



design and management

focus

competence

locations

clients



design and management

focus

OIC retail is a 3D retail design agency focusing on the presentation and performance of brands and formula's in the retail environment.

We make a definition of the brand positioning and strategy and translate this into complete retail environments and parts of environments (shop in shops). We are specialized in the optimisation of the in-store communication of your brand to improve your sales.

OIC retail combines the experiences of Europe's foremost brand consultants and retail design experts. We have an unparalleled reputation for the design of consumer environments that deliver the right brand messages whilst preserving a positive impact on the bottom line.

Our work is driven by ongoing development of insights into changing consumer behavior and trends. We explore the relevance of these to each project, by setting them in the context of our clients' business objectives, brand positioning and target audiences.

Our experience extends across many market sectors including high street retail, Out of home channel, financial services and department stores.

competence

Our design activities are related to the optimization of industrial production, geared towards the creation of high quality, stunning while cost-effective solutions in product presentation, packaging, graphics and multimedia environments.

We approach projects on the following levels:

- study of the behavioral effects of the brand-customer relationship.
- checking and adjusting existing brand positioning and category vision.
- translation of brand values to 3D design language.
- implementation of the 3D design language into retail (in-store) solutions.

Our conceptual, design and communication skills enable us to commit ourselves to high-quality and highly marketable results.

locations

OIC retail is dedicated to provide total coverage of the mainland Europe. Cooperation between our local offices has proven to be crucial in our experience to work with our international clients.

OIC retail understands and applies to the local requirements and has a large network for the realization of all custom-made projects. As an European agency we work from our offices in **Amsterdam, Evian** and **Helsinki**.

The Netherlands

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2451 xc leimuiden
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France

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ABN AMRO Bank NV

the development and implementation of the new ABN-AMRO retail bank formula. the concept focusses around the pro-active advice zone.

abn amro
bertelli
coca cola
samurai
nokia



bertolli (Unilever)

concept development for catering.

design and development for product presentation in
convenient stores and petrol circuit, based on bertolli's
brand image and market approach.

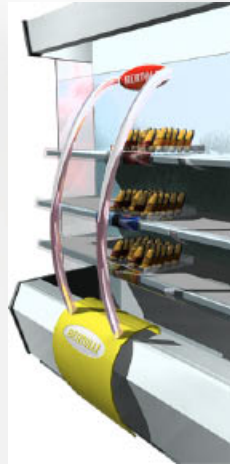
abn amro

bertolli

coca cola

samurai

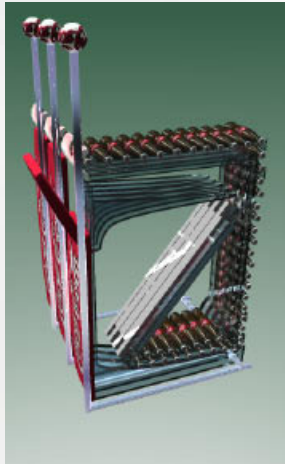
nokia



Coca Cola

dispenser solution in bar and restaurant.
cold dispenser in retail outlets and supermarkets
with a clear brand awareness.
shelf marker in super market channel.

abn amro
bertolli
coca cola
samurai
nokia



samurai

total concept of japanese style noodle "to go" shop
modules of the concept are placed in the upper
market channel of "food village".

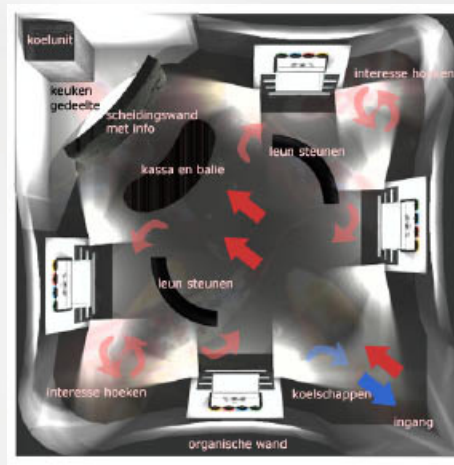
abn amro

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NOKIA

total shop-in-shop concept for nokia mobile phones at display in retail environments.

The highly modular system provides extreme flexible retail solutions and are in use throughout Europe and Asia.



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