BIGW

NEXT GEN STORE DESIGN

BIGW + twelve.
DBA Design Effectiveness Awards entry

For Publication – July 2025

EXECUTIVE SUMMARY

We are submitting a retail store experience design. Our scope included branding, interior architectural design, fixtures / furniture, lighting, communications and digital interface applications. We are submitting this project in conjunction with our client, Big W – who are a discount department store chain based in Australia, operating under the Woolworths Group umbrella. They are the 3rd largest retailer in their sector by volume in Australia, only behind Kmart and Target.

The 'Next Gen' design project completed at the end of March 2024, and the first store to land the design opened to the public in May 2024 at Stanhope Gardens. We have based our submission across 3 site case studies which have all opened with the same design concept across a 1 year period – Stanhope Gardens (a north western Sydney suburb), Port Adelaide (central Adelaide), and more recently, Narellan (a south western Sydney suburb).

Our design has driven an increase in basket size (sales/profit), and led to a positive impact in customer perceptions of the store design - bringing ease and enjoyment of shop. The design concept clearly drove a direct uplift in sales, customer satisfaction and brought positive social change to the neighbourhoods in which they landed. The benefits were not only financial, but also emotional in terms of impacting the perception of the brand in these locations.

The key objectives we achieved:

- **Bring the brand values to life** – Our customers feel we are: *"Australia's favourite family retail destination"* We shifted the store experience from boring to fun.
- **Make it easy** – We helped families navigate the space – through better layout / graphic navigation and relatable VM stories based around the family.
- **Grow basket sizes** – The design brought more profit / took market share from competitors [at Narellan] and increased footfall / visits.
- **Grow 'Price Trust'** – We elevate Seasonal and trusted brand products in store to emphasise perceived range changes – and made Value more prominent – to better compete with direct competitors.

Set against a difficult economic backdrop in Australia at the time, with the cost of living crisis hitting its peak (following on from other world nations), the design brought a sense of uplifting spirit and renewal to the brand, while aligning with commercial ambitions and elevating the brand mission of 'making a real difference to Australian families'.

Direct customer quotes from 'Everyday Rewards' (store loyalty programme) surveys taken post launch:

- *"The new upgrade is amazing, with areas so easy to find. Staff are very helpful and patient."*
- *"Love the revamp of the store. Looks fresh and modern, and seems to have more clothing and homeware."*
- *"Love the set up of this new store, it's beautiful, I found it very easy to find what I needed plus more."*

An overview of the overall uplift in sales post store launch, benchmarked against nearby comparative 'control'** stores:

Stanhope Gardens May 2024	→	**Port Adelaide** Nov 2024	→	**Narrellan** May 2025

[CONFIDENTIAL REDACTED DATA]

All 3 stores are delivering a stronger gross profit rate compared to both the control group (stores nearby with similar attributes) and the rest of the fleet (total store network). Narellan is outperforming both the control group and the broader fleet in the first 8 week post launch / PP = Percentage points

* Plumpton store has a larger footprint, plus the range is also larger.
** Control stores have a similar demographic, locality and trading intensity / footfall to the store being analysed. In this case, the 'control' stores for Stanhope Gardens (Plumpton) and Port Adelaide (Brickworks) have the old/previous concept store application for a clear 'before versus after' comparative read. This metric is used when a new store being analysed did not physically exist before the 'Next Gen' concept launched – and the site was purchased through acquisition or new tenancy / building lease.

CONTEXT AND OVERVIEW

Big W are famous for delivering value and choice to Australian families, and focus on 4 key retail product groupings:

- **Everyday**: Books, Celebrations, Health & Beauty, Baby & Nursery, Pet, Everyday Essentials
- **Home**: Kitchen & Dining, Bed & Bath, Home Decor
- **Play**: Tech & Gaming, Toys, Books, Office, Sports & Outdoor
- **Clothing**: Womenswear, Menswear, Intimates, Kidswear, Footwear, Accessories, Sleepwear

Before commencing this project, we had previously collaborated with the Big W team across multiple smaller scale projects, ranging from small, iterative in-store communication designs (inspiration and education at customer level) through to designing full tactical departmental 'quick fixes' for their key hero categories such as Toys. Following the launch of these smaller scale tactical pilot designs, the positive impacts became clear and we were commissioned to help solve the bigger picture – the total store design. The project became known as 'Big W Next Gen'.

A '360 stakeholder' project team structure was established from day 1 of our briefing, and ultimately became a part of the reason for success. The process was equally important in establishing clear lines of communication and allowing all voices to be heard at the appropriate time. With one key point of contact, we were able to easily liaise on meeting / project stage deadlines, and align on strategic board presentations – often working 'around the clock' given our geographical distance / time zones.

Against a backdrop of minimal investment in the store 'fleet' (a 178 strong store network) for approximately 15 years, our creative and commercial objectives were defined in simple terms as shifting perceptions **from 'discounter' to creating 'your everyday family store'**:

Market Context

BIG W are the 3rd largest retailer in their sector by volume in Australia, only behind Kmart and Target.
There were some key challenges the business faced at the point of briefing us:

1. Customer Behaviour Trends
- *Shift to Online Shopping:* More Australians, especially families, turned to online platforms (like Amazon, Kmart Online, and The Iconic) for convenience, price comparison, and home delivery.
- *Value vs. Quality consciousness:* Consumers became increasingly value-driven due to cost-of-living pressures, but also expected better quality and sustainability in affordable products.
- *Experience-Driven Shopping:* Customers weren't just shopping for low prices – they wanted better in-store experiences, curated product ranges, and more engaging brand interactions.

2. Declining Foot Traffic and Sales
- BIG W struggled with declining in-store traffic, as more customers shifted to digital channels or opted for competitors with more modern or appealing store layouts.
- Sales were stagnating in non-core categories (e.g. homewares, fashion) as other retailers innovate faster and marketed more effectively.

3. Brand Relevance and Perception
- BIG W was often perceived as "middle of the road"– not as cheap as Kmart, not as stylish as Target, not as convenient as Amazon.
- Limited differentiation in a crowded low-cost retail market prompted the need for a refreshed brand proposition and customer offering.

The Competitor Landscape

1. Direct Competitors
- *Kmart (Wesfarmers)*: Stronger brand momentum due to their successful repositioning around affordable style. Gained market share with exclusive brands, simplified pricing, and improved product design. Consistently ranked high in price perception and product desirability.
- *Target (Wesfarmers)*: Target refocused on "quality for less" and closed underperforming stores, improving profitability. Stronger appeal in categories like home and fashion, with a slightly more premium edge than BIG W.

2. E-commerce Disruptors
- *Amazon Australia:* Rapid growth post-2017 entry to the market – driven by aggressive pricing, fast delivery, and wide product range. Forced all traditional players, including BIG W, to improve their digital logistics and pricing models.
- *Catch, The Iconic, and other online retailers*: Captured younger, tech-savvy audiences by offering flash sales, faster delivery, and better UX/UI online.

PROJECT BRIEF

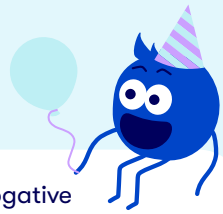
The key **project objectives** we set out to achieve were:

- **Bring the brand values to life** – We want our customers to feel we are: "Australia's favourite family retail destination" We were challenged to shift the store experience from boring to fun.
- **Make it easy** - Help families navigate the space – better layout / graphic navigation and relatable VM stories based around the family.
- **Grow basket sizes** – Make more profit / take market share from competitors and increase footfall / visits.
- **Grow 'Price Trust'** - Elevate Seasonal and trusted brand product in store to emphasise perceived range changes – and make Value more prominent – to better compete with direct competitors.

Our own **stakeholder engagement objectives:**

- Co-authoring the experience with the internal Big W Commercial and Design functions to ensure our designs brought to life the brands ambition across the board of stakeholders as outlined on the previous page.
- We worked with the Big W Format team to ensure there is synergy between ambition, practical application (budget and ease of manufacture) and the tailored commercial product range.

We initially held 8 separate workshop sessions with the Big W commercial teams, to frame the approach and ambition for the project – and identified opportunities within the current range and offer. Each of the workshops focussed on specific categories, with the 'store proposition' (big idea) reviewed through the lenses of 'Affordable Quality', 'Product Love', 'Effortless Experiences' and 'Caring Aussie'*. We leveraged the workshops to help refine the most important elements to design for – and why.



As a result of these interrogative workshops, we found there were some consistent themes we needed to address in the new store format design:

- A family friendly destination
- Communicate the BIG W brand values / what we stand for
- Easy for customer and team
- Rationalise how value shows up
- Create category differentiation and personality
- Create pace and disruption throughout
- A destination for 'first's (innovation)
- Provide inspiration and guidance in store

*Big W's core proposition which we were asked to bring to life:

Affordable Quality
- Add Value, Service and Education
- Celebrate low price, create bulk-buy destinations
- Give our basics range a louder voice

Product Love
- Arrange products with a sense of joy
- Differentiate and elevate products based on price or 'heroing'
- Create simple, easy to manage cross-category merchandising

Effortless Experiences
- Display products out of their boxes – easy to select and try
- Signpost and navigate categories
- Make it easy to get large products home

Caring Aussie
- Provide pause points around the store
- Provide returnable/refillable options
- Emphasise family friendly in all areas

The design fees totalled [CRD] (incl. all stages of design project and consultation phase). Our process was made up of 4 key stages: Immersion, Concept Design, Design Development and Detail Design. We often employ this project structure to ensure clarity of understanding / interpretation of our designs, and a direct link between our ideas and reality / implementation.

Timeline of concept store openings:

- ***May 2024 – Stanhope Gardens*** – a new store near Bella Vista Sydney, which was the first large-format Big W since 2019. This site was a testbed for selected elements from the full 'North Star' concept design. The emphasis was on a quick test and learn exercise. Updates included layout, category entry points for Home, Play and Clothing, Value perimeter highlights, corner activations and Service points, plus improved navigational signage.
- ***Nov 2024 – Port Adelaide*** – a new store, which included drive-up bays for a direct-to-boot service, a designated bulk-buy department, a larger Toys department and a new store layout in the health and beauty section.
- ***May 2025 – Narellan*** – opened as a 'store renewal' (refurb / upgrade). Very few design changes were made between the 3 store openings – which gives confidence in the proof of concept (being fit for purpose), while driving some strong commercial results as detailed later.

Design Solution

No new or changed product ranges were part of the new concept format and therefore our designs were the fundamental metric/method to change brand perceptions and drive increased sales. We delivered design solutions that spoke directly to our objectives, as outlined on the following page.

Objective 1
Bring the brand values to life

- **Family Friendly Experiences, Brand & Service –** We identified pain points such as payment / changing rooms and created fun experiences that entertained children, giving parents space and additional time. Thoughtful locations for baskets and Biggies (brand mascot) decals around store, mixed with our down-to-earth written tone, finds the fun in the everyday for the whole family. Examples: 'Make it a Home', 'Feel good Clothing', etc. Service messages are direct & functional – simplifying the experience.

- **Loyalty & Value –** We introduced the Everyday Reward Scheme (EDR) at the entrance of the store, clearly communicating how to join and the benefits. EDR stories were incorporated into the threshold displays of each of the 'worlds' (macro categories) and peppered throughout the store at buy level to encourage loyalty uptake.

- **Credibility & Quality –** Our credibility messaging focussed on quality, reassuring customers that the extra investment in 'Better' product ranges / brands is money well spent. Examples include; Camping & Tech, where guarantees re-enforce quality and longevity. In Nursery, where value is not the driving factor, the messaging focussed on what keeps your family safe. In clothing, we layered better quality products with more affordable staples, like cotton t-shirts, to encourage the upsell while building confidence in the quality of the basics.

- **Newness –** To introduce product seasonality and trends to our customers, we highlighted up and coming 'must haves' creating excitement and buzz within categories. We improved visual evolution of range in categories like Clothing and Home by making display fixtures more flexible and adaptable. We allocated trend orientated space within categories like Tech, where pre-orders and 'coming soon' products are important to convey Newness.

- **Community & Sustainability –** We created space for moments that celebrate how Big W contributes locally. Examples include the community wall at Narellan, focussing on thanking customers for their donations to the Sydney Childrens Hospital Foundation. We called out conscious product choices. Examples include: organic cotton, recycled coat hangers, glitter free, etc. Sustainable materials were also highlighted in store to ensure the solutions were noticed and understood by customers – to drive opinion that BIG W choose well on their behalf.

Objective 2
Make it easy

Given the expanse of the stores, with 20+ categories, we believed that **optimising layout & landscaping** to carve up the store was the best approach to make the journey easier. We made the 'hero' categories the focus of our product worlds / macro categories. These tall, highly visible fixture designs allowed BIG W to be **expressive with VM** (visual merchandising) and housed large format navigational signage in order to directly **navigate visitors to the category,** while **creating pace** in the environment. We grounded all product stories in **family needs** – placing **related categories together** with suggested combinations of products on display – **saving customers time and helping them to make the right choices.** Rationalisation of landscaping (clear sightlines created through equipment placement and relative heights) and customer flow (layout adjustments with better aisle vistas) allowed us to guide customers more effectively – breaking down the store into **manageable, enjoyable and easy to shop areas. Simplified messaging** and considered category placement increased the clarity of product storytelling. We communicated in a graphical tone that spoke to real family life – **relatable, purposeful and joyful**. We visually distinguished between the differing purposes of in store communications, providing a flexible toolkit that could be dialled up/down to adjust the volume of colour/visual asset use. Iconography was used to expedite communication, with simple, clearer signage bringing **clarity to the customer journey**.

Objective 3
Growing baskets

We responded to a need for growth in certain categories by **moving Women's clothing and Home nearer to the entrance with better visibility** – elevating key seasonal stories that supported the Quality and Value brand lenses, while giving the perception of more choice on a rotating calendar. Compelling, changable fashion and home displays aimed to **change shopping behaviours – encouraging spontaneous purchases**. An example included a 'shop-in-shop' solution for Beauty which featured fixtures adapted to feel more inkeeping with the Beauty store aesthetic (rather than discounter) – **enticing more footfall and impulse buys**. We developed fixture designs that worked with existing equipment – adapting and building on the modular language, allowing a **simplified/cost effective** approach to rollout – this **reduced investment** to ensure profitability overall. We also promoted **other ways to shop** such as 'More to love online' & 'Marketplace' by utilising digital screen opportunities – driving people to **shop more often and through multiple channels**.

Objective 4
Growing price trust

Value is considered across the customer journey. We made sure that **3rd party brands had good visibility** to create more trust in the range quality, while large format Value perimeter high level framing 'hotspots' with 'from A$XX price' statements were designed to **drive a lower price perception**. These solutions increased trust and credibility in higher value products. To ensure there was a **consistent value backdrop** to categories (often the driver of sales), we integrated price points as a prominent feature within the rangable space (fixture level) – **delivering a direct message to customers** that products were undeniably great value.

RESULTS & OTHER INFLUENCING FACTORS

We want our customers to feel we are: "Australia's favourite family retail destination". We were challenged to shift the store experience from boring to fun.

Overall Customer Feedback

Customer sentiment so far has been in line with the desire to elevate the core brand values. "Caring Aussie' and 'Effortless Experiences' became particularly strong components in the annecdotal results. A customer in Narellan said of the new store – "Beautiful new store. Has a **nice feel**. Lots of space. Helpful staff." Another noted – "The new upgrade [at Narellan] is amazing with areas so easy to find. **Staff very helpful and patient**." The fact that the team are so prominent in customer feedback is great to see – and equally, the 'voice of team' score in Port Adelaide was 68 – a whopping **+54 points above average** for the rest of the store network! The drive towards 'Australia's favourite family retail destination' was not just noticed by customers, but actively encouraged / mandated by store staff. We believe the 'cleaning up' of the service points in store has lead to a greater visibility of the team for customers, and has been a factor in elevating staff happiness at work.

Other Social Impacts

- Stanhope employed approximately 50 new team members – making it an employment hub in the local area. Local MP Hon Michelle Rowland, said: "The addition of BIG W to Stanhope Village is **exciting news for shoppers and families** right across North-West Sydney. This important investment in Western Sydney delivers more than just easy access to products familiar to locals – it also creates great **local employment opportunities**, particularly for young people."
- Port Adelaide store had an investment of [CRD] in the local community. Port Adelaide deputy premier Susan Close MP said: "The addition of BIG W to the Port Adelaide Plaza will create local jobs, as well as **attract more people to our area**."Narellan had a [CRD] million investment into the community [CRD]. In Stanhope and Port Adelaide, a number of **ex-Kmart staff were kept in similar roles** at the new Big W stores.
- Big W stores raise funds for state based hospital partners and one way to make the Narellan store feel more localised and personal for customers was to create a **community wall** (see design solution section). This was used to thank our customers and communicated the local charity partnership – Sydney Children's Hospital Foundation in the case of Narellan.

Sustainability

A few in store initiatives delivered on the sustainability of the overall project, which is linked to one of the Big W brand values, 'Caring Aussie', and as a project team we brought this to life through:

- Saveboard, which was used around the Self-Checkout area – this material is a **low-carbon circular building material** made in New Zealand from everyday packaging waste.
- **Reduction in freight** requirement through procurement exercises and **reduction in waste** through changing packing methods of equipment.
- 'Toys for joy' recycling points in each store deliver direct help to families in need, particularly around the holiday seasons, while simultaneously ensuring your Toys have an **onward second life**.
- **Energy-efficient LED lighting** and the use of trolleys and baskets made from **recycled milk bottles**.

Newness / Credibility / Quality / Value

Please see Objective 4 for evidence of these brand values driving results.

Help families navigate the space – better layout / graphic navigation and relatable VM stories based around the family.

The design made an impact on press, local leaders (councils) and customers alike – with the new layout, landscaping and clearer communications all playing their part in the success of making the stores easier to shop:

Stanhope Gardens Opens (May 2024)
Following its initial launch, Stanhope delivered on the above strategic objective. An extract is taken here from a press release/local area marketing at the time: "With drive-up bays for direct-to-boot, a new store format for health and beauty, and an easy-to-navigate bulk buy department, the store had been designed to provide **convenience and value on trusted brands curated for families** in the local community at the heart of its offer. Dan Hake, Managing Director at BIG W said: "Our new Stanhope Gardens store brings **a new level of shopping convenience** and value on brands they trust to the local community."

Store highlights include:

- **Health and Beauty:** Explore the new health and beauty space with the innovative 'shop-in-shop' format. Discover popular brands like MCoBeauty and browse the new beauty appliances wall at great prices.
- **Direct to Boot:** Streamline the shopping experience with three convenient drive-up bays for direct-to-boot online collections. Alongside the standard in-store layby and free pick-up service, it ensures smooth and hassle-free shopping for customers.
- **Dedicated Seasonal Event Destination:** Customers can immerse themselves in seasonal festivities at a central location. From the highly anticipated annual Toy Sale to Christmas and Easter celebrations, it's a place for the community to come together and enjoy the spirit of each season.
- **Toys:** Families can enjoy a welcoming toy experience [which Big W is known for] where they can explore and bond over new favourites, with BIG W's own Somersault range offering exceptional value alongside beloved national brands.
- **Bulk Buys:** We simplified the shopping routine with a dedicated in-store bulk buys section, offering competitive prices on bulk household essentials. Customers can enjoy the convenience of stocking up while shopping for their family."

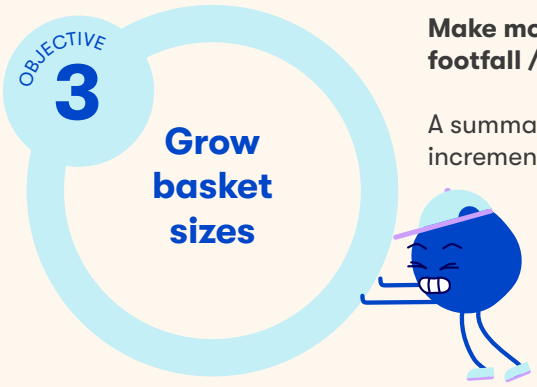
Customer Perception

Customer quotes from Narellan, which are taken from Big W's loyalty card system – these are filled out at an average rate of approximately 20-25 a week:

- *"Store is clean and newly renovated. Staff are friendly and helpful."*
- *"Store is lovely – nice and spacious."*
- *"The new upgrade is amazing with areas so easy to find. Staff very helpful and patient."*
- *"Has a good range, love the new look of the store, parking is free."*
- *"Love the revamp of the store. Looks fresh and modern and seems to have more clothing and homeware."*

Customer quotes from Port Adelaide:

- *"Spacious and easy to get around."*
- *"Love the set up of this new store, it's beautiful, I found it very easy to find what I needed plus more."*
- *"Spacious, clean, plenty of stock, friendly staff."*
- *"Very clean, well lit, well stocked, easy layout. Lots of checkouts."*
- *"All things are easily sorted. Sections are divided beautifully and everyone can see it from entrance thus reducing [the necessity for] lots of time to explore."*
- *"Beautiful new store. Has a nice feel. Lots of space. Helpful staff."*
- *"I was really impressed with the new store. It's clean and has a great range."*



Make more profit / take market share from competitors and increase footfall / visits.

A summary of the 3 stores impact in statistics, including ROI, gross profit and incremental sales:

Stanhope Gardens May 2024	**Port Adelaide** Nov 2024	**Narellan** May 2025
[CONFIDENTIAL REDACTED DATA]		
Achieving stronger gross profit% across all categories versus Fleet (rest of store network)	Over-indexing in Clothing sales and gross profit performance compared to control stores and rest of Fleet	Strong trading/growth, with Clothing and Home related categories emerging as key drivers of incremental sales
[CONFIDENTIAL REDACTED DATA]		

Narellan is showing a strong 5.1% sales growth compared to last year (old concept) with **Clothing and Home becoming key drivers for incremental sales**. This positive trend is further supported by **consistent sales increases in Womenswear, Home Decor, and Toys**, mirroring the performance at Stanhope and Port Adelaide. This growth is likely driven by the new store layout, which prominently features these categories with clear call outs, which makes the store easier to navigate. Average weekly sales in Port Adelaide since launching in November 2024 are **Aus Dollars =** [CRD] **/ or +27.3% versus average pcm**. Everyday Rewards also saw an increase in frequency of scan rate data (more poeple using the rewards / points system). Stanhope Gardens is showing improving profits following a bumpy launch period in May 2024, and the **cost of the store fitout was considerably less** than that of the previous concept average – adding to gross profit growth. The budget for the store of [CRD] was achieved. Historically Big W renewals costed [CRD]. The building of design features onto existing equipment was a big factor.

Product / Service changes
Emma Simon (Marketing Manager – Customer Experience & Brand at Big W) on Narellan: "There were **no new products created** for this store – the design of the store has **encouraged higher sales and transactions**. Particularly in womenswear which is now at the front of store and a key focus for customers as they walk in."

Elevate Seasonal and trusted brand product in store to emphasise perceived range changes – and make Value more prominent – to better compete with direct competitors.

Emma Simon stated that "the design has given the perception that there are more *new* clothes and the store has *different* product to other stores." As one customer put it: "Love the revamp of the store. Looks fresh and modern and seems to have more clothing and homeware". The repositioning of these two categories in the layout and 'heroing' seems to have directly impacted the perception of newness and seasonality in store (heavily supported by price communications, *and* despite no actual changes to the range) – which indirectly **supports price trust**, seemingly evolving the range to meet with customer demand and budgets. Equally, own brand ranges such as Somersault (Toys) being elevated on the perimeter VM fixtures likely drove **price perception down** for the category as a whole.

Narellan landlord has also shared they were impressed with the investment Big W has undertaken. They also confirmed that the sales data provided meant **Big W had taken sales from Target and Kmart in the area**. This then led to the Big W property team being invited to view other sites with the same landlord, demonstrating the perceived commercial success of the store concept.

The strong incremental sales / trading in Clothing and Home as evidenced in Objective 3's results, indicate that **customer confidence is growing in the Big W range** as a result of the new store format, while simultaneously converting customers from direct competitors in the 'Price trust' arena. Kmart and Target are competitive on named brands in Toys as an example, but Big W at Stanhope Gardens and Port Adelaide have shown increased profits in this category – again showing a direct link between the new concept (via improved layout, a compelling bulk buy destination (below), prominent value communications and price point call outs) and growing trust in price perception.

Other influencing factors

Were there price promotions going on at the time?
At the time of opening Stanhope Gardens, Australia was in the worst of the recent economic crisis and cost of living was at an all-time high. Delivering a store in these market conditions was challenging, but the store set a benchmark for what followed. Port Adelaide and Narellan have seen better sales and positive growth as a result of both the economy slowly getting back on its feet, alongside incremental renewed customer confidence. We believe this has impacted the sales result differences between the sites.

Were there influencing differences between the control stores and the new concept stores?
The store size of the Stanhope and Port Adelaide stores are both 4200 sqm, while the average store size is around 5500 sqm. These two stores don't offer as *full* a range compared to Narellan. Equally, Plumpton was the control (nearby comparative) store for Stanhope, while Brickworks is the control store for Port Adelaide. These control stores have a larger footprint and offer the full range, therefore we believe that the comparative figures show that the results are actually even stronger (if they were to be compared to stores of the same smaller footprint and range).

Were there any marketing activities that may have influenced the results? Did any price promotions happen at the same time as the launch?
There were Marcoms activities around the Narellan store renewal launch. A short ceremony with local councillors, store team, and customers marked the opening for the store, and this was supported with marketing campaigns leading up to the opening. The primary message: Your new look BIG W store is ready. The secondary message: We want to celebrate with you. Activities / channels utilised by Big W included: Transit out-of-hours, letterbox leaflet drop, META, BIG W front of store screens, Woolworths front of store screens, Rewards emails, Website & EDM. At the time of Stanhope Gardens concept launch, there was a promotion of 30% off on clothing.

Were there any other influencing factors which may impact the results post launch?
Beyond the market conditions in which the concept landed, we believe there were no other influencing factors in the success of the store other than the concept design itself – through the introduction of an easy to navigate layout, key focal hero product features to navigate the colossal range, and a focus on seasonality. The store design was delivered through the lenses of Value and Quality, and the sales increases as evidenced through the before and after YOY statistics show how this led to the positive growth and resonance of the brand.

How did the design impact stakeholder engagement / uptake of design solution?
- After the initial new store launch, the model was rolled out to 2 further stores within 12 months - Port Adelaide and Narellan
- As part of the Narellan PIR (Post Implementation Review) process, Big W held weekly meetings with all business functions to review ways of working and these learnings were used week by week across the 8 week renewal programme, as well as capturing learnings for future renewals.
- Very little changes were made to the overall design system but efficiencies were made in the build costs via changing the sourcing supplier and the way in which the equipment was packed for transport.
- Some senior stakeholders within the Big W business, particularly in Marketing and Operations business functions, have seen the compelling commercial / customer results that the concept stores are bringing. While the investment is considerable to apply the 'Next Gen' renewal design to an existing or new store, there are aspirations to roll out the concept further in the coming months.

SUMMARY

We believe the results speak directly to the objectives set out at the beginning of the project.

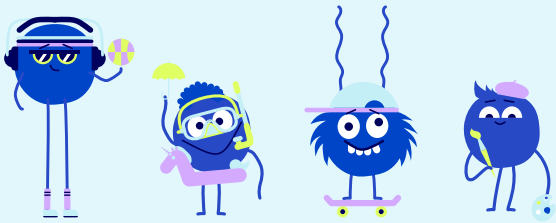
- We elevated the brand values in every part of the store – ensuring Affordable Quality, Product Love, Effortless Experiences and Caring Aussie were built into the fabric of the store design.
- We made a real difference to families by making their shopping journey more fun and easy. The design support system in place (communications / initiatives / layout etc) made it a first choice for family shopping.
- We grew baskets sizes and cross-shopping opportunities through seasonally evolving merchandising techniques and inspirational communications. We elevated seasonality through compelling displays that ultimately created perceived growth in range and increased sales.
- We built price trust in Big W range by designing in quality (fixture updates, service elevation, value communications).

Through elevated VM displays, down to earth communications, simplified service zones and a keen attention to all the little details (did you spot the BIGGIES?) Big W Next Gen delivered "Australia's favourite family retail destination".

CREDITS

SABRINA DOUGLAS | JEN HEUGH | SOPHY BARNETT | TRAVIS DINGEMANS

BIG W CLIENTS



HANNAH BURROWS | CATHERINE NIEMAND-PERROTT | GEMMA BAXTER | ANDY SMITH

TWELVE AGENCY