

Tesco Lotus Brand Alignment

Alignment and Heritage

- With over 20 million customers and 36,000 staff, we chose to work with XPotential to develop stronger alignment behind the Tesco Lotus brand for all employees, making it more sustainable to maintain our position as the leading retailer. We challenged our selves to align with the Tesco brand, whilst keeping the distinct Lotus heritage.

Collaborating to Understand and Live the Brand from Board Level

- Using a very collaborative and interactive approach, we worked with XPotential to determine brand understanding and to strengthen it so that all employees, from board level, not only understood the brand but believed in it and acted upon it.

The Brand at the Heart of the Organisation

- Our internal awareness of the brand and its vital role were revitalised. Board alignment and key brand materials were refreshed, and we led Tesco Lotus to become one of Tesco's most successful international businesses, with sales of £161m in 2011 - a 42% increase over 4 years.
- XPotential has helped to raise the core role our Values play in delivering the Tesco Lotus Brand to its customers. They are a collaborative and challenging consultancy, who understands the importance of putting the Brand at the heart of our organisation. © XPotential 2015

