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***Just Eat, on-line take-away food company rebranding***

Just Eat, the world's leading marketplace for online food delivery, has today announced an exciting new phase in the evolution of the Just Eat brand.

Recognising its unique position as market leader in all 13 countries in which it operates, Just Eat has declared an ambitious company vision: to create the world's greatest food community. This will be brought to life via a major brand refresh which will initially launch in the UK before rolling out to other markets.

Several new initiatives underline the company's commitment to optimise the brand experience for its valued customers and restaurant partners, powered by Just Eat's ongoing investment in innovative marketing and technology :

- Just Eat has built a 'skill' for Amazon's Alexa voice service, which customers can access with the UK launch of its new voice-enabled wireless speaker, Amazon Echo. Just Eat's 'skill' for Alexa will allow customers to order from over 27,000 restaurants using just their voice, continuing to build the Just Eat ordering experience into customers' everyday routines and experiences.
- Just Eat will be one of the launch apps for Apple Watch Series 2 and WatchOS 3 which was unveiled last week, demonstrating how the company continues to harness new developments in consumer technology to ensure a seamless product experience.
- Just Eat's new Facebook Messenger Chatbot will bring food discovery to life by engaging with customers to coach and inspire their food choices. Reflecting the personality of the Just Eat brand, customers will be able to message the Chatbot, whether they fancy ordering their usual favourite or trying something new, and the bot will offer them a selection of different restaurants they haven't previously ordered from if that's where their mood takes them.
- The Just Eat app and website will be refreshed and new features will be added over the coming months to enable better discovery of favourite foods and restaurants as well as helping customers to find new cuisines that they might not have considered before.
- Just Eat will unveil new-look resources for its partner centre and driver app, and will bring together its whole offer to restaurants as part of a new Restaurant Partner Value Proposition to be launched in October.

*David Buttress, CEO at Just Eat said:*

“Just Eat has operated in the UK for 10 years and is now one of the most recognised and best-loved food tech companies in the country. As we embark on our next phase of growth and cement our leadership position, our new vision – creating the world’s greatest food community – provides us with new focus and momentum to take the business forward.”

*Barnaby Dawe, Global Chief Marketing Officer at Just Eat, said:*

“Our new brand acknowledges what Just Eat has achieved so far while setting the tone for where we want to go next. It marks an evolution in our approach to meeting our customers’ changing expectations and to adding more value to the relationship we have with our restaurant partners.

“‘Making food discovery exciting for everyone’ means we are offering more variety and making great food choices easier to find: whether it’s the food we know and love already, or finding a new favourite.”

*Ben Carter, UK Marketing Director at Just Eat said:*

“As the UK’s largest online food ordering service with over 100 different cuisines on our platform, we can cater for all tastes, occasions, moods and budgets up and down the country and our campaign encourages people to ‘Find your Flavour’ – from picnics in the park, pizza at the beach or sushi at work.

“We’re also using this opportunity to make a visible commitment to help our restaurant partners own the branded delivery experience in the ‘last mile’. We’re making a significant investment in our restaurant branding programme including new jackets for delivery drivers and the first ever scooters in Europe to carry branded light boxes.”

The new Just Eat brand was developed by brand consultancy venture three, and will be supported by a new UK marketing and advertising campaign created by creative agency Karmarama which will launch in the UK on Friday 16 September and will run across all major consumer marketing channels including TV, outdoor, digital and social.

The new brand design sees red remain as a lead brand colour, staying true to Just Eat’s heritage as a high-energy brand. However, a new visual element, the ‘colour ray’, represents the diversity and variety of the Just Eat world within its community of customers, restaurant partners and colleagues.

It also reflects the selection of foods from all over the world available on the Just Eat platform.

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