

Approach:

The GS | Retail Group was separated from LG corporate holdings as a division specifically focusing on retail actions in 5 sectors: Department store / Supermarket / Hypermarket / Convenience stores as well as Gas stations. GIRVIN's responsibility was to outline and create paths for strategy, for the leadership of GS.

Liberal use of
color,
illustration styles
and
materials
in **retail**
environments

Need to build
a sense of **personality**
around each
retail brand that is
exciting to consumers
and matches
the **passion**
of the internal team

Strategy |

Result:

After researching the marketplace, analyzing the business needs of the varying groups, meeting with leadership to each sector, as well as store management, GIRVIN proposed solutions for general retail evolution, in all categories, as well as highlighting trends in American as well as global retail. The key pointed to a new resiliency, in creating solutions that captured a new vitality, directly framing a competitive stance and differentiation for the entire retail group, expressing a view through all stores that was aligned visually. Each retail group had a discrete marketing expression to each of its audiences. GIRVIN, along with their partnership with Callison, framed this program from start to finish, closely collaborating with and leading the GS team.



| Story

A sense of familiarity
and comfort inside the
stores combined with
constant newness
and excitement.

Message |

Two
Strategic
Pathways

Pathway A

Pathway B



Approach:

A comprehensive audit was undertaken to analyze the varying and complex needs of each retail type. The production outlines, from internally illuminated signing, to built non-lit installations, an entire range of signing types and scales—from smaller directionals to multi-storey expressions were all designed, tested and installed in prototypical form in secrecy.



| Identity

**Result:**

Each store type was outfitted with a comprehensive signing program. Every signing system was designed to speak to the “Friendly, Fresh, Fun” positioning, as well as the individual signing needs. For example, GS Square was shown in large, multi-storey internally rainbow gradating signing programs; GS 25, a repositioning of the LG convenience store, was designed to respond to typical shop fronts and illumination schemes and street facings. Every system outlines a significant market differentiation, for each sector, as well as individuation for each store type. In this solution, there is overall integrated marketing unity and brand approach, as well as differentiation to category and market group.



**Approach:**

In four separate retail groupings there are dramatically differing needs in signing expression. After an audit of needs, along with the Callison alliance, GIRVIN created an outline of sign types, to category, to marketing and brand strategy and created design systems.

Result:

Every store needs to be different. Divergent people shop for different reasons, for varying needs—and every store tells a discrete story. To this, in keeping with the Callison design language for the interiors, GIRVIN created disparate systems. A supermarket has messages and categories of “stores within stores,” a department store is one enlarged story—with many layers of stories, within; a convenience store is a micro-selling environment; a hypermarket is a crossbreed, in retail, with many store types—like a supermarket, electronics and home furnishings—all in one. Each was unified, in terms of the overriding brand theory, yet each refreshingly diversified.



Environment |





| Interactive



Approach:

All retail must maintain a deep and elastic Web presence – yet, for GS | Retail, there are diverse needs for each market sector and how to approach the website and communications needs of every retail offering.



Strategy |



Result:

GIRVIN analyzed the structural interface and navigation needs of each GS | Retail offering and, with testing, created a series of Web interfaces embracing the new identity programs, marketing and brand strategies, in close partnership with the Web teams at GS | Retail.

Approach:

A medium for ongoing relationship development is retail adverts, which are shipped or blown into newsprint or direct mail campaign development. GS | Retail asked GIRVIN to coordinate brand expression for each of the market types and mailings.

**Result:**

An audit and gathering of numerous previous mailings was undertaken and the GIRVIN team created a series of prototypes. In partnership with the GS | Retail promotions team—for each retail group—GIRVIN built design templates to more aggressively support and express the new marketing spirit of GS | Retail. GIRVIN unified the brand stories for each grouping, distinct to their marketing profiles, yet integrated overall to the entire business and corporate identity program.

Approach:

Every brand at GS | Retail has numerous requirements for brand expression in the context of consumer interface to tell the story of this individual offering.

| Identity

| Environment

| Print

| Packaging |

Result:

The message must be integrated to the overall scheme, for GS | Retail, yet speak to the needs of the marketing of each property type and proposition. Everything from uniforms, name tags, packaging, truck graphics and window decals, seating programs and umbrellas was considered in the design scheme, for all four retail types. Every element was designed by GIRVIN, for systemic applications to the GS | Retail corporate thematic program.

Name |

GS 25

Approach:

A grouping of strategic recommendations was created in collaboration with Callison and the leadership of the GS team. Four solution pathways were designed for study and consideration among the leadership, retail management and market testing.

GS MART

GS Supermarket
수퍼마켓

GS SQUARE

Identity |

Result:

From these opening studies, a selection was made, that unified, visually, all of the identities for each retail group. This styling was strategically focused and derived from the opening personality exercises. A new positioning of “Friendly, Fresh, Fun” was the underpinning for all treatments. A customized font designed by the GIRVIN team was created, easily legible to Korean guests, visually convertible to Korean typography, and emblematic of the new spirit, under the leadership of President Hur, the chief executive masterminding the new marketing direction.







