

Asda Making Extra Special, extra special



What needed to be done

ASDA's premium Extra Special range is all about quality food for everyone. The issue they had was that, even though the existing packs looked delicious, the brand didn't stand out enough in-store, leaving customers unaware of this fantastic range.

Our job was, firstly, to create a brand with strong standout to generate customer awareness. And secondly, to clearly communicate that this is ASDA's premium food range and clarify why each product deserves the Extra Special seal of approval.

How we went about it

Firstly, we replaced the existing packs' recessive cream colour with a rich, regal purple, making it unmissable on shelves. Next, we created a badge device which evokes the range's award-winning quality, is flexible enough to support future range extensions, and looks as good off-pack as it does on. The photography is the cherry on the cake. We introduced beautiful foodie shots to give great appetite appeal, a nod to provenance and aid differentiation.

The redesign has been a great success, excelling in all areas of the brief. And the recent launch of the Extra Special Restaurant range proved the brand's ability to stretch into new premium areas – further reinforcing ASDA's quality food credentials.

Before re-design



Extra Special became the fastest growing retailer premium own-brand range in the UK during Christmas 2010 period.

'We're delighted. Since the re-design, our customer numbers and sales in key areas such as Ready Meals and Desserts have grown. Customers now appreciate ASDA has a premium brand that not only stands out in store, but that's tempting them to buy. The design will provide a strong foundation for building the brand in the future, and help improve perceptions of our food quality in the process.'

Joanna Johnson
Extra Special brand manager, ASDA