

Design Brief – A Vegetarian Image for Lidl

The Client

Lidl Stiftung & Co. KG is a German global discount supermarket chain, based in Neckarsulm, Germany, that operates over 10,000 stores across Europe and the United States. In the recent years Lidl shifted its market focus to the northern countries. In 2017 Lidl was already Finland's third largest consumer goods chain in terms of market share with over 170 stores. Its main segment focusses on the general household products. The regular world food themes give customers further a chance to excite their taste buds with a range of produce from all over the world including the South of France, Italy, Poland and Greece.

Task

*After the successful introduction and exception of Lidl as a trustworthy and exciting brand, the management decided to extend their product portfolio. Recent market analysis reported a growing interest in healthier and greener lifestyle and life choices especially among customer between 20 – 40 years. The favored solution by the leading management was to create a separate sub brand focusing on organic and vegetarian food with own stores and own visual branding - to better target and represent needs and wishes of this customer segment. As part of this new sub brand initialization, Lidl is looking for a **new visual identity**. It should combine the current traditional and trustworthy image with a healthier, and more ecological perception. That is why you, an external designer, are asked to make a first visual exploration to this task in form of a **moodboard**.*

*In the end you will have the opportunity **to present** your thoughts together with the created moodboard and how these could be used as design elements for later branding in print and web.*