

Anchor butter

Spreading the love for Anchor



What needed doing

Anchor is the UK's oldest butter brand, and holds a special place in the hearts of a whole generation of butter lovers. Yet after three decades as the UK's favourite, Anchor had slipped from its number one spot to third place, with sales declining in a very busy marketplace marked by minimal category growth and aggressive price promotions.

By the time the recession hit, it was clear that Anchor was no longer on shoppers' radars. We needed to help people see Anchor past all the competitive price promotions, and give it a stronger, more confident presence on shelves.

Our job was three-fold:

- Reignite consumers' latent affection for Anchor with a more iconic, more appropriate brand expression
- Stem the decline in sales
- Stabilise and maintain sales levels, year on year

How we went about it

We wanted to make Anchor butter the brand consumers notice first. Using the line, The Original Butter Company Since 1886, we differentiated it from oil-based spreads and introduced a sense of pride and heritage.

We then redrew and centralised the iconic Anchor, and used a rich yellow glow and warm rays for the background. We applied this colour blocking across the range, vastly increasing shelf standout. We also created a ribbon device to help shoppers choose the right variant quickly.

Last but not least, we created the Anchor butter story and told it in a friendly tone of voice, engaging consumers at a deeper level and reinforcing brand trust.

Before re-design



'We've had nothing but positive feedback. Consumers are loving Anchor once again! The simple, proud, iconic design stands out in store and instantly helps them find it. People know they're buying proper butter and a brand they can trust.'

Mike Walker

Senior Brand Manager, Anchor Butter