



#### The Client

As one of Australia's three largest telecommunications companies and part of the Telecom New Zealand Group, AAPT moved into new offices in Sydney's World Square, with a spectacular interior fit-out appropriate for a telecommunications company of its standing.

#### The Challenge

Although beautifully appointed, something fundamental was missing in this new space and this was an opportune time to implement it – an experiential branding strategy which represented the company, staff and culture; and which imbued the brand values in staff and clients alike.

Therefore, the challenge was to find a visual metaphor for AAPT and telecommunications generally without reverting to pedestrian literal imagery. Through thorough investigation, it was determined that one of the most important objectives was to reinforce the AAPT brand as compelling, relevant, and contemporary and, in doing so, to incorporate an integral part of the AAPT brand positioning ... irreverence.

#### The Solution

Working with a very large space, graphics were created based entirely on pixelated information enlarged to approximately 20mm square. This results in an overall pattern of movement when someone walks past the graphics. Only when the same graphic is viewed from a slight distance does the imagery come into focus, revealing the human and technological aspects of the company. The main focal points of the graphics are the nearly 2.5 metres high digitised photographs of staff members creating an appropriate - but irreverent - moment of their own.

#### The Outcome

The success of the head office environmental/experiential branding strategy resulted in the program being extended to AAPT offices throughout Australia.