



NAB takes banking to retail

NAB enlists a project team to take their first venture into retail.

CLIENT:

NAB is one of Australia's big four banks with 780 branches nationally. A shift out of the high street banking market into retail was required.

CHALLENGES:

Taking intangible financial services into the retail arena, and creating an engaging and stimulating customer experience, whilst establishing a clear point of difference from the typical NAB banking experience.

SOLUTIONS:

Collaboration with stakeholders to develop an optimum product/fixture layout highlighting category/product offer.

Ensuring a relationship between the façade and key areas, directing consumers along their path to purchase.

Designed, specified & briefed construction on power walls and freestanding floor fixtures.

RESULTS:

The flagship Westfield Parramatta (NSW) store opened with great sales results in September 2008.

