

Pod & Parcel

Design Effectiveness Case Study



Project Overview

In 2015, Pod & Parcel revolutionised the Nespresso experience by using Melbourne's best specialty coffee in a biodegradable pod. They made quality coffee more accessible while removing the waste often associated with the pod experience.

“One of the driving forces behind the rebrand was the fact that none of our competitors had a differentiated product. Everyone looked the same. This is where we felt we could improve and separate ourselves.”

BEN GOODMAN

Although the young startup was successful, they saw a clear gap in the coffee pod market and were hungry for growth...

“The goal at the time was to grow aggressively. (...) we knew that having a beautifully designed, eye-catching product was essential. Something that people felt compelled to share.”

BEN GOODMAN

Ben and Jai understood the potential of Pod & Parcel, but also knew that the existing brand identity and packaging couldn't take them to the next level... It was not only failing to communicate the unique properties of the product, but also their own playful personalities.

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Business Objectives

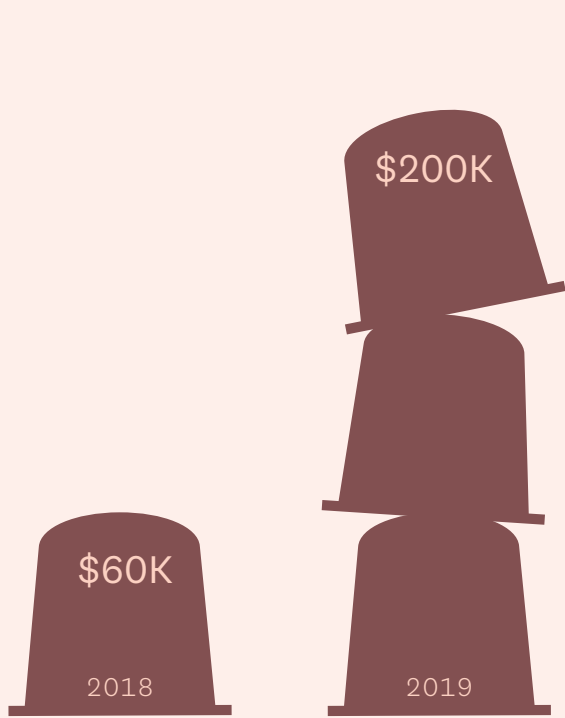
Grow aggressively

Expand into the retail space

Increase sharing and engagement on social media

Become known as the #1 company in the Australian biodegradable/compostable coffee pod scene

Design Effectiveness



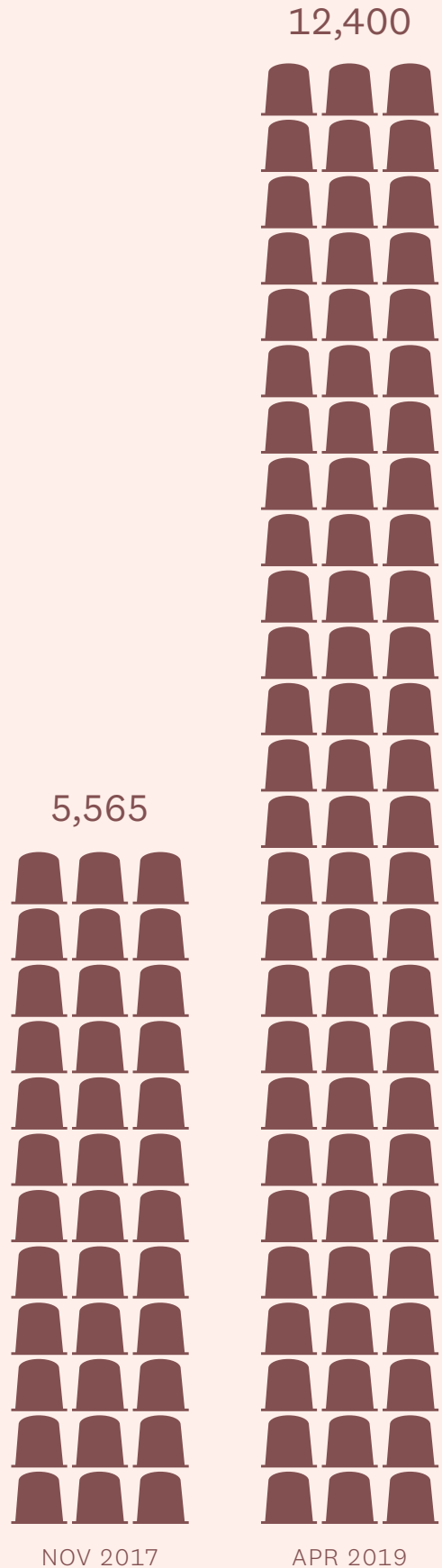
PROFIT INCREASE SINCE REBRAND

In 2016, Pod & Parcel were selling 1-2 packs of coffee a week. Since the launch of the rebrand in mid-2018, they are now selling “...at least 2000 boxes a month”.



NATIONAL RETAILERS

From zero stockists/retailers in January 2018 they are now stocked in over 80 supermarkets, hotels, offices and various independent retailers across Australia.



INSTAGRAM FOLLOWERS

Original Design



Design Solution

We challenged ourselves to answer these three main criteria throughout the rebrand and packaging design process:

1

Looks Good

The brand and packaging has to look so good people are drawn to it and want to share it via social media.

2

Tastes Good

Not only does it have to look good, it has to look delicious and provide a clear flavour promise.

3

Feels Good

The environmental aspect of the brand needs to be highlighted through the packaging, reinforcing a guilt-free coffee pod experience.



How We Did It...

Pod & Parcel[®]

CRAFTING A VISUAL BRAND STORY

Melbourne coffee is synonymous with quality and we wanted to imbue the magical and emotional connection of the best of our cafés into the brand. The new Pod & Parcel brand identity and packaging is as fun, diverse and sophisticated as the city that inspired it.

Pod & Parcel makes enjoying consistently great coffee easy and uncomplicated, the new brand identity exudes the approachability of an everyday commodity, in a unique and energetic way.



VISUAL LANGUAGE

The brand language uses tumbling coffee pods to create a modular brand identity that isn't confined by its application. A playful, improvisational personality is maintained via seemingly random pod arrangements.





ORIGINAL DESIGN



CURRENT DESIGN

COLOUR PALETTE

The original design used bright candy colours to differentiate between flavours and while it was attention-seeking, it lacked sophistication and a connection with nature.

Even though Pod&Parcel is an environmentally-conscious brand, we steered away from the expected visual clichés of green and images of flora and/or fauna. Instead we relied upon a palette of muted warm tones to both provide visual hints of the roasts’ flavour, and communicate the ethical and sustainable values of the brand.

VISUAL HIERARCHY



ORIGINAL DESIGN



CURRENT DESIGN

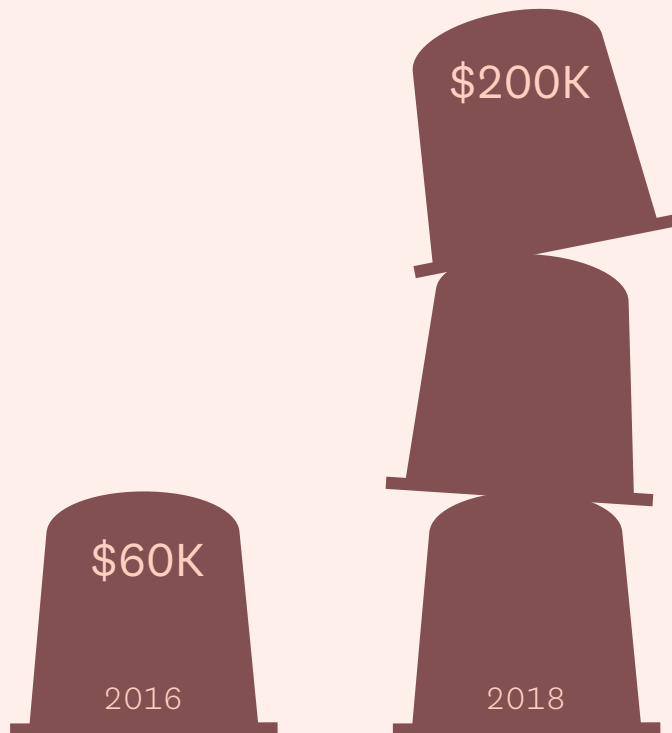
<p>1 Brand Identity</p>	<p>Logotype and packaging lacks distinctiveness and ownability.</p> <p>Look & feel is generic.</p>	<p>Instantly recognisable, inspiring & attention-grabbing.</p> <p>Stronger brand presence with distinctive identity and playful visual language.</p>
<p>2 Values</p>	<p>Biodegradability & compostability not high enough in hierarchy.</p>	<p>Biodegradability & compostability sit higher up in the visual hierarchy.</p>
<p>3 Descriptors</p>	<p>Messaging is lost and not clearly communicated at a glance.</p>	<p>Coffee name is clearer and overall messaging is better communicated.</p> <p>Melbourne provenance is higher on the visual hierarchy.</p> <p>SKUs are easily identifiable from one another.</p>

Business Objectives in Detail

1. GROW AGGRESSIVELY

In 2016, Pod & Parcel was selling 1–2 packs of coffee pods a week. Since the relaunch of the brand in mid-2018, they are now selling at least 500 a week!

Since the launch, gross revenue has increased more than 300% — from approximately \$60,000 to \$200,000 per month.



MONTHLY SALES GROWTH SINCE REBRAND

2. EXPAND INTO RETAIL SPACE

From having no retail customers in mid-2018, Pod & Parcel is now stocked in over 40 supermarkets, various hotels, offices and other independent retailers all over Australia (and growing daily!).

Stockists include:

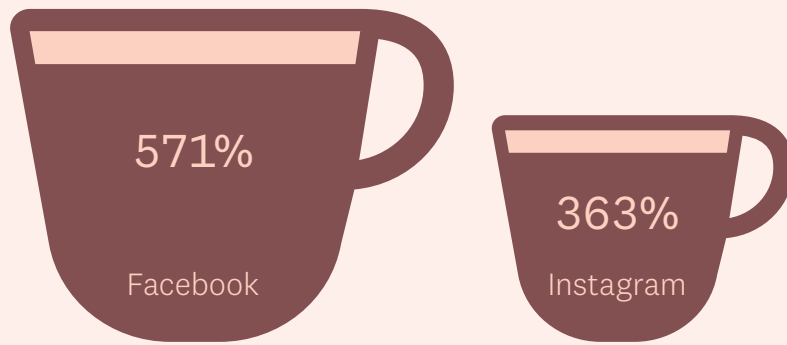
- Melbournalia (VIC)
- FoodWorks (VIC)
- Fine Fellow (NSW)
- Fresh Provisions (WA)
- Foodland (SA)
- IGA (SA)



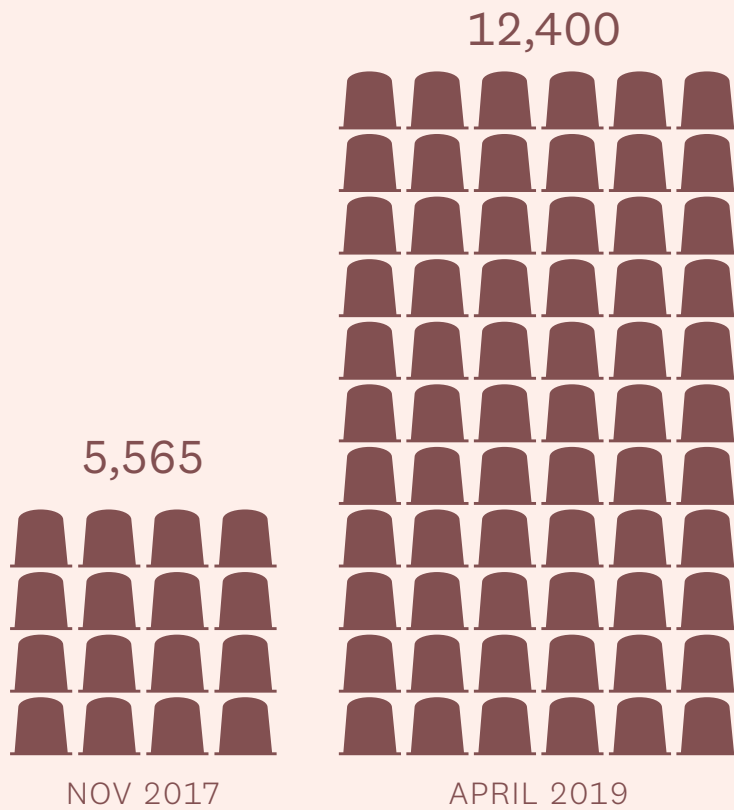
NATIONAL RETAILERS

3. SOCIAL MEDIA ENGAGEMENT

**TRAFFIC
INCREASE TO
ONLINE STORE
SINCE REBRAND**



**INSTAGRAM
FOLLOWERS**



Summary

It has been a privilege to deliver what has proven to be a unique and effective brand and packaging design solution for the team at Pod & Parcel.

“What set Swear Words apart in our eyes was their willingness to work with us as a team and generally being a down to earth, friendly crew.”

BEN GOODMAN

Nothing makes us happier than knowing we've helped our clients' businesses grow as a result of our input. We look forward to checking back in on the Pod & Parcel team soon as their business continues to flourish.

If you have an idea, a dream or a need to re-energise the visual communication of your business, we would love to hear from you.

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