

Risk & Reward of Redesign

The Story of Basil Hayden

TheBigPicture





Chris Aukett



Noemi Marelli

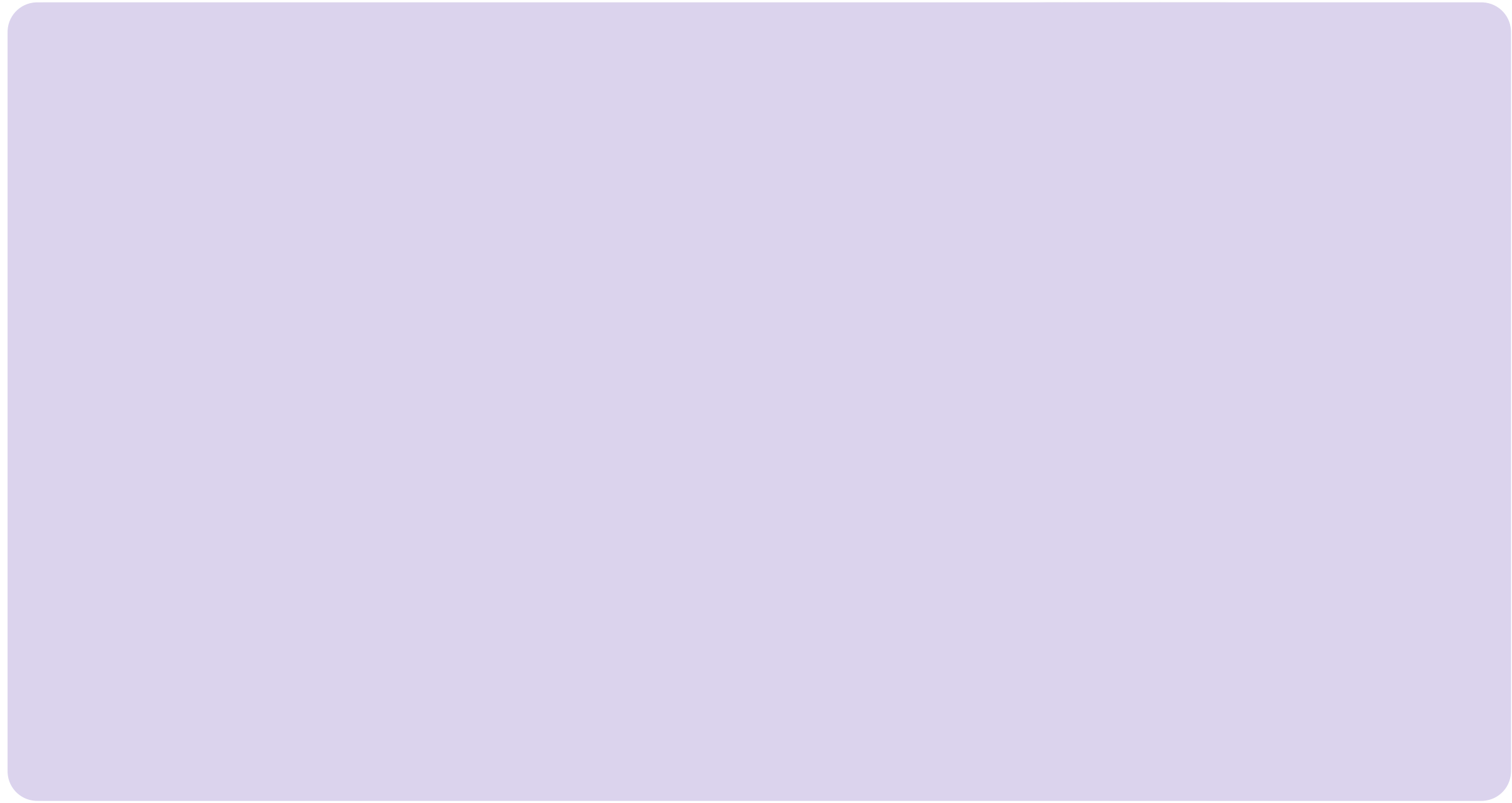


A young child with curly hair is looking intently at a large aquarium tank. The tank is filled with various colorful fish, including yellow tangs, clownfish, and a large striped fish. The water is clear and blue. The child is leaning on a wooden ledge.

People don't
think design,
they *feel* it



TheBigPicture





BASIL  HAYDEN®

Out of the *Kentucky basement*
and into the *cocktail bar*



BASIL  HAYDEN®

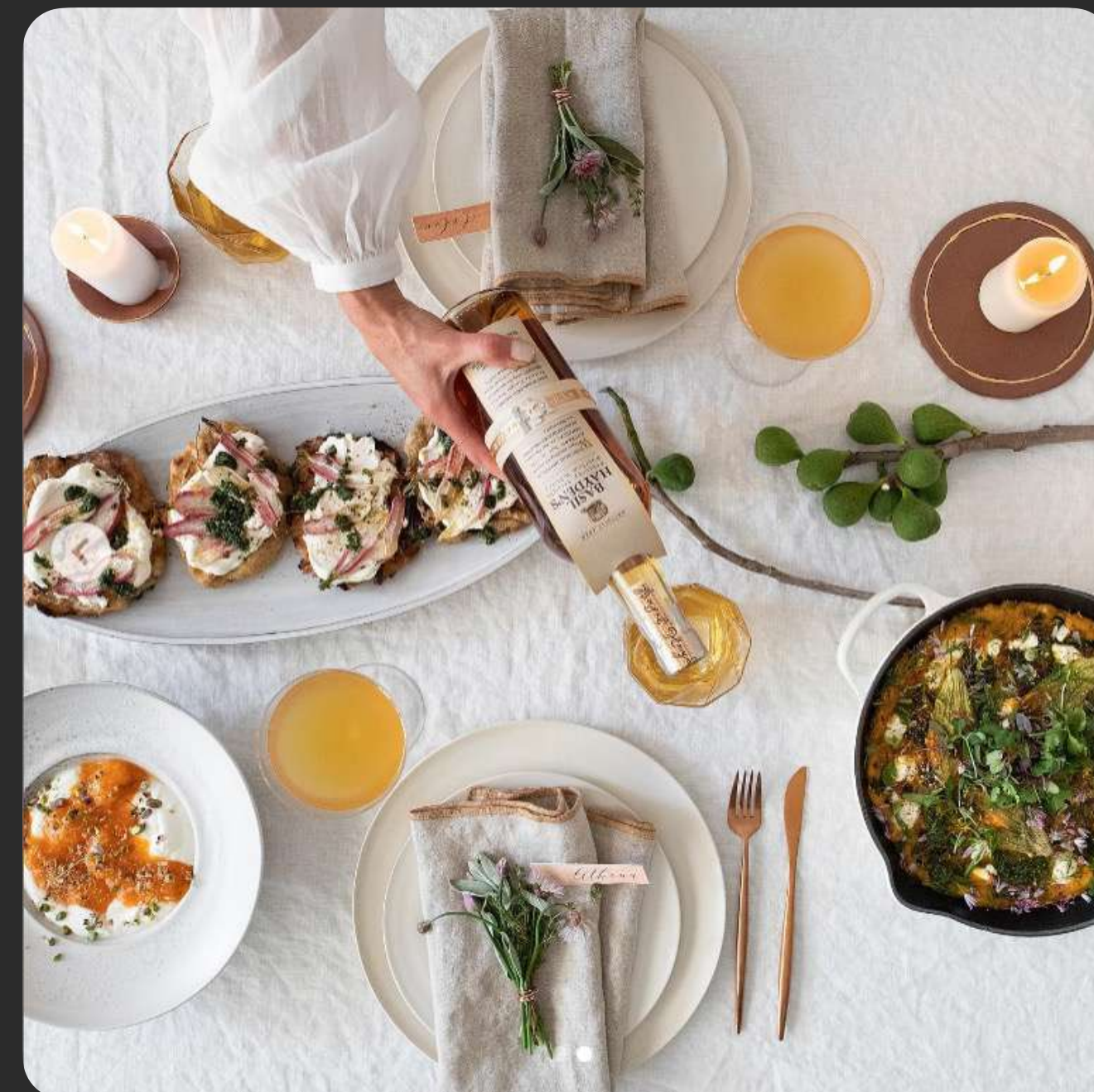
...leading to *double digit*
growth for Basil

OBJECTIVES

Drive *news*

Step up the *elevation*

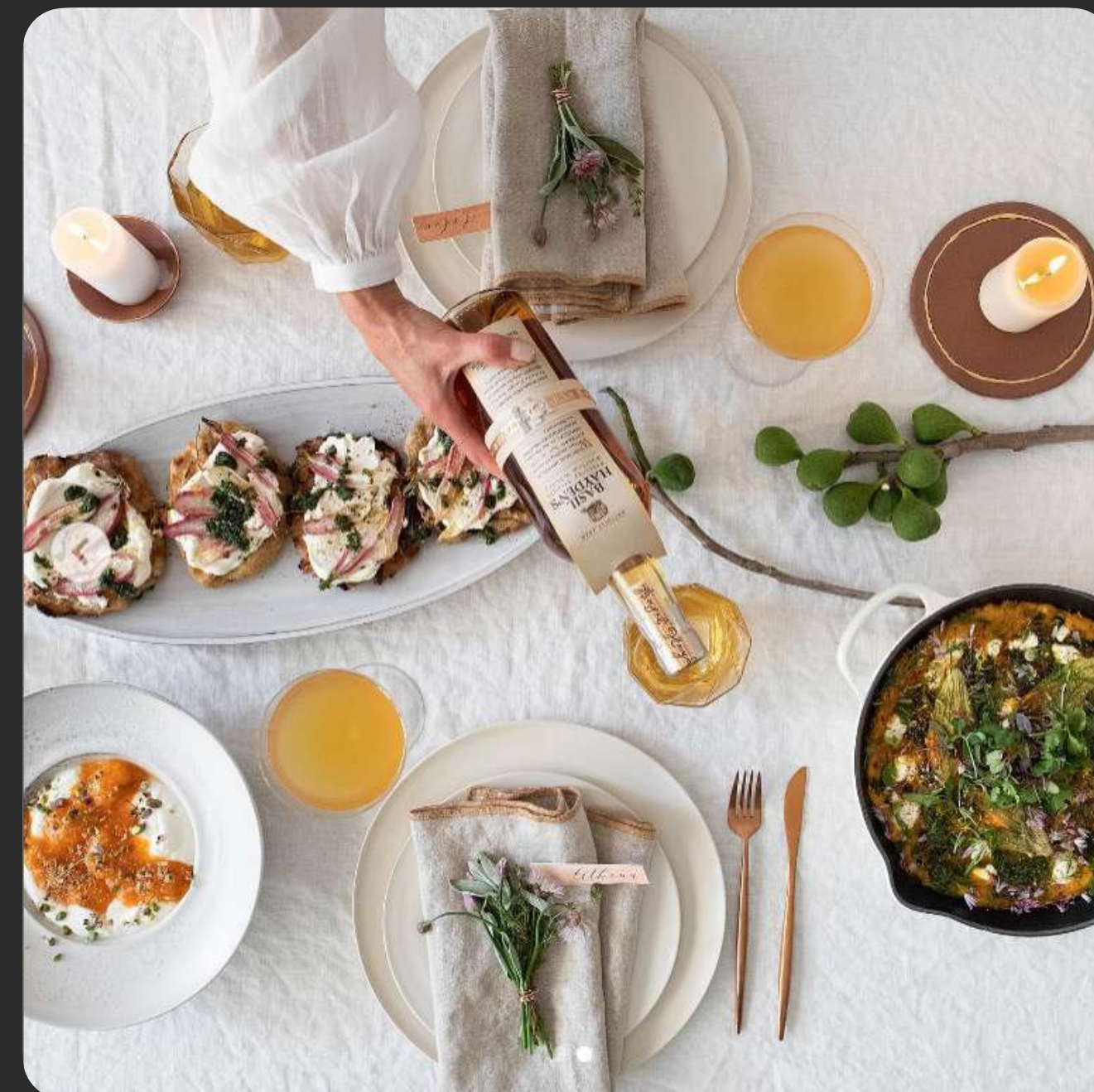
Recruit new *consumers*



THE RISK

I was actively briefing the creative agency *against removing the bib...*

the whole team were scared and there was a consensus that “we probably won’t do this”







DesignCounts

Design validation, grounded in behavioural theory and 30 years of pack expertise

| Integrated qual & quant

| System 1 gamified techniques

| Overlaid with design strategy



Rich stories of the bib
seducing users!

Yet no awareness
beyond this loyal cohort

Behavioural theory was
key to establishing risk

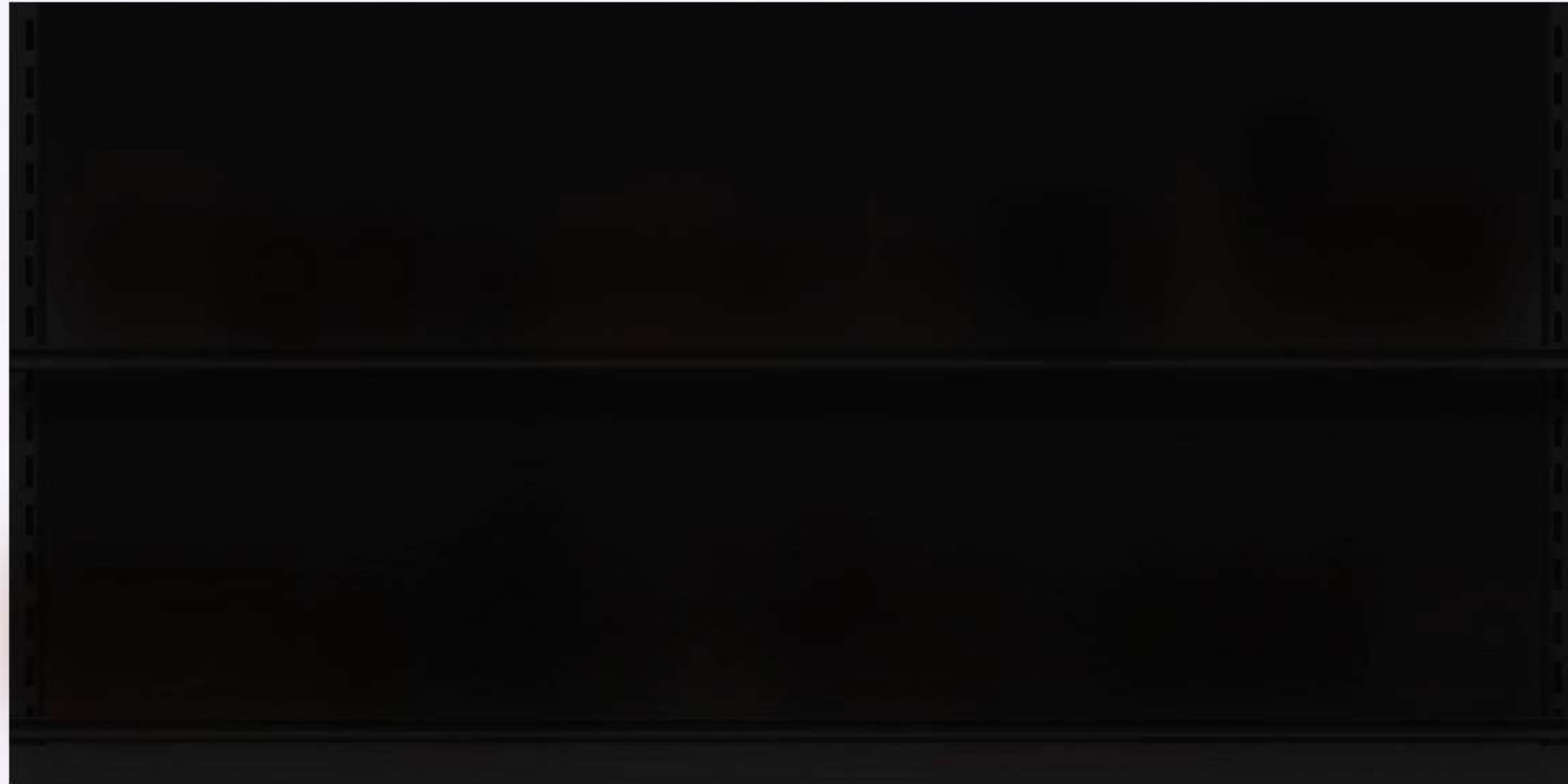


PatternID



Click on the product and drag it onto its matching item on shelf as **quickly as you can**.

If you match an incorrect product, the product will go back and you can try again...



A strong case was building
for the *bib design*...



8.3
seconds



10.7
seconds



...So why on earth did we recommend the new design *without* a bib?

Capture

Clarify

Connect

Cultivate

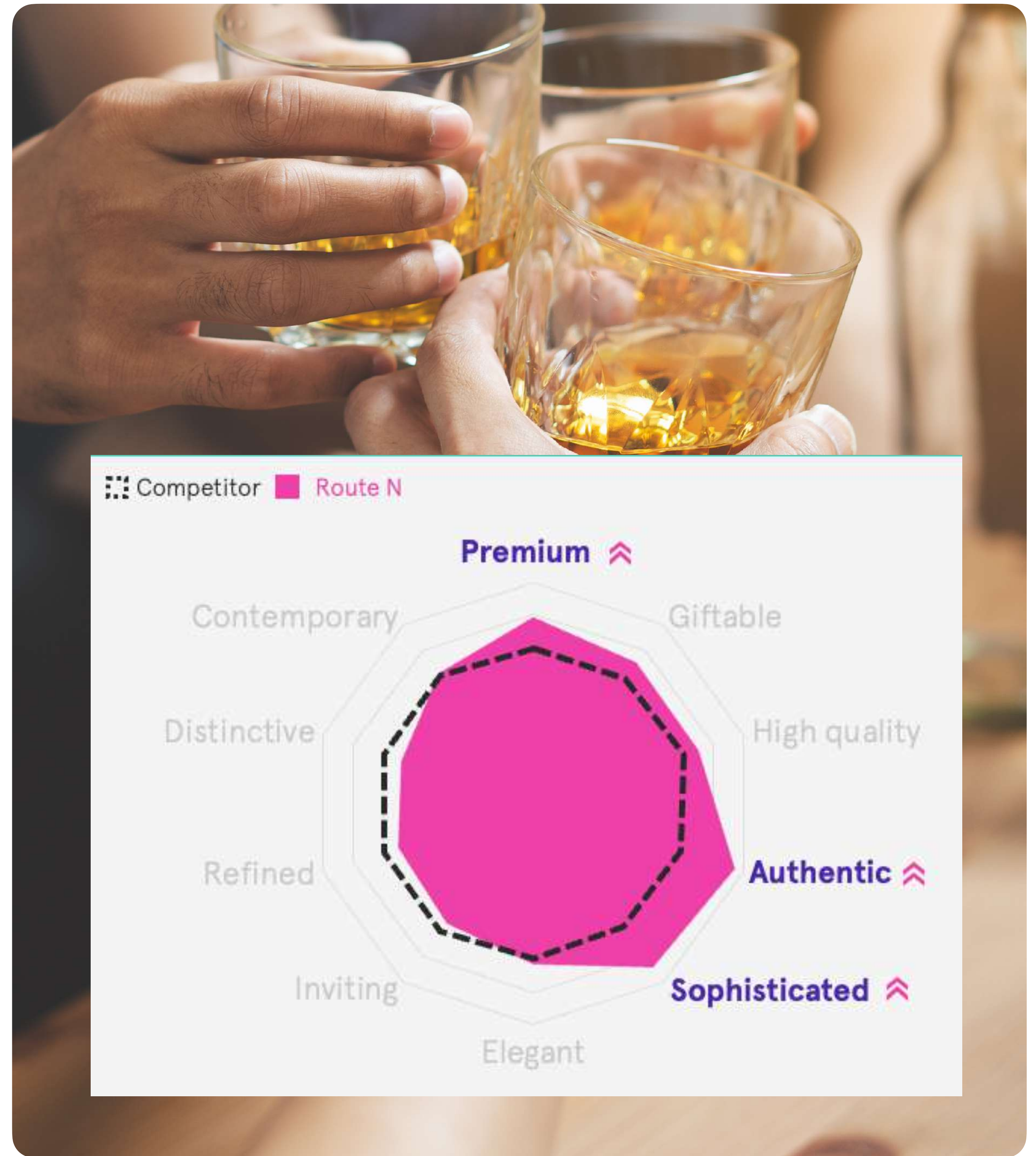


Qual

Ongoing storytelling

Great craft comms opportunities

Experiential design delights the senses





Giving the spotlight to a *more powerful* distinctive brand asset

To *bib*...



- ▲ Ultimate disruptor
- ▲ Highly Salient
- ▲ Unique
- ▼ Unclear comms

or not to bib...



- ▲ Oozes sophistication
- ▲ Cultivates brand love
- ▲ Creates connection
- ▼ Moderate impact

Strategically, the latter *..that*

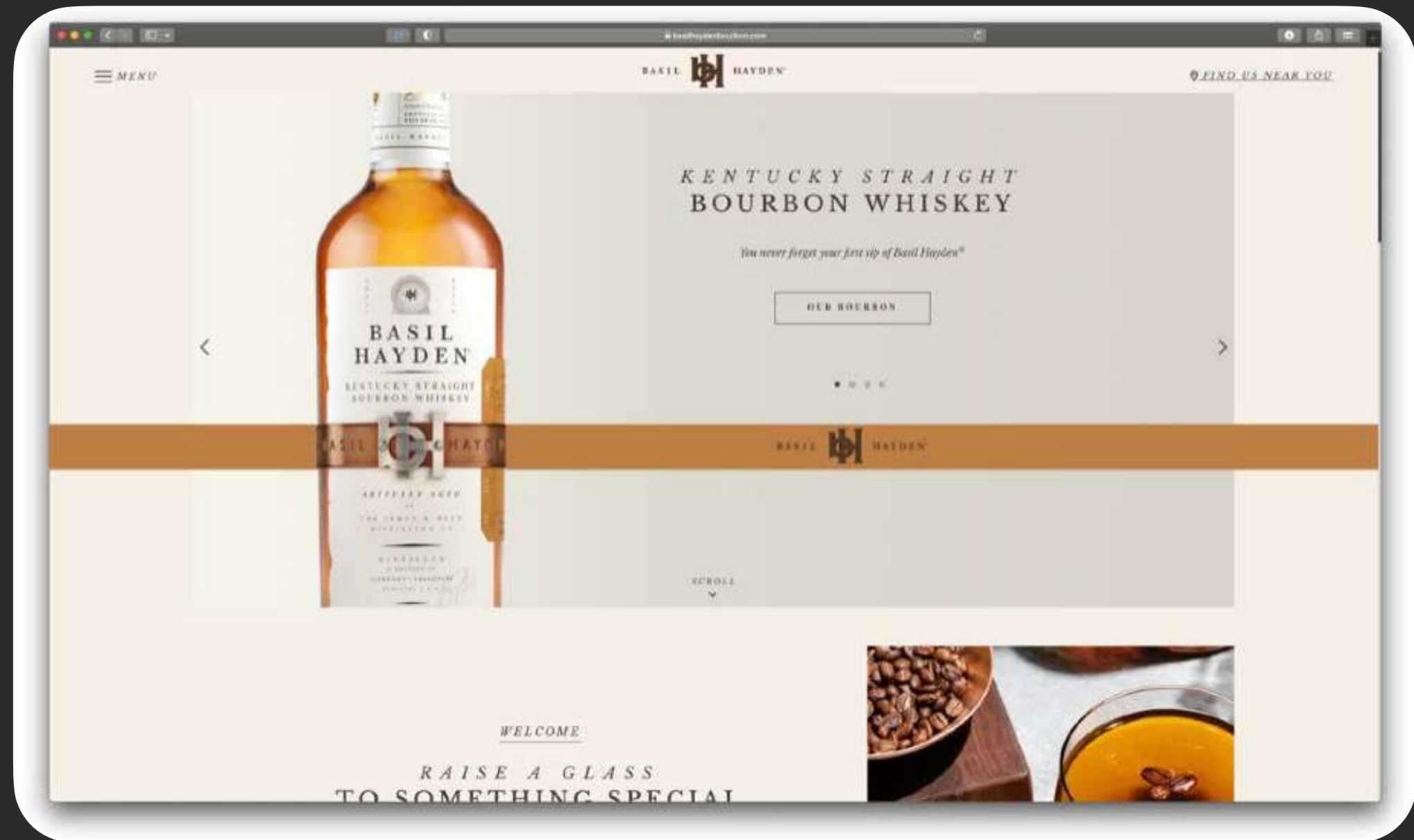




So what was the *impact?*









Sales growth of

▲15%

...despite
modest
declines in the
overall whiskey
category



▲15%

increase for
Basil Hayden's
market share



▲6pp

Increase for
Basil Hayden's as
a great gift



YoY Equity
Growth of
▲16%



Bravery with *confidence*





BASIL  HAYDEN®

“It flew in the face of what we believed and I am confident in saying we would not have made this change had we not done the research”

Senior Brand Director, Suntory Global Spirits



Chris Aukett



Jon Marks



Noemi Marelli



- ◀ Access the QR code for
- This presentation
 - 10 Principles of Great Design Research
 - Our contact info



Thank you

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