



Design to communicate change to consumers

Communicating core messaging at crowded point of sale

- Striking display to promote improved product
- Four months to design and develop
- Interpreting 2D branding in resonant 3D form
- Design for robustness and easy maintenance
- Mechanical and lighting development
- Prototypes assembled by Lucid
- Comprehensive manufacturing specification

The Situation

At the turn of the millennium, Heineken in the UK was a weak, local brew, made under license, with dated consumer perception. The market had moved on and Heineken reacted to competitive pressure in the UK by replacing a local beer with a 'genuine' Dutch import.

The Challenge

Heineken's dispense manufacturer asked us to help develop a point of sale presence to dramatically change perceptions of the brand. Design to help communicate the change.

Building on initial branding consultancy concepts, the challenge was to create a stand-out presence at point-of-sale with clear messaging about the stronger, authentic, imported, new draft Heineken.

Our Solution

Sketch visualisation, 3D CAD modelling and rapid prototyping were used to develop a form that sent out a bold statement.

Using an induction coil to transfer power to the high level illumination, we were able to keep the logo lit without clumsy wiring.

Mechanism development, finishing specification, tolerancing, structural optimisation, flow and cooling management all formed part of Lucid's comprehensive development service.

The Result

The imposing form is designed to tower above competitors at point-of-sale. The key sales propositions were set at eye level, focussing consumers on the change.

Volume and value sales both increased in a declining market.

