

Ocado – what’s in a name?

Working in-house at brand agency Fitch, I was tasked with generating potential names for a new Ocado joint venture with Marie Claire to offer premium cosmetics for home delivery. In the absence of the strategic team, and to respond to an urgent client request, I was brought in at short notice to drive the creative process.

My previous experience of working with Fitch in difficult client situations and ability to bring fresh perspective led to their call. With only two weeks to go until the deadline for signing off the chosen name’s design direction, it was clear that time was of the essence. In fact, the Client Manager initially gave me half a morning to develop ‘territories’ from which names could be generated!

I created the themed territories ‘The best you can be’, ‘Healthy body: healthy mind’, ‘From within’, and ‘Indulge/pamper’ – and also an associative one, using foreign languages and stylised, editorial tones and terminology. Each had its own distinct angle, and I fleshed out the concepts with key words, quotes and explanation of direction. I also rated them in terms of potential and level of adherence to client brief. The variety in the generated territories provided a genuine breadth of options for the project’s next phase.

Having received client approval to develop proposals within two of the territories, research was carried out into Ocado’s history, premium brands likely to feature under the new umbrella, and competitor cosmetic retailers and home delivery offers. All the while, impactful and expressive words and phrases were recorded to ensure an extensive proposals list.

Although I generated basic justifications behind ideas, it was made clear that quantity was key – Fitch had lost touch with client expectations and needed to ensure that they covered all bases. However, presenting with the Client Manager to Fitch’s Global Business Director, favoured routes were selected for design development and subsequent presentation to Ocado.

The official name of the new brand is (as of December 2015) yet to be unveiled.

Handling the pressure

My flexibility and adaptability were absolutely key in dealing with the pressured situation into which I was thrown. I also initiated regular catch-up meetings with the Client Manager to manage both Fitch and Ocado expectations and to help plan the schedule for delivery. Fitch were extremely appreciative of the results I’d generated – and also very apologetic for the difficulty of the situation they’d dropped me into!



through and through
sanasano
Alight in the heart
sooq
parapluie from within
Third and Seneca ACEAE
Piazza
Meu Tesouro
mångata *Galleria*
Fojoba piquant
SANITAS
Emporium
tint
Olive & Palm *Casa di bellezza*

FITCH

(R) (I) (C) (H)
(W) (R) (I) (T) (E) (S)