



PERRY



**SVT BRANDING
DESIGN GROUP**



PERRY

Innovation is considered to be the basis for success in the long term. Like no one else Perry knows that you have to modernise continuously in order to serve the market in an optimal way. During the consultancy course of SVT Branding & Design Group for Perry it was decided to renew the in-store communication concept and the corporate design in order to optimise the positioning and communication.

The existing store concept was scrutinised by means of the Identity Scan®. A tool that SVT has developed in order to establish together with the client, both in writing and in images, what the instrumental and emotional values of the brand are. The most important objective of the new concept is to explain the communication in the store as well as to increase the recognisability of the brand Perry in the market.

The concept is now fully implemented in a number of Perry branches, both in the Netherlands and in Belgium. The reactions of consumers are very positive and the result fits well with the formulated objectives.



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