



TESCO
finest

Tesco Finest Case Study

Brand identity, packaging, in-store communications

“As lead agency, Honey demonstrated in-depth understanding of the consumer and delivered on both strategy and design. We have seen an initial sales uplift of 20% across the range.”

Mick Di Stazio - Group Product Brands Manager

Honey - Commercial Brand Partners:
Commercial Planning, NPD Innovation, Branding,
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The UK's biggest brand appoint Honey as the lead agency in the rebrand of their finest* range, which resulted in a DBA win and a £420 million uplift in sales.

Tesco finest* was the biggest brand in the UK turning over £1.2 billion when they asked us to be the lead agency in a massive redesign of their famous premium range. The brand was in its 15th year and was so established that it had become the UK's favourite premium own label – but we identified a potential problem. A brand name like finest* needed to be about finest ingredients, finest recipes and finest selection; instead it had become more 'look at me, I'm the best'. Tesco appointed Honey to lead an ambitious redesign project that would mark the biggest investment in finest* since its launch in 1998.

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Brand snobs would argue that supermarket brands are not 'real' brands.

We disagree.

The Tesco finest* brand still needs to justify a premium and create a consistent brand personality across their range.

The finest* range encompasses a daunting 1,600 SKUs, with ambitions to grow, so we had a much bigger challenge than we would with a more conventional rebrand. In fact, the project was so massive that it was decided to line up three other design agencies, to help implement our design strategy across the full range of SKUs.



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BEFORE



AFTER



We explored the existing finest* packaging and found that it no longer reflected the quality and origin of the ingredients.

There was a lack of differentiation across the SKUs, and the reliance on flashy food photography had weakened the storytelling and brand identity. We wanted to create an overall look and feel that would bring to life the artisan qualities and individual personalities behind the products and suppliers.

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PASSION POINT

BRAND STORY

PROOF POINT

ENDORSEMENTS

TESCO finest

5 STAR

PARMIGIANO REGGIANO D.O.P.

EXPERTLY MADE TO A 500-YEAR-OLD RECIPE AND MATURED FOR 30 MONTHS FOR ITS DISTINCTIVE FLAVOUR.

Each pack contains

| | | | | |
|-----------------------|----------|--------------|-----------|-----------|
| Energy 894J / 209kcal | Fat 8.5g | Protein 6.2g | Sugars 0g | Salt 0.5g |
| 6% | 12% | 31% | 0% | 8% |

of the reference intake*
Typical values per 100g: Energy 3000kJ / 700kcal

REGGIO EMILA

30 MONTHS

PARMIGIANO REGGIANO

Authorisation of The Consorzio Parmigiano Reggiano n. 11/2012

Certified by control body authorised by Ministero delle politiche agricole alimentari e forestali

THE finest* brand falls into the 'little treats' category and had the potential to do very well in austere times, because people can't afford bigger treats like eating out.

So how could we make finest* an irresistible treat for consumers? Research showed us that consumers at this level were becoming more ethically aware and wanted to know the origin of the food on their plates, so this became core to our strategy.

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TESCO
finest
SWEETFIRE
BETROOT

SPECIALY HAND SELECTED
BABY BEETROOT INDUSED
WITH WHITE WINE AND RICH
BALSAMIC VINEGAR

TESCO
finest
Perino
Tomatoes

ON THE VINE
*Hand selected San Marzano type
tomatoes, perfect for sauces*

TESCO
finest
FINE GREEN BEANS
— AND —
★ *Kalamata Olives* ★
SALAD

*Dressed with a sweet, piquant
blossom honey and wholegrain
french mustard dressing.*

We also needed
to make sure the
packaging focused
on tangible signals
of quality such
as difference and
discovery.

We did this by telling consumers about
the locality of the food and the people
behind the ingredients – the artisan
skills involved, the heritage and the
provenance. This was communicated
through storytelling, packaging copy,
titles, and labels. It was a massive
success with consumers.



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The new branding needed to adopt a flexible structure to allow the range of SKUs to keep expanding.

Ready meals were our main challenge, so we started by coming up with a design that quickly and clearly identified the different ethnicities and product types. Colour was used to split the different product lines, such as metallic grey for Indian food, and Terracotta for casseroles and hearty dishes.



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The rebrand included several significant changes to the overall identify. We changed the logo by replacing the capital “F” with a lower case and adding an asterisk to refresh the brand image and communicate quality. We also refocused the food photography, making the ingredients the hero of the story.

Result

- Logo was modernised to reflect the brand’s premium quality.
- Artisan skills and origin of the food communicated through storytelling.
- Silver on packaging was changed to silver foil to emphasise the colour palette.
- Food photography removed and base packaging improved to reduce cost.
- Colours used so product lines could be quickly and easily identified.

Every product was then anonymously tested without the branding with research groups before being approved by Tesco’s senior management. This was to make sure that the new finest* range lived up to the brand promise.



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£420m
Uplift in sales

We managed the entire project, from initial brief through to the main launch.

The journey involved us project managing hundreds of suppliers and leading the rebrand of 1,600 SKUs before the new brand reached the shelves in 2013. The reaction was unanimously positive, strengthening the Tesco finest* premium brand against rival brands from other retailers.

There was an above average increase in year-on-year sales and some of the products were category defining and hugely successful, achieving sales increases as high as 50%. The finest* rebrand was such a strong investment that we are currently working with Tesco to help them to take the brand essence of finest* overseas to emerging markets such as Asia.

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