

Brand Strategy

Screen & Internet
Print & Literature

Retail & Signage

Naming

Packaging

Identity

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Jump®



PLDT Group offers the largest and most diversified range of telecommunications services in the Philippines. There's Smart, the country's largest wireless communications provider; Cignal Digital TV and its Direct-to-Home satellite technology; and a popular television channel, TV5.

discover

The issue – Create an experience. To show how PLDT is shaping the future of telecommunications, we had to find a simple yet exciting way to make the retail function a 'brand experience'. A place where customers can experience how mobile, broadband, media and entertainment technology can integrate with one another to provide life-changing solutions.

develop

Our solution – After extensive research into customers; needs and strategic planning, we created Jump®, a 3,000 square foot multi-dimensional experiential centre. By closely coordinating with spatial designers and interactive digital teams, we created one seamless, unified digital experience that engages visitors and their different needs and levels of interest through multi-sensory interaction in three distinct areas: Home, Mobile and Business.

deliver

Sustainable impact – Through Jump®, we have created a fun-filled, exciting space for visitors to experience the collective PLDT brands. Jump® shows the way to a future that's more convenient, more productive and more exciting, all encapsulated in the tagline *Ideas for Your Future*. The opening of Jump®'s first store was enthusiastically received by consumers and media, receiving coverage by almost all major technology blogs in the country. More Jump® centres will be rolled out in the coming months.

