

A group of four diverse young adults, two men and two women, are smiling and looking towards the right. They are wearing Sainsbury's uniforms. The background is a warm, orange-toned gradient with soft circular light effects. The text 'Sainsbury's Early Careers' is overlaid in the center in a dark, serif font.

# Sainsbury's Early Careers

# Background

Sainsbury's recognised that while its consumer-facing retail brand was widely known and trusted, it wasn't resonating with the calibre of graduates it wanted to attract into its business. Research revealed that graduates—particularly those from science, technology, engineering, and mathematics disciplines—often associated the familiar Sainsbury's brand colours and design with the supermarket aisles rather than with career opportunities in areas like digital innovation, data, or supply chain. This perception was limiting applications from the very talent pools the business needed to grow its future workforce.

In response, I partnered closely with the Sainsbury's Marketing team in what was, at the time, a rare collaboration between HR and brand. Together, we worked to evolve the graduate employer brand identity in a way that retained Sainsbury's heritage while presenting a more aspirational and forward-looking proposition for graduates. This included refreshing visual elements to differentiate the graduate recruitment brand from the consumer retail identity, as well as repositioning the messaging to highlight innovation, career progression, and the chance to work on projects with genuine impact at scale.

The outcome was a graduate brand that spoke directly to high-potential candidates in STEM and other fields who may not have previously considered Sainsbury's. By creating an identity that reflected ambition and opportunity, rather than simply the retail association, the programme significantly broadened the appeal of Sainsbury's as an employer of choice for the next generation of graduates.

# 2020 leaders On Campus and Online



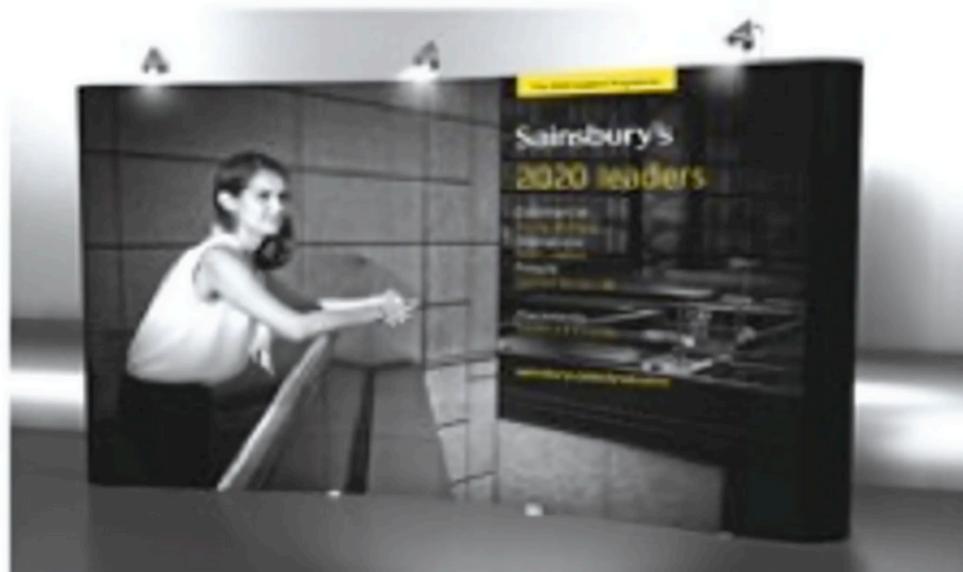
On Campus Poster



Totem stands



Leaflets



Exhibition backdrop



Screenshots from [sainsburysschools.co.uk](http://sainsburysschools.co.uk)