

# Brand Communication — Retail Environments

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## Telstra — Case Study

**Designers:**

Saunders Creative

Telstra recently engaged Saunders Creative to design and develop a new retail concept. The focus was to lift Telstra out of the traditional mould of providing price driven commodities, into a leading edge position for consumer marketing. The challenge for Saunders Creative was to show Telstra as the gateway to a new world of telephone-based communications.

The solution was found in a visual and audio-rich multimedia environment that clearly demonstrates Telstra's place at the forefront of service provision. Saunders Creative delivered large scale graphics using many different types of media while still maintaining the important and vital public image of such a well known brand like Telstra.

Mixed with the creative needs of Telstra's retail fit-out were the print and installation requirements. Flash Photobition was part of a broad team of professionals who developed the environmental graphics and touch screen based solutions that work so effectively.

Flash worked with Saunders to produce images on a wide range of materials both front lit and backlit. The goal was to colour match backlit lightwalls with digital Wallpaper and a Lambda Duratran backlit counter. This was achieved after much colour proofing and customer liaison. The results can be seen at Telstra's exciting new retail concept at Warringah Mall.

The new concept environment is proving to be very successful for Telstra and initial sales increases are set to continue as the consumer market responds well to a total retail experience.



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