

**AGENCY/CLIENT** AH Studio/Albert Heijn  
**CLIENT CONTACT** Lennart Wienecke/Jurriaan Noij/Valesca Benjamin  
**DATE BRIEFING** 14.10.21  
**DEADLINE** 28.10.21 @ 14:00  
**PLANNING**

- 14 oct – Briefing
- 28 oct – Judging from 14:00
- 28 oct – Announce winners from 19:00

### **BACKGROUND & BRAND STRATEGY**

For over 130 years, Albert Heijn has been the leading supermarket in the Netherlands. As the longest operational Dutch supermarket, we serve six million people every day with our 110.000 colleagues. We all take this responsibility seriously by presenting our customers delicious, healthy, durable and affordable products.

Our Brand strategy in one sentence: **"A better life for everyone."**

We achieve this with three focus points:

- **Waar voor je geld (Value)**
- **Beter eten (food quality)**
- **Gemak voor jou (service and digital solutions)**

The Albert Heijn brand personality is about **"De vertrouwde en inspirerende partner."**

### **INSIGHT**

Supermarkets in general and AH have a huge responsibility in sustainability. Food chains, carbon footprints, import/export, packaging and use of resources. Every sustainable step we take as a supermarket will have enormous benefits.

Customers consider AH as the most sustainable supermarket in the Netherlands. Yet there are still many steps to take.

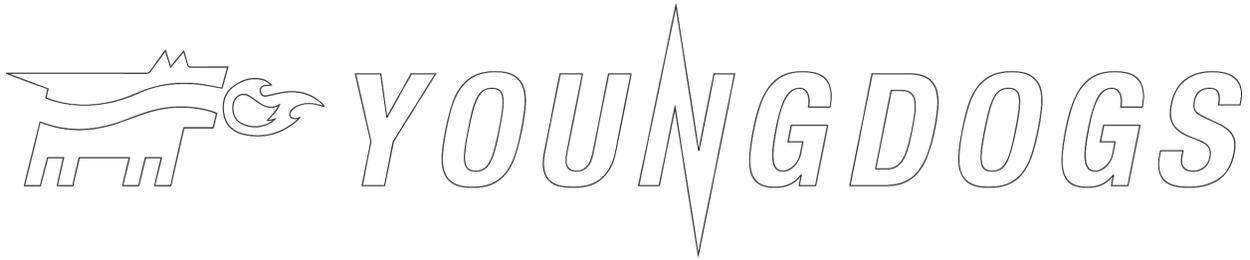
### **THE PROBLEM/CHALLENGE**

Albert Heijn stores use lots of paper materials to communicate many messages. From campaigns to product displays. This is often single use and thrown away. Mainly due to logistic reasons such as lack of storage space or limited durability. The production of paper - although a natural product - is very demanding for natural resources, e.g. the use of water. Globally there is also a growing shortage in paper which increases the pressure on resources. The challenge is to stop using paper in supermarkets and continue communicating at the same level as we do now. In other words: What creative solutions are there to replace the 3 x 2 x 1.5 meters promo cupboard, the 4 meter shelf card, the entrance advertising boards, etc. and etc. We recommend a visit to your nearest AH and have a look at all paper materials to get a full understanding.

### **OBJECTIVE/ASSIGNMENT**

What do we want to achieve?

**How can AH become the paperless supermarket?**



### **KEY MESSAGE**

What should be the consumer's take-out?

**AH is the frontrunner in sustainability.**

### **TARGET AUDIENCE**

Who do we want to reach/talk to?

- **Everybody in the Netherlands between the ages 8 and 88 who visits supermarkets.**
- **The whole world.**

### **EXPECTED DELIVERABLES**

What do we want or expect to be delivered in execution?

**First: come up with an idea how we can reduce the use of paper.**

**Second: create a campaign idea to introduce this step towards the first paperless AH.**

Paperless media currently available:

Digital screens, scanner, shop window screens, normal screens, counter screens, AH app.

### **BUDGET**

Is there a budget we need to keep in mind for the execution of this project?

**Don't hold back. Great, simple, clever ideas will be executed one way or the other.**

### **ADDITIONAL INFORMATION/BARRIERS**

- Keep our average daily clients in mind. You might not be it.
- Keep in mind that running a supermarket is a huge - almost military - daily logistic operation. And we have a thousand of them.
- Stay close to our current campaign regarding TOV, look and feel.

### **TO KEEP IN MIND (for the YoungDogs)**

- The winners are expected to be present at the result night in order to claim their prize.
- Participants should be younger than 30 in order to join us at Cannes (that's in human years, not dog years).
- Names will be left out on the final presentation decks. We don't want you to think we're biased ;)
- Images made by the ANP are not allowed to use in the final presentation decks.
- Final work should be uploaded via the personal profile on [Jongehonden.nl](http://Jongehonden.nl)