

# Capitalising on the craft beer trend to shape a strategy

## *A new Frontier*

Craft beers have experienced unprecedented growth and, as a result, large brewers have come under increasing pressure to tap into the craft beer movement, but have not always done it successfully.

Craft is more about authenticity, honesty and quality than it is a label.

Artisan beers (often locally produced) have grown in popularity with beer lovers seeking different and more interesting drinking experiences. Fuller's, as a business and a brand, stands for many of the same values used to define 'craft'.

## *Identifying opportunities*

Fuller's had identified the need to support their flagship brand, London Pride, with a significant new core beer brand that would challenge, both internally and externally, accepted wisdom of what Fuller's was about.

We looked to the craft beer movement for inspiration and, in particular, the more sparsely populated craft lager sector. This was a market segment in which Fuller's had never really competed.

Using the customer segmentation we had already created for Fuller's, we identified potential NPD areas outside of their usual core ale market, and developed detailed volume and value models to size potential opportunities.

## *Defining a clear proposition*

Having identified a clear, unmet need and an opportunity that we could explore through qualitative research, we worked alongside Fuller's NPD team for nine months.

We ran key research throughout the project, developing a core brand position for a well-defined target consumer with the potential to go mainstream – with a craft lager.

The next stage was to bring the craft lager and its brand identity to life. We tested the appeal of various trial beers with different flavour profiles, colours, fizz and cloudiness, then tested the relevance and appeal of possible brand names.



## *A first for Fullers*

We helped turn the germ of an idea into a tangible success.

As a result of our insights and strategic framework, Fuller's developed and launched Frontier: an unpasteurised, unfiltered craft beer aimed at drinkers that their brand portfolio had not previously catered for. Frontier is crafted for 42 days, using a blend of new world hops and old world brewing techniques.

Launched in 2013, initially in keg in 50 pubs, Fuller's Frontier achieved pilot distribution targets within one month. In 2015, Frontier overtook ESB as Fuller's second biggest brand with a 250% leap in sales volumes over the previous 12 months.

Frontier is now available in both the on and off trade and continues to be popular at numerous food events and festivals, bringing Fuller's beer to a younger market.



Fuller, Smith & Turner is a family-owned London brewer, founded in 1845, with a listing on the London Stock Exchange. We helped them identify gaps in their portfolio and exploit the opportunities arising from the UK's revived ale market by becoming a brand-led business.

*"This is not another 'me-too' brand. Its point of difference is that it has been developed for lager drinkers who want something a bit extra in terms of taste. For us, this is about exploring new territories"*

Head of Marketing  
Fuller, Smith & Turner

Call 0203 397 2550 or visit [www.decision-architects.com](http://www.decision-architects.com)

**decisionarchitects**  
energising market intelligence