



## SAINSBURY'S TRY SOMETHING NEW TODAY

As one of the UK's major supermarket retailers, Sainsbury's understands the importance of combining continuity with evolution. For their recent major brand refreshment, we developed a comprehensive set of guidelines encompassing the brand's key touchpoints for a truly coherent approach.

We articulated a new 'trial'- focused message, in handwritten type for a warmer, friendlier feel. With people-oriented photography and bright colours based on a sunbeam, our solution created an uplifting emotional connection that's proved popular with customers. Over the past six years, we've been on a successful journey with Sainsbury's - increasing sales and improving results - and we continue to work together on brand development and guardianship projects.