



Spectrum

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Designing an engaging retail experience for Spectrum stores.

At a time when capturing and holding consumer attention at retail is increasingly difficult, Mythic knows that the most successful in-store retail presentations, communications and experiences leverage a variety of content to engage the consumer and convert that engagement into the action desired by the brand. With Spectrum launching a mobile service and looking to turn their stores into a retail destination, Mythic has been charged with helping to differentiate the brand from established mobile providers and overcome the perception that Spectrum is only a cable company. A dynamic, progressive look and simple bold graphics are elevating Spectrum's profile, legitimizing the brand in the tech-savvy mobile space, and commanding a greater share of consumer attention.

