
•BUILDERS•

A Great British Brew!

Build off this iconic brick.

Meet Barry!

Kitchen-compare.com



Prices checked against most comparable kitchen units available at Wickes and Homebase.

Brief Aims.

- Re-imagine the existing 'Make Mine A Builders Tea'
- Make it more appealing to a female market
- Create a novelty experience with the product
- Develop a variety of campaigns to suit a range of demographics



Research

- Market research on the original packaging & on other current competitors
- Primary research into the prominent 'Builders' market
- Construction of the packaging based solely on the iconic British brick



Progress.

- 'Stuck in the middle of four brick lanes"

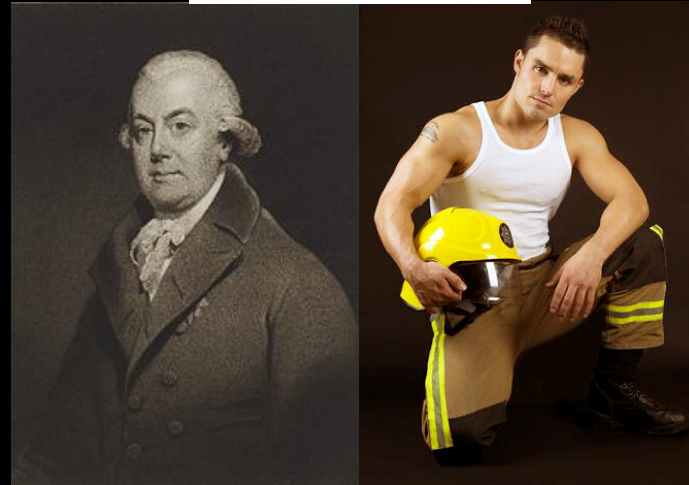
(Tribute to historic builders, location specific, the ladies relationship with Bob (the builder) & the novelty Brick.)

- *In the words of John Stubbley*
"it's the coca cola bottle, it's iconic"

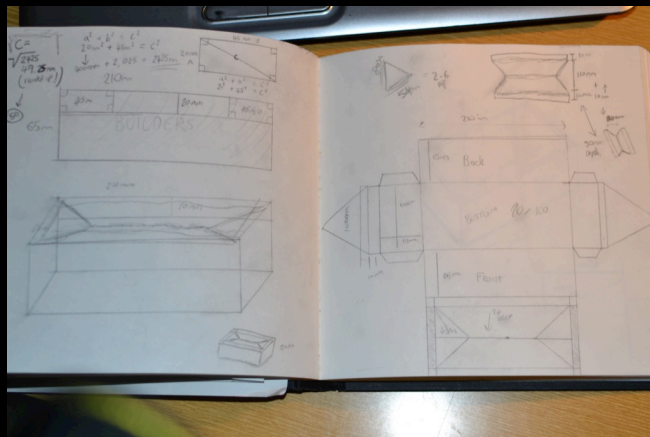
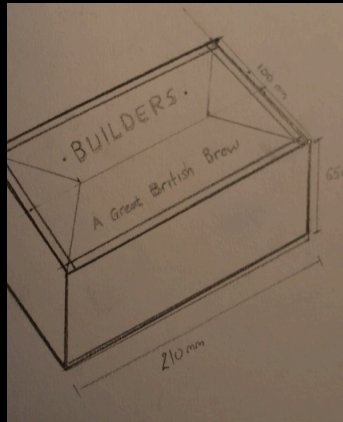
- Possibilities of resetting the bricks print meant an opening to incorporate a variety of campaigns, & partnerships .

- We constructed box copy to meet a more concise & direct voice

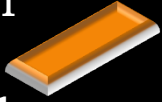
- Ideas flowed about ad campaigns and timing constraints were put into consideration



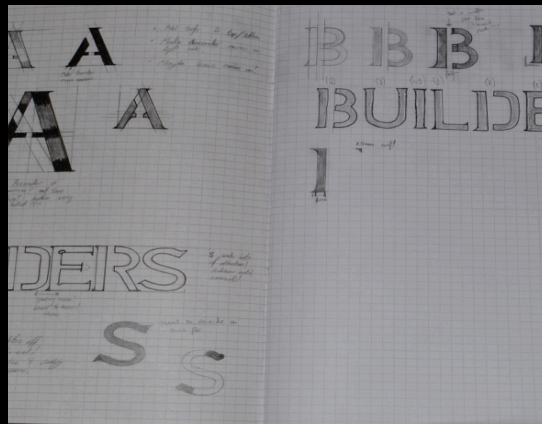
The construction of the brick



Design within the details



- Hammer/strainer
- Spade/spoon
- Cement mixer/mug
- Personal type



In-store promotions

- Brick stacks cornered off as an installation on the shop floor
- Impression of brick wall on shelves (block of colour to stand out amongst competitors)
- GWP chocolate tool box biscuits
- Alternative isle placement



Industrial In-store Use

- Cement Sacks of individual tea bags (this can be a working shelf or just a POS.)

-Tin Brick versions to contain a larger mass of teabags.

-Builder's Tea/Tool Box
(compartments for sugar, milk etc. Robust in order to meet site yard wear & tear)



Out of store promotions.

-Ambient marketing by construction landmarks made with the use of 'builders bricks.'

-Experiential marketing 'Tea under construction' (Cement mixers, wheelbarrows of milk, buckets of sugar.)



Storyboards for Televised Ad Campaigns.

*(Grand Design & Valentines
FilmFour stings.)*

CAMPAIGNS. (pt. 1)

- International Builders Show.
- (*\$380 minimum to exhibit indoors, \$14,400 minimum to exhibit outdoors*)
- International Workers Day (May Day)
- Grand Design Show.



CAMPAIGNS. (pt.2)

Take the basic brick & splash the campaign or partnership on to product packaging. This allows room to go international if desired.

- Valentines day
- Location specific (brick colour, photos of landmarks...)
- Seasonal

Partnerships

- B&Q
- Cath Kidson
- Loose Women / This morning (product placement)
- Movember
- ‘Everyman’ , ‘Wear it Pink’



Social Media

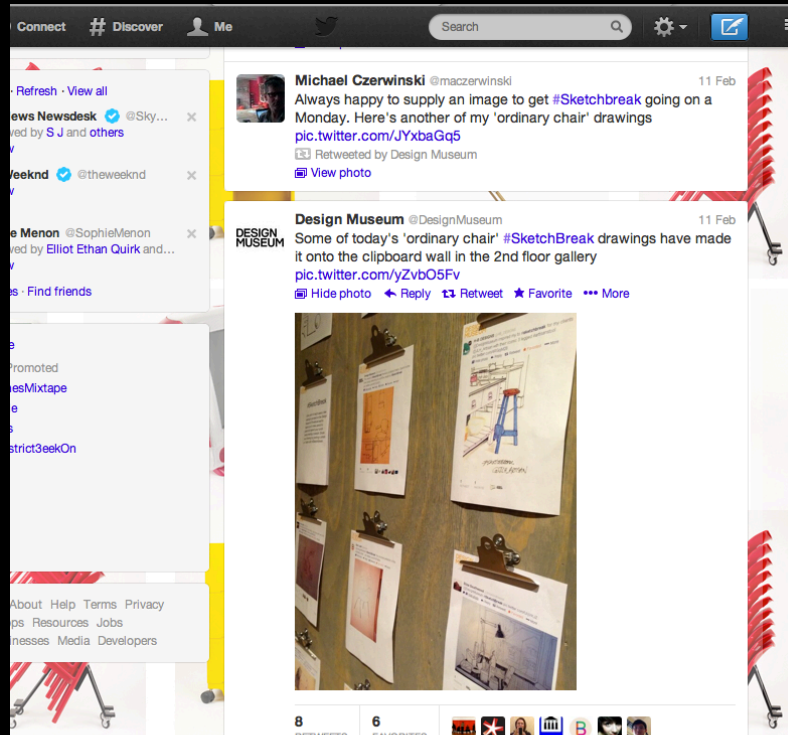
Facebook

YouTube channels

Barry's Twitter

Interactive voices:

- Sketch show'(design museum)
- DIY & Interior tips (this can be made sex specific)
- Fun facts about building
- Competitions.



‘Paint the trim first then the walls and ceilings.’

FYI ...



• BUILDERS •

Claire Morgan, Charles Hunt, Michael Quinn,
Michael McNamee and Emmy Dayal.

