

Case Study

Manx Telecom

Creating a local Telecom brand of the future on the Isle of Man.

Winner of DBA Design Effectiveness 2014 Silver



Brief

Manx Telecom provides telecommunications and IT services not just to the Isle of Man but increasingly to the rest of the world.

As a proactive and successful business, Manx Telecom identified the need to evolve and modernise its brand to reflect the ambitions for the future and appeal to new audiences whilst retaining existing customers.



Logo before



Store before



Insights and research

Their messages simply wasn't being heard. Workshops with consumers and internal teams led us to a more motivational positioning for the brand: 'think beyond'.

Brand values

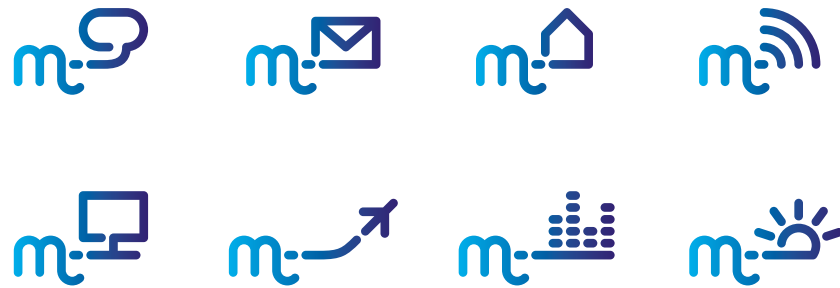
Trusted, Proactive, Enterprising and Confident, provided visible signposts for customers to relate to.



Logo before



Logo after



Calls between mobile and fixed lines are free thanks to Groups Call Free.



Helping the island's businesses with a one stop communication shop.

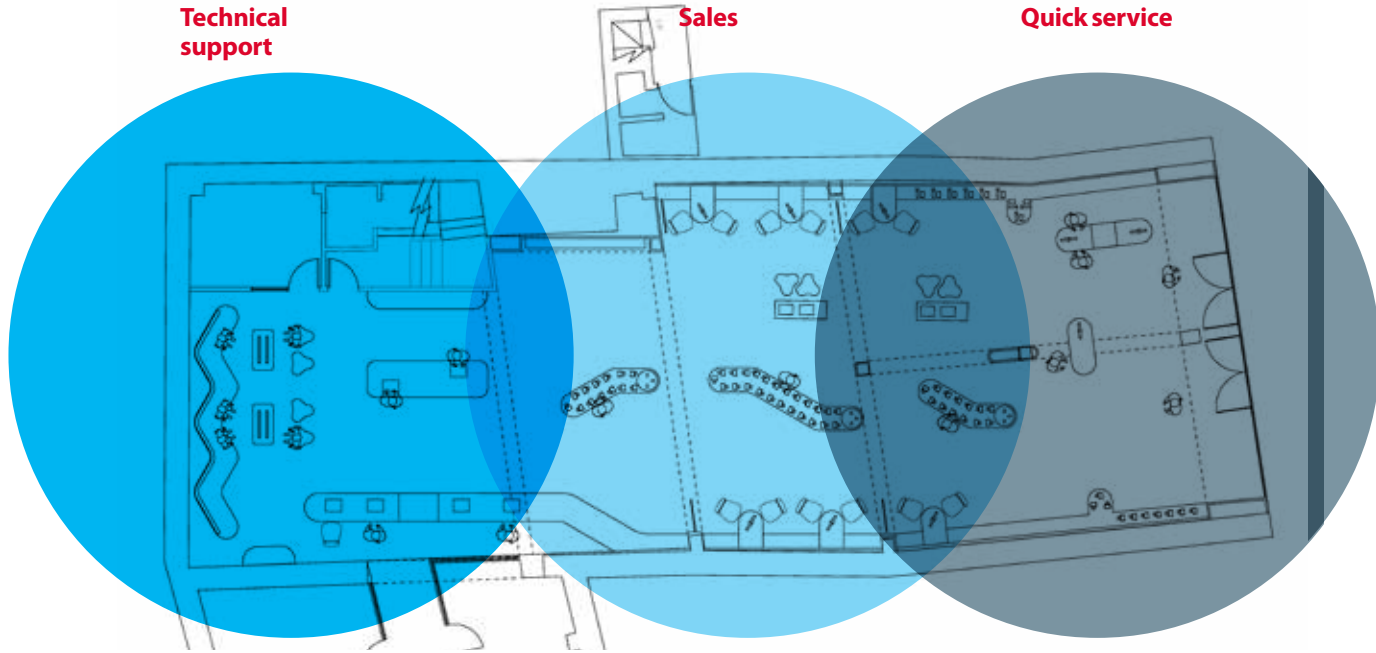
Solution

The store concept focuses on the need to promote a tangible connection with the space. Creating a natural intuitive flow for both staff and customers around the store in 3 easy steps. Naturally drawing customers into the depth of the store.

The Experience

Modern and sophisticated design and architectural themes inspired by the identity, while the use of native building methods such as dry stone walling enriches the cultural and community connection.

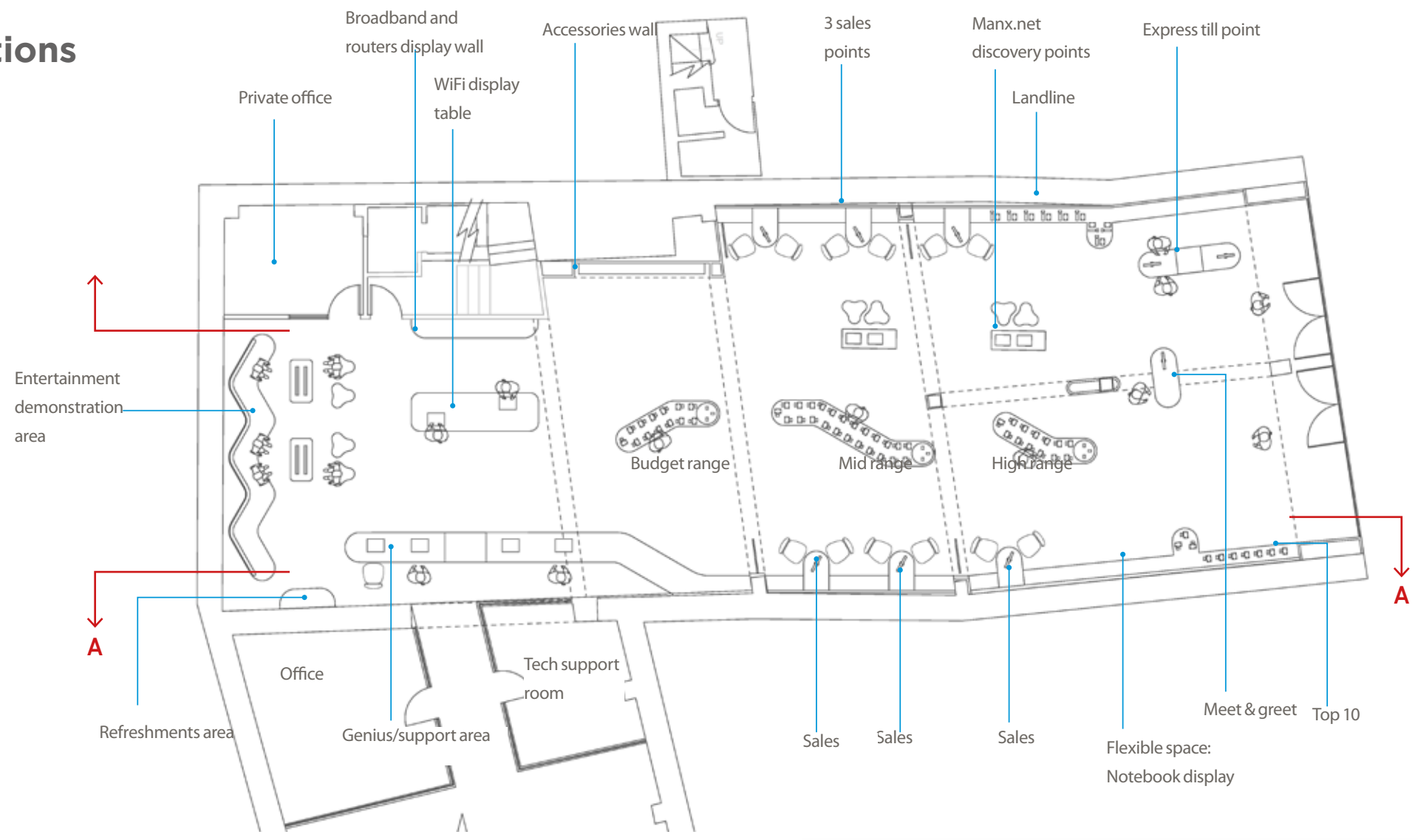
Zonal Plan



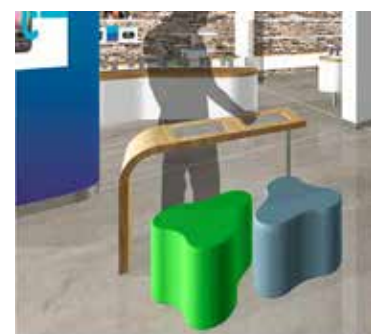
Detailed zonal & Customer journey Plan



GA & Elevations



Initial visuals



Consultation



