

# Brand

experience report

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# Tesco is the UK's largest supermarket chain

With 30.7% of the market share, it beats the second largest, Asda, by 13.4%. Tesco is the 17th most valuable brand in the world.

Its products are all the usual supermarket products - dairy, produce, frozen, dry grocery, household, etc., and most stores include a delicatessen, fish counter, and bakery. Larger and some selected stores can have a non-food department, clothing, meat counter, photo processing services, a pharmacy, petrol station and a Cafe.

Tesco also offer a wide range of other services, to home, car, and travel insurance, a mobile phone network, broadband internet, banking, Its own electrical brand, technika, and a technical support service. In february 2011, Tesco launched Your Beauty Salon, with 70 planned openings in stores, offering services from haircuts and facials, to waxing and manicures.



# Tescos core purpose is to create value for customers to earn lifetime loyalty

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As a staff member for just over 2 years, I had extensive training on the company's values.

## No one tries harder for customers

- Understand customers.
- Be first to meet their needs.
- Act responsibly for our communities.

## Treat people how we like to be treated

- Trust and respect each other.
- Listen, support and say thank you.
- Share knowledge and experience.



## Tescos Unique Selling Point is the Clubcard

Customers sign up for free, scan their card during a transaction and receive one “clubcard point” for every pound spent. These points translate into money off vouchers, coupons for products, and many other money-saving benefits.

Clubcard also holds regular events during the year, such as “Triple points week”, and “The Big Clubcard Voucher Exchange”, where customers can visit the exchange desk in-store or online, and double the worth of their vouchers for free, with the catch of choosing a department from a select list on which the voucher can only be spent on.

Clubcard also keeps a tab on customer activity, such as what products are regularly bought and spending budgets. This enables the relevant product vouchers to be given to the customer, so as not to give the customer unwanted offers. With a clubcard, during online shopping, the customer's favourite products are highlighted, to make online shopping easier.

## It is the Clubcard reward scheme that makes Tesco customers come back

The vouchers given by clubcard can only be used in Tesco stores, so it would be a waste for the customers not to return and use them.

Tesco also take local competitor vouchers - Any vouchers received from other supermarkets in the area can be used on a transaction at Tesco for the same value as on the ticket. This encourages people who shop at other supermarkets to try Tesco, as they don't miss out on using their regular stores voucher.





## Tesco Value Logo

Primary block colours, and lots of white suggests cheapness by saving on printing colours or using coloured stock papers.

The colour scheme is in line with the company logo, and the addition of the sans-serif typeface to replace the script text of “Every little helps” again adds to the feel of cheapness, as it feels a lot more machine and batch made, as opposed to the handmade quality given by the script text.



# Tesco Cake Packaging

Fun and illustrative, yet still has the feel of an old-fashioned sweet shop.

This is due to the shape that has been created around the important text (Cake name, company logo, etc). The illustrations on the packaging make the packaging feel more handmade, leading the customer to believe that the cake inside has itself been hand crafted.





## Finest and Florence and Fred logos

Both of these logos work in a very similar way

The black background and silver text signify class, luxury and quality. Simple text enhances the feeling of class and elegance, and the star on the end of the finest script is suggesting aspiration, telling consumers that by purchasing the finest products, they are practically eating like gods.



Brand Experience

# **H&M offers a broad and varied range that allows customers to find their own personal style.**

The collections are created with H&M's broad clientele in mind and the aim is to satisfy many different tastes and requirements.

**H&M** is aimed at everyone with an interest in fashion. Customers should always be able to find clothes and accessories at H&M for every occasion. The collections are extensive and new items come into the stores every day.

## **Women**

The women's collections are intended for fashion-minded women of all ages. The extensive range includes everything from modern basics to tailored classics, sportswear, maternity clothes and cutting-edge fashion. The collections are complemented by matching accessories, underwear and shoes.

## **Men**

The men's collections include everything from timeless tailored pieces to modern basics, leisurewear and seasonal fashions that reflect the latest trends. Matching accessories, underwear and shoes are also included in the men's collection.

## **Children**

The children's range is divided into various concepts: 0 – 18 months, 1.5 – 8 years, and 9 – 14 years. The collections are intended to be as fashionable as they are practical, durable, safe and comfortable.

## **Divided**

H&M's Divided department offers fashion with a younger look. The range includes denim and street fashions for all occasions, from everyday looks to partywear, complemented by matching accessories and underwear.

## **&denim**

The jeans concept &denim includes everything from traditional five-pocket jeans to trendy fashion jeans. Since 2007, a selection of &denim models in organic cotton has been available.

## **Cosmetics**

H&M's cosmetics department provides a wide range of makeup, skin care and body care products. The range is constantly updated with new colours, scents and products that reflect contemporary fashions. H&M does not permit animal testing of its cosmetic products either during the production process or in finished form. All suppliers must guarantee that their contents, packaging and labelling meet EU quality and safety requirements.

**H&M** 's business concept is to offer customers fashion and quality at the best price.

**H&M** say that quality is about more than meeting or exceeding customers expectations, that it is about making sure their clothes are made under good working conditions and that customers are satisfied with the company as a whole, not just with the products.



## **H&M's Unique Selling Point is, in my opinion, their pricing and style**

you can find clothing similar to that in topshop and other high street shops and much lower prices. It is also more unique, as the clothes are more simple and less extravagant, yet still in keeping with the latest trends





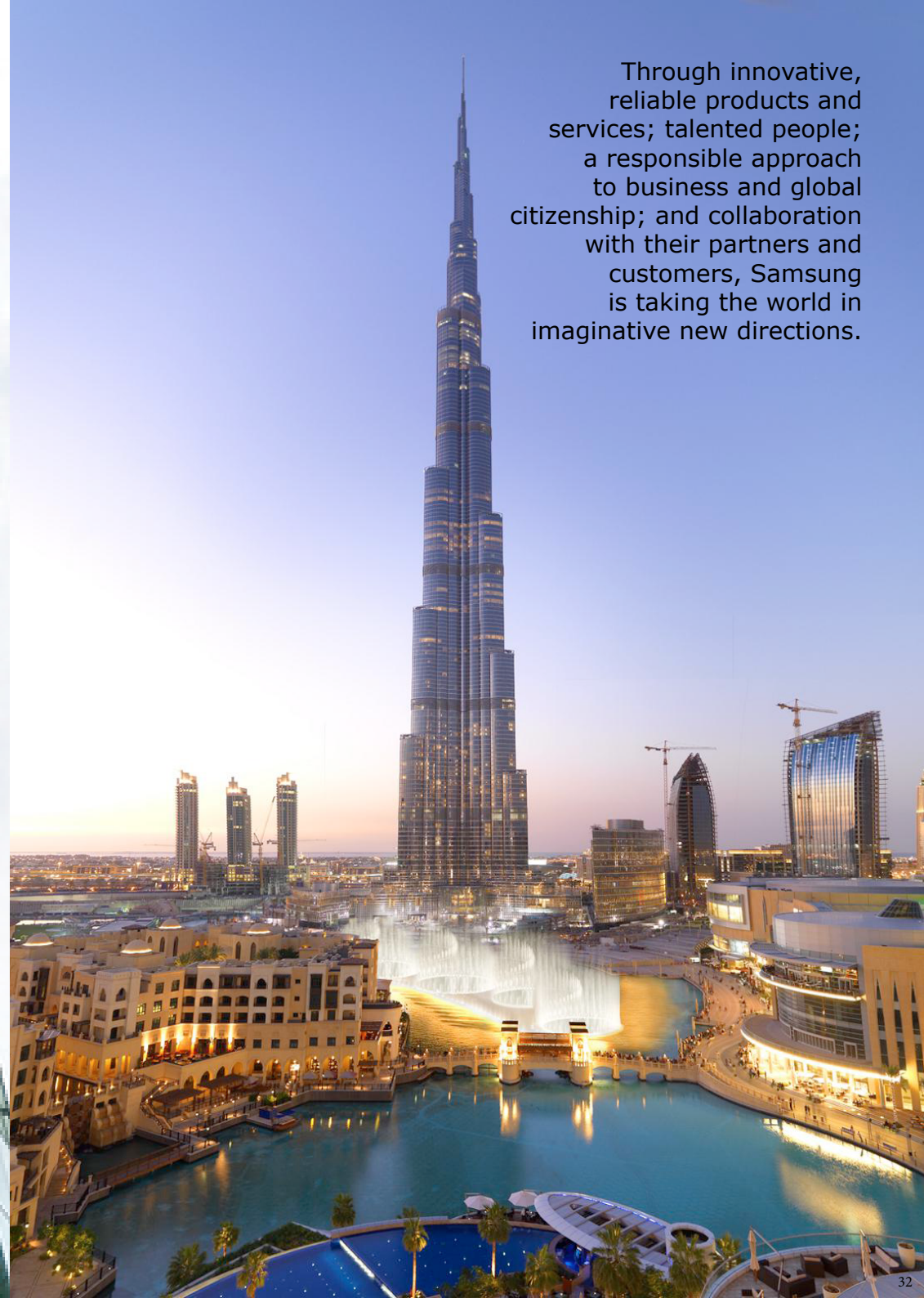
The H&M logo has a very intentional rushed look. It almost looks like a red marker on a price tag, marking the reduced price of the item. I believe that this is meant to reflect the company's idea of quality clothes at a good price, reflecting their Unique Selling Point.







For over 70 years, Samsung has been dedicated to making a better world through diverse businesses that today span advanced technology, semiconductors, skyscraper and plant construction, petrochemicals, fashion, medicine, finance, hotels, and more. Their flagship company, Samsung Electronics, leads the global market in high-tech electronics manufacturing and digital media.

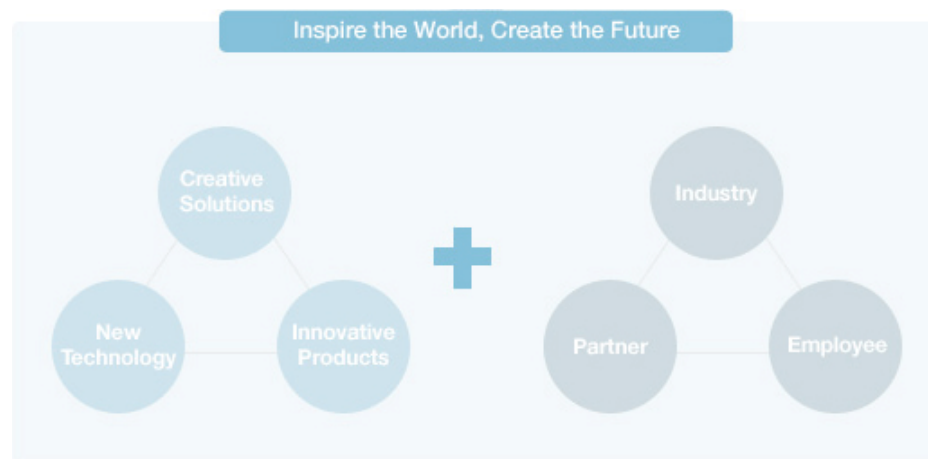


Through innovative, reliable products and services; talented people; a responsible approach to business and global citizenship; and collaboration with their partners and customers, Samsung is taking the world in imaginative new directions.

Samsung is dedicated to developing innovative technologies and efficient processes that create new markets, enrich people's lives and continue to make Samsung a digital leader.

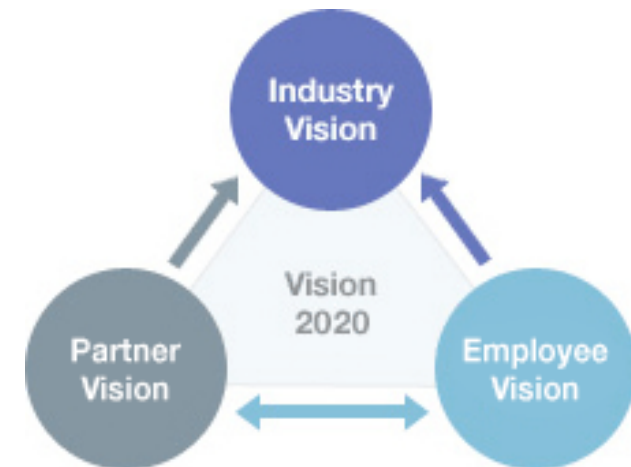
Samsung Electronics' vision for the new decade is, "Inspire the World, Create the Future."

This new vision reflects Samsung Electronics' commitment to inspiring its communities by leveraging Samsung's three key strengths: "New Technology," "Innovative Products," and "Creative Solutions." -- and to promoting new value for Samsung's core networks -- Industry, Partners, and Employees. Through these efforts, Samsung hopes to contribute to a better world and a richer experience for all.



As part of this vision, Samsung has mapped out a specific plan of reaching \$400 billion in revenue and becoming one of the world's top five brands by 2020. To this end, Samsung has also established three strategic approaches in its management: "Creativity," "Partnership," and "Talent."

Samsung is excited about the future. As Samsung builds on their previous accomplishments, they look forward to exploring new territories, including health, medicine, and biotechnology. Samsung is committed to being a creative leader in new markets and becoming a truly No. 1 business going forward.



I personally think that Samsung's Unique Selling Point is the fact that they try to be on the front line of technological advancements. They were the first to create a 3D television to be sold in the general consumer market, as well as the Smart TV, which is practically a whole computer built into a TV, with access to internet, Skype, and other media that would normally require a computer.

Although their best advancements are within their Electircals company, they have broken numerous world records with the construction of the Burj Khalifa tower in Dubai, and created cutting edge medical technologies, including robotic surgery equipment, which is claimed to dramatically increase the accuracy of surgery.





The Samsung logo is designed to be extremely futuristic and space-age, with the technological blue, and the missing cross bar from the A makes it slightly resemble the Star Trek logo. The oval adds an element of movement, which again is further exaggerated by the missing parts of the letters S and G, which are made whole by the gestalt principle of closure.

# Summary

After conducting my research on my three brands, I found myself warming to others, and finding some gave me a negative feeling.

I already knew a fair bit about tesco as a brand, after working in my home store for just over 2 years. By taking a closer look at the packaging and logo design, which I took for granted after looking at them day after day, Tesco have put a lot of thought into their design concepts. The high end designs have been very well thought out, with an subdued yet effective design solution which is different to many of the other supermarkets.

H&M really surprised me as a brand. I had expectations that they would just be like any other high street retailer, creating miscellaneous clothes and just interested in creating a profit. After researching, H&M put a lot of time, money, and effort to ensure that not only do they meet and try to exceed customer expectations, but to act responsibly as a company, by making sure their clothes are made under good working conditions, giving what aid it can to crisis areas and working closely with agencies such as Greenpeace.

Samsung was very disappointing as a brand for me. After reading material from their corporate site, the only feeling I had was that they were out there to make as much money as they can, to be jack of all trades and master of none. The technology they have managed to produce is brilliant in advancement terms, but it's got no passion behind it other than having to be the first in everything.