

Good. Case Study.



Project Title
Fyne Ales

Disciplines
Branding
Packaging
POS



dba
Award Winner
Design Effectiveness '10

49%
Increase in sales

Outperforming the market by

31%

Net profitability up by

201%

2,250%
Return on investment

Fyne Work.

“We asked Good to come up with something that had a modern edge but which didn’t abandon our traditional routes and they did that brilliantly – I’m not surprised the work they did has outperformed a lot of the big established brands.”

Charlie Craig
Director, Fyne Ales



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Find out how we can help your business

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The Brief

The entire re-brand and packaging of Fyne Ales' bottled and cask ales.

The Challenge

In late 2006, following 5 years of brewing and stuttering sales, the Fyne Ale team knew they had a great product but presentation was holding them back. If they didn't act decisively and quickly, they realised that they'd have to 'close the doors.' With limited budget they had decided at inception to save money and design their packaging themselves. This had resulted in a homespun look and feel that whilst 'quaint' was expensive to reproduce and had little or no shelf presence. This had been recognised by the UK multiples who refused to stock the bottled beers due entirely to the packaging and the local on-trade, who were reluctant to stock them as the weak branding didn't assure them of strong sales. Recognising their weakness, Fyne Ales decided to invest what they could in a brand refresh and new packaging to rejuvenate their ailing brand and create the impact and sales they desperately needed.

The Solution

The existing Fyne Ales' labels fell down on a number of fronts. Printed with a foil on a brown paper stock and expensive to produce, shelf standout was almost non-existent and it looked homespun and amateurish.

With a tiny budget we decided to create a simple structure that could handle all the information we needed to carry. This block ensured a family feel and allowed us to design all the labels and fonts from one template, reducing cost and making it easy for Fyne Ales to replicate for any 'seasonal specials'.

Ultimately the design is about simplicity, clarity of communication and differentiation on shelf. Plus, the basic palette and no frills design also achieves the last of our criteria: a reduction in production costs for the client.

