



# The Past Is The Future

## OVERVIEW

Growers Cider is the oldest – and until recently – the number one selling cider in Canada. While the market for cider had grown significantly in recent years, 100-year-old Growers was being displaced by an onslaught of new brands, heavily marketed imports, and craft breweries leveraging the consumer’s growing affinity for small batch, hand-crafted products. Growers leading position slipped as new and younger consumers gravitated to these alternatives.

## CHALLENGE

Redesign Growers to appeal to a younger market. Develop a design and trade dress that reaffirms the brand’s place as Canada’s most trusted cider. Most importantly, it must attract new users without losing the old.

## INSIGHTS

The new design should be about farmers and fruit but not overtly fruity like the current design which makes it seem juvenile – not an alcoholic beverage. It can be alcohol from fruit, but not fruit juice with alcohol.

Current brand loyalists will follow the brand into new territory for the price, benefit, and familiarity. New users will trial the brand if it appears cool and relevant, and will repeat and stay if the product delivers on their needs. Win win.

That said, younger consumers are driven by two dichotomous factors: First, the iPhone generation wants the latest and greatest, up-to-the-minute version of everything. Second, that same consumer wants

*While the category was catching fire, the Growers brand 100 year history and aging demograph was an obstacle to growth. But a look to the past helped seed a new future.*



*The past never looked so good (left, before; right, after).*



products that are not mass-manufactured. Attributes like organic, craft, small batch, non-GMO, farm-to-table, locally sourced, etc, are powerful antidotes to unfortunate modern realities.

**SOLUTION**

Build quality, impact, and relevance to effectively compete with not only big competitors, but to also fend off the hordes of small “craft” entries. Inject the brand’s history into the label and reassert its proud Canadian roots. Remake Growers to be cool for young consumers who choose brands as an expression of their identity.

**RESULTS**

The Growers brand is now aligned with younger consumers’ desires for authentic, hand-crafted, meaningful experiences, and as Canada’s original cider, is ready to reclaim its rightful place as market leader.

Growers has launched five new flavors in the year since its redesign, and the category anticipates continued growth.



*Despite its low-brow appearance, the plump 2-liter bottle (top), a consumer favorite, is elevated by its premium label.*



*The graphic standards manual (left) reinforces the new positioning to help keep the brand on target for years to come.*