



FOR OUR CUSTOMERS...

A DECLARATION OF

THERE'S A LITTLE WORD WE DON'T HEAR ENOUGH OF THESE DAYS. ONE THAT ALLOWS AMAZING THINGS TO HAPPEN. AND THAT'S THE REASON WE'RE BRINGING IT BACK. NOT JUST IN WHAT WE SAY, BUT THROUGH EVERYTHING WE DO. YES TO THINKING DIFFERENTLY. YES TO EXPLORING NEW OPTIONS. AND YES TO DOING EVERYTHING HUMANLY POSSIBLE TO HELP OUR CUSTOMERS FEEL GOOD ABOUT BEING WITH US. YES, IT'S A BIG AMBITION. BUT IT'S ABOUT TO START CHANGING THINGS, FOR THE BETTER. YOU HAVE OUR WORD.

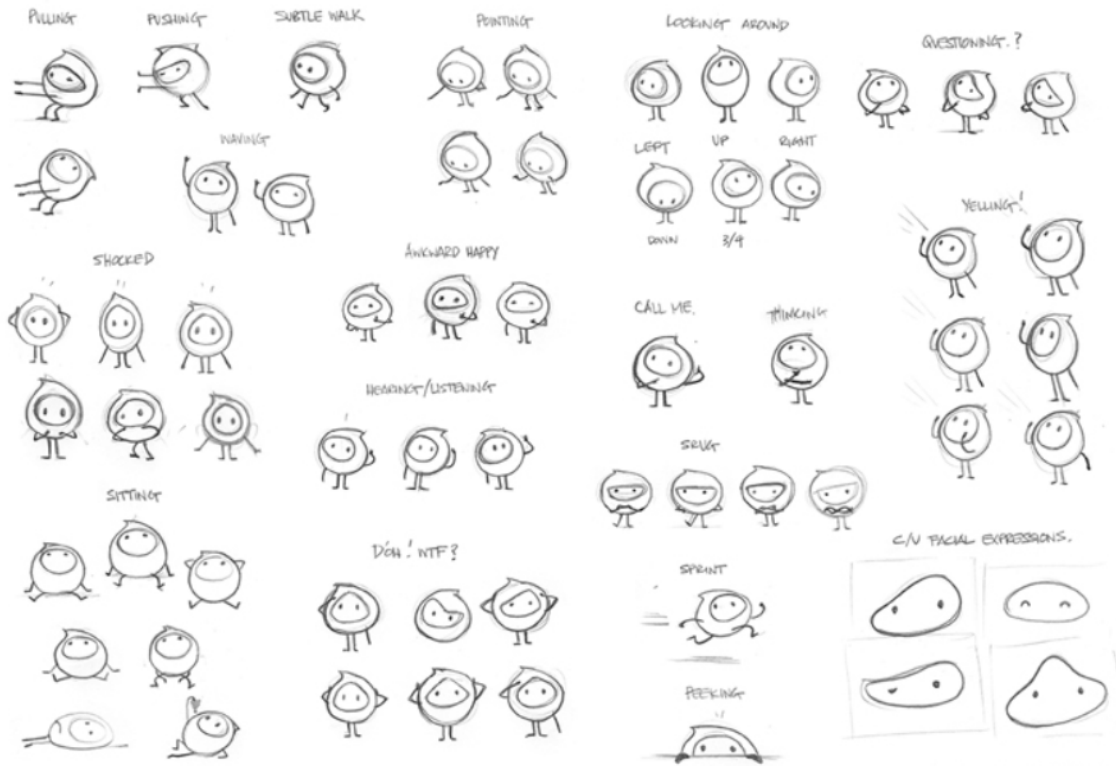




Optus.



POSES 02 - SKETCHES



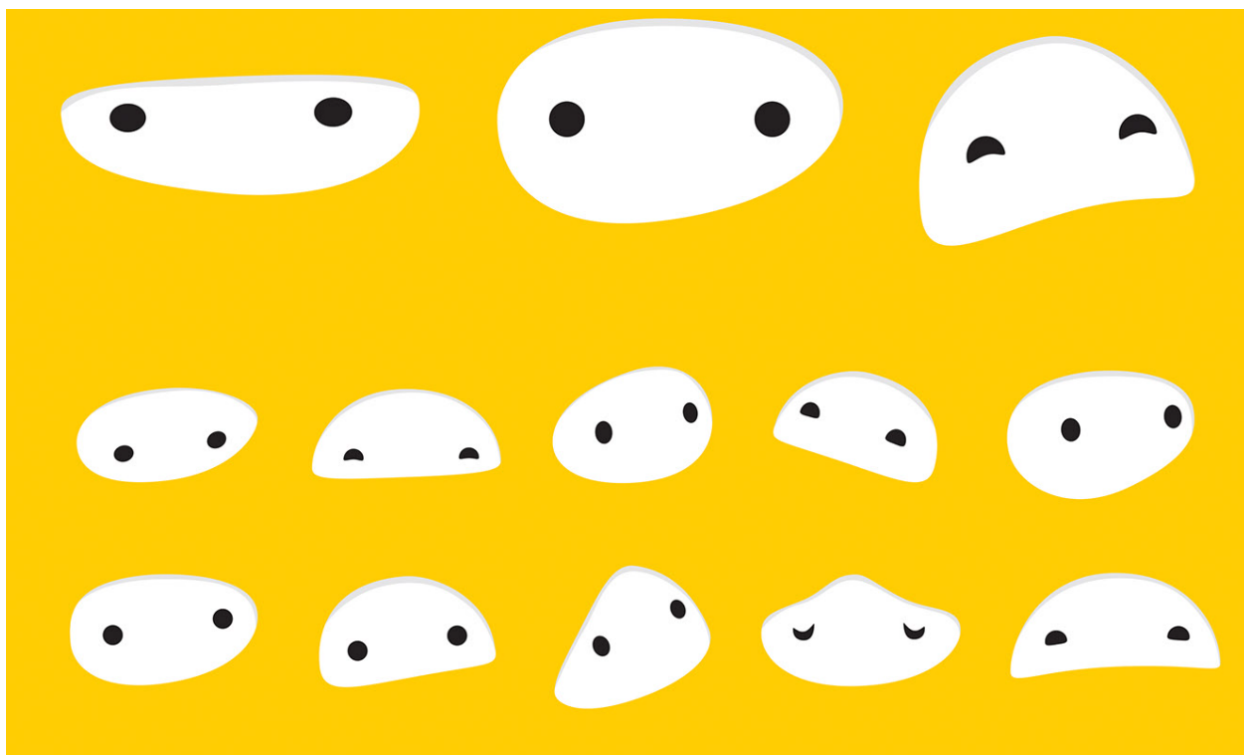
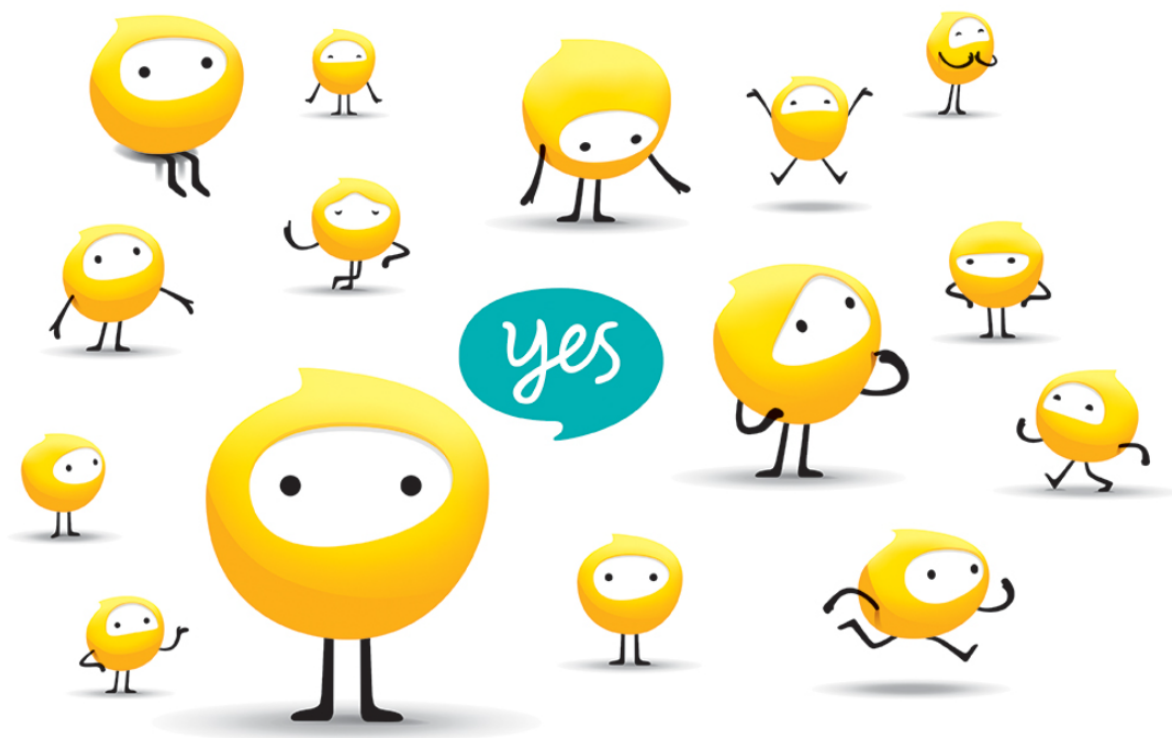
MARCO PALMIERI © 2013

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OPTUS  

SUFFERING
FROM 
BUFFERING?

ZOOOOO
OOOOOM! 

OPTUS VOICE

AAABBBCCCDDEEEFFFGGGHHHHIIJJJ

KKKLLMMMNNNOOPPQQRRSS

TTTUUVVWWXXXYZZZ

aaabbbcccddeeefffgggghhhiiijjjkklll

mmnnnooppqqrrsstttuu

vvvwwwwwxxxxyyyzzz

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DESIGNED BY MATHIEU RÉGUER IN COLLABORATION WITH RE CREATED FOR OPTUS





Big Gig Phone HEROS

BIG GIG PHONE HEROS

BIG GIG PHONE HEROS

BIG GIG PHONE HEROS

BIG GIG PHONE HEROS

Big Gig PHONE HEROS

BIG GIG PHONE REBUS

**Follow @ollie
(well, if you
can...)**

NO MORE CAL
THT SND LKE
THS, SRSLY.

OLLIE PHONE REBUS

the lazy dog
the lazy dog
the lazy dog
like a kangaroo
like a kangaroo
like a kangaroo

THE LAZY DOG
THE LAZY DOG
THE LAZY DOG
LIKE A KANGAROO
LIKE A KANGAROO
LIKE A KANGAROO

DESIGNED BY MATHIEU REGUER
IN COLLABORATION WITH RE
CREATED FOR OPTUS

OOOPPPTTTUUUSSS
VVVVOOOIIICCCEEE
UPPER CASE / lower case

(\$! No @
... R 4 G ?
1 1/2 ” 8 + =
A %

HELLOOOOOO

THIS WILL LITERALLY BLOW YOUR MIND (WELL NOT LITERALLY)

THIS IS OPTUS VOICE

who? righto ditto okay nice!

hey sure easy

everything has led to this moment

NICE TO PUT A FACE

TO A NAME

brutally non corporate

USE IT WISELY

3

@ G

of the quest

SAY YES TO YES!

A Declaration

There's a little word we use every day. One that allows us to say yes to new ideas. And that's the reason we're just in what we say, but not in what we do. Yes to thinking differently. Yes to new options. And yes to the possibility to help our customers.

optus script

aabbccddeeffgghhiijjkkllmm
nnnoopppqqrrssttuuvvwwxx
yyzzngjjorstyzzjossstt
.,:;!?''"()[]--—_

DESIGNED BY MATHIEU RÉGUER IN COLLABORATION WITH RE CREATED FOR OPTUS

yes

got it!

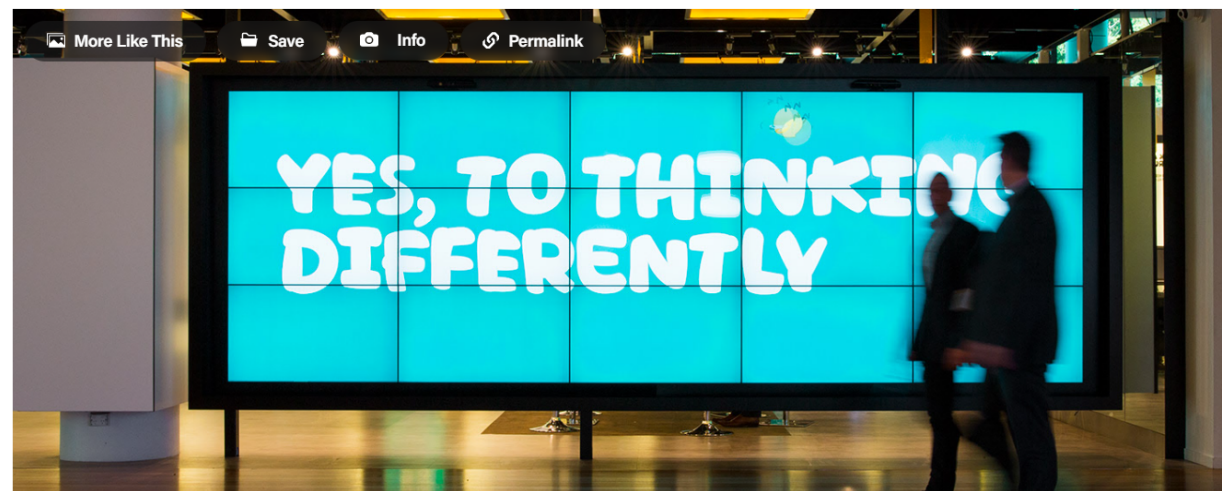
ditto

yep

righto







TIRED. OF. WATCHING. VIDEOS. LIKE. THIS?



ENJOY FAST MOBILE INTERNET WITH 4G

OPTUS 

VROOOOOOOOM



SUPERFAST 4G IS COMING YOUR WAY

OPTUS 

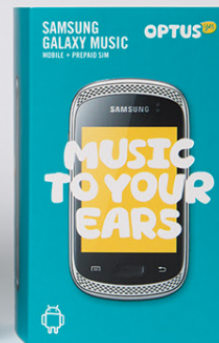
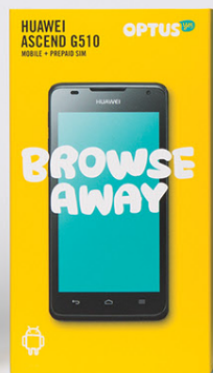
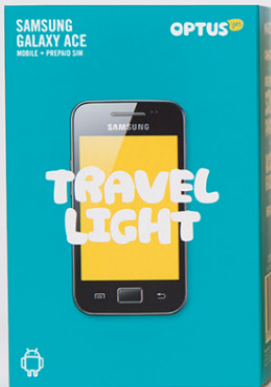
SUFFERING FROM BUFFERING?



ENJOY FAST MOBILE INTERNET WITH 4G

OPTUS 





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BLACK

UP TO 3 HOURS
TALK TIME

UP TO 10.4 DAYS
STANDBY TIME

WEIGHS 113G

3G

ANDROID™

5MP CAMERA

3.5" TOUCH
SCREEN

BLUETOOTH

WIFI

"INVISIBILITY SETTING"

*"INVISIBILITY PERFORMS BEST
ALONGSIDE 'DOORBELL OF COUCH'
AND 'LEFT IT AT HOME' SETTING."

BLACK

UP TO 6.5 HOURS
TALK TIME

UP TO 19 DAYS
STANDBY TIME

WEIGHS 102G

3G

ANDROID™

3MP CAMERA

3.2" TOUCH SCREEN

WIFI

MP3 PLAYER

VOICE-GUIDED
TURN-BY-TURN
NAVIGATION

"PUB QUIZ CHAMP"

*"TO BE USED FOR RESEARCH
PURPOSES ONLY, OF COURSE."

BLACK

UP TO 6 HOURS
TALK TIME

UP TO 14 DAYS
STANDBY TIME

WEIGHS 150G

3G

ANDROID™

4.5" IPS SCREEN

5MP CAMERA

FAST 1.2 GHZ DUAL CORE
PROCESSOR

ACCESS 600,000+ APPS

"SUPERIORITY COMPLEX"

*"WELL, IT'S ONE SMART COOKIE...
OR PHONE."

WHITE

UP TO 6 HOURS
TALK TIME

UP TO 15 DAYS
STANDBY TIME

WEIGHS 107G

3G

ANDROID™

3.0" TOUCH
SCREEN

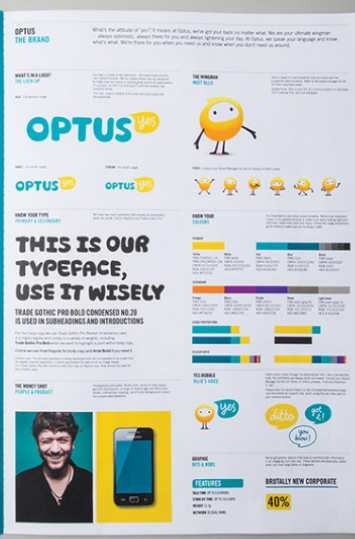
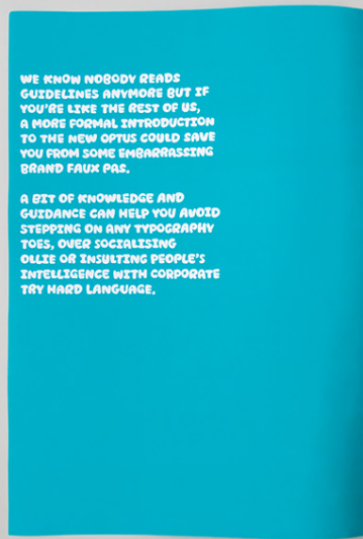
UP TO 4GB
INTERNAL
MEMORY

3MP CAMERA

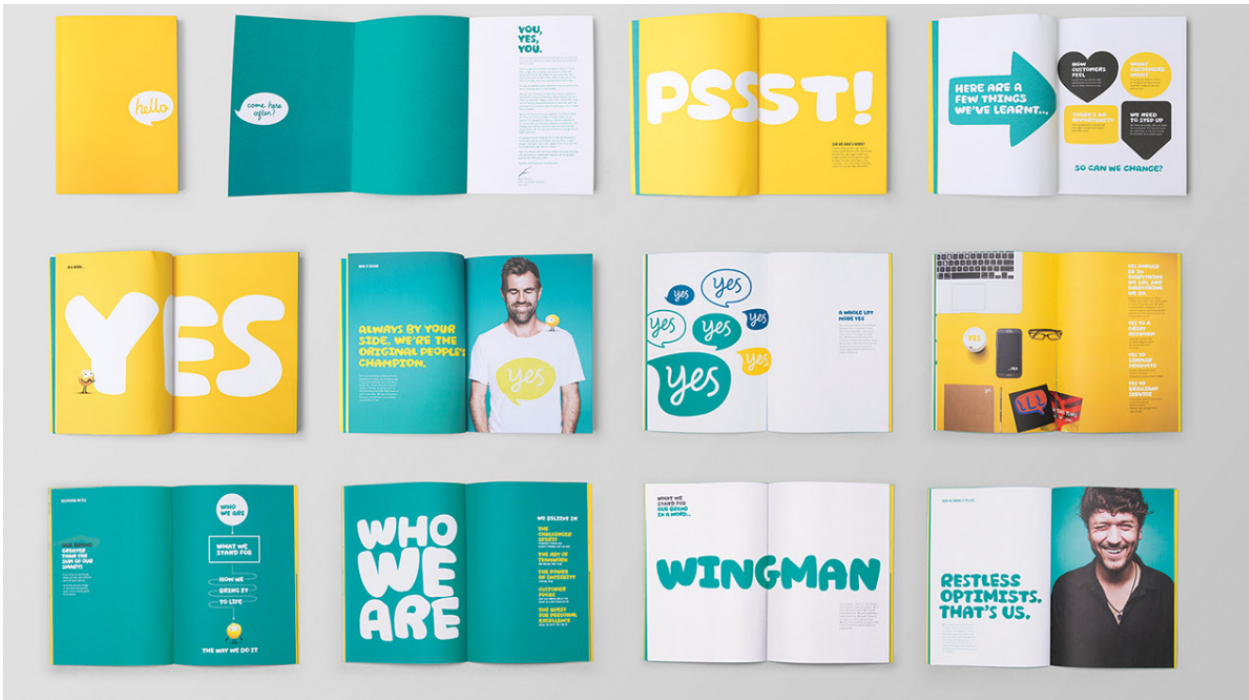
ACCESS
600,000+ APPS

"SELF CLEANING"

*"AS IN, YOU NEED TO CLEAN
IT YOURSELF"

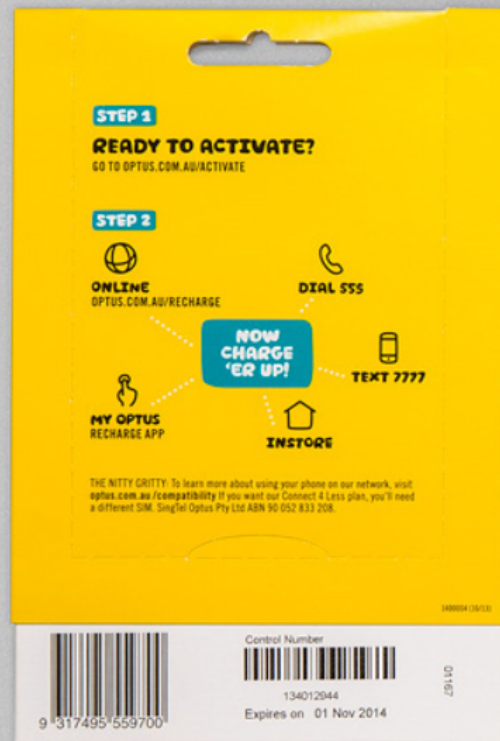








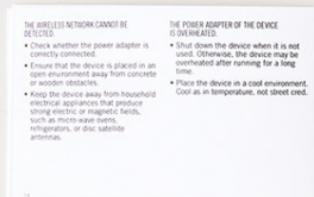
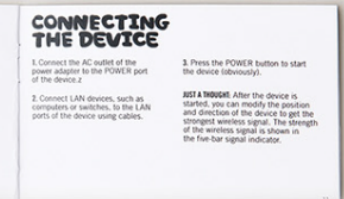
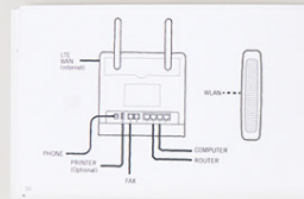
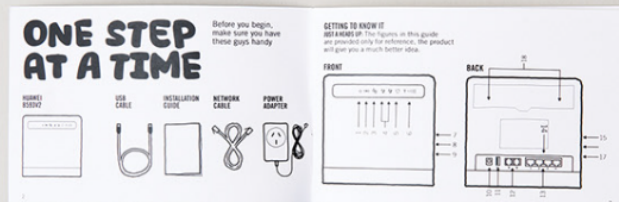
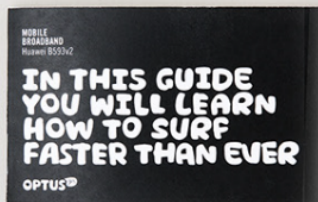




~~Rock~~
~~Paper~~
~~Scissors~~

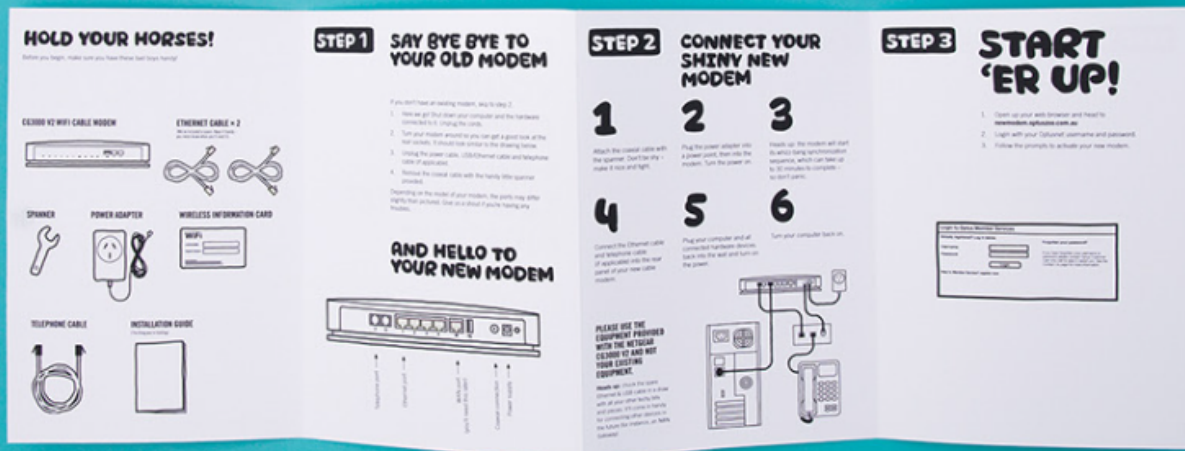
I'LL TAKE ANY
OF THESE OFF
YOUR HANDS:

PHOTOCOPY PAPER
COMPUTER PAPER
FAX PAPER
WRITING PAPER
NOTE PAPER
INDEX CARDS
ENVELOPES
NEWSPAPER
CARDBOARD
MAGAZINES









Mono colour

Texta drawn

Offset/solid



