

## One.Tel embarks on retail expansion program

Based on the success of their direct business in fixed line, broadband internet and mobile telephony, One.Tel's next step was to open their own retail stores.

### CLIENT:

One.Tel was the first telephony carrier to appeal to the Australian youth market. The fun, 'tell your friends' attitude was personified by brand mascot, the 'Dude'.

### CHALLENGES:

The brief was to open a flagship One.Tel shop in each state and supplement them with kiosks in major shopping centres. The challenge was to maintain a link between the media personality and instore experience, whilst managing standards within the franchise network.

### SOLUTIONS:

A franchisee store standards manual was developed – encompassing all information, from placing local advertising, ordering uniforms and business cards, to music styles, housekeeping routines and minimum store presentation standards. All incoming franchisees were introduced to the document at sign up and a training session was held instore prior to opening.

### RESULTS:

All One.Tel shops had a consistent visual identity that was true to the master brand, and regular merchandising visits ensured its maintenance.

