



# GLORIOUS! SOUP GLORIOUS SOUP!

TSC Foods wanted to strengthen its GLORIOUS! range of soups and sauces and needed help repositioning the brand ahead of ambitious future growth. Our consumer research revealed that people were bored with a category that frequently over-promised and under-delivered. This led us to the key differentiator for GLORIOUS! - its authentic and adventurous mix of global ingredients and flavours.

To represent this, each product was individually crafted with a bespoke letter of the alphabet to create the 'A-Z of global flavours'. Our work for GLORIOUS! has won several awards including, "Gold" in the soup category of The Grocer Food & Drinks Awards 2010 and a "Commended" in the Food and Drink category for the prestigious Benchmark Awards 2010.