



VANTAGE
RETAIL DESIGN

INTRODUCTION

We design and create displays to keep consumers engaged across multiple touch points while simultaneously promoting brand identity.



OUR OBJECTIVE

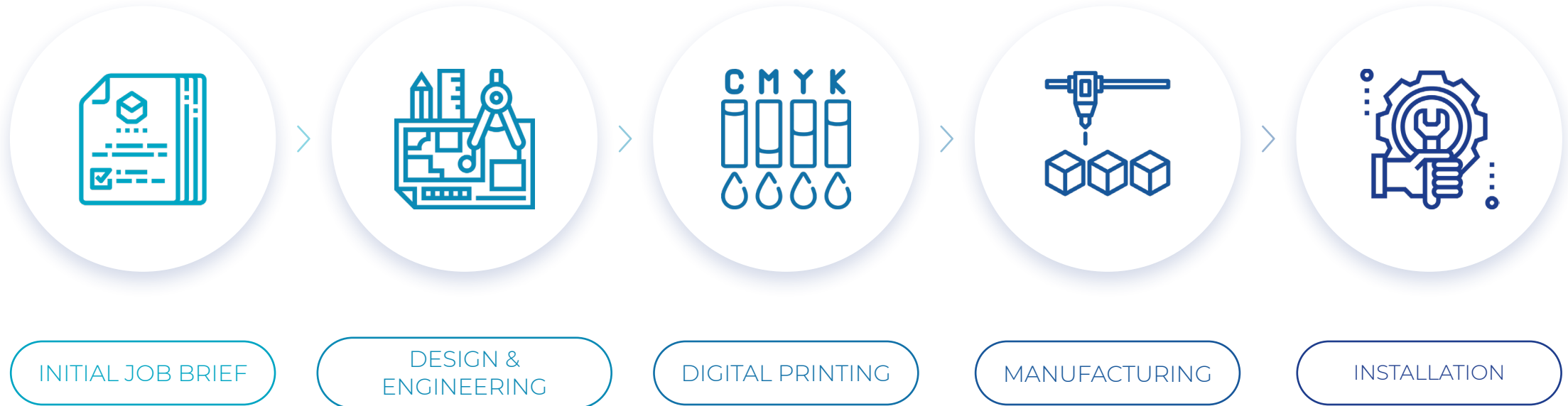
To create a clear and recognizable identity in the retail market through creative, functional, and economical retail displays showcasing a uniform and multi-brand strategy.

*The backbone between a supplier and client relationship is built through **trust, honesty, integrity, and accountability**. This is the cornerstone of Vantage Retail Design.*



OUR BUSINESS

We can manage the production workflow more effectively and efficiently by providing our clients full service from start to finish.



OUR COMMITMENT

We know from experience, it is not always the size of the organization but the collective experiences of the right people and their knowledge that make a great organization.

A DEDICATED TEAM

COMPETITIVE PRICING - LOW OVERHEAD

VALUE ENGINEERING -
EFFICIENT & ECONOMICAL

PROJECT STATUS/CONFERENCE CALLS -
UP TO DATE REPORTING



DESIGN



IT ALL
STARTS FROM

INSPIRATION



OUR DESIGN

The design approach and vision of our displays are rooted on the following principles looking at both the VIS and product portfolio of the client.

01 BRANDING
& DIVERSITY

02 SHAPES
& OUTLINES

03 COLOUR
& BALANCE

01

BRANDING & DIVERSITY

The Brand identity and VIS help to shape the look and feel of the display, utilizing key colours to showcase diversity or product range.



WORLDWIDE
OLYMPIC
PARTNER



WORLDWIDE
PARALYMPIC
PARTNER

VANTAGE RETAIL DESIGN

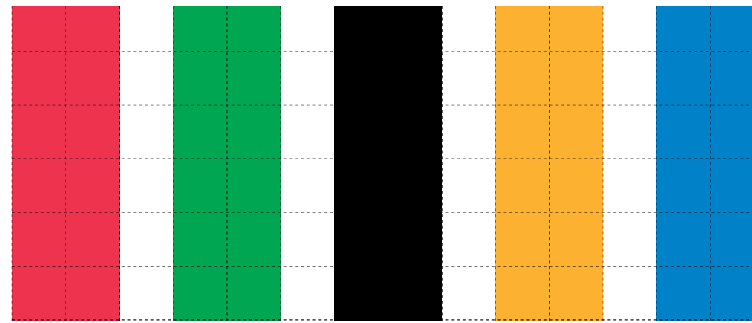


02

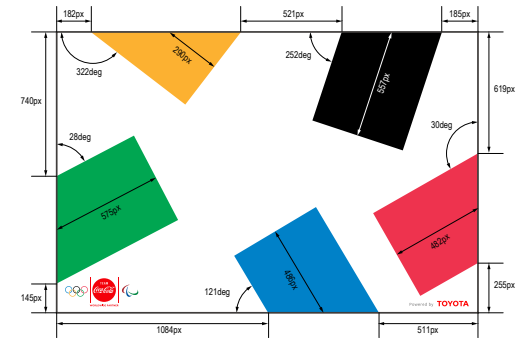
SHAPES & OUTLINES

The colours and the finish set the tone that represent the building blocks of the display.

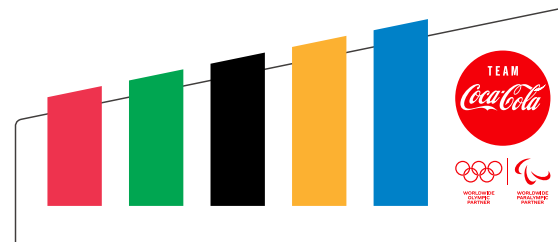
Shapes of the batons engagement at multiple touch points:



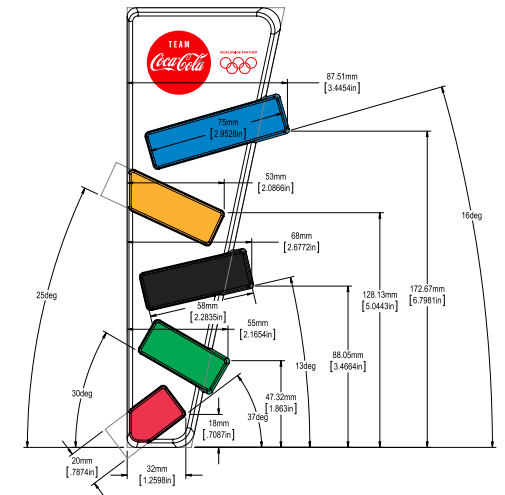
Colours of the batons used as Building Blocks



Tablet Menu



Free Standing Menu Board



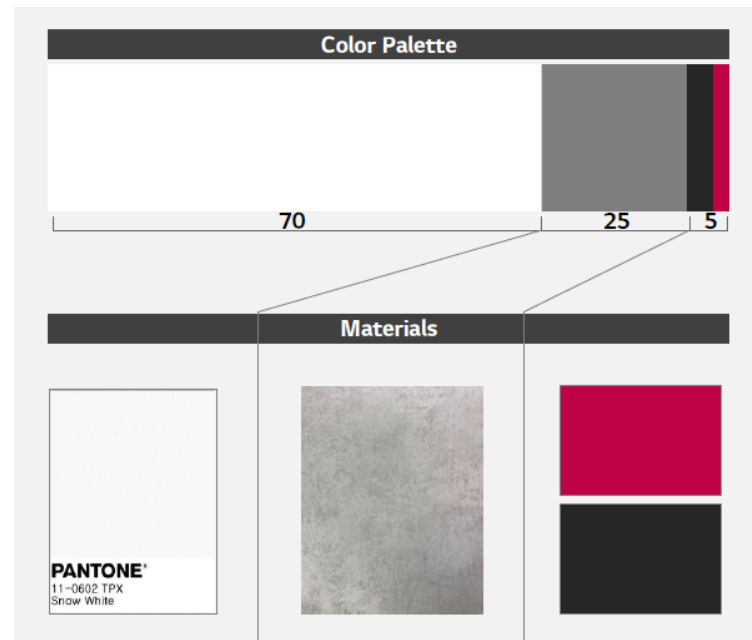
Counter Menu Board

03

COLOUR & BALANCE

The Shapes and lines help to frame the colours and VIS, making it visually appealing for consumers.

The balance of LG's colour palette is visible in our LG Endcap Display.



WHAT WE LOVE TO DO





LARGE FORMAT DIGITAL/PACKAGING

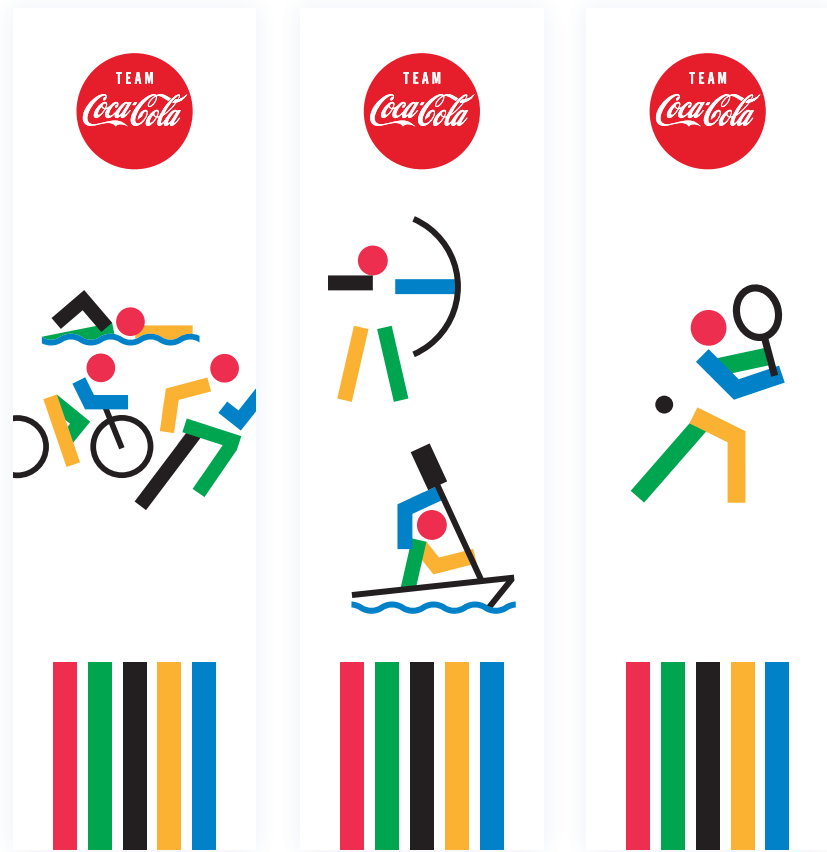
Recently acquired in-house, the latest in UV-LED large format digital printing thereby providing faster and better service for our of clients.



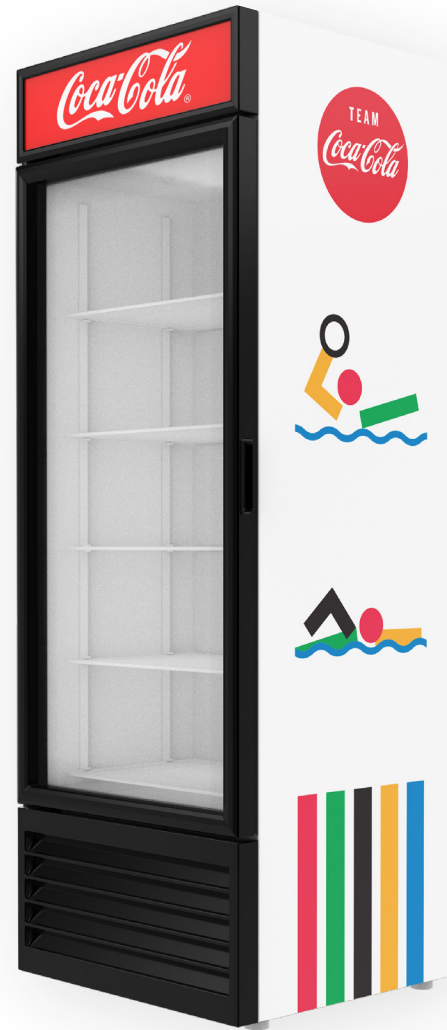
Applications

- Front & backlit and day/night displays
- Signage
- Point-of-purchase displays
- Posters & banners
- Floor stickers
- Exhibition graphics
- Window clings
- Wall wraps





Project Example: Tokyo 2020 Olympic Pictograms for Cooler side-panels.



Project Example: Recycling themed Cooler side-panels.



Project Example: Menu inserted into Main Menu board display.



Menu insert is slipped into Main Menu display through top opening for easy access and removal.

Project Example: Menu inserted into Free Standing Menu display.





Project Example: Vertical banner for Arirang Golf Tournament printed on vinyl.



Project Example: Sponsor banner for Arirang Golf Tournament printed on vinyl.

Bottle Opener Top View



Bottle Opener Bottom View



3D PRINTING

Project Example: In-house 3D printed Bottle Opener
Concept for Coca-Cola.



Project Example: In-house 3D printed
pipe tool for plumbing.

Pyeongchang 2018 Winter Olympics Fabrications

METAL
PLASTIC
WOOD

FABRICATION

Whether it's metal, plastic, or wood, there are no limits to producing custom displays for all your retail needs.



Tokyo 2020 Summer Olympics Fabrications



CONCEPTS

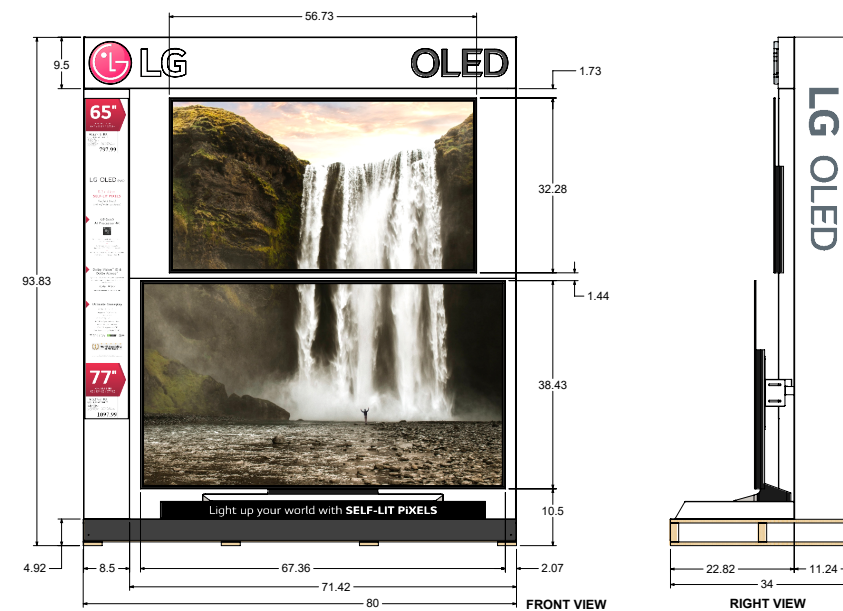
Here are some of our past and latest concepts for our clients. Below, we created an instore user experience for LG's POP in Best Buy.





LG WALL CONCEPT

Aisle endcap display to be placed in Costco locations.

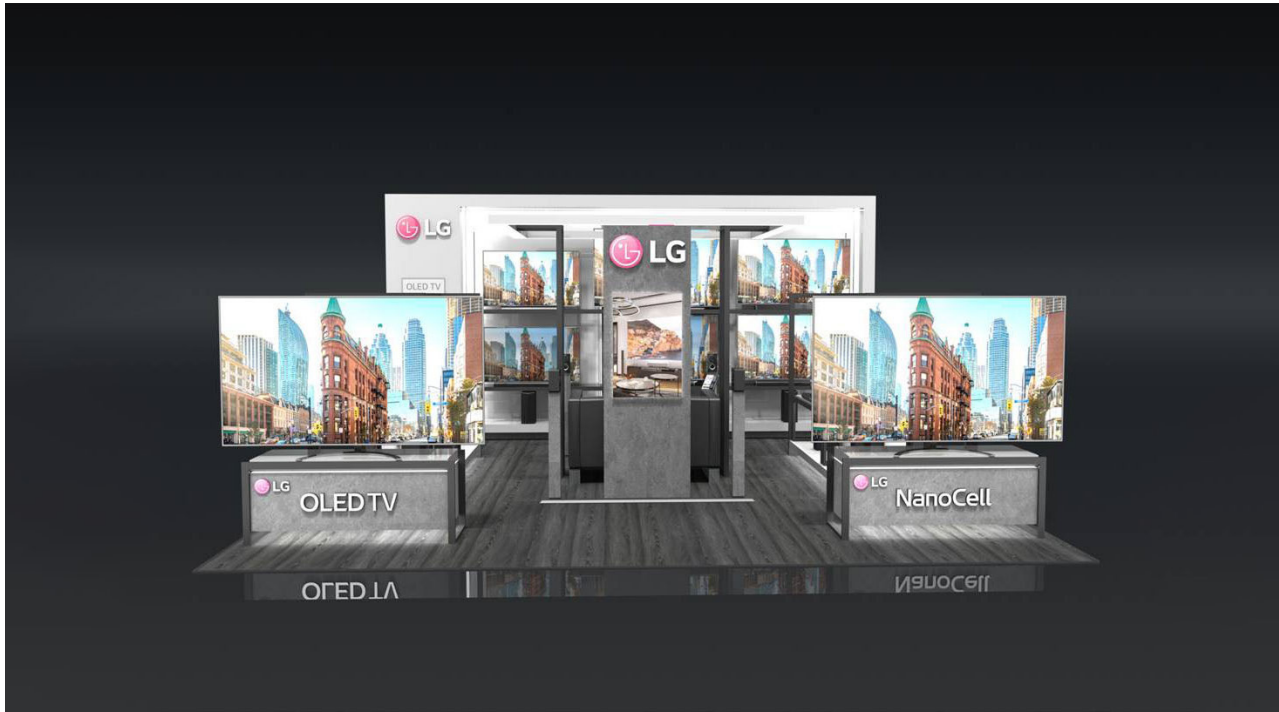


Project Example: TVs synced to show videos across both screens, displaying one large image.

Wall Concept view 1

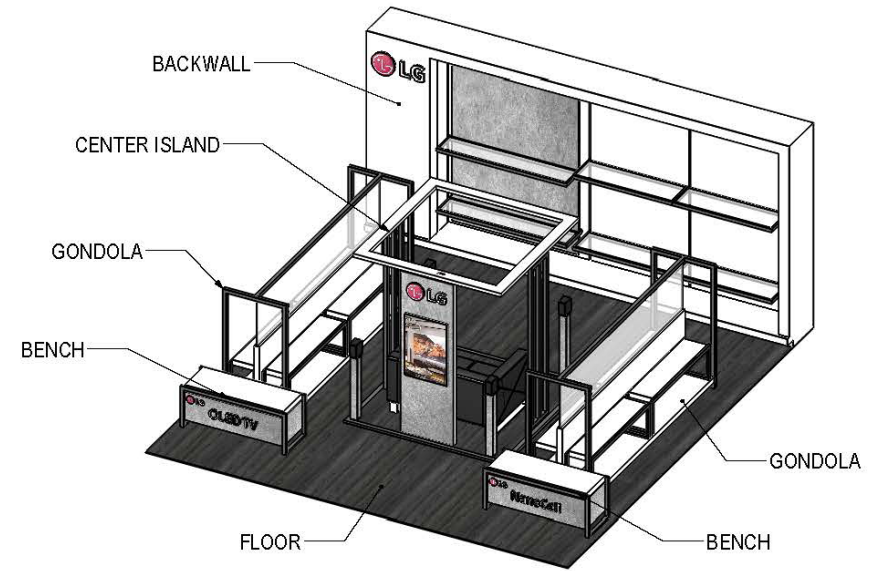


Wall Concept view 2



LG WALL CONCEPT

LG shop-in-shop concept for Best Buy
New Experience Zone.



Project Example: Technical drawing of the LG Wall Concept.

Soundbar Angled View

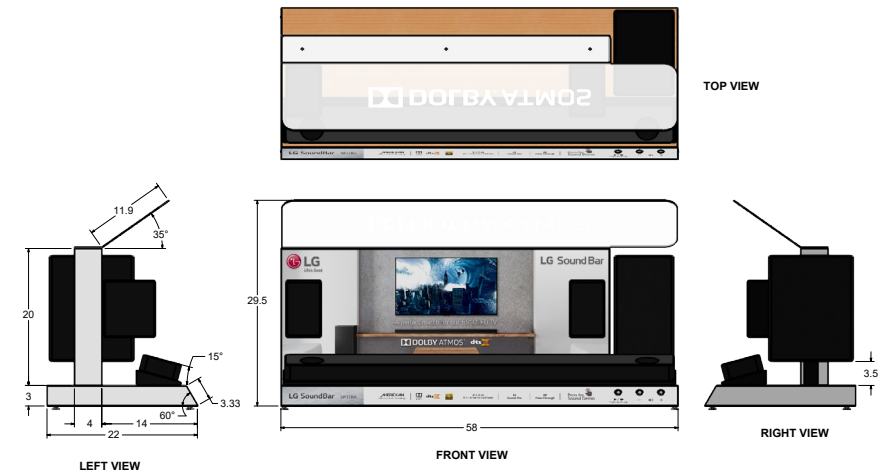


Soundbar Front View

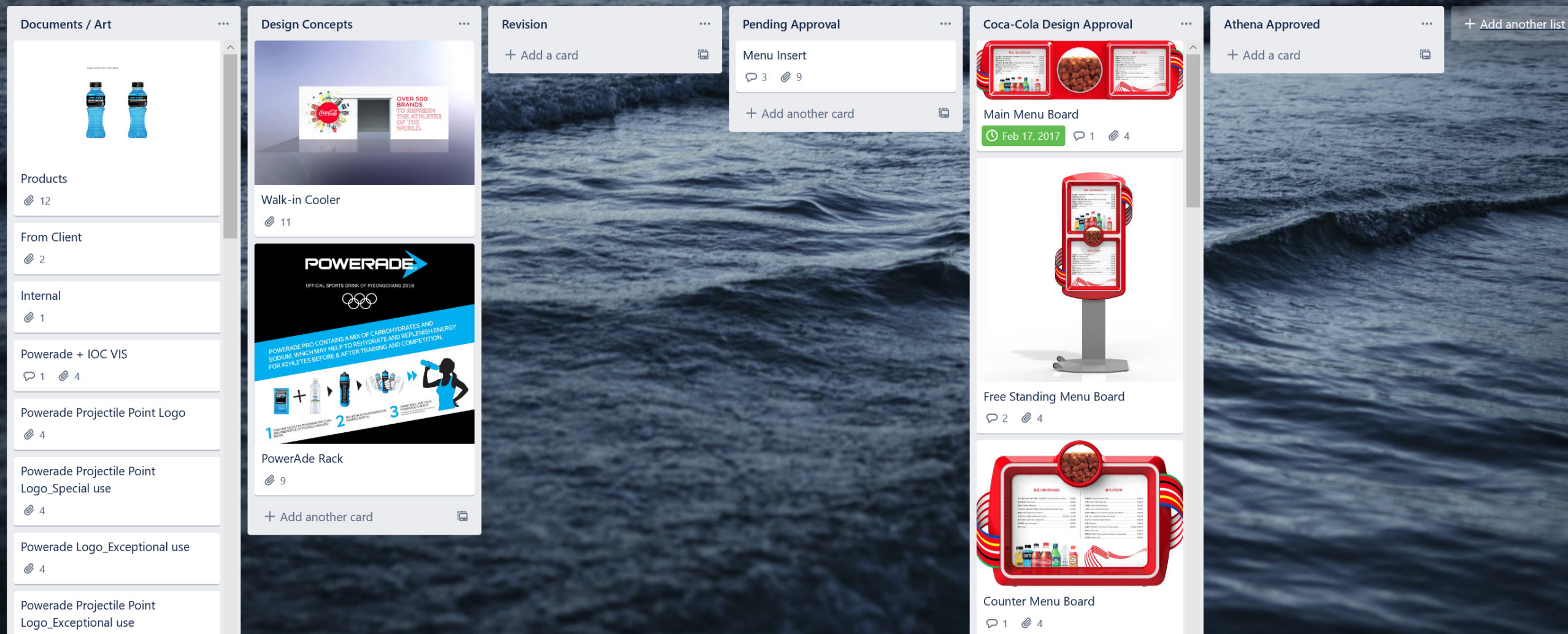


LG SOUNDBAR

LG Soundbar display for Costco locations in Canada.



Project Example: Technical drawing of the LG Soundbar Display.

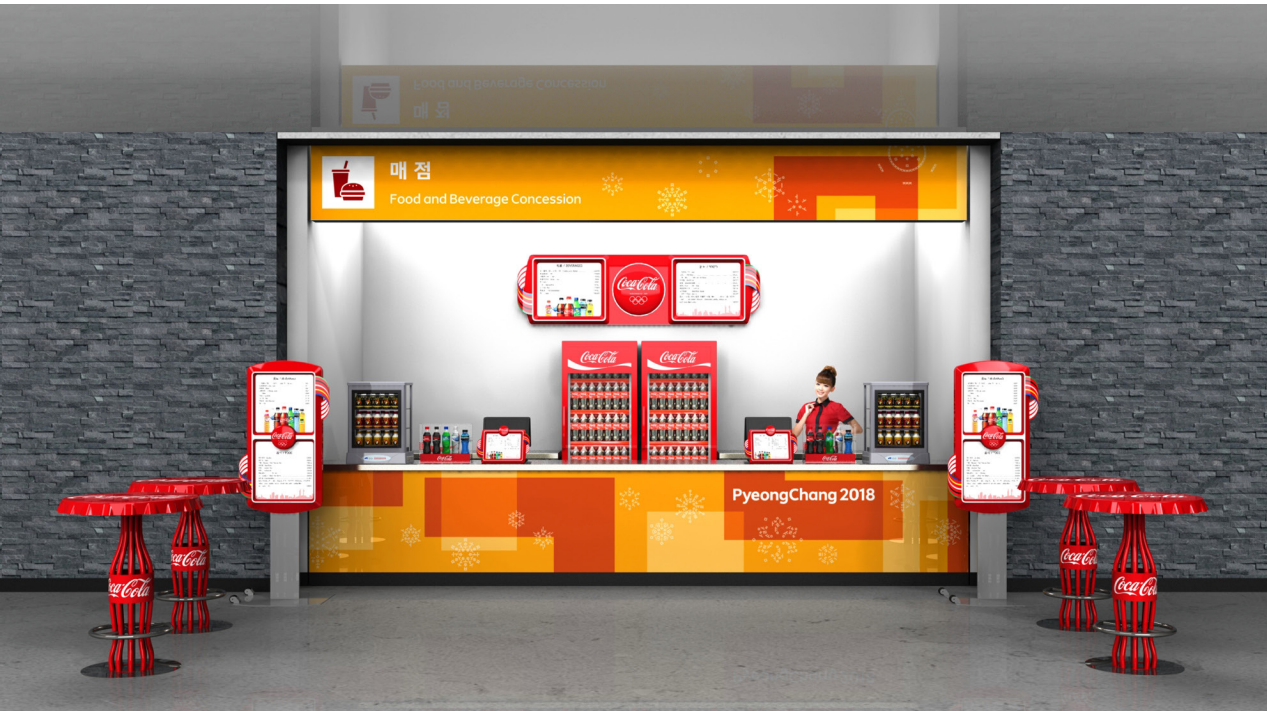


PROJECT MANAGEMENT

Large or small, all projects are tracked at each stage to ensure a smooth flow from beginning to end.

INSTALLATION

This is where all the elements come together, from our initial design to production and finally, the installation. With our experience, our walk-throughs are clear and simple to follow.



Project Example: Coca-Cola Concession stand mockup for the 2018 Winter Olympics in PyeongChang.



Project Example: Finished installation of a Coca-Cola Concession stand.



INSTALLATION

Presented with challenges and changes, we were flexible with modifications to the concession stands during setup.



Project Example: Tokyo 2020 Summer Olympics Concession stand setup and installation.



INSTALLATION

The Walk-In Coolers were placed in the dining areas for the Olympic athletes.



Project Examples: Tokyo 2020 Summer Olympics Walk-In Cooler.

TESTIMONIALS

WORDS FROM THE
COCA-COLA COMPANY...



Vancouver Olympics

"The Vancouver 2010 Olympic merchandise program was a real success and could not have been executed without Michael Kang".

[Len Jordan](#) – Director of Venue Operations, Vancouver 2010 Olympic & Paralympic Games



London Olympics

"I have to say that Michael Kang has been immense, in every way possible. In turn, I hope we gave him the space and freedom to express himself. It's been a very great pleasure to have him on our team."

[Malcolm Plows](#) – Director of Venue Operations, London 2012 Olympic and Paralympic Games



TESTIMONIALS

WORDS FROM THE
COCA-COLA COMPANY...



Sochi Olympics

"Michael's experience and passion for the Olympic games was an asset that added depth to our team and helped our Merchandise Manager execute a fantastic merchandise program for Sochi 2014".

Owen Green – Director of Venue Operations, Sochi 2014 Olympic & Paralympic Games



Pyeongchang Olympics

"The level of service Vantage Retail Design and Michael brought to the games in PyeongChang surpassed our expectations. Their experience and commitment to the success of the Coca-Cola program was visible at the 2018 PyeongChang Winter Olympic and Paralympic Games."

Marcel Degreeef – Director of Venue Operations, PyeongChang 2018 Olympic & Paralympic Games



TESTIMONIALS



"Vantage is a retail solutions company that does everything related to in-store including displays, signage, environment and POP.

Michael has years of experience in the field and is very good at what he does. He is responsive, detail-oriented, accommodating, and produces high quality work.

My experiences working with him have been positive."

Christine Da Seul Park – Assistant Marketing Manager,
Home Entertainment



"Michael is the super star who we have worked with over the last several Olympics on merchandising. Michael has worked with us in different capacities since 2009 (he has worked with us on Vancouver 2010, London 2012, Sochi 2014 and Rio 2016). He was selected as the agency of record to consult, design and produce the Coca-Cola merchandise for PyeongChang 2018 and Tokyo 2020."

Amber Steele – Senior Director Global Sponsorships



THANK YOU!

We look forward to partner with you to produce successful product displays. Please don't hesitate to contact us!



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