

**O'Key Group | Comm**



**How to Improve  
visual and Brand  
communications?**

**Moscow | 2015**

| TotalComm Strategy | Walmart

Walmart  
Social Activity  
Messages



Walmart  
Departments division  
Current case: **Pharmacy**



**CONCLUSION 1:**  
Unified  
communication  
for service  
and events

| TotalComm Strategy | Walmart



TOTAL CROSS-COMMUNICATION BRAND'S ELEMENT



CROSS-COMM BRAND ITEM (for short)



Main comm



Events



Visual trade comm



| TotalComm Strategy | Trade area | Walmart | Color division



COLOR DIVISION

| TotalComm Strategy | Trade area | O'Key | Color division



CONCLUSION :  
More Use of the color separation  
Unity and optimization of fonts



| TotalComm Strategy | Trade area | Walmart | Departments



| TotalComm Strategy | Trade area | O'Key | Departments





CROSS-COMM  
BRAND ITEM



CROSS-COMM  
BRAND ITEM



Improve visual communication?

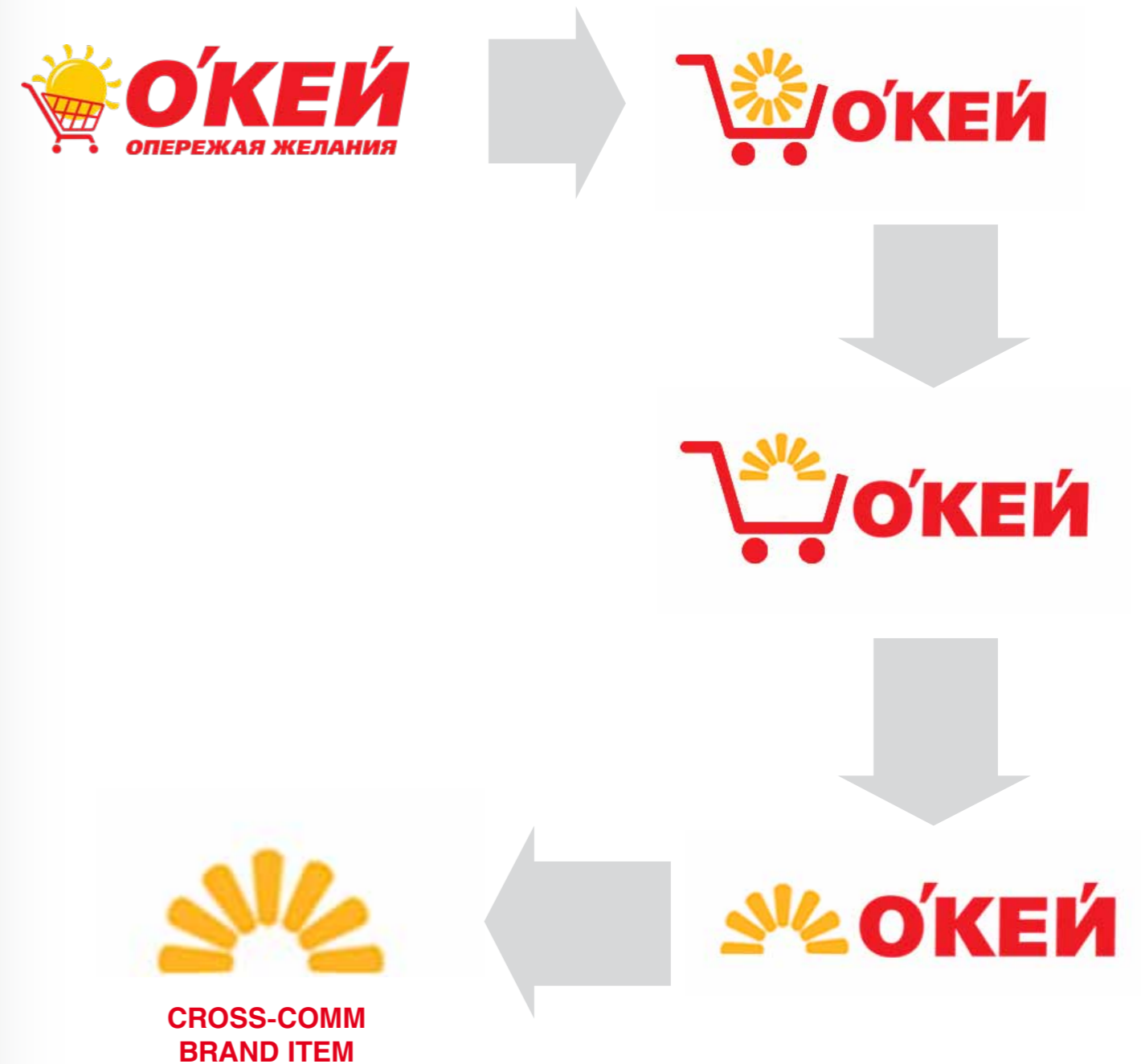
**How can we do it?**

We need to redesign the logo.

Warning:  
This is not a design. Yet.  
But only the algorithm steps.  
The idea



- Too complex and cluttered details
- It's impossible to emphasize universal communication item of the brand
- Old fashioned



We found universal  
concise element  
of the brand.  
Which will become  
the basis  
for communications



**CROSS-COMM  
BRAND ITEM**

By analogy with  
Walmart



**Director of Noonfood  
Head of the PL Dpt  
Mikhail Akhmedov**

Implementer: Sergey Pivnev  
**Moscow | 2015**