

## Munch

The yummy side of 7-Eleven

Australia's longest established, leading convenience retailer 7-Eleven recognised the need to present a more compelling and differentiated 'ready to eat' meal offer to update their increasingly tired and outmoded 'quick-mart' image and drive more traffic and sales. The challenge was to rapidly overcome the historical association with dried out 'junk' food and create a fresh, fast and 'yummy' brand image.

A new brand, called Munch, was created with some high expectations in mind: to become part of the customers' lunchtime routine, generate category sales growth by 10% every year, shift the 7-Eleven brand perception and create a new destination brand.

The Munch identity project consisted of the name, brandmark, and identity system. FutureBrand then applied the system to packaging and in-store POS.

FutureBrand developed the Munch name to convey the brand essence of 'yum to go', mirroring Slurpee as a fun way to describe active enjoyment. The highly distinctive munch wordmark was designed to convey the idea of easy portability in the form of a handle with a fun personality portrayed via the 'munching' mouth of the "C" character. A strong, contemporary palette of natural food colours was designed to stand out from the in-store clutter and support large scale photographic imagery of fresh food to evoke a clean, good quality feeling.

The introduction of the munch brand across all fresh food offerings, supported by quirky advertising and instore POS, achieved incredible results. Sandwiches sales have increased by 48%, fruit salads by 72% and drinks by 50% since the launch in late 2006.

Munch is now recognised and talked about as a sign of 7-Eleven's fresh new approach to quality convenience retailing.

Office: Melbourne | Date: 2007

\* applications utilise imagery from Getty images



Meaty	hot stuff delish	
Four 'n Twenty meat pie 175g		\$2.30
Four 'n Twenty pie 175g varieties		\$2.40
Four 'n Twenty king size meat pie 220g		\$2.80
Four 'n Twenty pastie 175g		\$2.30
Four 'n Twenty regular sausage roll 125g		\$1.75
Four 'n Twenty king size sausage roll 180g		\$2.00
Herbert Adams pie 210g varieties		\$2.50
Mrs Mac's meat pie 200g		\$2.60
Mrs Mac's pie 200g varieties		\$2.80
Mrs Mac's giant sausage roll 165g		\$1.90

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