



ADDING PEP TO THE WORKPLACE

SIGNWAVE CASE STUDY PepsiCo

CREATING A BRAND-CONSISTENT INTERIOR

When star brand, PepsiCo moved offices, they wanted a complete fit out of their internal office space with clean room and reception signage, as well as wraps for their electronic visitor entry pad.

The new office also had a lot of white, blank walls that they wanted to enhance to create an environment that was uplifting to their staff and clients. There were a variety of images available from their U.S. head office that provided a starting point for a colour scheme to be used on each level to represent the individual sub-brands.

A GREAT INTERIOR ON MANY LEVELS

SIGNWAVE Artarmon began work with the interior fit out company on the meeting room signage and a wrap for the visitor entry pad. For the reception, PepsiCo wanted a unique feature wall, displaying their range of product brands. "Instead of recommending another wall graphic, we suggested a black background with stainless steel plates pinned off the reception wall with clear prints of the various logos," said SIGNWAVE Artarmon owner, Blake Haymen. "We installed these above

How PepsiCo enlivened its offices (and employees) with a bright, colourful, motivating new fit out.

a fridge showcasing their beverage products and it became the centrepiece of the reception area."

After the initial stage of the fit out, SIGNWAVE met directly with the marketing manager and CEO of PepsiCo Australia to provide consultation for a signage and graphic strategy to be applied to the internal workplace walls beyond the reception. A concern was that there were standing desks situated throughout the office and part of the brief was to ensure that these didn't obscure wall graphics. "We suggested applying strips of graphics in these areas above the height of the desks," said Haymen.

Following the meeting, the SIGNWAVE team reviewed the furnishings on each level and recommended that the colour schemes for each level matched these furnishings. They proposed self-adhesive vinyls with gloss laminate for an orange (Gatorade) level – as well as green (Mountain Dew), blue, and black and white (Pepsi) levels.

"In addition to our production and installation teams, this project involved our graphic designer sorting through hundreds of brand imagery to select

the perfect graphics to achieve our client's goals. They wanted a company that could deliver complete project management and make their transition as smooth as possible," said Haymen.



AN INCREASE IN MORALE AND BRAND AWARENESS

After all work was completed, PepsiCo visitors are now welcomed with a professional reception area that showcases all of the PepsiCo brands – including those not commonly associated with the company. As for feedback? "We were told by the

marketing manager that this has added an extra layer of brand recognition to the organisation," said Haymen. "We have also heard from employees that the new decor was met with great excitement and an increase in staff morale that has brought new life to their work environment."

