

Typhoo bags £5m overhaul

SIMON MOWBRAY

Typhoo is to become the latest major tea brand to undergo a multi-million pound revamp, in a bid to halt plummeting sales.

Premier Foods International is brewing up a £5m overhaul of the famous brand, including new packaging and a £3m multi-media campaign to include TV, press, radio and poster ads.

It is hoped the move will help turn round diving sales figures for the UK's fourth best-selling brand, which saw sales fall by more than 28% in the year to the end of January, resting at less than £26m [Information Resources].

Kicking off next month, the new ads will play on the old 'You only get an OO with Typhoo' slogan, changing slightly to 'Get back your OO with Typhoo'.

New packaging is also aimed at making tea more

relevant to 25 to 40-year-old customers who have deserted tea in recent years, switching to coffee, water and soft drinks instead.

Premier is the third major tea producer in as many months to reveal a change of tack in a tough market which is down 2.7% at £493.5m.

In January, Unilever Bestfoods' PG Tips and Tetley were given marketing makeovers, although the two

£100m+ brands bucked the general trend last year by putting on sales.

Typhoo group brand manager Nicola Ferguson said: "Tea is still the largest drink within the repertoire of all people over the age of 17.

"We are confident this approach will succeed in drawing new users into the brand while increasing usage among existing consumers, boosting overall sales."



Big spend on Rappor

Kraft Foods is aiming to boost sales of its Kenco Rappor coffee range to consumers in their 20s and 30s, with redesigned packaging and £1.2m marketing spend.

New TV and cinema ads and sampling activity in major commuter zones account for most of the budget, along with a mobile phone text messaging competition to win a VW Beetle.

Trading controller Dougie McGowan said that the new look – bright red, clear graphics and a metallic finish, along with a new 'aroma swirl' brand icon and the strapline 'Bursting with coffee taste' – would communicate directly with young people and help to keep the brand ahead in the struggling coffee market.

"Winning the taste buds of young people is a real challenge with ever increasing competition from both soft drinks and energy drinks," he added.

Meanwhile, Kraft has turned its attentions to another consumer group with the launch of Kenco Real Dark – an extra-strong instant coffee aimed at men.

Available from Monday (March 18), rsp for the 100 jars will be £2.59.

Trading controller Dougie McGowan said: "We have discovered that men's needs are really not catered for in the instant coffee market."



Zig Zag is on a roll in the UK

US cigarette paper-maker Zig Zag is to launch two premium-quality rolling papers – Zig Zag No1 and No1 Slim.

The first comes in display outers containing 50 booklets, each with an rsp of 28p.

Oversize No1 Slim has an rsp of 59p, with the manufacturer promising retailers a possible margin of "in excess of 60%".

The company is currently aggressively targeting the UK retail market.

Sassy sheep goes for a dip

A sassy, rapping sheep is the latest character to appear in a national TV campaign for snack brand The Laughing Cow, to launch new Cheez Double Dippers.

On air from this weekend, the campaign is designed to bring the biscuit and cheese dip newcomer to life in a humorous way.

Titled 'Hey Sister', the 30-second commercial – part of a £2m spend for Cheez Double Dippers this year – will hit screens during peak programmes, such as Coronation Street, to get the interest of parents, and during joint adult and child viewing programmes such as SM:tv Live and on satellite and digital music channel MTV.

A complementary cinema campaign breaks on Friday (March 22), tapping into the most high profile movie releases of the year, including Ice Age and Harry Potter 2.

A spokesman said: "Our sassy sheep will hit the right note with kids."



BITES

Sunkist has launched its lemon and tropical flavours in 500ml PET bottles. The flavours join orange, which was the first to be launched in this format in 1999.

Saxby's has extended its 'We Make You Bake' range with a limited-edition line, available in Waitrose and Sainsbury's. White Chocolate and Orange Cookie Dough (rsp: £1.99, 350g) allows consumers to bake their own biscuits at home without the hassle of preparation.

Leaf UK is bringing nine new additions to the children's confectionery market under its Malaco range. The cola or fruit-flavoured jellies, all available in the popular 1p-10p pocket money range, include Bob the Builder and Twin Cherries treats.

The Enjoy Organic Company is giving its selection of sauces a packaging revamp.

Mineral water fans can now buy their favourite type of H₂O in ice cubes. **Calypso**

Soft Drinks is freezing cubes made from mineral water, on sale in Tesco.

Somerfield has given its range of organic milk new packaging to improve its shelf presence. New packs boldly display that the milk is sourced 'from herds fed on organically grown pasture, where the use of artificial fertilisers is restricted'.

Electrical appliance manufacturers Siemens and Morphy Richards are both endorsing

Dylon's Oust All Purpose Descaler, giving away five sachets with selected kettles.

Dri-Pak soap flakes have been awarded the internationally recognised Woolmark symbol. The company claims the mark will help boost sales.

Soft drink **Snapple** is set to be rolled out in a new flavour in the UK from March. The drink is bright red and comes in a 500ml bottle.