



Press release

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Delhaize Group, the major international supermarket brand appoints This Place as lead UI / UX agency

This Place, the digital innovation agency set up by former M&C Saatchi Mobile joint CEO, Dusan Hamlin, has been appointed as the lead user interaction (UI) and user experience (UX) by Delhaize Group.

The Belgian international food retailer, which posted \$28.4 billion revenues in 2014, has appointed This Place to spearhead multiple digital initiatives across its operations in the US and Europe..

The international account, which will be run out of London, will see the agency work on a variety of design-led projects to enhance Delhaize Group's online offer. They include:

- Group UI / UX initiatives
- Global front end design and roll-out of the brand's e-commerce platform
- Android and iOS mobile UI / UX
- Creating digital brand guidelines and a digital brand identity
- Product innovation concepting and prototyping

“Our guiding principle at This Place is to help brands create smarter and more profitable digital services,” said Dusan Hamlin, CEO of This Place. “With this partnership we are putting that strategy into practice. Our work with Delhaize Group enables us to help further enhance its international leadership position.”

The retained account was won following a 12 month process which included a four-way pitch and several trial projects.

The agency will report into Marcus Spurrell, SVP of Digital Services at Delhaize Group. He said: "Appointing This Place was an easy decision. The studio came to the table with the best creative and innovation-led design approach which was head and shoulders above the competition. The whole team, from the most junior to the most senior, understood our business from the very first meeting. We've got big plans for the future and it's vital we've got a UI / UX partner onboard that can hit the ground running and deliver exceptional work."

The London-based HQ gained international attention last year when it developed and launched [MindRDR](#), the world's first mind controlled application of a wearable device. The innovation, which secured over 750 items of coverage worldwide, was covered by the BBC, Channel Four News, NBC plus many others.

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For more information, please contact: Zoe Zivka on 0203 0212130 / 07876 704759 / hello@thisplace.com

About This Place

[This Place](#) is a design studio leading the way in creating smarter digital services on web, mobile, tablet and wearable devices. In addition to client work, the team also dedicates their time to working on commercially viable digital innovation projects.

The company specialises in user experience design, which is the process of making digital services easier and more enjoyable to use. This Place also creates 'optimal profitability' interfaces for high transaction destinations across web, mobile and tablet, and is the preferred partner to major global brands such as The Delhaize Group.

CEO Dusan Hamlin, has spent his entire career driving digital innovation projects that focus on return on investment, he has worked with industry leading brands such as adidas, Reebok, Phillips CE and Amazon. Dusan is the founder of Europe's first full service Mobile Innovations Company, Inside Mobile (Now M&C Saatchi Mobile), a business that was successfully integrated into the M&C Saatchi network in 2010. In Dec 2012, Dusan left M&C Saatchi Mobile to start This Place.