



**CASE STUDY**

# HINDUSTAN PETROLEUM

BRAND TRANSITION STRATEGY



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### BACKGROUND

HPCL (Hindustan Petroleum), a major producer and retailer of petroleum and petroleum products earns revenue by way of selling petrol, diesel, lubricants, engine & brake oils etc. It needed to identify more avenues of sales which would also increase foot falls at their petrol pumps. HPCL approached Onio for consulting in retail experience design strategy.

### SCOPE & CHALLENGE

Onio faced many design constraints like:

1. Limited space along with heavy traffic deliver a lower foot print
2. Women bikers are increasing in number and would only come to a clean petrol pump
3. Parking space for the waiting vehicles
4. No permanent construction allowed
5. Need for faster response & service delivery
6. Specific construction requirements for automatic wash units





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### ONIO'S SOLUTION

Onio designed the complete retail environment for HPCL's pumps. The holistic way of looking at things worked instead of creating few elements in isolation. Adequate branding space was created to accommodate branding materials and product display.

The prototype was prepared and tested by Onio at a real location for space and interaction efficacy. The high point of this project was the massive saving of Rs 20 crore on its pylons. People now had more reasons to drive into an HPCL retail outlet than before.



HPCL quick service station and signage system