



‘The changing face of Wickes’
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I'm a bit worried that our stores are looking rubbish, shall we have a new sign?



How about we just add a bit of red, that won't cost too much and it'll look really nice?



That's a bit better; but can we add a bit of red and introduce a massive W and put a quote from the store manager on the front of the store, how cool would that be!



Ok, so the store manager quote wasn't a great idea, but I do think the Wickes word is now far too small.



Now you're talking, a massive Wickes written in black, that'll look awesome.



No, don't like Wickes written in black, how about we add a massive Extra word, even bigger than Wickes and have that in black?



We could even do a fancy, smancy glass front, do you like it?

No, not really.



OK, tell you what – let's dump the big W sign and make the Wickes white instead of blue and introduce a massive red band?



We had loads of blue paint left too, so we've also painted the whole front blue, what do you think?

Would have been good if you'd used the right blue.



I think we need to start again, all the stores look rubbish.



Ok, we've started again, what do you think?



Why did you make the Wickes so small? That looks really rubbish. And I don't like that shade of blue either, can we change it?



That's a bit better, but what's that grid all about, looks rubbish and the blue is still wrong.



Ok, that looks a bit better, but I'd really like to see some green and yellow.

NEW WICKES HEDGE END NOW OPEN



Now we're getting close.



I think we've nailed it.



Let's do it right

(first time please)

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