



SAINSBURY'S FINANCE A FRESH LOOK AT FINANCE

The most valuable asset in finance? Trust. The rarest quality in financial services marketing? Inspiration. The hardest thing to achieve in a supermarket? Standout. Creating Sainsbury's personal finance sub-brand meant balancing all of these factors. So onto the highly trusted 'mother brand' we built a fresh, inspiring personality and positioning, featuring distinctive colourways, bespoke illustrative style and upfront messaging.

Contrasting vividly with their uninspiring competitors, the sub-brand also cut through the 'noisy' supermarket environment, and customers loved it. In an enduring partnership, we continue to evolve the Sainsbury's Finance brand, recently creating a family of credit cards to work across their product offering.