

Rebranding for Good: AB Tasty announces new brand identity

Following a year of growth and technology acquisitions, AB Tasty unveils a new look and brand personality.

Temps de lecture : minute

5 February 2024

“Life isn't about finding yourself. Life is about creating yourself.” – George Bernard Shaw.

To become what we thrive to be, we have to go through a journey of experimenting, winning and sometimes losing.

With time, our different encounters force us to evolve, to change our approach towards life.

The values one had when growing up might change as we are faced with adversity, challenges, and opportunities.

This is too often regarded as a negative thing, as evolving can be misinterpreted as losing yourself.

However, you're not born with the answers to your problems and the key to your success. We are all born in the form of a blank canvas, where everything must be done.

As you grow up, this canvas gets filled with all sorts of things: beauty and disillusion, happiness, and anger, good and evil.

But the same way Van Gogh transformed the pain of his tormented life into beauty, it is our decision, and to some extent our responsibility, to build beauty out of what's been given to us, to chisel our own altar.

To build yourself, to build something, you have to dig deep into knowledge and creativity. You need to experience life not only for the holidays and laughs, but for everything that life carries.

Because companies are manmade, they also need rebranding. The success of your company doesn't solely rely on your idea, but on what you do with it. This notion, AB Tasty understood it perfectly.

New Year New Design

AB Tasty announced today a new brand identity aligned with their “test and learn” culture that is reshaping experience optimisation through innovation and leading expertise. The company is cemented by a year of tremendous growth including expanding their personalisation offering with a new AI technology acquisition. AB Tasty is now a premier partner in experience optimisation by combining an all-in-one platform with deep client understanding to enable brands to reach the individual on a new level.

The new brand identity, marked by brand colours that AB Tasty refers to as “experimentation blue” and “crash test yellow” lends an exciting, electric look to the experience optimisation partner’s market presence. This radical new look places their customers at the heart of their company and emboldens their positioning within digital experience as a major player.

“Our new brand identity is all about pushing ourselves and our customers to new heights.” -

Marylin Montoya, VP Marketing at AB Tasty.

"The company culture has long been defined by not being afraid of failure but rather embracing it as a necessary part of growth. With this new visual identity and brand voice we're showing that AB Tasty is a partner pushing innovative ideas and encouraging our customers to change from the inside out" adds Marylin.

Unstoppable growth

This strategic branding shift follows a period of success for AB Tasty. The startup has developed a strategic roadmap to establish itself as not just a leader in experimentation but a leader in personalisation as well. This goal has been further supported as AB Tasty was named a Google partner following the sunset of Google Optimize.

AB Tasty saw its two most successful quarters in company history during 2023 with 30% year-over-year growth. This includes the signing of giants Louboutin, Gartner, Patagonia, and Sandals Resorts while making strides in the APAC market with Softbank Japan, David Jones, and Hulu Japan.

"This milestone year was made possible by the work of our amazing team who put customers first and live one team, endless dreams. We are looking forward to continued global growth and expansion in 2024," shares Alix de Sagazan, AB Tasty CEO and cofounder.
