

CASE STUDY

Artisserie

ARTISSERIE

DELICIOUS FOOD | GREAT CHOICE | FRESHLY MADE
COFFEE HOT DISHES SALADS
SOUPS PASTRIES SANDWICHES

DELICIOUS FOOD | GREAT CHOICE | FRESHLY MADE

WE DELIVER
STRAIGHT TO YOUR DOOR

OFFICE | EVENTS | PARTIES
ORDER INSTORE OR AT ARTISSERIE.CO.UK

DRINKS

AMERICAN
LATTE / CAPPUCCINO
FLAT WHITE
MOCHA
DOUBLE ESPRESSO
DOUBLE ESPRESSO
HOT CHOCOLATE
TEA
HERBAL TEA

THIS WEEK'S HOT DISHES

POTATOES

PLAIN WITH BUTTER
CHIEF BEAN BEANS
CHIEF BEAN
CHIEF BEAN BEANS
TUNA BEAN PASTA
CHILI CON CARNE
PASTRY
TUNA & PASTA

GET SOUPED UP



THOUGHT OF THE DAY

A

26
COURTAIN ROAD
EC2A 3NL

285
MARE STREET
E8 3QE

44
CLOR WENWICK
GREEN RD TR 9EN

BEST SANDWICHES FAIRTRADE COFFEE HEARTY HOT DISHES FRESH SALADS SUPER SOUPS ARTISAN PASTRIES

ARTISSERIE

EXPERTISE

Brand Identity / Retail Communications /
Marketing Communications / Packaging /
Retail Environments

BRIEF & SOLUTION

We redefined Artisserie's brand identity and store presence, driving a double digit sales increase in the first month from launch. By rationalising the comms strategy we were able to drive clarity of price and breadth of offer, interspersing this with stories about the provenance of ingredients and the methods used to craft delicious food. To entice people in, we opened up the view into the store and created a welcoming environment using warm lighting and natural finishes. The new brand identity has planned rollout across all London outlets for 2015.

