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Food & Drink

BUSINESS

YOGHURT MAKER HITS
REFRESH BUTTON **P24**

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REVEALED **P34**

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NUT COMPANY **P46**

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DESIGNED BY
BOXER & CO.



*(EX-FACTORY)



Brownes collaborated with design agency Boxer & Co to develop an eye-catching range of 'flavour cows', each with different names.



DESIGNS ON THE PACK

The rebranding process involved the expertise of design agency Boxer & Co, which opted for "simple, honest language" for the new-look range. With a design team led by creative director Mark Haygarth, the challenge was to convey quality and realness without looking too premium or expensive.

Boxer & Co managing director Gwen Blake said the yoghurt category had its own challenges.

"Yoghurt can be a confusing category – the small pots and multiple players can lead to a lot of noise and the impression of 'mess' on shelf," she said.

"Yoghurts were simply over-designed. The packs were full of photoshop effects and classic FMCG tricks, including splashes of yoghurt and heaps of appetite appeal – or a really artisan and farm-made aesthetic with less to cue flavour.

"We wanted to hit both the 'appetite' and 'from the farm' nails on the head, without creating a pack that looked like it was trying to be everything to everyone."

Early on in Boxer & Co's relationship with Browne's, the design team visited some of its dairy farms and sought to understand what Browne's meant to Western Australians.

"Understanding this, along with our usual strategic process, inspired our ideas," Blake said.

"I love the hand-drawn and artisan feel paired the playful nature of the cow and other illustrations we ended up with.

"The outline of the cow in various poses is used to house fruit, flavours and illustrations that cue delicious taste and also allow for established category language, such as greek architecture for the Greek variants."

Light pastel colours nod to the luscious, creamy nature of the yoghurt and a series of hand-written fonts and doodles adorn the pack. Additional hand-drawn elements drive home provenance and realness, and the inside of each label adds to the playful nature of the design, with fun cow facts and activities encouraging customer engagement.



Browne's marketing director Natalie Sarich-Dayton.

The team didn't require any changes to manufacturing machinery in the facility to make the reformulation happen – the focus was purely on ingredients, packaging and branding.

A BRAND AIMED AT FAMILIES

Sarich-Dayton is clear that mums are Browne's primary target market, with this group making the bulk of yoghurt purchase decisions.

"Mums are looking for 100 per cent natural ingredients in their yoghurt," she said.

One key feature of the packs is a wrap-around cardboard sleeve with different fun facts and cows that kids can colour in.

"We needed to be disruptive," Sarich-Dayton said, adding that Browne's commissioned design agency Boxer & Co to refresh the range.

"Part of this involved creating 'flavour cows' symbolising the different varieties, and adding some fun by giving each of the cows names."

The Browne's team recently had the joy of winning the Champion Yoghurt title for its Greek yoghurt at the 2015 Perth Royal Show Awards.

"In the first month after our

launch, Browne's market share in yoghurt climbed to number one, and sales have increased by more than 38 per cent," Sarich-Dayton said.

Adding to the brand's success is a Freebie Friday social media event which has seen consumers lining up at Browne's Perth premises for their free \$30 bag of dairy goodies.

"When we launched our new yoghurt range in July, we had up to 3000 people arrive at the dairy for our Freebie Friday event with their unique code which we provided through Facebook," she said.

Browne's also partnered with The Wiggles, with the entertainers endorsing the yoghurt with a song in a recent TVC campaign.

Browne's hits the refresh button

A West Australian dairy company has embarked on a complete reformulation of its 34-SKU yoghurt range – with the needs of mums clearly in its sights. Alison Leader chats to a thought leader who's taken Browne's Dairy to new heights.

MUM of two Natalie Sarich-Dayton moved from a position in the UK to start as Browne's marketing director two years ago, around the time she had her second child.

Browne's Dairy, she explains, was the number one yoghurt brand in Western Australia 10 years ago, but, due to changing market trends and a lack of innovation surrounding its recipe, it had fallen to number six in recent years.

"It was on a downward trajectory," she said.

"Our product hadn't caught up with the times. The

yoghurt still had gelatin in it, for example."

When she joined the company she discovered that the other mums working at Browne's were not feeding their own children Browne's yoghurt or eating it themselves.

"Our product

development and marketing teams are made up of passionate mums," Sarich-Dayton said.

"We had to fix the situation or risk losing most of our distribution points and market share.

"At the end of the day, it's all about how good your food tastes. So we literally sat around the table together and decided what would work and used our own families to sample the recipes."

While Browne's had launched several campaigns to boost its popularity over the years – including one that encouraged consumers to support the local, West Australian brand over those from the Eastern states – its success was limited due to its outdated ingredients and flavour profile.

"We were still competing with other brands but we were in decline," she said.

Sarich-Dayton also believes the yoghurt category is "daunting" for consumers, and a hard market to crack.

"Usually people find out what their favourite yoghurt is and stick to it," she said.

"Occasionally they might try something new – perhaps if the item is a yellow-ticket one – but let's face it, it's all

too hard in some ways."

So she and the team went back to basics to understand the way people shop. They came up with five segments of yoghurt consumer: the gourmet (which is a growing category); the child; the budget shopper who buys Coles and Woolworths private-label brands; the everyday shopper; and the consumer wanting products with natural ingredients.

"We had to fix the situation or risk losing most of our distribution points and market share..."

"We wanted to shift people's perception of Browne's as a brand using more natural ingredients, so positioning ourselves as a more natural proposition was critical to our success," she explains.

So they kept the recipe cleanskin, using only milk, cream and cultures in Greek and traditional SKUs. The All Natural variety is sweetened for those who prefer a less-tart taste, and Browne's has boosted the fruit content in its flavoured options.

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