

Introduction

Ideas for the re-positioning 'The Truggery'
through creating an **effective**
brand and its promotion.

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Our creative strategy

Our thinking that informed our approach was

- **Key facts** – what we should know. The background information or research pertinent to the execution of our creative juices. It's our frame of reference.

- **Objective** – what we want to happen. This is what we think we need to accomplish. It's a specific communications objective, not a marketing objective.

- **Target Audience** – who to sell to. The profile of the audience we are trying to reach; a demographic portrait of the customer.

- **Positioning** – how to sell. This defines where you want to place your Trugs relative to the competition and how you want your product to be perceived by the target audience. It suggests the personality of your Trugs, i.e if your Trug was human what sort of person would it be?

- **Primary Message** – what to sell. This is the main benefit (not a feature) that the customer receives from your Trug; its unique selling point.

- **Copy Platform** – why they should buy. The features and benefits that support the primary message as to why the customer should buy your Trug. It's the details you would find in the body copy.

- **Tone and Execution** – what's our approach. This dictates the characteristics that should be reflected in the copy and design; the overall style.

- **Mandatories** – what must be included. These are the specific copy points or design elements that must be included.

Who gives a Truggery?

Having gleaned what we could (see the data you're bound to know already on pages 11 – 18) we decided that you should shift the emphasis away from your business alias 'The Truggery' and focus on your product – the Trug.

You manufacture a product that, despite being ubiquitous, has steadfastly resisted the vagaries of style and fashion and remained true to itself – the quintessential garden implement that has always been in vogue.

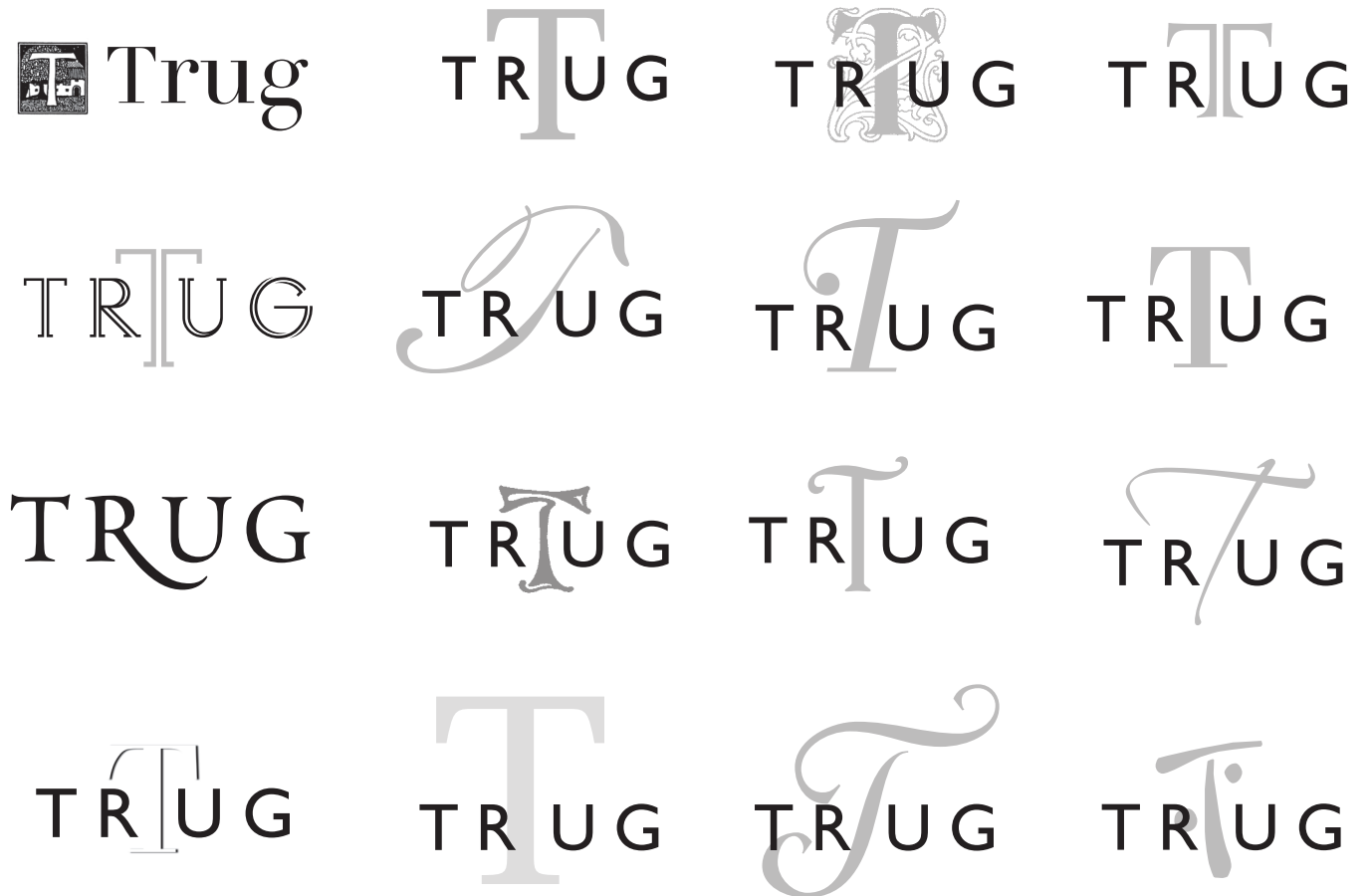
We feel you need to concentrate on taking ownership of the word itself and to brand it as your own. After all you represent the one remaining manufacturer of a local industry that was once greatly revered – and it should be yours. Which is why we've concentrated on creating a logo simply entitled TRUG. It's simple and direct.

Consequently we'd like to suggest that the more complicated word 'Truggery' be used to refer to the manufacturing premises; we recommend that your retail side simply be referred to as 'The Trug Shop'.



Background to the construction of TRUG

Visually we wanted to combine the handcraftsmanship of the product with a classic traditional typeface that we discussed. You can see from these examples how we progressed...



TRUG

Eventual result

We've created a 'T' decorative motif to convey the traditional, ages-old manufacture of a Trug. The top arm of the letter is constructed out of what is called in typography a 'section' – a scribal form of a double

's' which is chiefly used with reference to legal codes and statutes when citing particular sections; the stem is constructed from a singular version of the same.



TRUG

Eventual result

Turned upside-down the 'T' forms a trug-like basket shape.

The font we've chosen is 'Gill' named after the English (he resided in Ditchling) artist and type designer Eric Gill and issued in 1928. The roots of 'Gill' can be traced to the typeface that Gill's teacher,

Edward Johnston, designed for the signage of the London Underground Railway in 1918. Gill's alphabet is more classical in proportion and has a distinctly British feel.

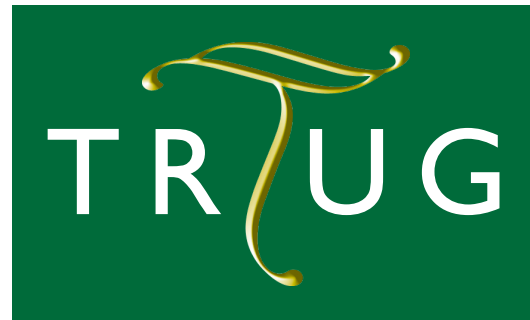
We've shown the logo in black and white and in its corporate colours – Green and Gold.

TRUG

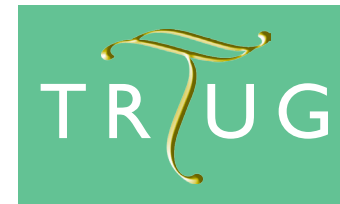
TRUG

Colours

We've chosen the palette Green as it represents life and growth and it is also the most relaxing colour in the spectrum. Unlike other hues, green focuses directly on the retina without being refracted, making it especially easy on the eyes. It is also thought to have great healing powers and the ability to soothe and refresh. The paler the green the more calming it is – one of the reasons hospital walls are often painted sea-foam to literally sedate worried patients and visitors. Then there's the use of the 'green room' backstage to reduce anxiety prior to a performance.



Light greens bring to mind Spring and the outdoors, conveying happy, youthful feelings; forest green is the colour of mature trees which represents stability and growth; green is the colour of money too.



Promotional piece

We want your audience and customers to know that you understand them and their world. To this end we recommend that you also position yourselves as being very knowledgeable about gardening. And that you're here to encourage and support gardeners of all levels.

We suggest that each Trug is sold with a tag that incorporates useful gardening information, It could be a simple double-sided card as we've visualised or it could be a 12 page concertina-type fold-out that shows all the 'Ten Things To Do' per month whilst revealing how your Trug is made.

The body text typeface 'Minister' was designed by one M. Fahrenwaldt for the Dresden foundry 'Schriftguss' in 1929. 'Minister' is a contemporary design based on Old Style types and has obvious calligraphic overtones, making it a good informal text face.




Further developments

Here's a list of other marketable horizontal features that, if you haven't considered already, you may like to in the future particularly as they'll enhance the brand; some are relatively cheap to instigate others will require a more substantial investment.

- **Develop a range of 'Gift Packs' akin to Fortnum's Hampers** – prestigious and highly desirable. 'Hen and Hammock' produce an attractive-seeming one for the eco gardener which web sales at £80; 'The Great British Trug Company' attempt something of the same. We think this area could be most lucrative particularly if you incorporated locally-produced products for the discerning connoisseur..
- **Create a series of Botanical Cards or Limited Edition Prints** – Your two ingredients, *Salix Coerulea* and *Castanea Sativa* would make beautiful botanical illustrations that you could sell onto your customers. So too images of the manufacturing sequence. Or simply plants and vegetables.
- **A Booklet** – incorporating the 'Meanings' of Flowers' for example that the flower trade would enjoy. Or tie-in with someone like Jo Sheridan, a once-renowned astrologer, and brand a reprint of her book 'The Floral Oracle'.

- **A 'Calendar Girls' calendar** – you could invite a choice selection of locals to pose nude with a Trug of their choice to raise a laugh, sorry, funds for a good cause as well as the subsequent publicity.

- **Create a series of Postcards** – through which you ask your purchaser to return to you. Your address would be pre-printed on it and your customer would simply tick boxes to indicate safe receipt of their Trug, and that they're satisfied, etc. All good data with which to establish your Customer List (highly marketable in itself) and a bed-rock for future promotions.

- **Competitions** – You could develop one for each purchaser that's based on the person with the oldest, the person with the sweetest story., or the most unusual usage of your Trug. Perhaps one that invites customers to take a photo of their Trug in the furthest region of the globe, or in unusual settings.

- **Sponsorship of 'Blue Plaque'** – suggest to the Council that the village or your building should be commemorated with one or some device that better establishes the historical connection.



Further developments

- **Defining a Mark** – create your own hallmark of credibility so that your Trugs are clearly separate from the others. The symbols would be burnt onto the underside of each Trug as having been made in Herstmonceux – three blocks incorporating the date/ SP's initials/'H' for Herstmonceux.
- **Voucher scheme** – if you're not part of the National Garden Gift Vouchers then why not create your own?
- **Product placement** – seems to me you're doing rather well already here in magazines but you need to be placed on a host of other Web sites, CAD packages, TV shows, etc. Have you considered ingratiating yourselves with a special 'own brand' version to various editors or birthday ones to media pundits?
- **Herbs** – package your own herbs.

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Aspects of recent reports
which might influence
your strategy

The UK gardening industry incorporates gardeners and tree surgeons, landscape gardening and garden design, garden centres and retailers and manufacturers of gardening tools, equipment, garden furniture and accessories, and plant and herb nurseries.

The gardening market is well established, and gardening and spending time in gardens has become one of the UK's top leisure pastimes. **The sector is worth an estimated £5 billion a year, and is increasing by a rate of 20% annually.** The industry has been positively influenced by a number of buying trends. Spending on gardening tools and equipment is boosted by medical research that confirms the stress-reducing effect of gardening and its positive contribution to a healthy lifestyle as a form of cardiovascular exercise. Additionally the trend for entertaining and eating at home has prompted many homeowners to refurbish their gardens as additional living space in which to enjoy family leisure time. Sales of barbecues, patio furniture and decking have increased dramatically in line with the growing trend for eating and socialising outdoors.

Gardeners and Garden Design

The UK's culture of ever-lengthening working hours and time-consuming daily commutes has generated increased opportunities for gardeners. Many

professionals have insufficient time to maintain their gardens, and are willing to pay a gardener to look after them so they can be enjoyed at leisure. There has been a boom in the market for lifestyle services of all types, and gardeners represent a key segment of this growing market.

Use of fixed and architectural structures, such as driftwood sculptures, water features, decking and obelisks in gardens is a developing trend inspired by the array of TV programmes covering innovative gardens and garden design. Gardens are becoming increasingly segmented into separate areas for designated activities, such as entertaining and relaxing, children's play or planting. Demand for garden fixtures and fittings, such as patios, decking and garden furniture, has been sustained for several years. Decking, in particular, is considered to have an attractive contemporary appearance that appeals to fashion conscious young professional households keen to create a sophisticated outdoor space for entertaining. Other design trends relate to the emulation of historical English garden features, such as formal lawns, ornamental shrubs, topiary, gazebos and pergolas, as more consumers attempt to continue in the garden the period effect sought after by many owners of Victorian properties.

A further design trend is to base a garden on a particular style, such as Mediterranean, tropical,



water garden or Japanese garden. Consumers are also demonstrating more creativity with the space available to them. **As house prices continue to rise, many homeowners are forced to make do with the property they currently own, which has resulted in a trend towards renovation and improvement of both homes and gardens, as an alternative to moving house.** Cities and conurbations in the UK are suffering from an acute shortage of space, and garden design specialists, capable of making the most of limited space and creating attractive micro-gardens are in high demand, particularly in affluent metropolitan districts. Clear trends can be seen for circular gardens, sunken gardens, patio gardens created in the cement yards of the Victorian terraced house typical of many urban areas, and gardens created in long, narrow terraces to maximise space. The most popular trend in this area is for roof gardens atop sprawling city centre apartment complexes, promoted via TV shows such as Channel 4's *The City Gardener*.

Businesses, including offices, shopping centres and restaurants, and institutions such as schools and hospitals, are investing money in gardens and interior plant and flower displays. This is creating opportunities for garden designers specialising in commercial and public settings, as well as for garden design consultants and plant and flower consultants, who are employed by commercial

clients (and sometimes homeowners) to assess the surroundings and provide specialist advice on how best to structure the garden and which flowers to plant.

Landscape gardening and interior landscaping

Landscape gardeners are employed by both domestic consumers and businesses to landscape large areas of land and design, create and lay out whole gardens, as well as to perform other jobs such as laying patios and decking, designing and building garden structures and water features, laying plants, shrubs and planting trees, and consulting with customers to identify their preferences and tailor a garden plan to their tastes. Where landscapers were previously employed primarily for large projects and following a house move, they are now increasingly used for design projects, such as renovating an area of the garden for children, or creating and constructing a particular design feature. **Revamping the garden is now considered an important aspect of routine home maintenance, in a similar vein to repainting a room or updating the style of the bathroom or kitchen.** Particular areas of interest for specialised landscape gardeners relate to the installation of lighting, design of freestanding architectural structures, and the laying out of decking, which continues to demonstrate sustained popularity among UK consumers keen to make the most of the summer.



Increasingly complex landscaping and water features represented the major trend in the gardening market several years ago. The concept of the traditional pond being an adventurous garden option has been made obsolete by the consumers' willingness to experiment with running fountains and other sophisticated water features. **Concern over the safety of these decorative features has led to demand for child-friendly gardens and designated children's play areas.**

Interior landscaping, involving designing plant and floral displays within homes and businesses, is a growing area. The trend is enhanced by a wealth of scientific research suggesting that plants in homes and businesses can **make a positive contribution to general health and wellbeing, and, most particularly, are believed to reduce stress and improve productivity.** The concept of 'living' spaces, where foliage is given the same emphasis as furniture, as well as the increased awareness of Feng Shui, are driving demand in this area. Interior landscaping and plan consultancy is an emerging opportunity for horticultural specialists keen to advise homeowners and business on how to create 'gardens' indoors.

Garden centres

Consumer interest in gardening is generating **high levels of demand for garden equipment, tools and**

accessories. These are sold from numerous outlets, including dominant DIY and hardware multiples as well as thousands of independent garden centres that have built up their reputation over many years. Demand tends to peak seasonally, with the **spring seeing surging demand for gardening tools, compost, seedlings and bedding plants. Sales in the summer months are dominated by garden furniture, accessories such as paddling pools, gazebos, gas and traditional barbecues, and parasols.**

Renewed passion for the garden as another room of the house is also driving demand for more extensive ranges of garden furniture. A broad range of products is now available, from traditional plastic table-and-chair sets to more exclusive designs featuring wrought iron, handcrafted mosaic and stained glass. Patio heaters and braziers, once only seen in the beer gardens of sophisticated pubs, have also become very popular with consumers keen to enjoy their gardens all year round.

Organic gardening has never been more popular and garden centres are seeing increased demand for natural, chemical-free fertilisers and pesticides. In some other countries, such as New Zealand, businesses are setting up trade in fresh, natural fertiliser, typically bagging up and selling the animal waste from zoos and farms.



The call for a reduction in the use of peat has encouraged the use of composted green waste, which is now readily available in most retail outlets. Gardeners themselves are offered products to facilitate the production of their own homemade compost such as chippers, shredders, activators and bins.

Plant and herb nurseries

Organic gardens and kitchen gardens, in which fruit, vegetables and herbs are home grown, are becoming a popular option for homeowners with sufficient free space. Indeed, many domestic consumers living in cramped urban terraces or flats are also experimenting with herb growing on a small scale, as interest in cookery and increasing awareness of the benefits of organically-grown produce combine to fuel sales of herb bedding plants.

As awareness of complementary and herbal medicine grows, there is increasing demand for medicinal herbs, particularly organically grown varieties. Both the cosmetic and medicinal industries, and consumers, are investing more in herbal produce, with **many consumers experimenting with growing their own herbs for use in homemade beauty potions and herbal teas.**

Consumer profile

Older people are traditionally associated with gardening activities and, although they still comprise a dominant part of the market, changing demographics suggest that gardening is becoming a lifestyle hobby enjoyed by a growing number of 25-45 year olds.

Gardening is often recommended and used as therapy during periods of recuperation from accident or illness. It is also enjoyed by a great number of people with disabilities.

Children are increasingly playing a role in gardening and are emerging as a **sub-market for garden tools and implements designed for their specific use.** This is encouraged by the media and by parents, following growing concerns about children spending too much time indoors. Parents represent an important part of the market for landscape and garden design services, with more gardens being tailored for use by children, and innovative play areas being created.

Interestingly The Horticultural Trades Association developed what they call the 'Gardening Continuum' which profiles the UK population by gardening interest and their likelihood to buy or to do some form of gardening. It identified these five broad types of gardener:

Very Keen Gardeners – 13%

Those who positively enjoy gardening, are interested and knowledgeable and spend time pursuing what is really an established hobby.

Quite Keen Gardeners – 11%

Those who claim to be quite interested and who make a positive claim about enjoying it. Although they actively work in their own gardens, they do not express a desire to increase the amount of gardening that they currently do.

Marginal Gardeners – 30%

Those who do some gardening, are not hostile to gardening and express a willingness to do more. The Marginal Gardener is the source of opportunity for the industry. They are likely to be between 30 and 45 years old with the potential to buy more gardening products and to make more of their outdoor space.

Not Keen Gardeners – 27%

Those who do some gardening, but do not wish to do more, coupled with negative attitudinal responses indicating that the gardening undertaken is not because it interests them. Largely those who see gardening as a chore.

Definitely Hostile – 16%

Those with a place to grow outdoor plants who do very little or no gardening and who have totally

negative attitudes to, or interest and enjoyment in gardening, with low knowledge and absolutely no wish to do more.

Unavailable – 3%

This group do not lack interest in gardening nor do they lack knowledge. However, they do little or no gardening, possibly due to insurmountable obstacles such as health or domestic responsibilities.

The UK garden equipment market

The UK garden equipment market has shown strong growth since 2001. The total UK garden equipment market was forecast to be worth £605m at retail selling prices in 2006. The lawnmowers and powered tools and equipment sectors have a combined share of nearly three-quarters of the market. The hand tools sector has seen high levels of import penetration, and sales of hand tools continue to rise at a relatively healthy rate, although their share of the overall market is in decline.

The industry is highly concentrated and benefits from a considerable level of brand awareness. The industry is also extremely competitive and, since 1996, many manufacturers have transferred manufacturing to countries with lower production costs in an attempt to cut costs. Thus barriers to entry are high. However, the market for hand tools is more fragmented and consumers either



favour long-established suppliers of quality brands (such as Spear & Jackson and Wolf at the top end of the market) or low-cost own brands, which often consist of imported products. Many of the companies in the marketplace are long established, with most (including Atco-Qualcast, Spear & Jackson, and Hayter) having international parent companies. Furthermore, many of their products are manufactured overseas. Some companies are active in more than one sector of the market; Hozelock dominates the water management equipment sector.

Forecasting the outlook for the garden equipment industry is complicated by one highly uncertain factor – the weather. Assuming that the trends seen since 1996 will continue to exert a strong influence, it is believed that the market for garden equipment will enjoy sustained strong growth between 2007 and 2011. The rate of increase may slow slightly over the period as the penetration of new products, such as garden vacuums, matures. It is believed that the demand for water management systems will continue to grow at a healthy pace. Price deflation in the sector reflecting the continued increase in market penetration of low-cost imports should also help to stimulate volume sales, but will limit growth in value terms.

Current market trends

Gardening has become one of the UK's most popular leisure activities for consumers of all ages. Research shows that spending time in the garden offers a number of health benefits, from the physical exercise offered by gardening activities to the relaxation believed to be gained from being around plants and flowers. Gardens with shrubs and trees providing plenty of shade are not only pleasant to look at but can also reduce exposure to harmful UV rays and diminish traffic noise, while plants in homes are understood to absorb pollutants released by plastic and white goods. As a result, **the garden is increasingly perceived as an additional living space that can be decorated, maintained and enjoyed in the same way as a family living room, study or kitchen, and consumers are investing as much of their money in their gardens as they do in other key areas of their homes.**

The explosion of interest in gardening, particularly among younger consumers, has been largely attributed to the British TV networks' love affair with lifestyle shows. Traditional advisory gardening programmes such as *Gardener's World* have been revamped to cater for a younger audience, while many local and national radio stations feature gardening advice phone-ins. The unusual, contemporary and occasionally wacky garden design ideas that feature in makeover shows like

Ground Force have, however, received criticism from some gardening traditionalists, and the number of gardening and property programmes on TV has also prompted complaints from those who feel that consumers are now subject to an overload of lifestyle ideas. Nevertheless, the programmes have brought interest in gardening to the fore for a new generation and injected the gardening industry with a vitality that has generated numerous business opportunities.

The sector **continues to suffer from a shortage of highly qualified horticultural staff**, and there is a perception that horticultural work is for people who don't have the qualifications to do anything else.

Future trends and issues

There is a shortage of affordable housing in the UK, with demand far exceeding supply, and planners are introducing drastic measures to combat future property shortages, including micro apartments of the type now seen in Japan. The inevitability of less land space, particularly in urban areas, will compel the gardening industry to respond accordingly.

Growth is forecast for new concept gardens, such as rooftop and micro gardens, and awareness is already developing in this area thanks to TV shows like *The City Gardener* and *Small Town Gardens*. Additionally, as fewer householders have access to a sizeable garden, the concept of allotments is undergoing something of a renaissance.

Developments in gardening software have enabled designers and landscapers to work with 3D images of gardens on-screen and manipulate them in order to plan a project. Encyclopaedias of plant and flower types can be browsed and plants added to garden plans to produce an idea of the finished effect. All software programmes are subject to continual advancement and development, and gardening software is no exception. More garden designers and landscape architects are being introduced to the possibilities presented by gardening software, and it is likely that use of computers will eventually represent a key part of the process of designing a new garden.

Greater interest in, and the adoption of, organic and ethical gardening methods are expected as the UK's environmental awareness continues to develop. More gardeners are avoiding chemical pesticides and fertilisers and opting for organic products such as fresh manure and seaweed fertilisers. Similarly, as concerns grow over the 'food miles' travelled by imported produce, **more consumers are beginning to experiment with growing their own fruit, vegetables and herbs**.

However, climate change, especially dwindling water reserves, is causing a re-think on types of gardens and materials being used, particularly the greater use of drought-resistant plants.

Organisations, Societies,
Trade Associations, etc.

The Institute of Horticulture represents all those professionally involved in all aspects of horticulture in the UK and Ireland. It is also home to the *Garden Writers Guild*, which provides support for garden writers, broadcasters and photographers.

NO REFERENCE TO 'TRUGS'

The Soil Association is the certification organisation for the UK's organic industry.

NO REFERENCE TO 'TRUGS'

The Royal Horticultural Society is the UK's leading gardening charity and an international horticultural organisation.

The Horticultural Trades Association is a trade body representing the UK's garden industry.

The Association of Professional Landscapers represents landscape gardeners and enforces a code of professional conduct on its members.

The Landscape Institute is the UK's chartered organisation for landscape architects.

NO REFERENCE TO 'TRUGS'

The Landscape Design Trust publishes information on landscape gardening and garden design for businesses and consumers.

The Leisure and Outdoor Furniture Association represents manufacturers and suppliers of garden furniture, barbecues and other accessories.

NO REFERENCE TO 'TRUGS'

The British Bedding and Pot Plant Association represents specialist growers of bedding and pot plants.

NO REFERENCE TO 'TRUGS'

The National Society of Allotment and Leisure Gardeners promotes gardening as a recreational activity and aims to increase understanding and facilities for the UK's gardeners.

Thrive is a national charity promoting horticultural activity for disadvantaged and disabled individuals.

Flowers & Plants Association

Arboricultural Association

Herb Society

