

## Wong

The Most Endearing Supermarket in Peru

Wong Corporation has been in Peru for over half a century and today has two main supermarket chains: Metro and Wong. Wong is a case study in business schools all over Latin America thanks to the extremely high quality of service that characterizes this brand.

To face its redesign was a tremendous challenge for FutureBrand, keeping in mind that the new identity had to be innovative while at the same time respect the brand's history. FutureBrand's work included brand strategy, naming adjustments, creation and development of the visual identities, and finally, an identity system for the supermarkets' retail environments. The brand name changed from "E. Wong" to just "Wong," as most people usually called it. On the other hand, "Hipermercados Metro" and "Supermercados Metro," the other chain of the Group, became simply "Metro" to create a unified image.

The Peruvian market was revolutionized with both launch events that gathered large crowds of customers who immediately showed their emotion and enthusiasm when faced with the evolution of two of their most loved brands.

Date: 2005

Office: Buenos Aires



FutureBrand

