



CASE STUDY

SPARK SYLVIA PARK AND WESTFIELD ALBANY

In line with Spark's ongoing transition, the focus turned to giving its retail spaces a facelift. Spaceworks Design Group won the rigorous request for proposal in January; in July, the new-look pilot stores were opened in Auckland shopping malls Sylvia Park and Westfield Albany.

The brief called for the retail stores to bring alive both the tangible and intangible products (mobile phones, contract offers, etc.), and have both existing and new customers "connect, share and engage in-store" as soon as they walked through the door.

Innovative solutions were part of the new stores: hospitality zones where customers can pick up a free Spark-branded bottle of water; virtual queuing; lockable cabinets to charge smartphones; POS counters as part of display tables to keep staff on the main shopfloor; and a dedicated framed glass box in the window display, with rotating themed Spark content.

Clever design also went into the cabinetry and storage areas, fitted by Format shopfitters. These act as product, accessories and brochures storage



for the store – but look like a home TV wall unit, which suits the rest of the store scheme.

Spark's current branding was important to the design as well. A splash of lively orange in the Spark logo, and warm pendant lighting and thin stripes of LEDs on the ceiling (installed by Inlite) to lead the way shows off the design team's clever use of colour and lighting to integrate the brand's visual presence in the market.

So why the decision to invest in the fit-out of Spark's bricks and mortar stores?

"The way that we turn up at retail is a big part of how we live out the brand in the eyes of our customers – it's the physical face of the brand," explains Greg Clark, head of consumer sales at Spark. Another reason is that most of our retail products can't be experienced online like they can in store. For many customers, this tactile experience of a product is a big factor in deciding whether or not they'll buy it."

Spark is currently tracking the performance of the Sylvia Park and Albany Mall stores and the early signs are positive.

"The percentage of passers-by that enter the stores has gone up substantially," says Clark.

"This means there are more customers for our team to talk to about what Spark has to offer, and with great staff that inevitably leads to more sales."

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