



Apple 16 Gb iPod touch
£275 or From

£5.29

per
week

all in

Littlewoods

LITTLEWOODS: RE-ENGAGE THE CORE

Rebirth of an icon

Littlewoods is a retail institution in the UK, with a heritage built on over 85 years of selling through catalogues and more recently online. Its financial service offer provides a proprietary business proposition based on spreading the cost of purchases with no interest. However, buying at Littlewoods was often perceived as something customers wouldn't be proud of due to their inability to pay for things outright. In 2008, Littlewoods recognised it must re-engage customers to make them proud shoppers and increase loyalty in order to grow the business.

Customers in control

Wolff Olins helped Littlewoods transform the perception of its unique weekly payment, moving it from a hidden to a core asset that empowers customers to access great products and brands whilst having control of their budgets. We created a descriptive name for the payment offer – All in – that speaks to its all-inclusive power. We also helped refresh and modernise the shopping experience, bringing clarity and focus into the main sales channels – catalogue and web.

A brand for today

The new Littlewoods reinstates a sense of pride in both customers and employees thanks to a new, transparent way of communicating price as well as clean design, warm communication and competitive offer powered by the unique All in payment system.

Wolff Olins

+44 20 7713 7733

+1 212 505 7337

+9 7144 01 9581

www.wolffolins.com

© 2009 Wolff Olins Limited. All rights reserved.