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Just Essentials

Smart Price Re-Design - *for publication*

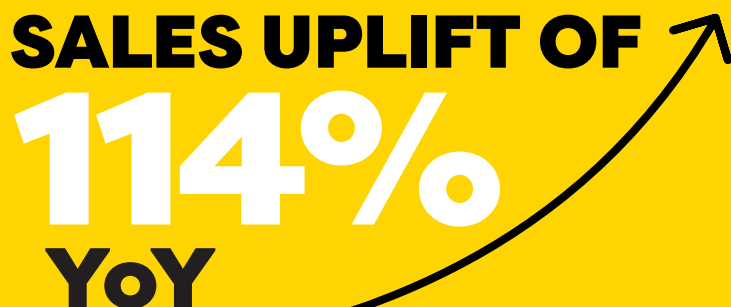
EXECUTIVE SUMMARY

The re-brand, 'Just Essentials by Asda' launched in May 2022 to replace Asda's existing opening price point brands, Smart Price and Farm Stores. Now 18 months in market, the re-brand has experienced phenomenal success, with the following achievements to name a few:

- Asda recorded best business results for two years as Just Essentials won over customers with a 4.7% year-on-year increase in like-for-like sales in the third quarter of 2022 (source: Asda, The Grocer, 14 November 2022).

With a
4.7%
YoY increase
IN LIKE FOR LIKE SALES

SALES UPLIFT OF
114%
YoY



- As a result of redeveloping the range – Asda saw a sales uplift of +114% (YoY) in the first year, (source: Asda, May 2023) outperforming market growth versus the big 4 by +60% (source: Nielsen, 12 w/e 13th May 2023).

- Asda market share increased by 5%, and now represents 19.1%, taking number 2 market position (source: Kantar 12 w/e, 1st October 2023).

- The brand attracted 400,000 new shoppers from rival supermarkets, with around 70% of spend on the range from new customers (source: Asda, The Grocer, 14 November 2022).

attracting over
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NEW SHOPPERS

- The new Just Essentials range took the internet by storm, trending across news sites and social media platforms. Celebrated for its timely launch, combatting the cost-of-living crisis and its bold, fresh and distinctive design.

- Customer reaction has exceeded expectations. Positive social sentiment for the brand has been proved across social media with customers proactively sharing their favourite products across Facebook and Tik Tok. Customers have tried, tested, and reviewed everything from steak to toilet cleaner, sharing support for Asda and the range. Taste tests and recipes advocated the quality and value, while weekly shops instore and at home unpacking videos highlighted the price, gaining huge engagement and views. Videos with the hashtag #JustEssentials had 6.7m views (source, Asda: October 2022).

CONTEXT & OVERVIEW

'FARM' IMPLIES
HIGHER QUALITY



INCONSISTENT/CONFUSING



BLAND +
SOULLESS



TIRED



2 SEPARATE
VALUE OFFERINGS?

Project brief

To reposition Asda's Smart Price & Farm Stores value brands into one, single distinctive brand proposition that Asda can be proud of.

Asda wanted to reinvent the visual language of opening price point (OPP) design, creating an identity that felt honest, reliable, confident, and optimistic, avoiding boring functional or expected value design cues. As part of the re-brand, a new brand name was to be considered which supports the new brand proposition, 'Everyday Value Essentials for all needs'.

A new, supporting, tone of voice needed to be established, that resonated with the target 'budget stretched customer' that reassured on quality but didn't over promise, striking the balance between personality and functionality.

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BUSINESS OBJECTIVES



HELP the most price sensitive shoppers at a time they need it most, WHO are struggling to manage their budget and see clarity between Asda's tiers and find that there isn't enough essential, relevant choice in the existing Smart Price and Farm Stores ranges and are shopping value elsewhere (Aldi).

ENCOURAGE customers to fall back in love with Asda by easily understanding the opening price point proposition and to have confidence in its quality and range stretch.

REPOSITION away from Smart Price, moving away from the negative connotations of cheap and poor quality and dialling up the opportunity to go after a position of essential value that consumers can 'feel good' about buying into. Smart Price was no longer a brand asset for Asda, and had lost its way, which had enabled new value players to own this space. BY creating a brand that represents the whole value range in a single, confident, contemporary value design with an honest, personality led tone of voice that is easily spotted in store. Demonstrating that customers don't need to go anywhere else for everyday value needs and shouldn't be ashamed of buying budget ranges.

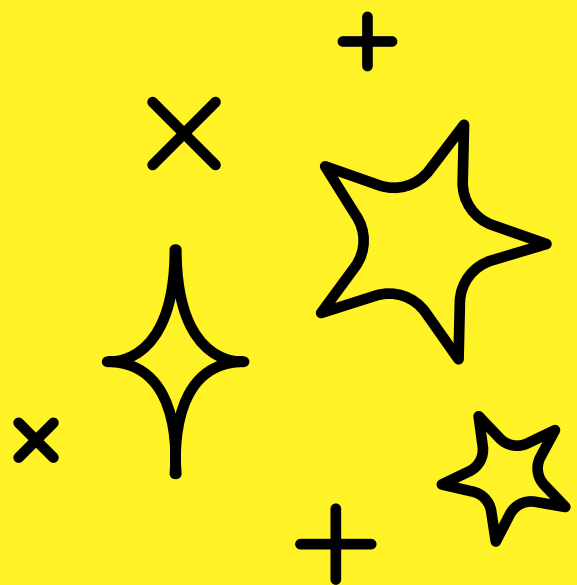
WIN back market share from discounter competitors. Asda had lost market share (declining ahead of the market) and sales were in double digit decline. Pre-launch participation of Smart Price sales was 2.2% with £384m sales annually, (source: Asda, November 2021).

MARKET OVERVIEW & CHALLENGES

Own Brands play an instrumental part in shoppers' baskets. Over the last decade consumer attitudes have changed and appetite for buying Own Brands has grown. The discount retailers (Aldi & Lidl) have changed the supermarket landscape, and customers now take pride in showing off their savvy saving purchases.

During Covid, Asda saw increased purchases of Own Label and didn't expect this behaviour to change. As a retailer with a larger proportion of price sensitive shoppers, it was important to Asda that their value range was meeting their needs.

It was recognised that the Smart Price brand, which had been in stores for over 20 years, was no longer serving this need. The range required a refresh in terms of the products available, the quality of them, and the white, value design held negative brand perceptions with customers feeling ashamed to buy into the range.



To deliver the objectives of the new brand, a 360 refresh was needed in order to consider 1) what products were most 'essential' to customers 2) how to deliver the best quality at the best price across these products and 3) ensuring that the products were physically available to customers.

The focus of the range was across three areas; 1) keep your household fed 2) keep your households clean 3) keep yourself clean. Asda focused on the UK's favourite 7 meals and ensured the ingredients to scratch cook these were available, as well as convenient meal solutions such as ready meals and pizzas. The distribution of this range was increased to ensure that the full range was available in all stores as well as online.

DESIGN SOLUTION & SCOPE OF WORK

The design objective was to shake up the category and re-invent the visual language for opening price point design, creating one distinctive and cohesive proposition, that budget-conscious customers were proud to have in their baskets. The design challenge was that the re-brand needed to reassure customers on quality, inspiring confidence that the product is always a good budget option for everyday meals versus the mid-tier.

Often reserved for the bottom shelf, in plain, dull white packaging – Asda wanted to create an OPP brand that was bold, disruptive and something that customers were proud to shop. There is no shame in shopping budget ranges, and customers should not feel they are compromising on the products they need by doing so.

The new design needed to feel simple, honest, and optimistic, setting a strong foundation for Asda's quality perception. Critical to this brief was creating a proud design architecture that could not be confused with the mid-tier offering, whilst avoiding negative perceptions, supporting the new brand proposition, 'Everyday Value Essentials for all needs'.

The creative hook was "value to be proud of". Putting the Asda brand mark front and centre of the design reinforces that this is not a range to be ashamed of. The joyous, sunshine yellow feels optimistic and shines off shelf in contrast to the typical white category code, providing quick and easy in-aisle navigation, reducing cognitive strain to create an easy in-the-moment decision.

ASDA

JUST ESSENTIALS by ASDA



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The combination of clean typography feels utilitarian yet friendly, with the brand sign-off and playful illustration style adding warmth and humour to what could have been a soulless design, bringing a joyous smile to the aisle.

The new range is hard to miss, with vibrant yellow packaging and bold text, along with simple product names creating stand out on shelves and online.

From the creative pitch to shelf in under 6 months, it was a huge collaborative effort between Asda's internal teams, creative partners, and suppliers.

The packaging for 300 SKUs was redesigned along with supporting in-store POS. Brand and packaging design creative design fees from pitch to execution totalled £400k. The range launched to customers in May 2022, with a supporting marketing campaign in August 2022 once most of the range had launched.



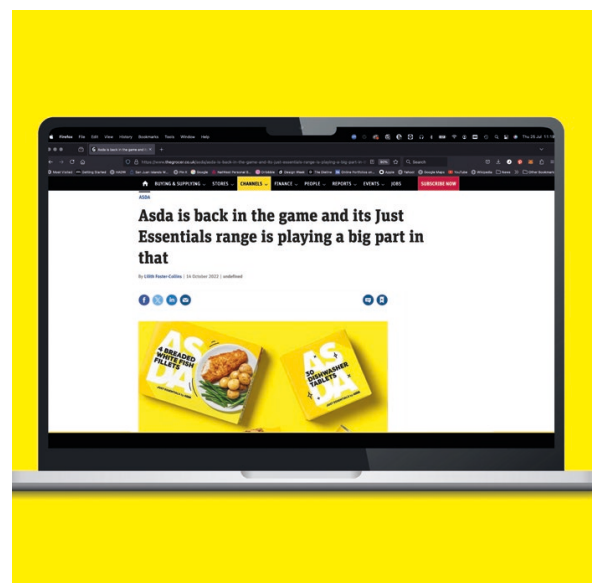
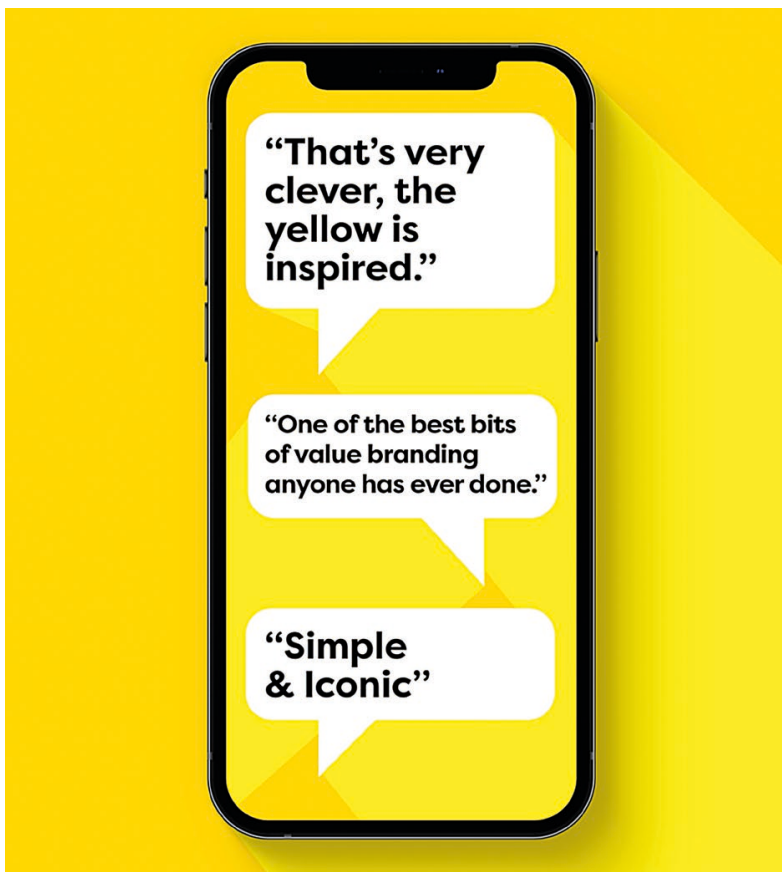
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The re-brand is thanks to a cross functional team made up of colleagues from across the business, including own brand, design, PR, communications, supply chain, product development and commercial, working together to ensure a fast launch to market in May 2022.

Initially the design sparked media criticism for its bold bright colour, implying that Asda were “poor shaming” customers; however, an overwhelming response from customers contradicted this, with many vocally sharing their love and support for the new brand online and across social media.



RESULTS

BEFORE



AFTER



Launching in May 2022, the new Just Essentials brand comprised of a considered range of over 250 essential products, spanning all key categories including fresh meat, fish and poultry, bakery, frozen and cupboard staples, so that families could create their favourite meals, whatever their budget. It also includes essential household and toiletry products including washing-up liquid, toilet roll, laundry powder, shampoo, and conditioner.

The new, vibrant, and iconic design now stands out proudly in many shopping baskets and homes across the UK, putting an end to consumers hiding value brands in the bottom of their trolleys and helping their pounds stretch further.



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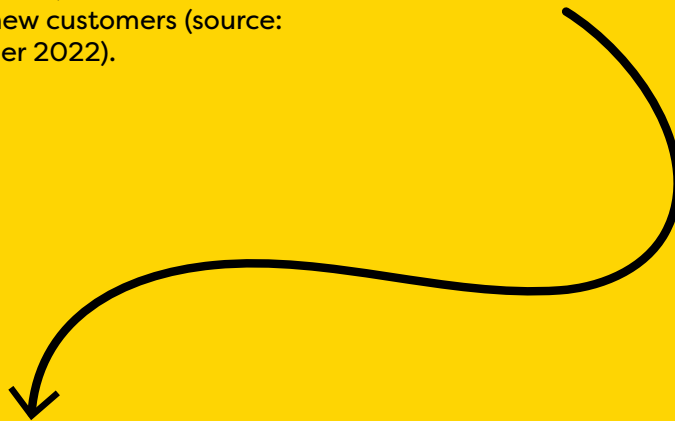
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The design effectiveness is proven through the below various measures against initial business objectives:

HELP the most price sensitive shoppers at a time they need it most, WHO are struggling to manage their budget and see clarity between Asda's tiers and find that there isn't enough essential, relevant choice in the existing Smart Price range and are shopping value elsewhere (Aldi & Lidl).

Result: The new brand attracted 400,000 new shoppers from rival supermarkets, with around 70% of spend on the range from new customers (source: Asda, The Grocer, 14 November 2022).

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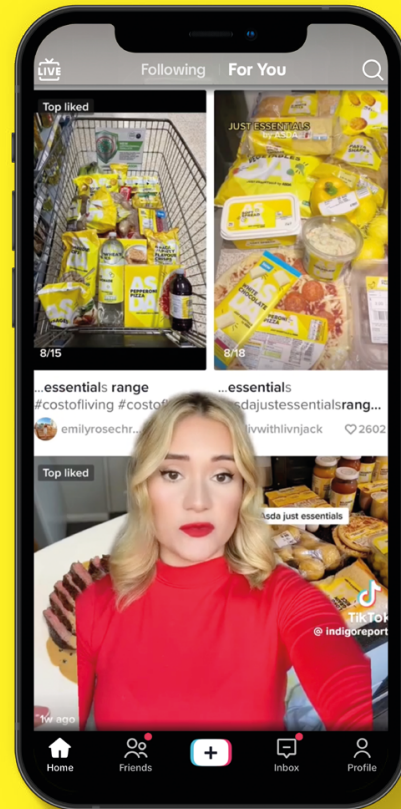
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