



McCain

Putting oven chips back on the menu

What needed doing

McCain had been popular ever since they invented the Oven Chip in the 1970s. But when the obesity issue exploded and healthy eating became a national obsession, consumer trust fell, dragging sales down by 40%. The brand quickly changed from a household favourite into public enemy number one.

Our job was to help the business articulate a new positioning. 'It's All Good' was the core principle, and we used it to reposition the brand and the packaging, rebuild consumer confidence and communicate key truths about the way McCain make their food – with simple care and preparation, and from just two ingredients – potatoes and sunflower oil.

How we went about it

It's All Good was a simple, truthful answer to the questions their food was raising. In summary, McCain grow potatoes on their own farms, they wash, peel and chop them and, when it comes to their chips, lightly cover them in sunflower oil. McCain food is much more natural than the media – and their packaging – was making them out to be.

We modernised and centralised the masterbrand logo, created a 'simple, fresh ingredients' logo DNA for use across all their 30+ brands, and dialled up the low fat claims and other nutritional info. The colourways, photography and pack materials needed looking at too. Goodbye shiny packs that screamed additives and fat, and the landfill food photography. And hello to a more natural colour palette, a softer, matt substrate and appetising food shots. Tone of voice was also key, and using our Wordplay© workshops, we introduced a more appropriate, down-to-earth brand language.

We gave the same treatment to their Rustics and Homefries brands, and all their other potato products. We even helped them expand their 'eating occasion' repertoire with the more upmarket Simply Gorgeous chips and roast potatoes.

The results? A proud, iconic brand back in its rightful position as market leader. The stronger branding, natural imagery and clear ingredients info helped overturn negative consumer perceptions, helping McCain stand out (for all the right reasons) in the freezer cabinet.

28.8%

Oven Chips saw a record high penetration of 28.8% of all UK households – an additional 1,125,00 households

£2.4m

sales increase making McCain a £64 million brand

31%

Homefries saw a record high penetration of 31% across all UK households – an additional 734,000 households

£6m

Rustics achieved an additional £6million annual sales and 600,000 new customers (9.7% of all UK households)

