



TAP DESIGN CONSULTANCY

THE BUSINESS VALUE
OF DESIGN

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A BENCHMARK IN
GLOBAL CONVENIENCE

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We are TAP

We reimagine brand experiences that begin and end with people.

By expertly integrating brand, environment, digital strategy and design, we craft purposeful connections that shape culture and elevate your brands impact.

EXPERIENCES,

REIMAGINED

STRATEGY | DESIGN | EXPERIENCE

THE BUSINESS VALUE OF DESIGN

Building from Insight

For us, exceptional design always starts with strategy, not just manufacturing capabilities or surface-level aesthetics. Especially in retail, understanding the customer experience is paramount. We don't just design spaces; we transform them. By leveraging deep consumer insights and meticulously mapping the customer journey, we convert ordinary shopping environments into dynamic, engaging, and highly successful destinations that resonate.

Unlocking the Full Picture

Our approach transcends pure aesthetics. It's about a profound understanding of your customers – who they are, how they interact, and what truly drives their decisions. Through experience and journey flow mapping, we uncover critical insights. Then, we seamlessly blend brand, interior, industrial, and digital design with sensory considerations and a strong focus on accessibility. This integrated perspective fuels the design blueprint, ensuring every touchpoint delivers value.

Design that Delivers Measurable Impact

This isn't just creative flair; it's evidence-based design. Our strategic foundation allows us to define clear goals and Key Performance Indicators (KPIs) from the outset. We continuously learn and adapt, ensuring every experience we craft doesn't just look good, but adds real, measurable value to your customers, operations and, ultimately, to your bottom line.



62% OF SHOPPERS PREFER IN-STORE SHOPPING TO PHYSICALLY EXAMINE PRODUCTS BEFORE PURCHASING

Source: KPMG



85% OF CONSUMERS CONTINUE TO BUY GROCERIES IN-STORE

Source: KPMG



COMPANIES THAT PRIORITISE CUSTOMER EXPERIENCE (CX) SEE **41%** FASTER REVENUE GROWTH, **49%** FASTER PROFIT GROWTH, AND **51%** BETTER RETENTION.

Source: Forrester



47% OF IRISH CONSUMERS REPORTED SHOPPING IN-STORE WEEKLY OR DAILY OVER THE PAST YEAR, INDICATING A STRONG PREFERENCE FOR PHYSICAL RETAIL EXPERIENCES

Source: PwC Ireland

THE IMPORTANCE OF STORYTELLING WITHIN PHYSICAL SPACES

The Brief

Our brief was to enhance the customer experience throughout this landmark sporting facility, so that it connects more emotionally with the horse racing community.

Our Approach

We held workshops with multiple stakeholders and third-party operators, focused on customer personas and user needs. This enabled us to understand each customer type, their different requirements and preferences. From here, we mapped out the various customer missions and journeys. We then developed tailored design concepts, with clever use of zoning, and features to highlight different spaces within the facility.

Applying Storytelling

A pivotal part of bringing more life to the physical space is the application of environment branding and storytelling, which centres on the rich history of The Curragh and horse racing legends. To add definition, curated areas are identified with references to Kildare and horse culture, making a space a home!



TRANSFORM THE ORDINARY



INTO THE
EXTRADORDINARY

CRAFTING AWARD-WINNING IN-STORE EXPERIENCES

The Brief

Petmania sought to enhance its brand and customer experience in a rapidly growing market, driven by pet humanisation and premiumisation trends. To make Petmania the go-to pet care destination, we were engaged to transform their brand and in-store experience as part of its growth strategy.



Our Response

We conducted in-depth research to understand Petmania's customers and market position. This data-driven approach combined with universal design principles informed our design intent to create a destination that shifted the experience from functional to favourite; one that pet owners would enjoy coming to it out of desire, not out of necessity.



The layout of the store was thoughtfully designed to enhance the customer journey, guiding the shopper along an intuitive pathway that encourages exploration, with strategically placed touchpoints that spark curiosity and interaction. The experience seamlessly integrates a range of services to enhance convenience.

The Result

A vibrant, industrial-chic utilitarian flagship store design that balances education, engagement, and functionality, reflecting the brand's focus on holistic pet care. A brand and space reimagination that carves out differentiation for Petmania in the market, driving double digit sales uplift, key category growth and an increase in customer satisfaction. Along with several award accolades!



A BENCHMARK IN GLOBAL CONVENIENCE

The Brief

To set a new benchmark in convenience retail to a world-class level. By creating a flagship Centra store that defines the brand's evolution into 2025 and beyond.

The Response

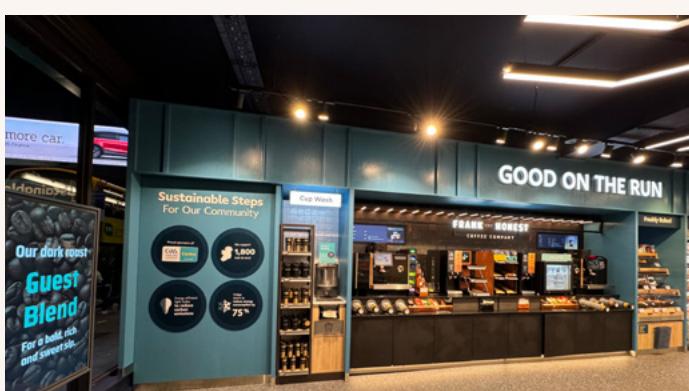
A strategic, insight-driven approach placed the consumer at the heart of the process. Through research and community engagement, key shopping missions were identified—shaping a responsive, missions-based layout. A standout innovation, Ireland's first hybrid deli, blends self-serve speed with counter service, reflecting evolving expectations.

Crucially, every design choice aimed to elevate the customer journey. Touchpoints throughout the space were curated to reflect the pillars of sustainability, community, and brand familiarity, while also introducing new layers of digital and experiential design.



The Result

Shopper satisfaction rose to 89%, weekly sales exceeded targets with significant increases in key categories, and brand perception jumped by 87%. The final result is a **customer-centric, commercially successfully retail experience** that reflects both the familiar and the forward-thinking. Strategic, people-centred design at its best - this store not only elevates the Centra brand—it sets a new global standard for what convenience retail can be.



SuperValu - Crafting the best supermarket experience



AWARD WINNING DESIGN



Centra Drumcondra - Reinventing convenience



Petmania - Reimagining the brand as 'The Home of Pet Care'

SHINING A LIGHT ON SUSTAINABILITY AND PUTTING IT INTO ACTION

Sustainability

Sustainability in in-store retail is vital as it reduces environmental impact, aligns with consumer values, lowers costs, and builds brand loyalty. Sustainable practices like energy efficiency, eco-friendly materials, and waste reduction enhance brand credibility and drive long-term success.



Putting it into Action

At TAP, we integrate sustainable design thinking and principles and put it into action. In doing so, we consider our clients own brand values, their operations and their audience to determine what matters and what can practically be implemented. From modular design to material palettes to sustainable storytelling or touch points such as integrated recycling or reuse solutions to industry initiatives. Each is purposefully considered and woven into the overall brand experience.



CREATING A COFFEE BRAND THAT EXCEEDS EXPECTATIONS

The Brief

With the launch of their new-look forecourt shop, Maxol, a leading Irish forecourt retailer, identified the rebranding of their coffee offer as a crucial step to firmly establish it as a more credible and higher-quality food destination.

The Response

The global increase of independent coffee brands over the past ten years inspired TAP to construct a brand identity that purposefully showcased great-tasting coffee in an unpretentious manner, and so **ROSA Coffee** was born in 2018. We aligned the core principles of independent coffee making (ethical, local, signature taste) with what discerning consumers look for in their never-ending search for the perfect cup of coffee: distinctive, full-bodied, quality. In 2024, the brand and in-store presence was refreshed once again by TAP.



The Result - Continued Future Growth

With an established brand in market, it showcased the power of cohesive design in an omni channel landscape. This strategic approach has not only grown the business into a multimillion Euro brand, but has surpassed all expectations in what the ROSA coffee offering could achieve in a very competitive landscape.

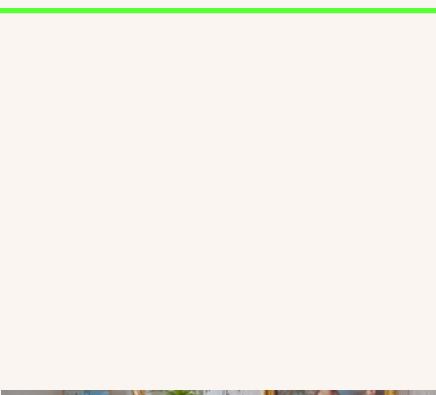


LOOKING INTO THE FUTURE OF RETAIL





HUMAN-CENTRIC IN A DIGITAL WORLD



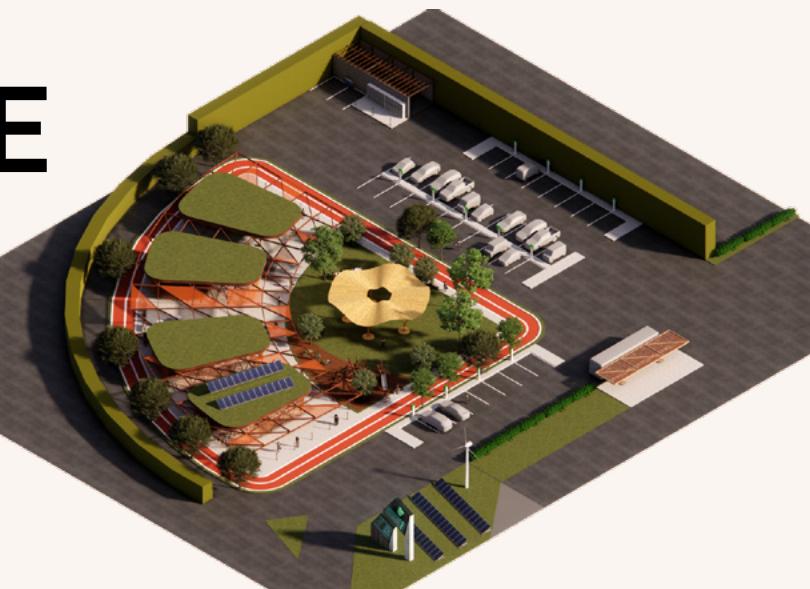
A LENS ON THE FUTURE

Exploring the Future

Whilst a large portion of our work is in the here and now, we also like to explore what the future is across a range of categories. To better understand how consumer habits will change and shift as the world around them changes. How technology is playing an ever increasing role in the way we all interact with the physical spaces around us. It's through this curiosity that we created the '*Future Series*' to explore what the future may hold for a range of sectors, including retail.

Healthcare of the Future

A vastly complex sector that can be hard to navigate at the best of times. Our '*Future Series*' focused on Gen Z and the importance of Wellbeing. Looking beyond the clinic space, how wellbeing can be brought into the workplace and even brands carving out space within retail.



Forecourt of the Future

With over 10 years experience working with leading forecourt brands and partners, we've seen a huge shift in the way consumers interact in this space. For our '*Future Series*', we explored that world in 2035 and the ever increasing role of EVs and the changing consumer habits of tomorrow, and the role of retail.

Future Series Continues

With the success of Forecast of the Future and Healthcare of the Future, we will be continuing our 'Future Series' by delving into the world of retail. The challenges, the insights but also how the retail store of tomorrow may function and the role of brand along the entire consumer journey.

To receive a copy of our trends report and updates on our webinar, email us at hello@wearetap.ie.



Trends Report 2025

DIGITAL WORLD



AI ENHANCED WORKFORCE
AI will create 69 million new jobs globally in the next decade, with the largest growth in most professions - improving efficiency & communication. Work is undergoing a revolution, requiring new skills and reshaping careers. Brands and employees should ready themselves for an AI-powered future where the workforce collaborates seamlessly with intelligent machines.



The Lab@TAP Launch

Our latest offering into the market will see the launch of the Lab@TAP. A space in which we look to bring the best of TAP along with our clients. The spaces will allow for true collaboration at its very core as we help to shape future solutions for brands within retail and beyond.

AND THIS IS WHAT OUR CLIENTS HAVE SAID ABOUT US

TAP brings alive our in-store brand experience. An innovative team who delivers credible design solutions to a world class standard... Their ability to interpret, adapt and elevate design concepts into fit-for-purpose solutions for implementation is invaluable.

DJ McAllen, Former Store Development Director - Musgrave

TAP worked with us to really understand our customer's needs and helped us to design a world-class builders merchant shopping experience.

Niamh Heaney, Marketing Manager - Chadwicks

TAP design team brought the strategy to life through the retail environment designing a cohesive in-store journey. With a strong storytelling element, the zoning of areas across the store has improved the customer experience. The new store layout has been modernised, positioning Homecare Medical as the retail leader in the care sector.

Jane O'Reilly, Senior Marketing Manager, Homecare Medical

Working with TAP has helped us to create an exciting, innovative and interactive shopping experience for our customers. Refining our branding, introducing interactive displays and making a hero of our in-store services has really nailed the brief to elevate our brand beyond "just another pet store" and given us a platform to launch Petmania as the home of pet care in Ireland.

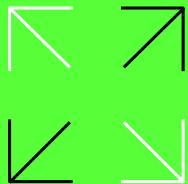
Emily Miller, Marketing Manager, Petmania



OUR CAPABILITIES, A FULL HOLISTIC SERVICE

Built to Match your Challenges

Our core pillars of strategy, design and experience are built to compliment one another whilst also ensuring that we can flex to meet your own business goals and challenges.



Strategy

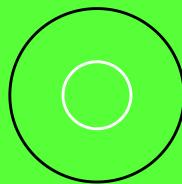
Consumer and Market Insights

Research and Trends

Brand Experience Audits

Brand Strategy

Experience Strategy



Design

Brand Identity

Tone of Voice & Narratives

Brand Design

Industrial Design

Omnichannel Design

Retail Design

Service Design



Experience

Experience Mapping

Customer Journeys

Space Planning

Destination & Flagship Experiences

Digital Integration

Storytelling

Sustainable Solutions

GET IN TOUCH:



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BRANDS WHO TRUST US

Musgrave

CASH&CARRY KITCHENS

Dialsur[®]

Maxol

THE CURRAGH

FBD

HEINEKEN

ptsb

PETMANIA

FULFIL

ARYZTA

PROMISE
GLUTEN FREE

RehabGroup

riley.

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ACADEMY PLAZA
HOTEL

UNITED
HARDWARE

AVIVA

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