

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?

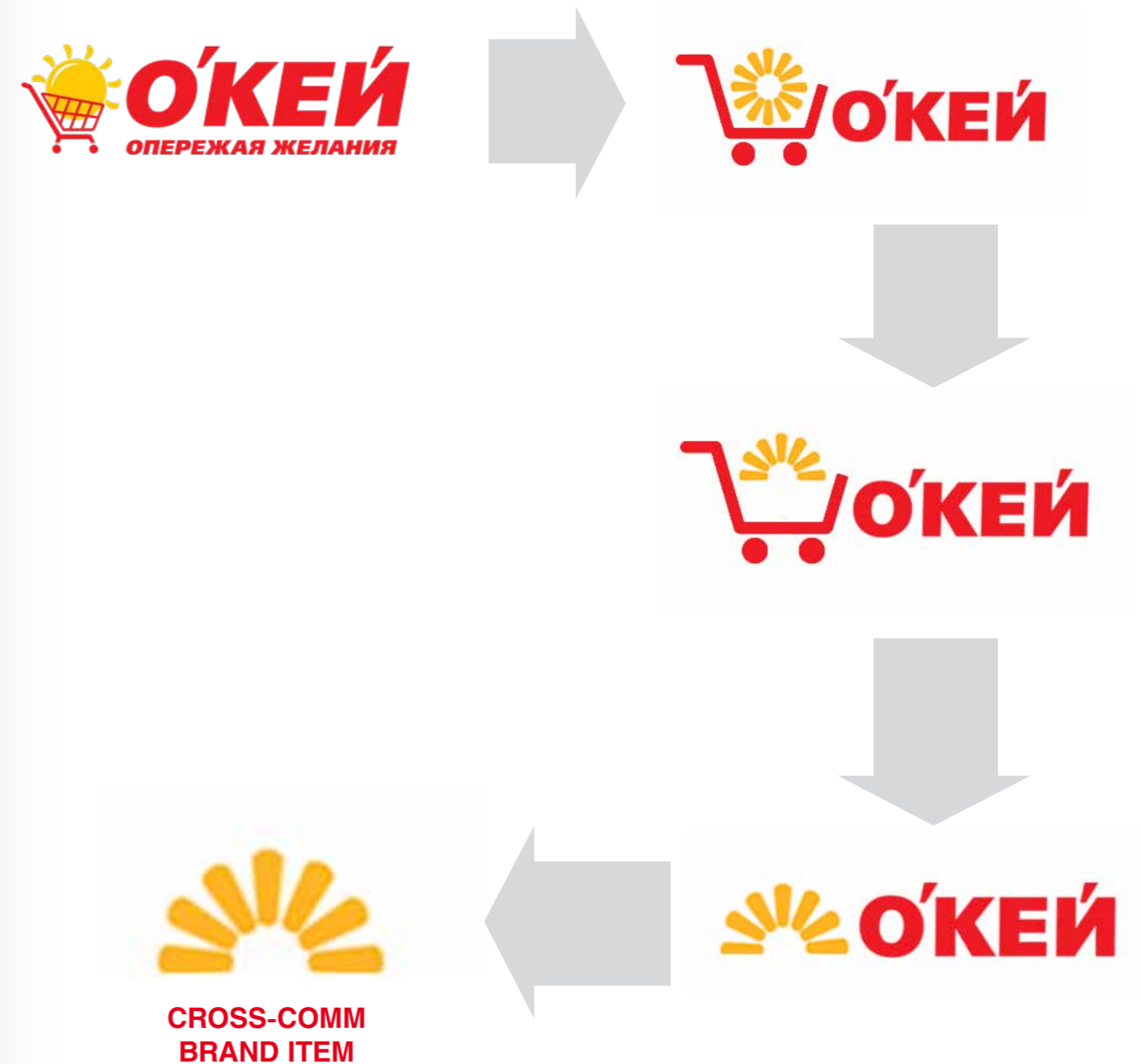
How can we do it?

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

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Moscow | 2015