



The creative brief.

An everyday grocery campaign. Familiar produce and a generous basket, with no invented prices.

The idea

Everyday tastes good.

Tone of voice

Accessible. Concrete. Everyday.

Keep in mind

Preserve the original logo. Do not invent prices, product specifications or promises. Have the concept reviewed before use.

<https://www.carrefour.fr/>



Visual direction



Everyday tastes good.

AI-generated photo. Fictional object, not an exact depiction of an actual product. No brand partnership.