

F.W WOOLWORTHS

Bring back our light to the world!



Rebranding
Approach



WHO ARE WE?

About Us

Our Brand Mission, Vision and
Values

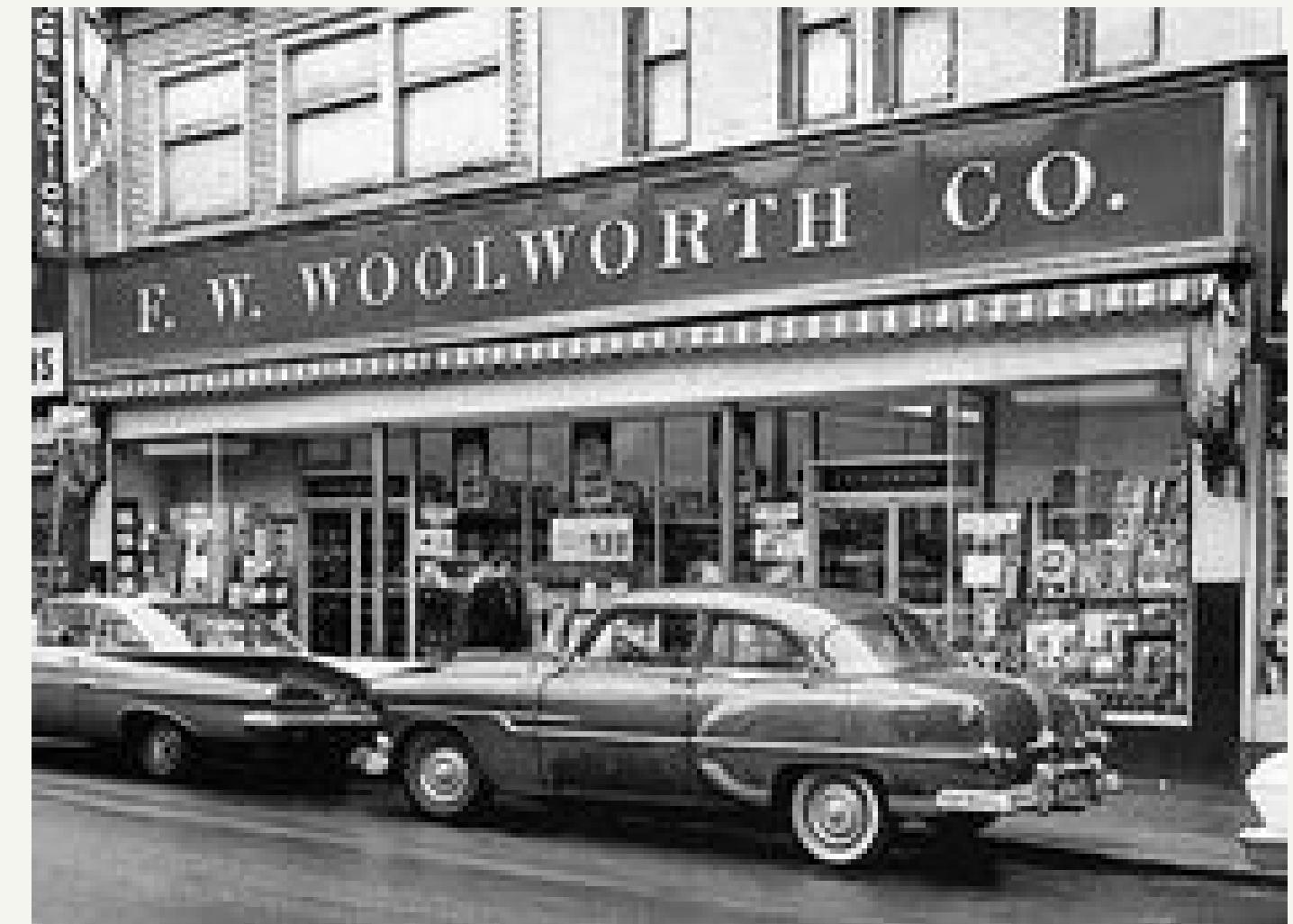




About Us

THE EVOLUTION OF F.W
WOOLWORTHS

- Founded in 1924.
- Woolworths is a publicly traded corporation on the Australian stock exchange.
- Well known for defining trends and pioneering the retail models that retailers throughout would then follow.



Our Mission



We strive to offer our consumers with the finest quality of products whilst providing them with the purchasing experience possible.





Our Values

Core Value 1

Organic & Healthy
Quality Produce



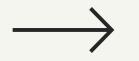
Core Value 2

Eco-friendly &
Sustainability

Core Value 3

Diversity
Reliability
Customer satisfaction

Our Vision



To get together to grow and build better experiences for a better tomorrow.



OUR CHALLENGES

Lack of variation of store categories

The store lacked a variety of options to satisfy the fully customer needs.

Overcoming Our Challenges



Introducing Our New Categories

All Organic !

Skin Care Line

Hair Care Line

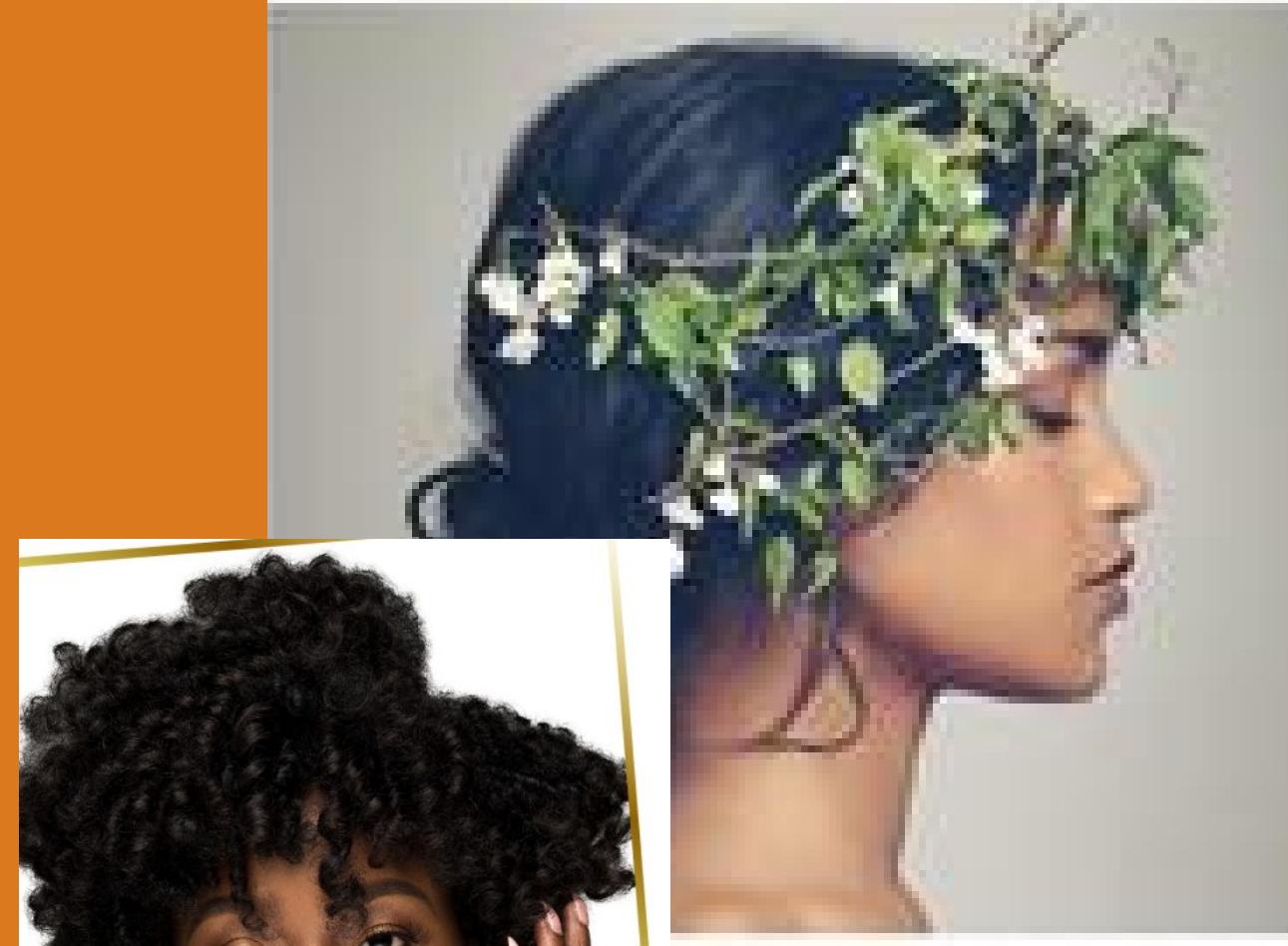
Clothing Line



W.W Skin

ALL ORGANIC SKIN CARE PRODUCTS

We are introducing an all organic skin care that offer products that are suitable for oily skin, dry skin and a combination of both. They all contntain non-toxic, natural and eco-friendly ingredients commiting all our consumers to health and wellness.



w.w Hair

ALL ORGANIC HAIR CARE PRODUCTS

An all new organic hair care that offer products that are suitable for all hair types.
Our hair products are devoid of synthetic substances and are not genetically engineered.

OUR NEW CLOTHING SECTION!

Our new clothing section will have men's and women's apparel with a variety of categories and themes

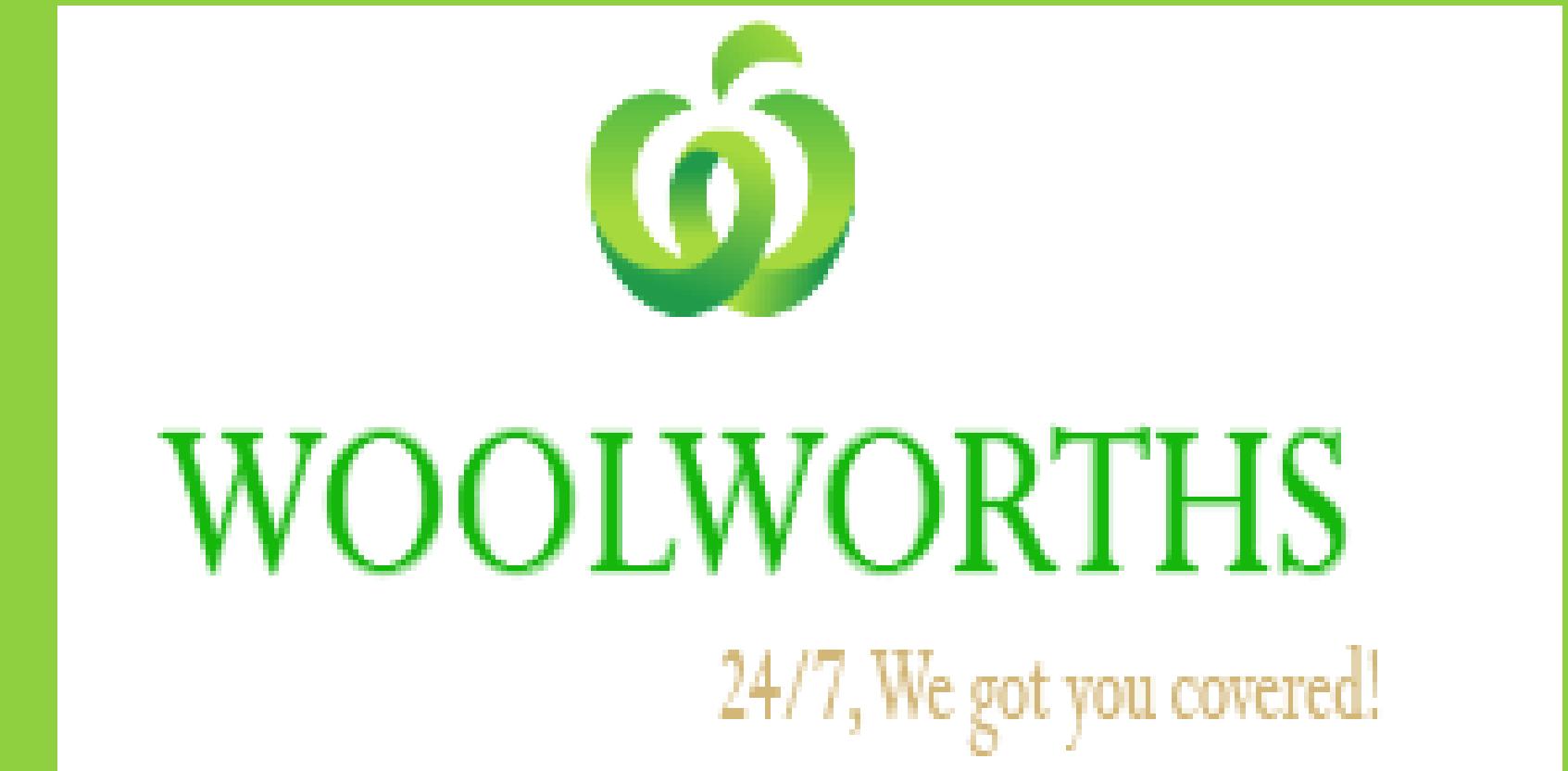


All from exclusive well-known clothing stores with Zara





Old Woolworths Logo



Revamped Woolworths
Logo



Logo Font

OUR NEW OFFICIAL LOGO FONT

WOOLWORTHS

Marcellus

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz 1 2 3 4 5 6 7 8 9 0



OUR COLOR PALETTE

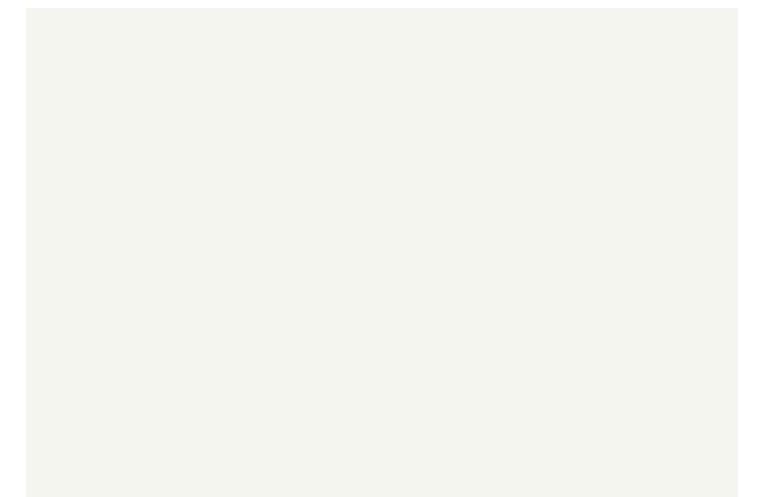


#db791e

CORE COLOR



#8fd040



#f5f5ef

The core color is green to represent our nature,
our freshness and our goal to optimize our
customer's health





Our Personality

Convenient

Our company always strives to always be there for our customers by always catering to their needs and providing them with the best service.



Inclusive

We are an all inclusive retail store providing our consumers with a variety of products

Fresh

Providing our customers with the best quality produce that are derived from natural sources

Health

offering the greatest care to every customers to contribute to their overall health and well-being.

Marketing Campaign

APPROACH 1

Optimize our following count and audience in all our social platforms by creating hashtags and challenges everyone across the world can participate in,



#whatstheflavour



OUR BEST SELLERS!

ENJOY 20% OFF

During this festive season we are proud to offer you great deals. For everyone to enjoy Christmas with their beloved ones, we give 20% OFF sitewide and free shipping.

The sale lasts from December 8th through December 28th.

Your promo code

FGH-123-VBN

GO SHOPPING

How does it work?



Choose any piece of clothing that you like.



At the checkout, redeem your promo code.



Wait for your order to come. Enjoy!



Email Marketing

APPROACH 2

Introduction of our e-mail marketing upgrade that contain special company details i.e informing our subscribed customers on our all new deals



Liza Koshy



Snoop Dogg

APPROACH 3

Collaborating with various celebrities to increase our reach through their fans.

Our Audience

Our target audience is loyal customers. We are planning on targeting customers from all age categories but placing most of our attention to younger consumers most from Generation Z as they are not yet loyal to certain stores.



CONTACT US

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