand for:	3 1/2 mins 1 min
800W oz 12	Heat on full for: Stand for:	3 mins 1 min



NOTE: Please do not attempt to microwave more than one pizza at a time. Due to microwave oven variances, heating times may require adjustment. Ensure your pizza is hot before serving.

CAUTION: FILLING WILL BE EXTREMELY HOT!

INGREDIENTS

Wheat flour, tomato puree, water, mozzarella cheese (11%), reformed smoke flavoured ham (4.5%) (pork, water, salt, dextrose, stabilisers (or and diphosphates), antioxidant (sodium ascorbate), preservative (sodium nitrite), flavouring), pepperoni (4.5%) (pork, pork fat, salt, dextrose, maltodextrin, antioxidant (ascorbic acid), spices, herbs, garlic, onion, smoke flavouring, preservative (sodium nitrite)), vegetable oil, cornflour, green peppers (1%), red peppers (1%), onions (1%), sugar, yeast, salt, modified starch, rice flour, spices, garlic powder, oregano, colours (paprika extract, beta carotene), pepper extract, basil oil, flavouring, pepper oil.

CONTAINS MILK, WHEAT AND GLUTEN.

KEEP FROZEN. DO NOT DEFROST.

KEEP AT -18°C OR COOLER.

FOR BEST BEFORE SEE SIDE PANEL.

NUTRITION INFORMATION AS CONSUMED

Typical values	Per		Guideline daily amounts	% GDA per Pizza
	100g	Pizza		
Energy	1066kJ 254kCal	1726kJ 411kCal	2000kJ	20.6%
Protein	9.8g	15.8g		
Carbohydrate	30.5g	49.4g		
of which sugars	2.4g	3.9g	90g	4.3%
Fat	10.3g	16.7g	70g	23.9%
of which saturates	4.3g	7.0g	20g	35.0%
Fibre	1.6g	2.5g		
Sodium	0.4g	0.7g		
Salt	1.0g	1.6g	6.0g	30.0%





Freestanding Chicago Town logo,
black background, brighter
variant colour coding etc

Consistent architecture





Tone of voice

CHICAGO TOWN
THE Deep DISH

2 PEPPERONI PIZZAS

FULL OF TASTE FROM BRIM TO BASE

Thank into the Deep Dish just more full taste as for the good time of hours in the pack. **20 MINUTE** Deep Dish is with sauce, enjoy it with cheese that melt magnificently **20 MINUTE**.

20 MINUTE **3 PIZZAS**

PIZZA SIZE	PEPPERONI	PEPPERONI & MUSHROOM	PEPPERONI & MUSHROOM & SAUSAGE
Small	£3.99	£4.49	£4.99
Medium	£4.99	£5.49	£5.99
Large	£5.99	£6.49	£6.99
XL	£6.99	£7.49	£7.99





dba

design effectiveness
award winner



Client
Nestle



Markets
Global

Brief

Create a compelling gifting proposition for the Smarties brand in International Travel Retail by partnering with Disney and creating structural concept, packaging graphics and providing advice on the creation of a range of collectable character toys to be included as a premium with each of three pack themes

Results

Launched Spring 2012





Insight –

Brands in travel retail need
a little visual magic to stand
out on shelf





Winnie
the
Pooh













Client

Tayto



Markets

UK

Brief

Combine the new Golden Wonder brand equities (created by TDG) with those of Heinz Tomato Ketchup and HP Sauce to create two new Limited Edition flavour variants and apply to Individual and Multi-Pack formats – **tdg's Design Implementation** team keeping the project costs low by working with the approved design and implementing across all SKU's.

Results

Launched Spring 2012



Insight –
Much loved brands
can jump categories







Full on Flavour!

Golden Wonder

READY SALTED



This pack contains

Calories	122	Sugar	0.2g	Fat	10.4g	Protein	2.9g	Salt	0.5g
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of an adult's guideline daily amount
(% based on GDA for women)





Special Edition

Golden Wonder[®]



the pack contains

Calories	3.30	Sugar	0.7	Fat	7.7	Sodium	0.9	Salt	0.3
	6.5%		0.8%		15%		4.5%		1.5%

of an adult's guideline daily amount
(% based on GDA for women)









Case Studies

How we influence the way people choose brands



P&G Olympic Games In Superdrug



Key Facts

- P&G's 1st MBCI with Superdrug for 2 years
- P&G's biggest ever MBCI with breakthrough display (over 5,000 sites agreed)
- Olympics point promotion across all 2,000 P&G products in all 20 brands and 11 categories in Superdrug
- Over 1,000 incremental POS items sold in via Retail X Team



Superdrug Olympics



Security Cladding

*Getting the Olympic look
Each month would focus on a different regime in the 'look'. e.g.
March: Skincare – Olay
April: Haircare – Pantene
May: Make-up – Max Factor

Consumer Leaflet



Wobblers



Online



Headers



Gondola End



Superdrug Olympics

Consumer Leaflet



April:
Jessica Ennis recommends Olay Complete

May:
Kerri Anne Payne recommends Max Factor Mascara

June:
Chris Hoy recommends Gillette Pro-Glide



Online



Headers



Window Poster



Gondola End



Superdrug Olympics

Headers

"Shine this summer"
Viktoriya Pankratova
Viktoriya Pankratova
Team GB - Olympic Games Cyclist

£3 each

Buy any two P&G products and get **100 Beautycard points**



"Good to glow"
Jessica Ennis
Jessica Ennis
Team GB - Olympic Games Athlete

£9 each

Buy any two P&G products and get **100 Beautycard points**



"Perfect summer smile"
Keri-Anne Payne
Keri-Anne Payne
Team GB - Olympic Games Swimmer

1/2 price

£2 each

Buy any two P&G products and get **100 Beautycard points**



"Get men ready"
Chris Hoy
Chris Hoy
Team GB - Olympic Games Cyclist

£5 each

£3 each

Buy any two P&G products and get **100 Beautycard points**



"Prepare to bare"
Jennifer Lopez
Jennifer Lopez

£5 each

Buy any two P&G products and get **100 Beautycard points**



Superdrug Olympics



Gondola Ends (per Category)



BLIPS (per Category)



Superdrug Olympics



In-Store-P&G Displays

Dates: 9th May - 5th June

Day 1 Activation: South & London



Superdrug Olympics



In-Store-P&G Displays

Dates: 9th May -5th June

Day 1 Activation: South & London



Superdrug Olympics



In-Store-P&G Displays

Dates: 9th May -5th June

Day 1 Activation: South & London



PGP Himalaya launch in Makro



Makro New PGP Laundry Launch

Background

To professionalise PGP FMOT & SMOT to win with Professionals.

Launch - Makro

Event – Live February 2012

Objectives

Dial up the PGP specialist range of Laundry products that target the Professional market.

To drive awareness of the range and the communication of the 5 core benefits .



FMOT: Packaging Design



Design & illustration of the Himalaya benefit KV & HORECA icons



Creative Adaptation/implementation

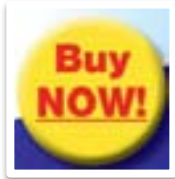
Adaptation of master visual for all pack formats



Makro Shopper Journey



Makro CRM campaign



Online Store
Find out more at www.makro.co.uk

Introducing **Lenor PROFESSIONAL**
- complimentary extra softness for every guest*
Look out for fantastic offers in Makro Mail 4 (8th February).

R&G Professional

Wrap your guests in...
Extra FRESHNESS*
Extra SOFTNESS*
SENSITIVE CARE

Available NOW online! **Buy NOW!**

Lenor also combines
4 extra Professional actions.

- Excellent water absorbance**
Use Lenor and give your dishes an amazing extra shine. The water absorbance on the top of glassware and plasticware is 20% greater.
- Extra Softness**
Achieve the softest possible finish on your dishes. The softness of Lenor is 20% greater than other leading brands. The softness of Lenor is 20% greater than other leading brands.
- Lenor in liquid**
Lenor softening powder contains 20% more softening powder than other leading brands. The softness of Lenor is 20% greater than other leading brands.
- Effective even if limescale build**
Lenor softening powder contains 20% more softening powder than other leading brands. The softness of Lenor is 20% greater than other leading brands.

Opening Times:
Mon to Fri 7am-9pm Sat 9.30am-7pm Sun 9.30-5.30pm

makro
your business partner every day

Online Store
Find out more at www.makro.co.uk

Introducing **Ariel PROFESSIONAL**
- now with 5 core actions in one wash.
Look out for fantastic offers in Makro Mail 4 (8th February).

R&G Professional

Outstanding laundry results
- available NOW online!
Buy NOW!

Available in Liquid and Powder
Regular and Colour

What's the best Ariel detergent for you?

- The right form**
Liquid: For the ultimate professional, versatile clean. The extra softness and extra shine. The extra softness and extra shine. The extra softness and extra shine.
- The right variant**
Powder: For the ultimate professional, versatile clean. The extra softness and extra shine. The extra softness and extra shine. The extra softness and extra shine.

Opening Times:
Mon to Fri 7am-9pm Sat 9.30am-7pm Sun 9.30-5.30pm

makro
your business partner every day



Print Ads & E-Blast

P&G Professional

Ariel Professional combines **3 core actions in one wash** to deliver outstanding **professional** laundry results.

Regular

For extra soft, effective wash

Colour

Helps to prevent colour fading

Liquids

Use the Ariel Professional Liquid. You can use for regular and colour care washes. It's gentle on clothes and your hands.

Powders

Use the Ariel Professional Powder. It's gentle on clothes and your hands.

For more information on Ariel and for the chance to WIN £100 worth of Ariel and Lenor Professional, visit www.professional-laundry.co.uk

P&G Professional

Wrap your guests in...

Extra FRESHNESS

Extra SOFTNESS

SENSITIVE CARE

Lenor also combines 4 extra Professional actions

Excellent water absorption

Use the Ariel Professional Liquid. You can use for regular and colour care washes. It's gentle on clothes and your hands.

Extra Softness

Use the Ariel Professional Liquid. You can use for regular and colour care washes. It's gentle on clothes and your hands.

Extra to treat

Use the Ariel Professional Liquid. You can use for regular and colour care washes. It's gentle on clothes and your hands.

Effectively even if heavily soiled

Use the Ariel Professional Liquid. You can use for regular and colour care washes. It's gentle on clothes and your hands.

For more information on Lenor and for the chance to WIN £100 worth of Ariel and Lenor Professional, visit www.professional-laundry.co.uk

P&G Professional

Your chance to **WIN £100 worth of ARIEL and Lenor Professional**

ENTER NOW!

ARIEL

Professional combines **3 core actions in one wash** to deliver outstanding **PROFESSIONAL** laundry results.

Lenor

Wrap your guests in...

EXTRA FRESHNESS, EXTRA SOFTNESS & SENSITIVE CARE.

+

= **PROFESSIONAL RESULTS**

*Prize pool available until 31/12/2014. See www.professional-laundry.co.uk for details.

For more information on Ariel and for the chance to **WIN £100 worth of Ariel and Lenor Professional**, visit www.professional-laundry.co.uk



Microsite

<http://www.professional-laundry.co.uk>



Online Banners

Caterer and Hotel Keeper



Big Hospitality



Don't just take our
word for it!



Client Testimonials

“Working with TDG is great, they bring innovative thinking and fresh ideas to a brief. They also offer that unique combination of both fantastic design and excellent customer service”

“You make our life so much easier. With you guys, it’s effortless”

“Excellent work in record timings!!!! And as ever – right on brief”

“You guys are heroes – always there when we need you – giving us the great strategic creative and service which has helped us get to the No1 spot...and you’re a pleasure to work with too!”



Unprompted client recognition



Ranked by clients within **top 15**
leading agencies when it comes to Strategy
and Client Service*



*Biggest ever agency reputation survey, conducted by YouGov, in which 700 UK Brand Managers were asked to identify and evaluate their agency's performance.

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