

Squeeze Me... Yorkshire Tea



Lucid group

packaging and promotion

total product development...

Lucid delivers turnkey solutions, including ideas, design, tooling and management of product delivery

Brief

Yorkshire Tea approached our team to develop promotional ideas to help increase market share. Together we created a strategy including an on pack promotion to complement the brand's values

As an ISO 9001:2000 business we have a track record creating total solutions for many clients

Consumer research

We investigated opportunities to develop an incentive to switch from other brands. Diaries of the tea making process quickly confirmed that getting a bag to the bin was unhygienic and messy

The ideas

Lucid's designers created a series of sketch designs for non drip tea bag squeezers

We incorporated brand values of value practicality, humour and warmth. We presented sketches and models to focus groups to help refine the concepts

The practical stuff

Concepts were developed into a design that is effective, promotes the brand, is on budget and is durable enough to be kept in a consumer's drawer, as a reminder of the Yorkshire Tea, even if it's unused

Concurrently the design was engineered for hygienic packing on Yorkshire Tea's automated lines and a file for CE marking was prepared

Delivering the goods

Lucid sourced tooling and moulding, managed packing and delivery of a million packs to a tight schedule

"Squeeze Me" helped maintain volumes during the slow summer period for hot beverage sales

Lucid's team has undertaken similar projects for Sainbury's and other retailers



product innovation, design and delivery

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