

Itsu

Julian Metcalfe, joint founder of Pret A Manger has been responsible for creating one of the UK's best examples of a brand built on consistently good everyday experiences. He has redefined the humble sandwich, the office lunch and what makes great customer service. However having built one world class brand his recent focus has been on building another...Itsu.

The Brief:

Julian's mission with Itsu has been to bring delicious, affordable, healthy, 'fast food' to a wide audience through a network of eat-in and takeaway restaurants. The brief to i-am was to tell the Itsu brand story and design the ultimate Itsu restaurant customer experience.

The Solution:

I-am have worked with Julian and his team at Itsu every week for the last 12 months; our collaboration has been an intense, dynamic and sometimes explosive journey that has led to some truly outstanding work. Not only have i-am communicated the benefits of Itsu through a new personality we have also delivered this message through every possible expression of the brand from 'Potsu' one-pot meals, energy drinks, sushi rolls, coffee, frozen yoghurt and sushi (in fact every packaging item) but also a complete restaurant experience delivered through a softer warmer aesthetic and designed to appeal equally to all five senses.

The Result:

25 packaging items have been designed and delivered to all Itsu locations, a new restaurant experience and brand language has been successfully launched in two new sites and a full roll-out is now underway. Whole new audiences are being introduced to the benefits of healthy eating and we continue to enjoy an ongoing relationship with one of the great thought leaders within the food sector.



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