

CASE STUDY OPTIMISED GIFT PACKAGING PRODUCED SALES TO SAY CHEERS TO

BACKGROUND

The Isle of Harris Distillery is a distillery located in the Hebrides, Scotland. A 'social' distillery, they aim to give back – both to the community and the isle itself. As a result, the brand is always looking for ways to mitigate their environmental impact – not just for the island but for the planet too.

In 2021 they set out to increase sales of their gifting products; elevating the premium gifting experience in a way that was environmentally friendly too.

Their print partner APS was tasked with creating a range of postal packaging that delivered a premium gifting experience for the recipient whilst safely transporting gin bottles and hand-blown glassware. All while lowering the carbon footprint and significantly increasing sales.

SOLUTION

When approaching this brief, APS started from scratch by redesigning all elements – including the range. The starting point was to reduce the overall range and minimise the component parts; this allowed for a more streamlined packaging approach, with multi use elements created wherever possible, thus lowering the overall carbon footprint.

With the range in place, APS set about to significantly reduce the amount of material used in the packaging, without compromising structural integrity and its ability to protect the fragile contents. Crucially too, all the packaging had to be fully recyclable.

The next step was to improve the recipient's unboxing experience – while at the same time ensuring there was

no 'surprise spoiling' – this was a gift after all! Overall, the quality and tactility of the packaging was improved without impacting the sustainable credentials of the range. The introduction of embossing, full colour print and metallic print all added to the customer experience and reinforced that this was a luxury gift.

Inside unique glass fitments were created to enhance the unboxing experience and ensure the fragile glasses arrived in one piece, while allowing the pack to be used in a retail environment.

Finally, to truly add a personal touch and elevate the gifting experience, customers could include a handwritten personalised message to be included in the gift box.

RESULTS

The campaign was a huge success – delivering a significant increase in sales. For the targeted Q4 festive period, glass sets sales increased by 201%, single bottles of gin by 61% and gift sets by 121% from the same period in 2020.

Equally as important was the improvement of material efficiency, resulting in a lower carbon footprint that fitted with The Isle of Harris Distillery's green credentials.

Customers loved it too, giving glowing feedback. All of which positively reinforced the Isle of Harris Distillery brand as a leader in the unique gin gifting space.