

Sense.

Making retail brighter.

Sense launches new Retail Division with key senior hires including former Sainsbury's Commercial Director.

Team of industry leaders will deliver innovative retail experiences and real brand value for FMCG retail brands.

Sense, the award-winning global brand experience agency known for working with high-profile clients from TikTok to Haribo, has announced the launch of a new retail division, designed to help clients respond to the ever-evolving retail landscape. A highly experienced team with unique insight into consumer shopping behaviour based on decades of sector knowledge has been appointed to run the division.



From left to right: Paul Mills-Hicks, Sally McLaren, Chris MacRae, James Willoughby and Nick Adams

To help FMCG retail brands navigate an increasingly complex and pressurised environment, the new division offers a range of services covering:



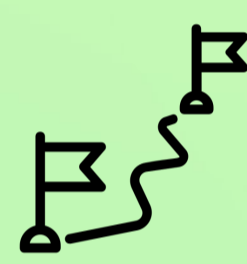
Prize Promotions



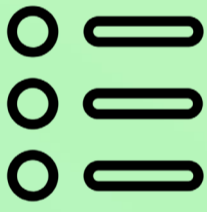
Shopper Toolkits



Key Visual Creation



Path to Purchase Comms



Category Strategy



B2B Campaigns



Amazon Optimisation

– all designed to convert sales through tried and tested tools and techniques.

The move ramps up Sense's already strong brand offering and brings another skillset for clients to lean on. Paul Mills-Hicks joins as Chairman with the former Sainsbury's Commercial Director saying;



I wanted to work alongside a leadership team with real ambition, dedicated to pushing industry boundaries and helping brands create richer, more personal and more valuable consumer experiences. Sense's highly creative, innovative and rigorous approach to marketing, where the consumer takes centre stage and ROI is king is really exciting.



Mills-Hicks is joined by James Willoughby who arrives at Sense from Initials to take up the role of Head of Retail. Willoughby spent over a decade leading the PepsiCo shopper marketing account and helping to develop many creative and strategic campaigns for the FMCG powerhouse.

James will report into Nick Adams, CEO of Sense, and will work closely with Managing Director Sally McLaren. The Division will also count on an accomplished Account Director in Chris MacRae.

To round things off, Sense have consolidated a handful of strategic relationships to build out their new offering including one with Jeremy Garlick and the team at Insight Traction. The ex-Head of Insights for Sainsbury's, Waitrose and Premier Foods, has already been working alongside Sense to provide Category, Customer and Consumer insights for some of their clients.

Willoughby summarises:



With many clients now focused on activating in channels more closely associated with a sale, we saw an opportunity to provide a more comprehensive solution for brands that encompasses the moment of truth at fixture. Our goal is to create forward-thinking retail experiences that deliver demonstrable brand value and this is helped by having Paul's vast experience on tap. He, more than most, has seen the good and bad from brands attempting to activate in retail and can quickly short cut to what retailers and consumers want and demand. We will be aiming to make 'retail fail' a thing of the past for ambitious brands looking to thrive in an ever-competitive landscape and believe our streamlined team is perfectly placed to do this.



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