

# 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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