

Holmes & Marchant

Are you making the most of your Seasonal Opportunities?

Easter 2010

To egg you along after the recent break,
we've been reviewing the Easter season, making a few
observations along the way, which may well help you and
your brand with future seasonal opportunities.

Collaboration

Have you thought about a partnership as an opportunity to stimulate new ideas?



Lulu Guinness has designed Fortnum & Mason's Easter Eggs, dress designer's passion for old-school glamour and modern chic.



Easter 2009 saw chocolatier Paul A Young collaborate with jewellery designer Kirt Holmes to create an exclusive limited edition gift.



Armani delved into the world of Chocolate with the release of his mouthwatering Spring 2008 chocolate collection featuring the Armani Dolci Easter Eggs.

Go Gourmet

How about going artisanal?



Sweet Brazil Chocolates makes miniature works of art out of chocolate that's also delicious. Constantly searching for the ideal balance between design, form, flavour and texture.



Damian Allsop has re-invented chocolate, using water to unlock the true flavour of chocolate.



The Milk Chocolate Ostrich Easter Egg from Hotel Chocolat.

Communication & Technology

Can all your consumers find you in their world?



Cadbury's Creme Egg is launching two free iPhone apps as part of its digital marketing campaign in an effort to drive up sales.



Each year, Hatch Design mails over 500 egg coloring kits. Recipients enter a photo of their best egg design and vote on other eggs, rating them from rotten to golden. The winner is awarded a 24k gold-plated egg cup trophy.



Easter egg hunts go high-tech with geocaching. This year organisers hid 12 large buckets of eggs in a variation on geocaching, a popular outdoor activity where people use GPS coordinates to hide items and post their locations online.

Innovation in flavour & technology

Do consumers want you to lead the way in innovation?



Discover the new modern and luxurious milk, dark or white chocolate eggs encrusted with favourite sweets and candy.



One of the great successes in new product development has been the Malteaster Bunny from Mars. The impulse line was launched last year and added £3m worth of incremental sales in just one month.



Easter chocolate pizza proves a firm favourite for the Gourmet Chocolate Pizza Co. Presented in a pizza delivery box, surrounded in red tissue paper.



Soft bacon caramel & 55% dark chocolate. Redefining bacon and eggs from Vosges Chocolate.

Culture

Why not tie in your seasonal activity with a movie to boost sales?

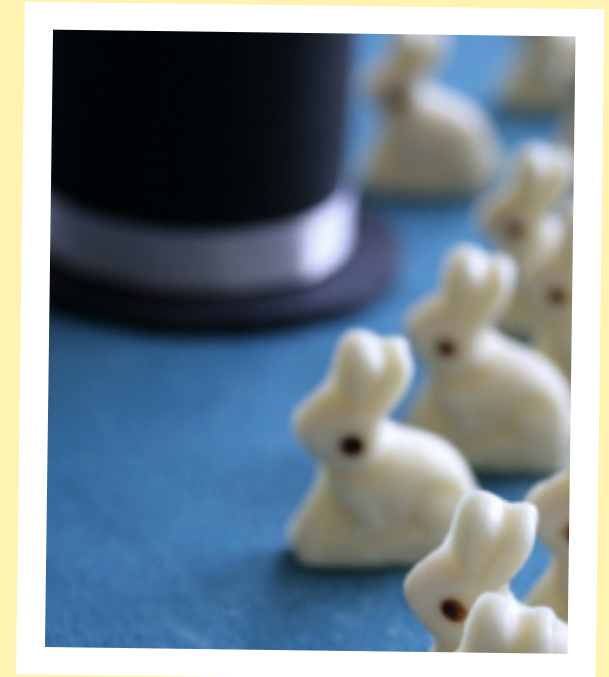
Here's an example following the release of Alice in Wonderland.



Tetley introduced limited edition Disney's Alice In Wonderland collectible tins and canisters of tea. Tetley has been named the official tea for the film.



Alice in Wonderland inspired confectionery at Harvey Nichols Foodmarkets.



White Fox Chocolaterie prepare artisan chocolates, including these bite sized white chocolate rabbits in a black top hat box.

Occasions

When was the last time you made an occasion out of Seasonal Gifting?



Fortnum & Mason has given Easter a little sophistication with this simple gift of Blanc de Blancs champagne and a drawer full of solid chocolate eggs made with their best milk chocolate.



Easter Hamper Adventures at Hotel Chocolat, with gorgeous filled mini eggs, Easter Eggs in milk, white and dark chocolate with a bottle of bubbly prosecco.

Rituals

How about stealing from around Europe?



Colomba Offella 'Dove' Easter Cake. This traditional Easter cake from Verona, is similar in style to panettone, but without the dried fruit. Shaped like a dove to represent peace, and dusted with sugar, it is a truly elegant seasonal offering.



Baklava at Easter is traditionally made using 40 sheets of filo dough, 20 on the bottom and 20 on top, representing the 40 days of the Greek Lent.



Simnel cake is a light fruit cake, covered in marzipan, then toasted, and eaten during Lent or at Easter in Great Britain, Ireland and some other countries. On the top of the cake, around the edge, are eleven marzipan balls to represent the true disciples of Jesus.

Be careful of excess

If you don't, your consumers have great alternatives now.

DID YOU KNOW In 2007 Friends of the Earth estimated that 4370 tonnes of cardboard and 160 tonnes of foil waste was created by the packaging used to protect Easter Eggs.



Nestle decided to strip the Chocolate Easter Eggs of its excessive packaging material, using less and with more recycled material to meet the ongoing consumer requirements regarding sustainability and 'greenness'.



These Nestlé Chocolate Easter Eggs wraps are made from recyclable material and the tin is promoted as a collectible. It's also made from steel plate, which is fully recyclable and can be marked as a 'light green' packaging.



Part of Cadburys overall Purple Goes Green Environmental Strategy, a new line of its popular chocolate Easter egg called Cadbury Treasure Eggs. The new eggs feature significantly less packaging. Wrapped only in foil, the packaging change will result in the use of 75% less plastic and 65% less cardboard by eliminating the box.

Go back to your roots

Why not embrace your raw materials?

DID YOU KNOW £32.7 million was spent on Fairtrade Easter chocolate products in 2008.



Rococco Chocolates, half a dozen real hens eggs. Only they've taken out the egg bit and filled it with delicious hazelnut praline. Simple as that.

Chic, petite and delicious, Pandora Bells Real Eggshell filled with Praline Chocolate.

So to sum up...

When thinking about any seasonal opportunities,
remember some of these easy wins.....

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Go Gourmet
Technology & Communication
Innovation in Flavour & Technology
Culture
Occasions
Rituals
Be Careful of Excess
Going back to your roots



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