#### 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 strategy of the internal team

#### **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.









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





### GIRVIN



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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.

### GIRVIN



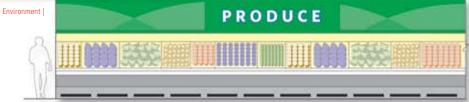
marketing and brand strategy and created design systems.



#### **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.





### GIRVIN Case Study | GS Retail





#### 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 |



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.

Strategy | Story | Name | Message | Identity | Environment | Print | Packaging | Interactive



## GIRVIN Case Study | GS Retail



### GIRVIN Case Study



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.

# GIRVIN Case Study | GS 25



# GIRVIN Case Study | GS Mart



# GIRVIN



# GIRVIN Case Study | GS Square

