

smooth and without wrinkles. The application of embossing to accentuate a certain part of a decoration by means of contour-positive and contour-negative tools (e.g. the brand logo) increases the possibilities of differentiating the product from the competition.

In the last few years there is a clear renaissance of shaped cans now that brand owner marketing experts are becoming well aware of the importance of packaging shapes as a tool to attract maximum consumer attention at the point of sale.

APEAL investigated the success of the shaped can and asked packaging designers and well-known brand owners about the potential and impact of shaped cans in the market place. In this article we highlight a few of these packaging solutions which have been successful in the long and medium term.



KARVAN CÉVITAM SHAPED SYRUP CAN: A SUCCESSFUL RE-LAUNCH BY HEINZ



The view of the brand owner: Heinz Battle for market share

Femke van Doorn, Brand Manager Drinks for Heinz explains: 'In Holland there is an important market for fruit syrups. Our Karvan Cévitam brand is traditionally a strong A-brand in this market and the clear market leader. The consumer considered Karvan Cévitam as the best quality syrup in the market, but this needed to be reconfirmed by our brand. However, our main competitors, the private label brands, have increasingly been taking away market share over the last few years.'

In 2005 we decided to re-launch and re-position our Karvan Cévitam brand by introducing a striking can shape on the shelf, and by improving the recipes to offer 70% fruit content. And all this had to be efficiently communicated. We presented this set of measures to our management as a necessary investment to maintain our lead in the market. We selected Impress as partner for the shaped syrup can project. They had to overcome some serious technical hiccups in the beginning like dents and leaks and the difficult distortion printing.'

Joris Veger, Junior Brand Manager Drinks for Heinz: 'We wanted to offer our customers a completely new product proposition, a new can filled with a considerably better product. Our claim is: '70% pure fruit'. It took a lot of reflection and testing on the part of our food technologists to obtain the optimum recipes. For some fruit types it is a real challenge to get a tasty drink with 70% fruit content. But we managed well and results of the consumer research on our improved, tastier products in attractively shaped cans was very positive.'

A phenomenal boost in sales

Joris Veger: 'The success was beyond our imagination. We can demonstrate that from the very beginning of the re-launch of our Karvan Cévitam range we saw an enormous boost in sales. The growth from 2006 to 2007 is phenomenal: it is double-digit and our market share in this category went up from 23% to approximately 27%. Growth was driven by the unique shape, the improved recipe, the new decoration and supporting communication'.

Femke van Doorn: 'This success clearly demonstrates what the introduction of a totally new formula, namely a new shaped can in combination with improved products and adapted communication, can do for a brand. We do not believe that the change of one isolated element, in this case the can, would have brought the same success. It is a matter of the right combination of the total marketing mix.'

The view of the can maker: Impress

Colin Storey, Technical Account Manager for Impress for the Heinz account:

'We knew we would have to apply blowmoulding techniques, which was a challenge. After first trying out a pilot machine successfully, we had a new machine built. We worked very closely together with our French machine supplier, to find out for example whether the can body could withstand the 40 bar pressure we needed to shape the can. Another major challenge for us was to master the effects of the metal distortion that occurs during the shaping process. This distortion is considerable, around the embossed logo and at the lower part of the can where the barcode is printed, for example.'

Common developments like this can only work when you cooperate very closely with your suppliers and in particular with your customer. We were very happy this all worked well for us during this project.'



Shaping

Shaped Cans - a proven impact on brand awareness and sales

KARVAN CÉVITAM SHAPED SYRUP CAN: A SUCCESSFUL RE-LAUNCH BY HEINZ

The view of the packaging designers



Two design agencies were involved in the new design of the Karvan Cévitam cans: BR-ND Mountain Design in The Hague and WAACS Design & Consultancy in Rotterdam. APEAL went to see them to find out more about the design aspects of the project.

BR-ND Mountain Design is a branding agency that advises brand owners about branding strategy and brand creation, focusing on the development of visual and verbal elements of brands. Rik Keessen: 'We work regularly on designs for metal packages, often for paint cans and beer cans. In the case of the Karvan Cévitam brand for Heinz, we got a briefing that reflected high ambitions for the brand. An important element in our design is the

fresh blue thirst-quenching font on the cans that makes a solid block on the shelf. The shape of the can causes so-called 'stand-out' effect and consumer convenience. Moreover the embossing of the logo provides more brand authority.'

WAACS Design & Consultancy in Rotterdam is a design agency that advises brand owners about branding strategy and specialises in new product concepts and 3D design in a wide sense. Packaging is an important part of their portfolio. Marcel Jansen, General Manager of the company WAACS, remarks that his design agency would prefer to do more packaging projects in metal. 'Metal is a packaging material with a unique user-experience that nowadays too often is exchanged for some generic and expressionless plastic packaging. The briefing of Heinz for the re-design of the Karvan Cévitam cans gave us the opportunity to demonstrate the design possibilities of metal packages. The package would have to communicate the product quality. We strongly believe in an integral product perception where product, packaging design and communication reinforce each other. Everything in the new Karvan Cévitam package radiates quality and fruitiness and that matches with the content: the fruit syrup with the highest fruit content in the market'.

Huge design potential in metal

How does metal packaging compare with other materials when it comes to freedom of design? Marcel Jansen: 'The design potential in metal is huge. The possibilities in practice however are



often limited by restrictions in filling lines or other external factors, like the price pressure on branded products by the price battle in the retail business etc. With some regret and incomprehension we observe that it is not very trendy now to design new metal packages. In contrast to this, we see an increasing use of metal in all kinds of consumer products. Metal has a quality 'look-and-feel' that no plastic can compete with. Besides, metal is the material that could fit cradle-to-cradle packaging concepts. We must start working with the unique user-experience of metal packaging.'

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