

Tesco - Dips

Strategy, packaging, category design, art direction and style guides



“Always thinking for us,
focusing on big issues
whilst delivering results”

Alyson Jakes - Head of Design, Tesco

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The Opportunity

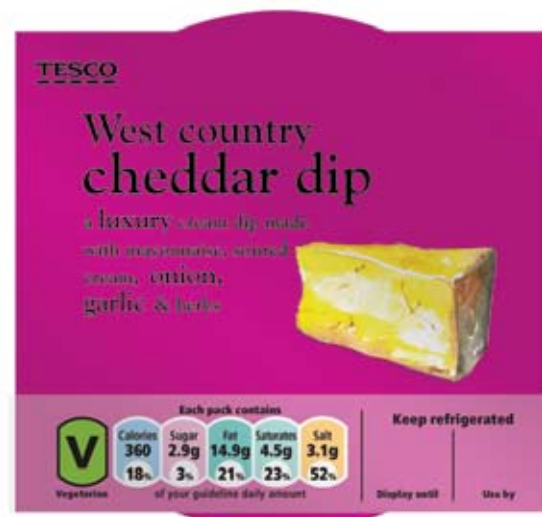
We worked closely with Tesco to define the strategy behind their core own brand ranges, then implemented it across a range of 360 SKUs.

Consumer Issue

With such a wide range, people want clear, simple navigation. Straightforward appetite appeal is then the clincher. The crudites also promote cross sell making the customer journey easier.

The Results

- Increased volume sales across all rebranded lines
- Improves clarity of offer and distinction between good and better tiers making it easier for the customer to shop
- Clear consistent brand guidelines create a look and feel that is unique to Tesco



To find out more about Honey,

Contact us on +44 207 354 4150, honey-creative.co.uk