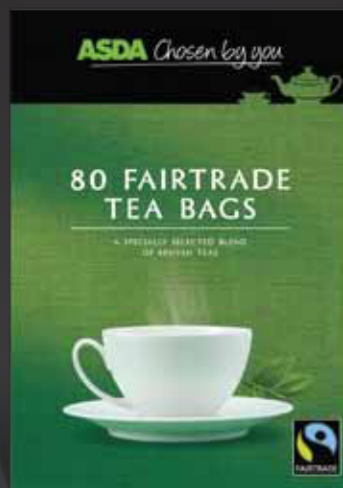


ASDA *Chosen by you*



Asda Chosen by you

Category: Packaging

Sub Category: 4.6 Own Brand - Other

Client Company: Asda

Design Consultancy: Hornall Anderson

Current Date: 04/06/2011

Executive Summary

The nation's biggest Own Brand initiative

The launch of Chosen by you was the biggest own brand launch in UK retailing history. ASDA in partnership with the brand consultancy Elmwood, has created a strong brand proposition that clearly demonstrates their position as the consumer champion. At its core was the belief that the best judge of quality is the consumer.

The strategic objective of the Chosen by you brand was to deliver a fundamental shift in quality perception of the core own label offer. A rigorous programme of independent, blind taste testing gives the products a seal of approval from customers. The relaunch involved:

- A proposition with (empowered) customers at the heart of the concept
- Developing a genuinely game changing initiative which will significantly improve customer perception of Asda's quality
- Creating a brand with a clear set of beliefs and philosophy
- Developing a compelling point of difference to drive competitive advantage
- Retaining and recruiting customers

+8.4% YoY

1st for growth
of the Big 4
supermarkets

The relaunch has been a great success and has achieved some fantastic results. Since its launch Chosen by you has driven Asda's quality perception and has achieved significant sales and market growth. Asda is now leading the market with own label growth at +8.4% YoY and is now 1st for growth of the Big 4 supermarkets (having been consistently 4th).

The launch has seen stunning results right across the board and the launching all the time and market growth continuing to fly in the right direction.



Project Overview

Outline of project brief

The revolutionary concept was created by the ASDA marketing team in partnership with Elmwood as a result of a strategic exploration to unlock the potential within the ASDA portfolio and to clearly differentiate in the very crowded market place.

The key strategic objectives of the Chosen by you packaging design brief were to:

- Deliver a fundamental shift in quality perception of Asda's core own label offer
- Provide reassurance that the entire range has been tested with real consumers
- Create a unified look-and-feel across 6,000 lines and multiple product categories
- Improve shelf stand-out and navigation

Description

6,000
products.

Hornall Anderson assigned a dedicated team of 12 (plus the full extended team) to work closely with Asda's team of 7 design managers to deliver the project from start to finish against challenging project timelines. This team led the full, extended roster team of rollout agencies, including BOS, Visuality, Elmwood and Asda Creative Services.

Hornall Anderson's involvement in the project was the creative design identity for the new brand – Chosen by you – to compliment the clear set of beliefs and a consumer-focused philosophy which was developed by Elmwood.

The development of a new brand identity included the redesign of packaging across the entire range of more than 6,000 products. The chosen design solution needed to create a compelling point of difference and deliver a competitive advantage across a vast and disparate range. Hornall Anderson developed a design framework that unified the entire range –from dishwasher tablets to teabags.



Project Overview

Overview of market

Supermarket own-label ranges are often seen as copycat labels that imitate the packaging and content of mainstream brands. Asda identified the opportunity to challenge this perception by relaunching their mid-tier private label range to improve quality perception and to create a brand in its own right. The central creative idea behind Chosen by you was to show that Asda are as concerned about quality as they are about price. All products in the range are tried, tested and approved by Asda shoppers before they are allowed to reach the shelves.



The redesign included branding, naming and tone of voice that demonstrated Asda's quality and value proposition. The launch made a bold statement about Asda's focus on enhancing quality and driving product innovation while keeping prices low.

Project Launch date

Chosen by you was launched in September 2010 with the whole range expected to be rolled-out by July 2011.

Size of design budget

The total design budget was £168,820 which encompassed design concepts, design development, research stimulus, design refinement and finalisation, design guidelines and creative guardianship.

Hornall Anderson played a pivotal role in creating the design identity of Chosen by you. The new range saw the re-launch of 3,500 food products, 2,000 household products and the introduction of more than 500 new products. Hornall Anderson created the brand identity, developed packaging guidelines and trained other agencies for the rollout across the entire range of more than 6,000 products.

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The branding and design needed to create a compelling point of difference and deliver a competitive advantage across a vast and disparate range.

We developed a design framework that unified the entire range from dishwasher tablets to teabags. We developed a vibrant colour palette, an elegant contemporary font and a striking photographic style.

Size of design budget

The launch made a bold statement about Asda's focus on enhancing quality and driving product innovation while keeping prices low.

Summary of Results

Asda's total core own label growth is leading the market at +8.4% YoY and the brand is 1st for growth out of the Big 4 supermarkets. At the time of the launch in September Asda was at +3.2% YoY vs. the market at 4.8% and they are now growing +2.4% ahead of the market at +8.4% YoY.

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Market share

Significant growth and market share gains have been achieved in categories where Chosen by you has fully launched. Asda is the fastest growing retailer in key categories such as Bakery, Meal Solutions and Chilled (Kantar data w/e 15/05/11).

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- Bakery: +11.7% YoY vs. market at +6% (Kantar data w/e 15/05/11)
- Meal Solutions (inc ready meals and pies): +16.6% vs. market at +9.48% (Kantar data w/e 15/05/11)
- Adults yogurts: +81.7% vs. the market at +11.7%. Asda has over taken Tesco on the number one spot for market share. There was a high of 112.6% growth in March 2011. (Kantar data w/e 15/05/11)
- Bought In Cake: Pre-launch comp sales was -4%; the latest weeks figures show +21.5% YoY
- In Store Bread: Pre-launch comp sales was flat, now at +26.3% YoY
- There have been major increases in Asda brand sales participation in categories where Chosen by you has launched. Participation has surged to 34.6% at present, up +3.8% vs 30.8% pre-launch at the start of September 2010.



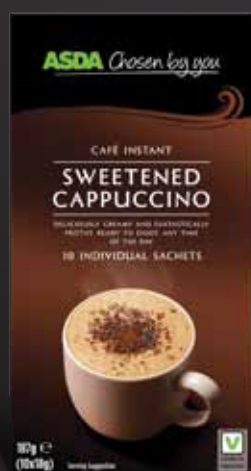
Change in perception

- The rebrand has achieved the first major significant step on in quality perception index score for total business (Online perception tracking data – Source: You Gov)
- Customer feedback has been fantastic. One key quote summaries this beautifully:

“I think it portrays ASDA in a different way to what they were 5 years ago, it used to be a cheap shop full of products that weren't that good. Now it shows the revamped version of customers opinion into consideration”

The packaging and design were born out of extensive customer research. A study in March 2010 shaped a unified look to the packaging as it met with instant and universal approval and a positive sense of branding with standout and consistency. The new packaging improved perceptions of many key indicators, particularly quality, and also enhanced Asda's quality credentials amongst secondary shoppers without alienating loyalists. “A huge leap forward”, “a world apart” and “twice as good” (vs. current packaging) were common quotes.

(ABA Research “Chosen by you: Research findings”)



Change in perception

- The new packaging was universally felt to set ASDA apart from their closest competitors, whilst also closing the quality gap perception vs. Waitrose (+16%) and Marks and Spencer's (+14%).
- A Mintel Report on Nov 10 noted "It is east to see now that it should have been done, but none of the major food retailers have done anything similar & now all be forced to respond in some way." The report went on to say: "The own brand re-launch shows Asda ahead of the game, setting standards the others will have to follow" (Mintel, Nov 10)



Improvements in consumer attitudes or behavior

Further customer research and insight reflected the impact of the new range and uncovered clear improvements in consumer attitudes as a direct result of the new packaging and design. (CBY Evaluation, Final results. ABA Research, March 2011)

- Chosen by You is having a positive impact on perceptions of own label and the Asda brand.
- Customers are warming to the idea that ASDA is putting customer at the heart of decisions and cares about its customers, whilst also improving quality perceptions.
- Secondary shoppers are now more positive and likely to try, with the range now having more appeal to quality-conscious customers since the launch
- Customers are excited about the taste-testing aspect of the range
- Customers feel that ASDA is refreshing its range and investing time and money to ensure it is better for customers whilst the new packaging differentiates the range further from Smart Price and customers now see it as closer to Extra Special on a quality scale than the previous own label.



Other influencing factors

The Chosen by You launch is part of a £100m investment by Asda, including taste tests involving 64,000 consumers. The range has also been supported by television and press advertising by Saatchi and Saatchi. It has been very much a collective success from Elmwood developing the brand concept, to Hornall Anderson creating and executing the design solution.

However extensive customer research shows that the design and packaging has had a significant impact on quality perception and has played a pivotal role in increasing sales and market share.

This project has set a new benchmark in collaborative working across a roster of agencies (Hornall Anderson, BOS, Visuality, Elmwood and Asda Creative Services) to deliver and achieve one common goal.

Research Resources

In Preparing this report, we have drawn from a wide list of reserach, audit and market data sources including:

- Consumer insight
- ABA research looking at Asda Brand and customers' perceptions, "Shape of the Future", 18th September 2009
- TNS Worldpanel 'ASDA Brand: Opportunities & Challenges', Febuary 2009
- ABA research March 2010 "Chosen by you Research Findings".
- Core ASDA Brand packaging & proposition reserach, 19th March 2010
- ABA reserach. "Future ambition reserach", June 2009
- Own Brand Re-Invention. Brand Workshops October 2009
- Tell Asda - online customer satisfaction survey
- Pulse of the Nation - Asda's online shoppe community
- Kantar Wrodlpanel - an international company leader in consumer knowledge and insights based on continuous consumer panels
- Internal Retail link sales data
- Mintel Reports
- Mckinsey perception tracker