

Krispy Kreme aims to bolster UK market position

Leading design consultancy

CADA Design Group today announced that it has been appointed by Krispy Kreme to be its UK design agency of record, with a remit to strengthen and localise its brand for British audiences.

The brief will focus on developing a clear and consistent look and feel for Krispy Kreme stores, as well as a distinct tone of voice across all locations and touch points, to reach customers in the most effective way possible.



CADA Design Group was chosen for its deep knowledge of the retail market as well as its ability to provide an integrated multi-disciplinary approach to brand strategy and design. The agency will be responsible for environmental and graphic design elements particularly concentrating on seasonal and special occasion programmes such as Christmas, Easter and Valentine's Day.

"Krispy Kreme is the apex brand in its category and the challenge here is to make its communications relevant to the UK market, whilst retaining the core brand values of a well known global enterprise," commented David Anderson, founder director of CADA Design Group.

"For our customers, the store experience is an important part of the brand so it's imperative that we reach them in the right way and at the right time," said Judith Denby, [Marketing Director], Krispy Kreme. *"CADA Design Group brings some truly terrific retail and customer understanding to the table."*