

CHANGING CHANNELS



The Client

XYZnetworks is jointly owned by Australia's major subscription television platforms - FOXTEL and AUSTAR. It owns and operates The LifeStyle Channel, LifeStyle Food, The Weather Channel, Max, Channel [V], [V]2 and the Country Music Channel. It is also the distributor for The Discovery Channel and partner to Nickelodeon and Nick Jr. – three of the strongest brands in their genre globally.

The Challenge

XYZnetworks had outgrown its studios and head office in Surry Hills – one of Sydney's funkier inner city locations and had acquired offices in North Ryde, one of Australia's major business districts and home to many corporate headquarters including those of Microsoft, HP and Toshiba to name a few. The XYZ staff, however, had christened it ... "Outer Mongolia".

Ultimately, the challenge was to use environmental and experiential graphics in the new characterless offices to create an environment that epitomised the company's culture and personality and, importantly, instilled a positive and immediate relationship between the staff and their new home away from home.

The Solution

We decided to create an environment that was led by XYZnetworks as the Master Brand, while simultaneously letting each of the individual channels brands exude its own personality.

The design solution was found in what occurs in the nanosecond when surfing between channels. Often, at that moment, there will be an almost invisible streak of colour. This streak became the visual glue that bound the individual channel identities together under the XYZnetworks brand.

The Outcome

Far less of a "transitional shock" ... and potential loss of staff and productivity was deemed to have been achieved. Quite possibly, an increase in productivity may have actually been registered. Moreover, the space is, visually, an extremely impressive headquarters instilling a sense of pride for incumbent staff while at the same time being a boon in the attainment of prospective new quality staff.