



Creating a super brand

The Challenge

The brief was simple, if a little scary! Create a super brand! ao.com was one of the best kept secrets in online retail, with huge ambition for growth and brand recognition.

The Approach

In a low engagement market, we had a big challenge ahead. We got well and truly under the skin of the company using our tried and tested Brandschool® process. Through collaborative workshops we were able to uncover a real insight and the reason for the success of the business to date. The employees, and their unwavering commitment to, and passion for, delivering excellent customer service. Sounds like a familiar story, but these guys shone with real charm and personality. We took this insight and created a brandmark that visually demonstrated this devout commitment to the customer, and truly reflected the business and its people - confident, charismatic, iconic and fun.

The Results

“Your role in developing the foundation of the brand that we are launching was absolutely crucial. You absolutely nailed that for us and I couldn’t be more delighted with it.”

John Roberts, CEO, AO World

Head of brand and social media at ao.com Yossi Erdman commented:

“We tasked 10 with creating a brand that people want to know, be part of and share, and they did just that. We have seen our Facebook followers reach 1.7 million, with customers interacting with Facebook photo posts with homemade versions of the smiley face logo and requests for the official smiley face of the brand - it all goes to show it really is the start of a movement.”





1.7 million
Facebook followers reached

Following the rebrand AO.com
floated on the stock market
at a market value of

£1.6 billion

