

Pringles

Definitive more-ish snacking



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Back in the 1950s P&G set out to develop a revolutionary potato snack with less grease and more resistance than existing snacks – two longstanding gripes among consumers. It marked the start of an epic journey for Pringles.

The first attempt at a name, 'Pringle's Newfangled Potato Chips' didn't exactly roll off the tongue but other problems (namely distribution) were more pressing. How could P&G create a robust product – able to withstand frying, stacking and transportation – that still remained crunchy and edible at the end of the process? By serendipity it appeared, or more precisely through a chance conversation with an astronomer who steered the company towards the stackable properties of saddle shapes.

While the research may have begun in the 1950s, it didn't really gain momentum until 1965 when P&G invested millions over a three year period to test the market thoroughly. During this time it developed a unique production process that enabled the product to be cut and fried individually, within saddle shaped holders. These were then seasoned and stacked into the characteristic tubes that have become synonymous with the Pringles brand today.

This distinctive packaging did, however, give the product a canned appearance, which was slightly problematic when the product's appeal lay in its freshness. To avoid any possible ambiguity the brand's logo (an old fashioned bakery shop owner by the name of Mr Pringle) was conceived.

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Buoyed by a high profile national advertising campaign the 'saddled shaped crisp in a can' became an overnight sensation with profits peaking in 1975. But it was in the early 1980s, when production moved out of the US and adopted a more modern approach that the brand took off internationally. In 1989 its name was changed to Pringles and the brand entered the UK market.

Following its introduction to the UK, by way of its catchy 'Once you Pop you just can't Stop' slogan, (based on its irresistibility) Pringles annual sales increased year-on-year. The brand, which began modestly with just three distinct products, has grown into the largest social snacking brand in the UK. Its extensions include dipping products (Dippers) and more recently Mini Pringles, which won a 'Product of the Year' award in 2005 for its portion control innovation.

Pringles has always taken its promotional campaigns seriously, spending £8.7 million in 2004 alone, on advertising. In the lead up to the European Football Championships in 2004, it launched its 'Dream Team', a campaign featuring 11 world class footballers from across Europe, (the likes of Wayne Rooney, Ryan Giggs and Ruud Van Nistelrooy) playing 'keepy-uppy' with a can of Pringles instead of a ball. The promotion, which included an 'instant win' that gave Pringles consumers (and football fans) the opportunity to spend a day with one of their heroes, was such a success that it was developed further for the FIFA World Cup 2006. The idea was based on giving football fanatics a once in a lifetime chance to meet and play with their sporting hero – something money couldn't buy.

It worked. Despite having no official links to the Euro 2004 Tournament or sponsorship heritage in football, Pringles was a surprising winner in terms of products sold, with around 10% of consumers saying they



bought Pringles for the 'Win a day with a player' promotion. In a brand-heavy sponsorship-led event, Pringles was perceived to be one of the top three brand sponsors of Euro 2004 – no mean feat when it wasn't an official sponsor.

As a well-known brand with an instantly recognisable can fronted by the iconic 'Mr.P', Pringles already has a competitive advantage within the UK. With imaginative marketing campaigns that tap into the heart of the UK's psyche it only looks set to increase.

