

Brand Communication — Retail Environments

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OPSM — Case Study

Graphic Designer:

Public Design Group
(Previously Futurebrand) in conjunction
with OPSM marketing & Landplan

Retail is no longer just about selling
product, it's about immersing customers
in your brand's story and that's exactly
what the new OPSM store environment
communicates.

The first new look store has now
opened in Penrith and in 3 locations
across Melbourne. The OPSM brand is
transformed from its old position of
trustworthy, into a contemporary brand
closer and more relevant to its
customers.

The store hosts a variety of graphic
applications from the large beach scene
covering the back wall (printed onto
Digital Wallpaper), through to
photographic die cut prints and vinyl cut
lettering to glass.

OPSM won "The retailer of the Year
Award" for their new stores, an award
presented by Lend Lease, who were
impressed with the change in attitude
toward what a retail space is used for
i.e. changing the emphasis from selling
products & services to selling a brand.



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