



RETAIL DELIVERED **BEAUTIFULLY**

WHO WE ARE



OPG Global Solutions is a strategic below the line retail marketing agency, specialising in point of sale displays and visual merchandising solutions.

OPG create retail marketing campaigns to inspire and motivate consumers at the point of purchase bringing these iconic brands and products to life in-store and beyond.

“CREATIVITY
IS THE POWER
TO CONNECT
THE SEEMINGLY
UNCONNECTED”

IMAGINE



We believe in endless design possibilities. From design inception, we work through developing ideas with limitless imagination to lift us higher and push us further than before.

CREATE



Our designs become reality by first creating prototypes. Through on-going client consultation, we then produce and manage final in-store execution.

INVENT



Our designs aim to take possibilities and make them a reality. We pride ourselves on being pioneers within the industry, being at the forefront of retail customer experiences.

INSPIRE



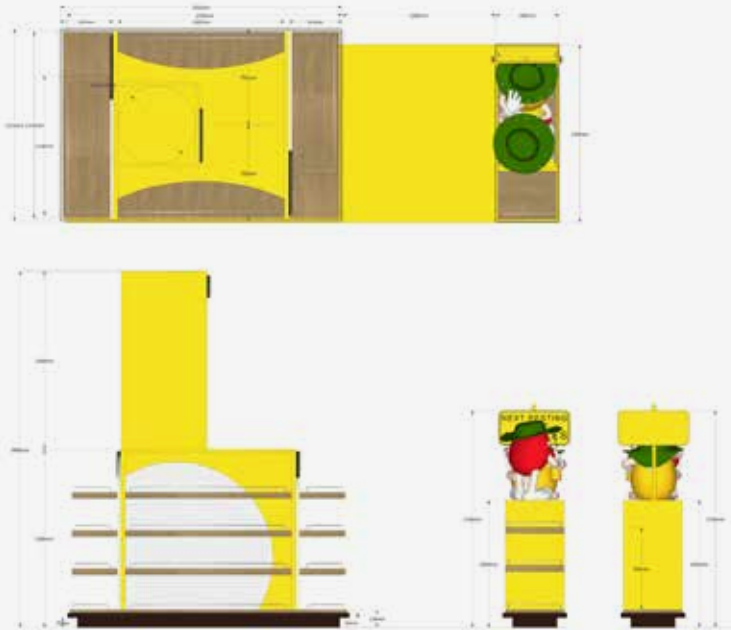
Our displays connect and engage customers to unique and intimate in-store moments.



- 1. CONCEPT SKETCHING**
Concept drawings or sketches are often freehand and used as a quick and simple way of exploring initial ideas for designs. They are merely a way of investigating and communicating design principles and aesthetic concepts.



- 2. 3D RENDERS**
3D renders allow clients to see what their products would look like in a photo realistic way. The visualisation capabilities enable you to quickly and easily create powerful images and animations to clearly communicate your design intent.



3.

PROTOTYPE

A prototype is an early sample, model, or release of a product built to test a concept or process. A prototype is generally produced to evaluate our new designs or test a new material or structure. By producing a prototype, you are able to see a live example before mass production or roll-out.



4.

COMPLETION

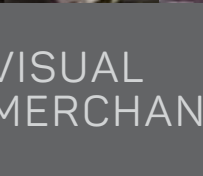
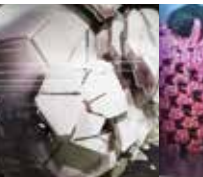
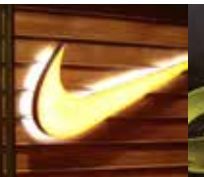
Once sketches, renders and prototypes are signed off, the end result is completion. Whether it is a national rollout, logistics or installation, OPG has the solution for **retail delivered beautifully.**

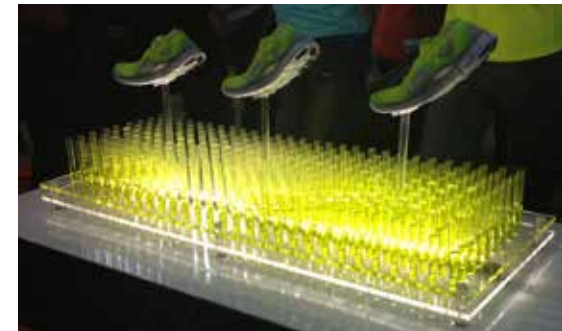


“CREATIVITY
IS INTELLIGENCE
HAVING FUN”



VISUAL MERCHANDISING





What: Nike Store opening

How: Working closely with the brand team and being given the freedom to innovate

Why: To create a visual spectacle and real sense of occasion for this important event



What: Football Fever campaign, footwear wall and VM executions

How: Utilising our full service in house delivery through design, project/production, freight and install services

Why: Always evolving, always changing, always looking and leading



What: Create theatre windows for this global luxury brand

How: Creative thinking with multiple substrates including LEDs to light up the window

Why: To create a premium display locally and in a very short time frame



HOUSE OF HOOPS

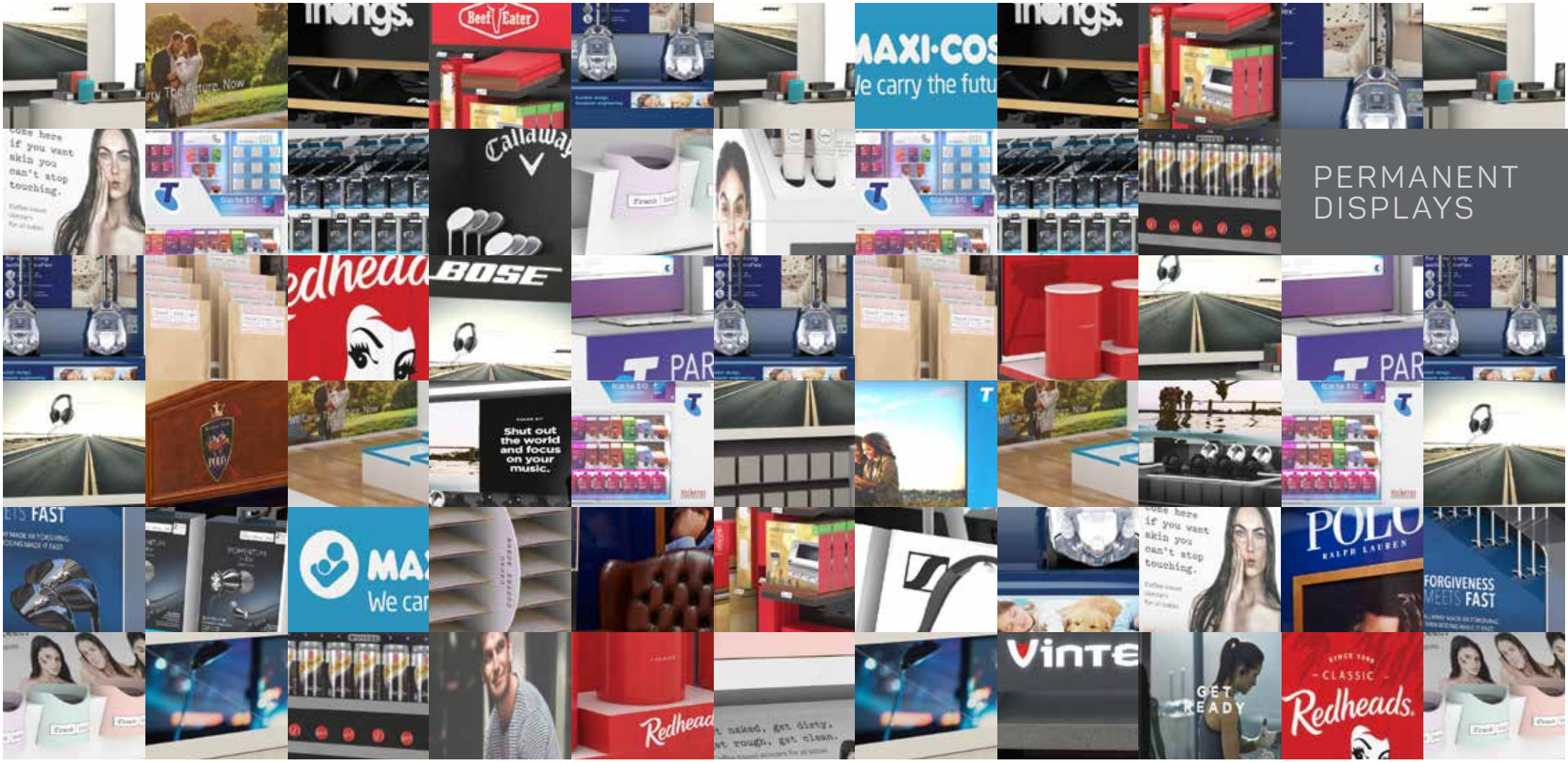
by Foot Locker

What: House of Hoops NHB launch

How: Multiple touch points – Windows, activation zones, frames with suspended NBA jerseys and plinths

Why: Tap into the success and presence the NBA has and to showcase the new season

"IMAGINATION IS
THE BEGINNING
OF CREATION"



PERMANENT
DISPLAYS

FAST
MADE OF FIBREGLASS
EASILY MADE OF FAST

MAXI-COS
We care

POLO
RALPH LAUREN
FORGIVENESS
MEETS FAST

Redheads
GET READY

GET
READY

Redheads
SINCE 1988
CLASSIC

Shut out
the world
and focus
on your
music.

Redheads
GET READY

Vintage

Redheads
SINCE 1988
CLASSIC

PERMANENT DISPLAY FRANK BODY



frank body



What: End cap within Mecca stores

How: Keeping it clean with subtle hints and signage, allowing the strong brand packaging to do the work

Why: Showcasing the product range and making it easy for the consumer to purchase



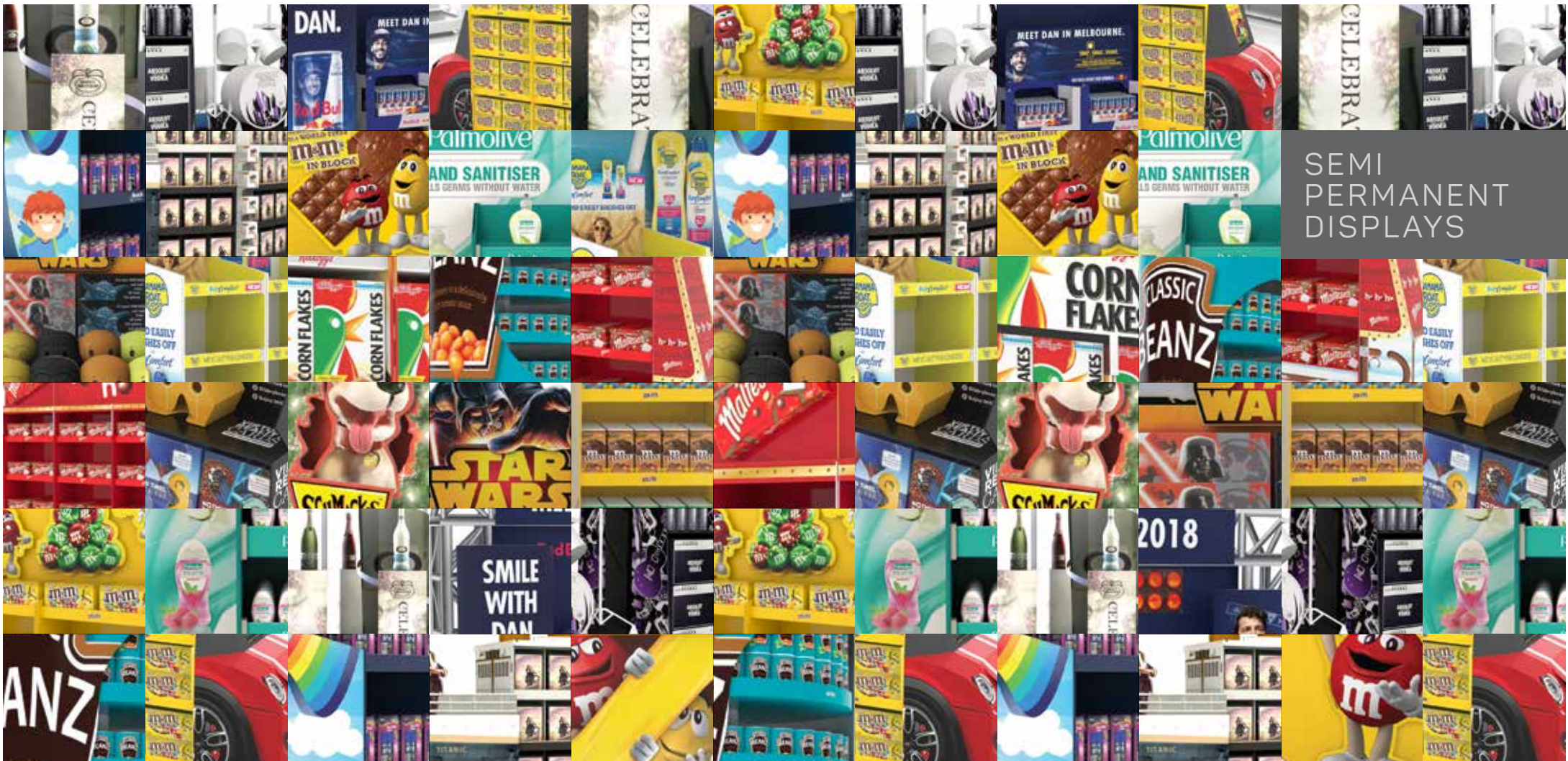
What: Design, manufacture and install a Telstra kiosk at Sydney's International Airport

How: Innovative and technology savvy visible kiosk to stop travellers

Why: To engage and sell data to people travelling around the world

“CREATIVITY

IS SEEING WHAT
EVERYONE ELSE
HAS SEEN, AND
THINKING WHAT
NO ONE ELSE
HAS THOUGHT”



SEMI
PERMANENT
DISPLAYS

SEMI PERMANENT DISPLAYS



OPG offers a comprehensive end to end point of sale design and consultancy service. We have the option of manufacturing locally for smaller runs or time sensitivity, and offshore for larger runs and cost efficiencies.

Our experienced account service team will understand your business and advise on efficiencies within the process and supply chain to bring your displays to life.



“YOU CAN’T USE
UP **CREATIVITY.**
THE MORE YOU
USE, THE MORE
YOU HAVE”

