Asda appoints Saatchi & Saatchi and Zenith as lead creative and media agencies

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Asda has today announced the appointment of Publicis Groupe's Saatchi & Saatchi as its lead creative agency along with Zenith as its media agency, replacing VCCP and Carat.

The appointment of Saatchi & Saatchi and Zenith is part of Asda's Project Renewal blueprint to transform its business and boost its Save Money Live Better brand strategy, led by recently appointed Chief Customer Officer, Andy Murray.

The move comes as implementation of Project Renewal accelerates, including a complete revamp of Asda's offer, ranging and value proposition which also involves investing an additional £500 million in lowering prices on top of the £1bn revealed in 2013.

As Asda's new customer proposition takes shape, the transition to Saatchi & Saatchi and Zenith will begin immediately.

Andy Murray said: "We've made a big commitment within Project Renewal to our brand and we are making changes at pace that will differentiate Asda with our customers both in stores and online. I'm excited about this new partnership with Saatchi & Saatchi and Zenith and I look forward to the leadership, creativity, and effectiveness this new team will bring to our business.

“I'd like to recognise and thank the VCCP and Carat teams for the contribution that they have made to Asda."

Saatchi & Saatchi Worldwide CEO, Robert Senior, said: “We are delighted to be re-establishing our long standing partnership with Asda, bringing a fully integrated Publicis Groupe offer led by a joint Saatchi & Saatchi and Zenith team. This is a crucial time for UK retail and we relish the opportunity to support Asda in driving a reappraisal of its brand by customers using the latest creative techniques and cutting edge technology.”

Publicis Groupe and Saatchi & Saatchi have a long history with Asda, having worked with the retailer on some of its most iconic campaigns in recent history, arming it with unique insight and knowledge of Asda and its customers.

At a time when the UK retail market is undergoing significant structural change, Asda believes that building even closer connections with its customers is fundamental to the success of Project Renewal and Publicis Groupe is the right partner to achieve its ambitions.

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