

Amidst ever prominent competition Telecom New Zealand sought to re-assert themselves as the market leader in New Zealand telecommunications. Our challenge was to create environments that leveraged the product scope in an efficient, friendly and exciting way that smacked of interactivity and that all important WOW!



A The 'zig zag' display wall cleverly creates more surface area than a flat wall  
B Software graphics and packaging  
C Software graphics and packaging  
D A major facelift that works!



**Our response was to create a communications solution for a national roll out that clearly defined the interactive merchandise on offer. This was achieved through display, instore graphics and strategic product placement- linking products and services to demonstrate how converging technologies enhance everyday experiences.**

Striking lighting at the shopfront, within fixtures and graphics, and at ceiling level immediately attract attention to the environment. An open storefront allows good visibility, diminishing boundaries, welcoming and encouraging interaction. The use of a white volume holding bold oversize imagery and dramatic (brand) colour changing wall panels add to the excitement, with clusters of up to nine large plasma screens forming a powerful backdrop to the store. The 'zig zag' display wall cleverly creates more surface area than a flat wall allows whilst providing defined areas for products, services and related information. All product displays encourage 'hands on' investigation with the mid floor pods hosting an array of converging technologies.

Landini Associates delivered Telecom New Zealand's brand promise to the streets in less than 4 months.