

CARPHONE WAREHOUSE



**AS A HIGH STREET
RETAILER YOU NEED TO
MAKE YOUR SALES
STAFF MORE EFFECTIVE.**

COULD A SMART APPROACH
TO RETAIL DESIGN AND
POINT OF SALE HELP?

With so many offers and products on display, the Carphone Warehouse stores had become a riot of messages and merchandise competing for customer attention.

CHALLENGE

Carphone Warehouse came to Dave to bring order to this chaos, rebranding it from a point-of-sale perspective and providing some much needed clarity.

A key part of this challenge was thinking about how they used the retail environment to deliver key information in a clear and simple way and so free up their sales people to answer the more complicated customer questions.

SOLUTION

We refined every aspect of their point-of-sales communications, from their look and feel and tone of voice, to the hierarchy of these messages in-store. Price tariffs and other fundamental product messages could now be easily found by consumers, allowing the Carphone Warehouse sales team to focus on providing detailed advice for those with more complicated queries.



While Dave injected some much needed creativity to this process, it was also important that Carphone Warehouse's internal creative team could own and manage this moving forward. To give them the ammunition they needed, we created a bespoke photo library and new visual language for them to use which would ensure continued clarity and consistency.



From top clockwise; Brand creation and launch for 'Mobile World', the low cost international mobile calls offer; Graphic systems created for all in-store communications; Icons were developed to highlight customer offers; Product literature for 'Mobile World'; Welcoming customers in-store with the Carphone Warehouse promise; Redesign of the monthly product magazine.

