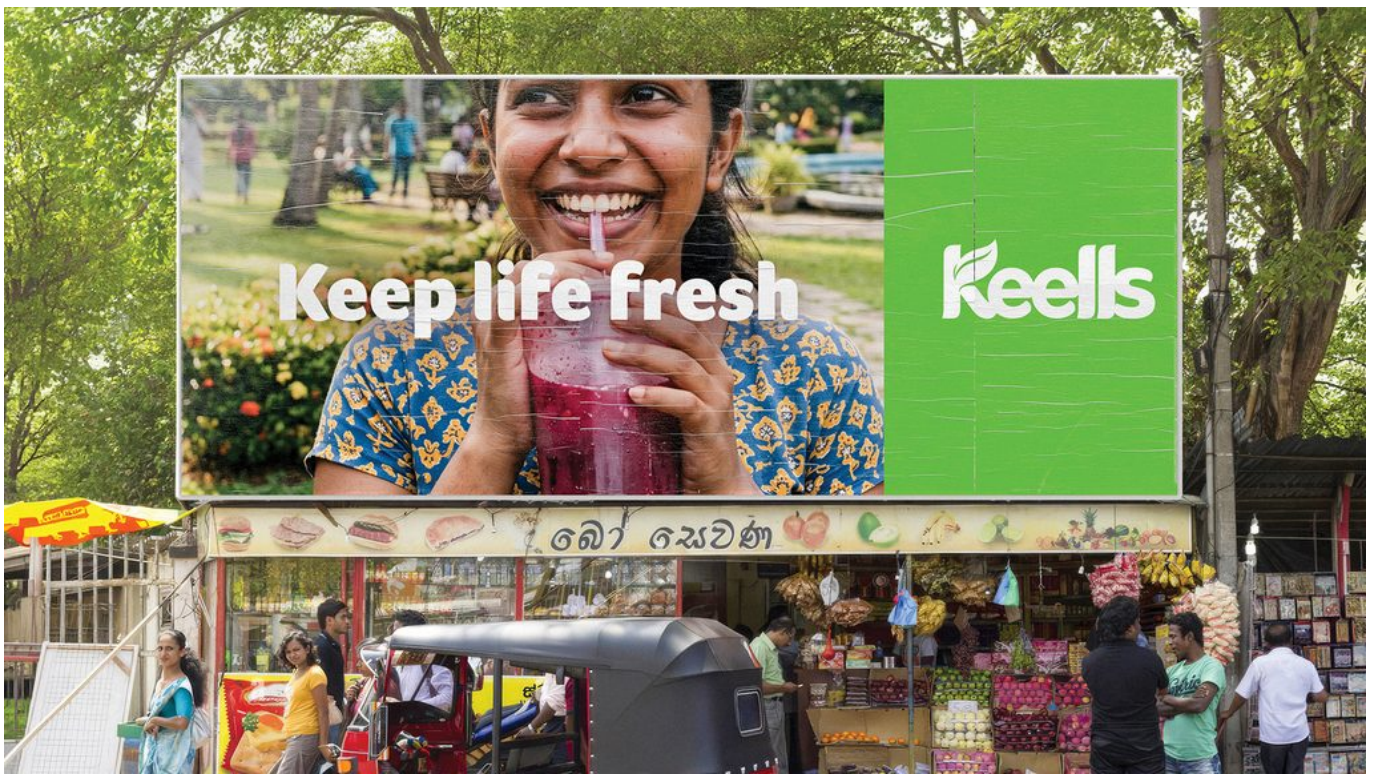


Hulsbosch helps Keells redefine freshness with new brand platform, Keep Life Fresh



International award-winning, independent branding agency Hulsbosch has partnered with one of Sri Lanka's leading supermarket brands, Keells, to develop a new brand strategy, positioning, and integrated campaign built around a powerful idea: Keells. Keep Life Fresh.

Moving beyond freshness as a product attribute, the new brand platform positions Keells as a brand that enriches everyday life, inspiring Sri Lankans to embrace new experiences, discover new possibilities, and find greater joy in the moments that matter.

Grounded in an understanding of modern Sri Lankan consumers and their aspirations for a better future, the strategy recognizes that progress is rarely defined by big milestones alone. More often, it is found in the small, everyday decisions that help people feel good about their lives and optimistic about what comes next.

From discovering new ingredients and making healthier food choices to trying something different, surprising loved ones, or sharing a meal, Keep Life Fresh celebrates the opportunities to make everyday life more rewarding.

“Keells has always stood for freshness, quality, and innovation. Through customer research, we uncovered a universal aspiration that transcends demographics and lifestyles, the desire to make progress in life, in ways both big and small. With Keep Life Fresh, we wanted to build on our strengths and broaden the meaning of freshness beyond the quality of our produce, creating a platform that reflects the role Keells can play in people’s lives,” says Nilusha Fernando, Head of Marketing at Keells Supermarkets.

“Whether it’s making a healthier choice, discovering something new, or creating a special moment with family, we want every interaction with Keells to inspire people, help them feel good about their choices, and make everyday life a little better.”

From fresh products to a fresher way of living

Developed by Hulsbosch, the brand strategy positions Keells as both aspirational and accessible: a supermarket brand that sets the standard for freshness while making the benefits of modern living available to everyone. The Keep Life Fresh platform brings together the functional strengths of the supermarket experience with a more emotional, human proposition. It connects fresh food, fresh choices, and fresh experiences with the everyday progress that helps people live better.

For Hulsbosch Creative Director Marcel Wijnen, the opportunity was to redefine what freshness could mean for the brand. “Freshness is an incredibly powerful asset for a supermarket, but it can mean so much more than the quality of what’s on the shelves. We saw an opportunity to turn freshness into a way of thinking about life itself,” says Wijnen. “Keep Life Fresh gives Keells a distinctive platform to connect with people beyond the shopping basket. It’s optimistic, inclusive, and full of possibility. It positions the brand as one that doesn’t just supply what people need,

but inspires them to discover new things, embrace everyday opportunities, and make life feel a little more special.”

Bringing the brand to life

The strategy has been translated into a new television commercial and integrated brand campaign that brings the Keep Life Fresh idea to life, connecting Keells’ product credentials with the experiences, emotions, and everyday moments that make life richer.

The campaign establishes a consistent brand platform for Keells to build on, creating opportunities to inspire customers through fresh choices, smarter ideas, and more meaningful everyday experiences.

At its heart, Keep Life Fresh is an invitation to every Sri Lankan to see the possibilities in each new day, and to make today as good as a better tomorrow.