

Kortnee Smith

Art 382

Rebranding Project

I would like to rebrand Fresh and Easy's logo. As a shopper, I do enjoy Fresh&Easy's concept of semi-organic foods and local food products. They have a great balance of incorporating their local neighborhood food products yet still carrying consumers' favorite name brand products at a reasonable price. As a merchandiser Fresh&Easy appeals to the younger and more modern audience, from the young middle class family to the college freshman who shops on a budget yet wants buy fresh, local produce. Fresh&Easy does have competition from the retailer Trader Joe's. Trader Joe's claims to pride their products of being 100% organic or close to it. The difference I see in Fresh&Easy though is their commitment to their customers, easy and fresh shopping, and the service they pride each store into having, which appeals to a more specific audience. Their logo is clean and simple, which I did find hard to try and rebrand because of its simplicity. But I wanted a challenge and a chance to add a new logo that I'm hoping will grab the attention of more consumers. One thing that I can appreciate in a logo is how appealing it is to me and with Fresh&Easy, it has that potential to be even more of a favorite store and brand for consumers.



Your Neighborhood  
Market



Kortnee Smith

Email

**WEB ADDRESS**





WHERE FRESH  
COMES EASY