

Graphic Design

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Case Study:

Lea & Perrins Sales Kit

The Challenge

The Lea & Perrins brand and its famous “wrapped” bottles of Worcestershire Sauce are recognized around the world. Jack Horner Communications (JHC), longtime PR partner of Lea & Perrins parent, H. J. Heinz Company, set out to design a new sales kit to present the signature style of the 170 year-old brand.

The objectives of the custom sales kit were first to educate the internal sales force, brokers and customers about the value and uniqueness of the paper wrap to the Lea & Perrins brand; and secondly to introduce the new 5-ounce and 15-ounce wrapped bottles. JHC needed to arm the sales team with updated product line information to effectively sell the extended sizes of wrapped bottles, to gain distribution on the new wrapped items and to continue driving excitement and focus around Lea & Perrins.

The Solution

Lea & Perrins adds a boost of distinctive robust flavor to everyday meals and snacks—and JHC’s sales kit needed to reflect that same brand positioning. Using the value proposition of “old world, premium, high quality and genuine,” inspired JHC to design a functional and unexpected sales presentation.

JHC’s in-house creative department turned to the extensive history of the Lea & Perrins brand for our sales kit design. The story begins in the early 1800s, in the county of Worcester. Returning home from his travels in Bengal, Lord Sandys, a nobleman of the area, was eager to duplicate a recipe he had acquired. On Lord Sandys’s request, two chemists—John Lea and William Perrins made up the first batch of the sauce. Imported in 1839 by New York business man John Duncan, Lea & Perrins is the oldest commercially bottled condiment in the United States.

Today, Lea & Perrins remains true to the spirit of the original recipe by combining ingredients from around the world and aging the sauce in wooden casks for 18 months for a richer, smoother flavor. Those same wooden casks became the inspiration for the sales promotion that would introduce the new wrapped products. Also included in the kit was an effective and easy-to-read product brochure that provided sales and marketing data on consumer recognition of the Lea & Perrins wrapped products.



The Results

The final product showcase achieved both objectives set forth by the Lea & Perrins team: JHC successfully captured the authentic and original characteristics of the brand, while also communicating key message points to the target audiences.



“JHC delivered a sales kit that was creative and echoed the nostalgia associated with the Lea & Perrins brand. Our sales team is now well-prepared to leverage our products in the marketplace.”

Sarah Datt
Associate Brand Manager
H.J. Heinz Company