

ISM

A sweet tooth and a keen eye in Cologne

Holmes & Marchant

February 2012

H&M at ISM

An opportunity in one day, in one place to see what the world of confectionary is up to.



42nd year



Our 26th



Cologne

1,412
Suppliers



35,000
Visitors



130 countries



110,00 M²



Four days



The Future of
Sweets

Do's and Don'ts of Stands

With over 1,000 exhibitors vying for attention, having a stand that attracts, informs and inspires is key to having a great show.

Catch the eye



Keep it relevant



Don't look bored... even if you are!



Don't try too hard!

It's the Little Things



The most popular stands featured either machinery in action, live cooking or some sort of demonstration.



We didn't actually see this stand but the bags were everywhere ...



ISM is a trade show but it can also be a great 'test' show to do a bit of research.

Sweet Medicine

A real surprise this year was the amount of clinical looking and sounding brands. From sweets in pill packaging to pharmaceutical strap lines we reckon these lines will only become more blurred as confectionery is tasked to help health not hinder it.



Red and White

Red is one of the first colours we notice; think news flashes on packaging, promotions and warning signs. We couldn't help but notice the sea of red always paired with white that dominated the fair. Please no more red logos with white text!



Popcorn

Popcorn was big this year, bigger than cupcakes in fact and as 'staying in' has become the new 'going out', bringing the cinema experience home has meant Popcorn now has its chance to take centre stage!



Pampered

Some brands and stands epitomised indulgence but not in a rich Galaxy or Magnum way, more in a spa and beauty way. From stands reminiscent of l'Oreal ads to perfumed candy this new take on indulgence is one to watch!



Vegetables

We really liked what Danielle are doing – from pineapple to pumpkin they offer a range of *individual* fruit and vegetable crisps.



What's in a Name?



Cute, Clever, Colloquial.



Negative associations can do a lot of harm

Steal, Steal, Steal

Stealing from other categories can immediately and intuitively give consumers a point of reference to understand something new.

Fruit juice



Real eggs



Cheese



Ice cream



Cigars

Shower gel?



Copycats

More brands and more consumers mean more competition. To be different with genuine stand out means creating something unique, ownable and memorable. Not just copying.



Added Value

Consumers increasingly expect more from products and brands so whether its *convenience*, like peanuts and a pint or nachos and a dip, *flexibility* (last year we reported a six month shelf life for macaroons, this year it was nine! or a *connection* (QR codes on chocolate) any extra value offered we think will make a big difference!



Chocolate Storytelling

Brands are narratives, collections of stories that live in people's minds. Design symbolises those stories bringing the brand to life. Here's a few we liked.

A simple, friendly Parisian story



Rob Ryan inspired scenes on chocolate boxes.



Chocolate Provenance



Chocolate like books each with its own unique story

Out of the Chocolate Box

Each year students from Cologne's International school of design are invited to present ideas based on a theme. This year their brief was *'sweets and snacks as gifts'* under the banner of *'fun fairs of the 1900's'*. Here's are our top five.



1. Maxter
Chun-Chuan Li

a sweet mixing gun – soft sweets are stuffed with nuts and ejected when you pull the trigger. Friendly fire or what!



2. Choco Camera
Rie Takenoshita

take a funny photo and then eat it. Fun for kids, oh for chocolate Polaroid!



3. Helium Sweets
Chan Ya Ju

sweets with screech ... melting sugar with a helium centre



4. Giving Gift Gum
Kazuaki Ohara

gum for giving, individually wrapped little gifts.



Daily Sweets
Barbara Peret

camouflaged candy subtly slipped into a loved ones morning paper.

Best Smell
The French aisle



Weirdest Sponsorship
Mountain bikes



Biggest Stand
Therapeutic chairs!



Got Lost
Six times

Most Ironic Moment
A man with his head
over a bucket being sick!



Best Costume
Kilts on the
Scottish stands



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Thank you

Curious? please contact:

Ben Branson, Senior Planner.

Marlow Place, Station Road, Marlow, Buckinghamshire. SL7 1NB

E: ben.branson@holmesandmarchant.com T: 01628 890 890 F: 01628 473 744

www.holmesandmarchant.com