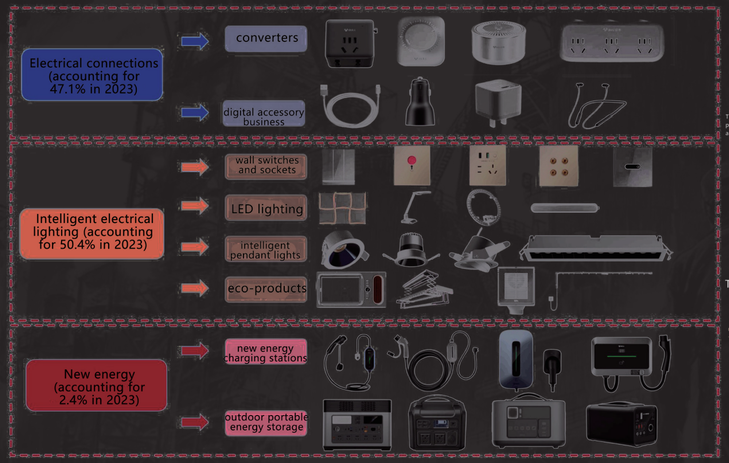


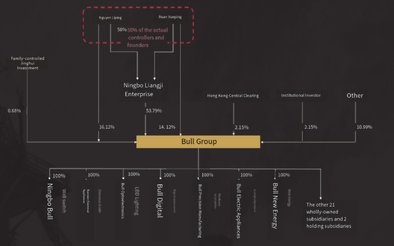
Subliminal Retail Installation

• DETAILS OF THE BULLS BRAND

Brand name: Bulls
Affiliated Company: Guanghua Group Co., Ltd.
Establishment date: 1995
Brand slogan: "For safe electricity usage, choose Bull!"
Brand Positioning: A leader and expert in the domestic electrical appliances industry, dedicated to providing safe durable and aesthetically pleasing electrical products for home and office environments.
Market Position: The absolute leader in the Chinese socket industry. It also holds the top market share in the field of wall switch sockets, and is undoubtedly the "King of Sockets"



The founder of the Bulls: Ruan Liping
Mission: To provide customers with a safe and comfortable electricity usage experience.



The company's revenue for the year 2023 was 15.70 billion yuan, representing a year-on-year increase of 11.5%. The net profit attributable to the parent company was 3.87 billion yuan, with a year-on-year growth of 21.4%. In the first quarter of 2024, the company's revenue was 3.80 billion yuan and the net profit attributable to the parent company was 930 million yuan, representing year-on-year growth of 14.1% and 26.3% respectively.

Chart 3: The revenue of the bulls has grown steadily.

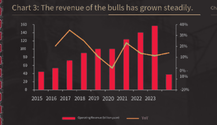


Chart 4: Net profit attributable to the parent company of the bull has shown steady growth.



The estimated scale of the converter business is approximately 90%.

Chart 5: The main business of the Bull Group is converters and wall switches.

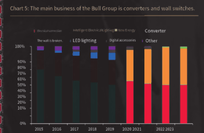
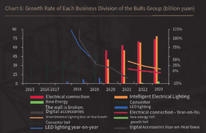


Chart 6: Growth Rate of Each Business Division of the Bulls Group (Billion yuan)



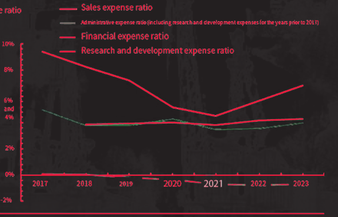
The challenges faced:
Growth pressure: The growth rate of traditional electrical business has slowed down, and new growth points need to be sought.
Increased competition:
The high-end market is facing competition from international brands (such as Siemens, Schneider)
The digital accessory field is impacted by Internet brands like Xiaomi and Anker
Smart transformation challenges: Whole-house smart needs ecological integration capabilities and is facing cross-border competition from brands like Haier and Huawei
Raw material cost fluctuations: The prices of copper, plastic, etc. affect profits.

Future strategic direction:
Intelligence: Develop intelligent electrical engineering and intelligent lighting product lines
New energy sector: Accelerate the development of electric vehicle charging equipment and energy storage supporting businesses
Internationalization: Expand in markets such as Southeast Asia and the Middle East
B2B market: Increase efforts in engineering channels and pre-installation markets for real estate.

Figure 7: Company's Research and Development Expenses Situation



Figure 8: Company's Period Expenses Situation



• THE ORIGIN OF THE LOGO

Triangle: Stable and durable

Ruan Liping was a fan of the Chicago Bulls. At that time, Michael Jordan was at the peak of his career.

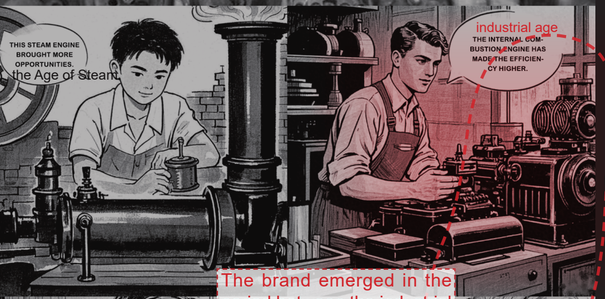
Bright red: Innovation, proactive and enterprising.

Dynamic and upward lines: Endless vitality

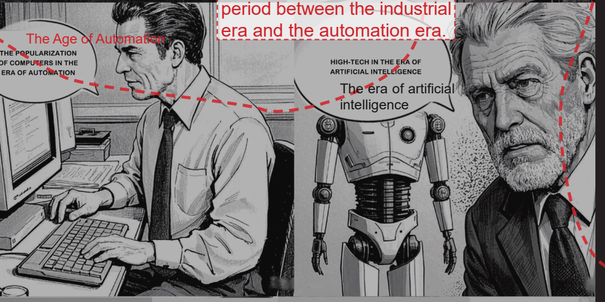


"The bull" exudes a sense of **power and an indomitable spirit**.





The brand emerged in the period between the industrial era and the automation era.





公牛

In the 1990s, the socket market in China was extremely chaotic, filled with inferior products.

I have a stable job at the Mechanical Design Research Institute of the Water and Electricity Department in Hangzhou. I possess solid technical skills and the meticulousness typical of engineers.



Ruan Liping graduated from Wuhan University of Hydraulic and Electric Engineering and is an outstanding engineer.

The original intention behind Ruan Liping's entrepreneurship was very simple and straightforward: "I want to create sockets that don't break easily."



As an engineer, he couldn't stand such "good enough" rough products. While repairing, he redesigned them according to his own engineer's thinking.

COMPETITION

• BRAINSTORMING

The design language of the bull that simplifies complexity → Geometry

The unique engineer mindset of the Bulls brand

Starting from physical principles and mechanical structures, through in-depth study, one can cultivate practical skills and engineering thinking.

The eyes of the project tape measure, level.

Engineering building model



Damaged, complex yet concise, modular, engineering-like → Engineering building model

Internal cavity structure

Visual: Metallic primary colors / Industrial gray / Engineeringwhite / Black

Complex and intricate "bone" and "vein" structures are exposed → The shape becomes irregular, asymmetrical, and composed of modular elements

Bright red

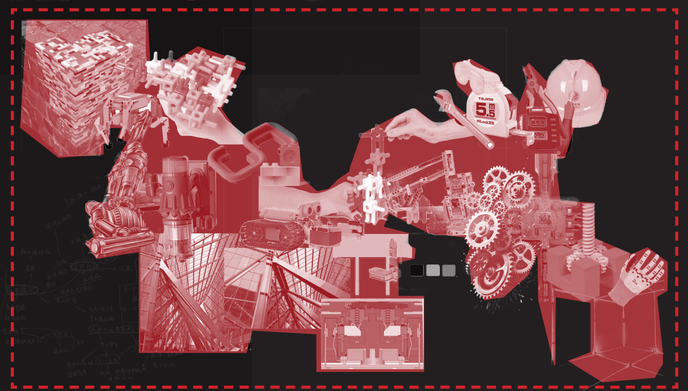
rigour | Complex with simplicity

connector | modularization

promoting a particular model. | Engineering sense

Engineering toys (building blocks, engineering models) → Focus on explaining physical principles and mechanical structures, aiming to cultivate children's engineering thinking.

The most suitable choice



• ANALYSIS OF PEOPLE

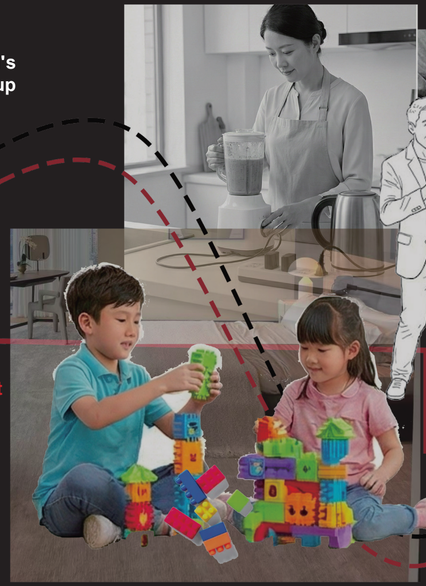
The original brand's target audience group

Sub-brand target audience group

Middle-aged people in various industries

old man or woman

The Bulls is an established brand that has always been durable and reliable. Its sub-brands will surely maintain the same quality. This makes it a safe choice for parents to use for their children.



Children aged 6-12: Basic components (standard building blocks)



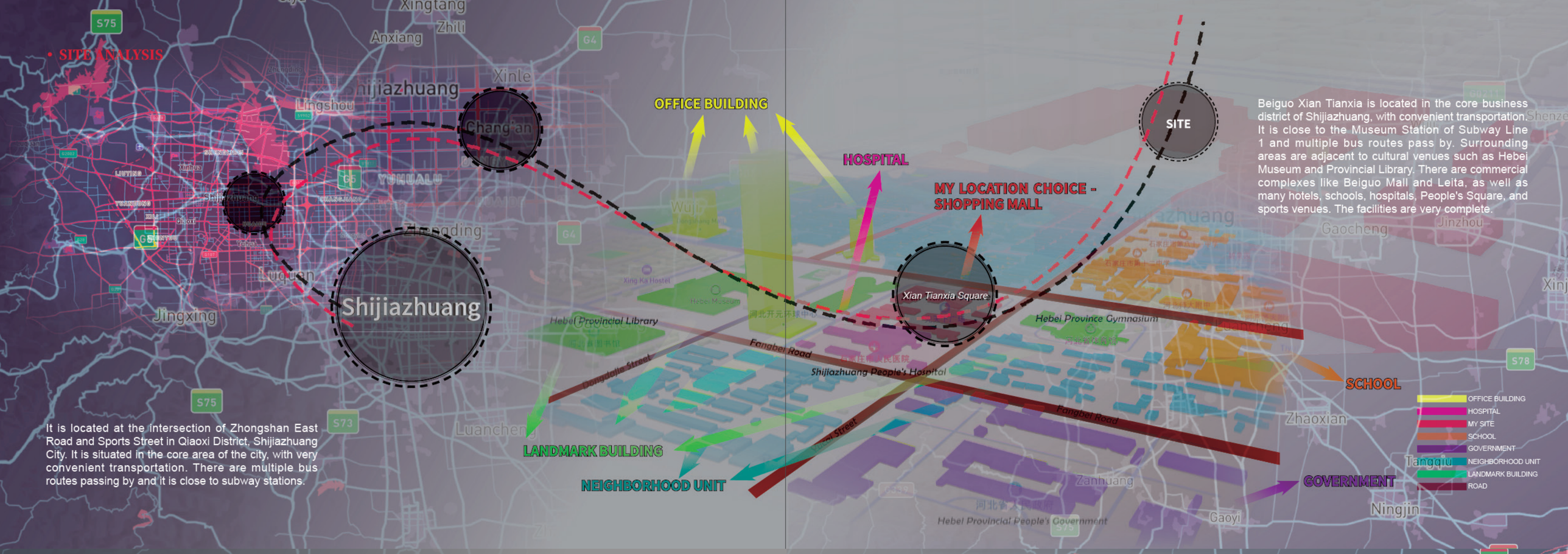
Children aged 12-18: With electronic components, advanced engineering, independent design



Parents aged 27-50: Parental companionship, education, and parent-child interaction



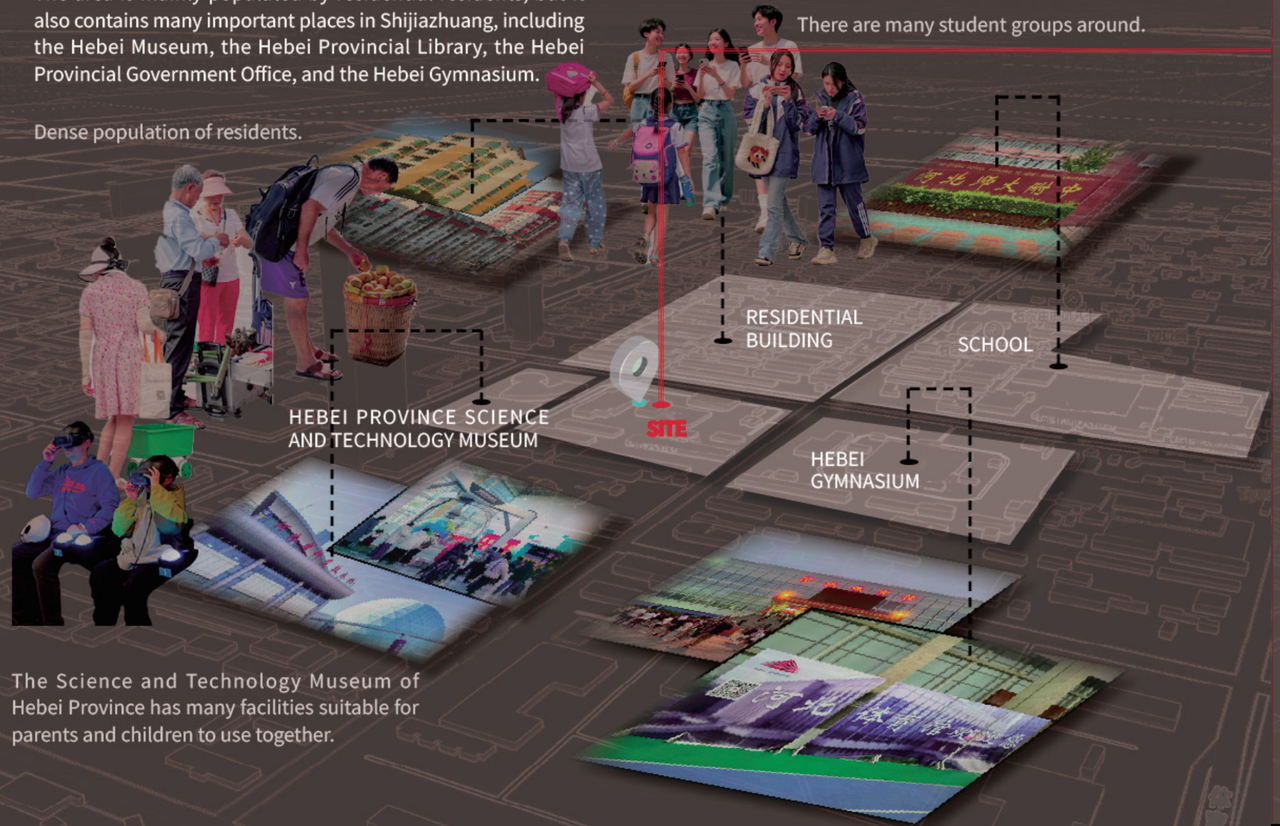
Parents aged 27-50: Parental companionship, education, and parent-child interaction


• SITE ANALYSIS
Shijiazhuang
Chang'an
Shijiazhuang
It is located at the intersection of Zhongshan East Road and Sports Street in Qiaoxi District, Shijiazhuang City. It is situated in the core area of the city, with very convenient transportation. There are multiple bus routes passing by and it is close to subway stations.
OFFICE BUILDING
HOSPITAL
MY LOCATION CHOICE - SHOPPING MALL
SITE
Xian Tianxia Square
Hebei Province Gymnasium
Hebei Provincial Library
Fangbei Road
Dongdalu Street
Shijiazhuang People's Hospital
SCHOOL
LANDMARK BUILDING
NEIGHBORHOOD UNIT
GOVERNMENT
Hebei Provincial People's Government
Beiguo Xian Tianxia is located in the core business district of Shijiazhuang, with convenient transportation. It is close to the Museum Station of Subway Line 1 and multiple bus routes pass by. Surrounding areas are adjacent to cultural venues such as Hebei Museum and Provincial Library. There are commercial complexes like Beiguo Mall and Leita, as well as many hotels, schools, hospitals, People's Square, and sports venues. The facilities are very complete.
OFFICE BUILDING
HOSPITAL
MY SITE
SCHOOL
GOVERNMENT
NEIGHBORHOOD UNIT
LANDMARK BUILDING
ROAD

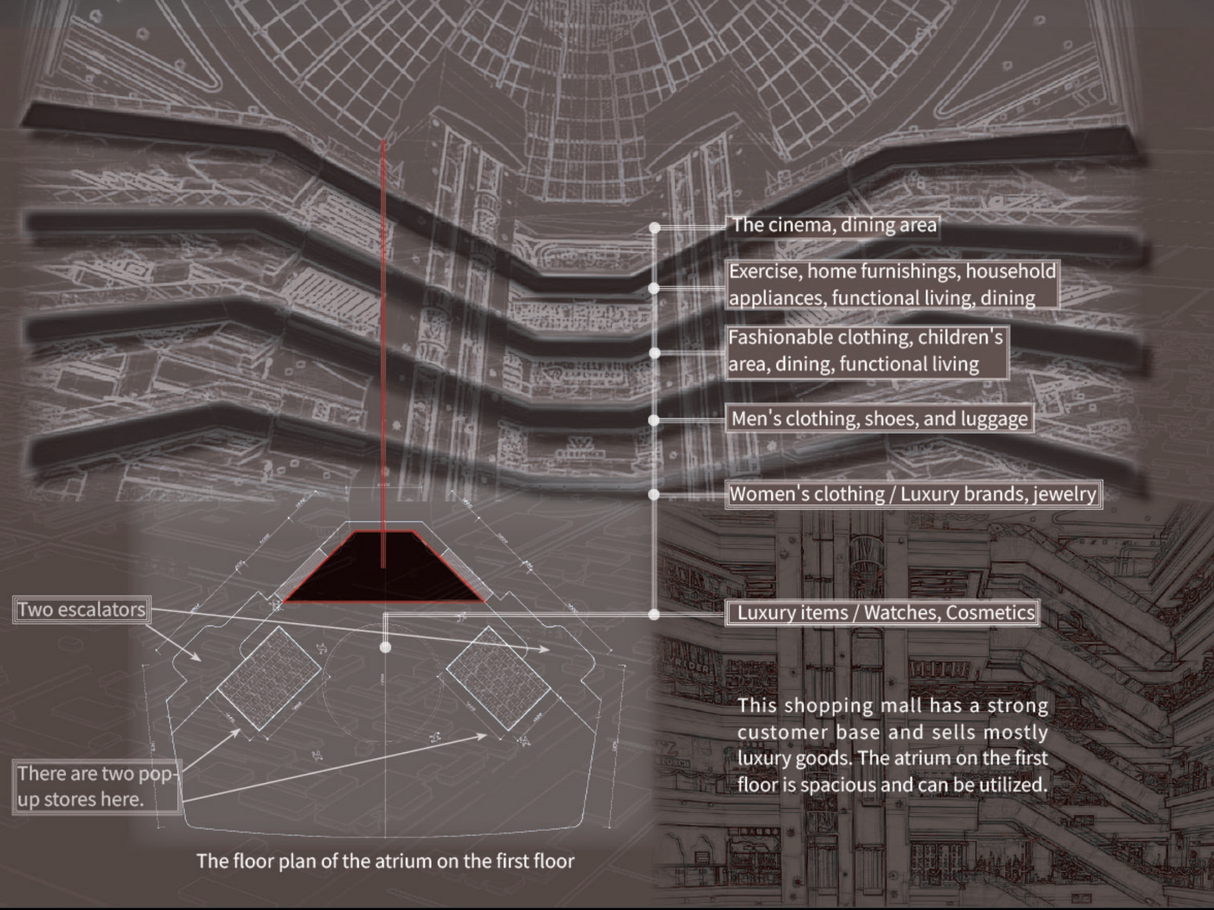
The area is mainly populated by residential residents, but it also contains many important places in Shijiazhuang, including the Hebei Museum, the Hebei Provincial Library, the Hebei Provincial Government Office, and the Hebei Gymnasium.

There are many student groups around.

Dense population of residents.



The Science and Technology Museum of Hebei Province has many facilities suitable for parents and children to use together.



The floor plan of the atrium on the first floor

This shopping mall has a strong customer base and sells mostly luxury goods. The atrium on the first floor is spacious and can be utilized.

- **SOURCE OF INSPIRATION**

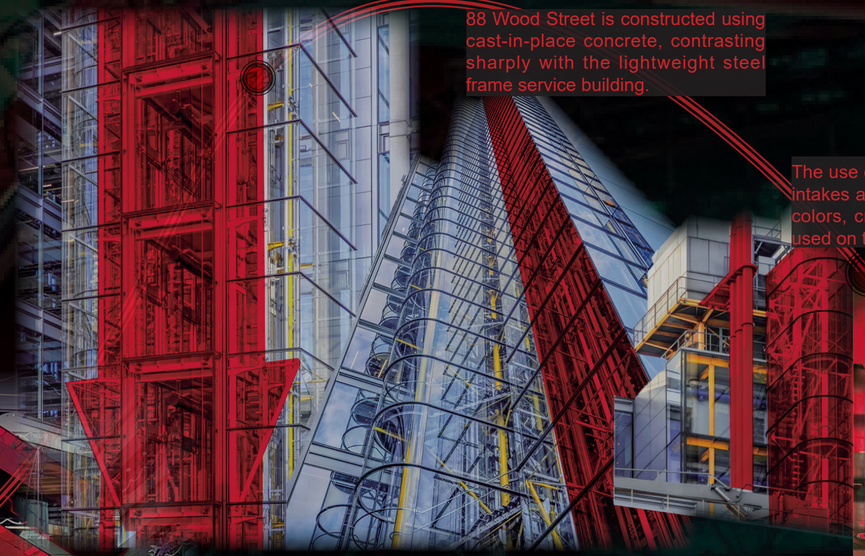


By placing the service facilities (such as stairs and elevators) outside the building, the interior space becomes more orderly and flexible, demonstrating the high-tech school's emphasis on technical expression and the importance they place on industrial aesthetics.

Lloyds Building: A strong pursuit of technical aesthetics and structural transparency. The technical pipelines are placed on the exterior of the building, providing flexible usage scenarios within the interior of the building.

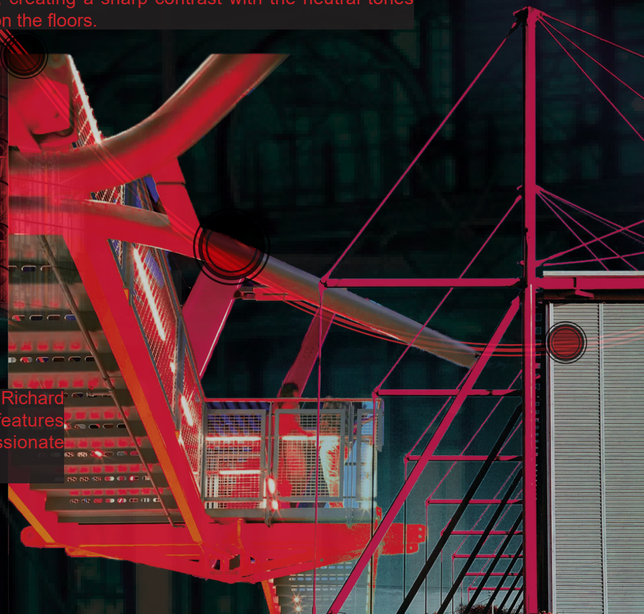
There are many elevators right next to the location I chose.





88 Wood Street is constructed using cast-in-place concrete, contrasting sharply with the lightweight steel frame service building.

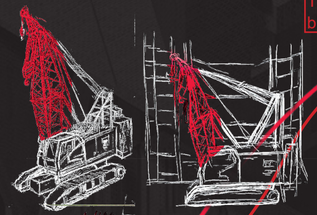
The use of bright colors has enhanced its impact - the air intakes and exhausts at the street level are also in bright colors, creating a sharp contrast with the neutral tones used on the floors.

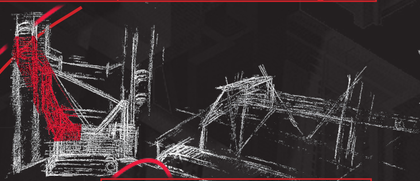


Red, yellow and blue are the most frequently used colors in Richard Rogers' architecture. By using these colors, the structural features are further emphasized, presenting a bold, rugged and passionate appearance, while also highlighting the technical logic.

• DESIGN SKETCH DEVELOPMENT

The brand mainly sells energy module building blocks. The main product is the crane building block.





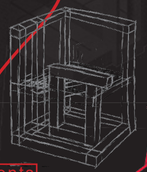
Taking the site and the source of inspiration into consideration, the boom structure of the crane can be utilized.



The structure deformation of the boom that can rotate

Combining Naef building block structure for combined modeling

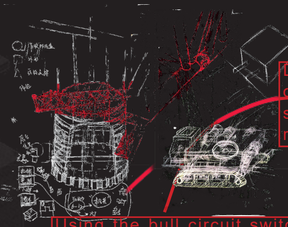




Extracting elements from the socket structure

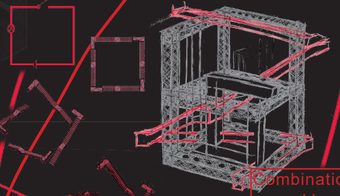


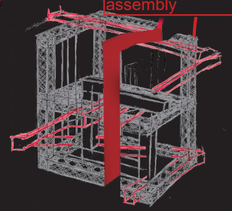
Utilize the port form



Disassembly of crane structure and reconfiguration

Using the bull circuit switch to close, combined with the boom shape, and incorporating the staircase design





Combination and assembly

• BRAND LOGO



The tape measure, as the eyes of an engineer and the logo of a brand, play a similar role. Therefore, the tape measure shape is adopted as the brand logo.

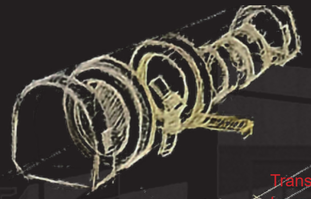


tape measure

The brand products have the function of cultivating thinking



brain



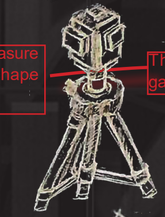
Disassemble the structure of the tape measure



Take the tape measure and the similar shape of the brain form



circuit





The joining of square blocks



Transparent shape-transparent building blocks



Add the element of connecting building blocks

The laser emitted by the level gauge is combined with the circuit.

The tape measure shape combined with the ridges on the brain and the circuitry



Red building blocks



brand logo

• MOOD BOARD

Overall, it conveys a strong sense of engineering.

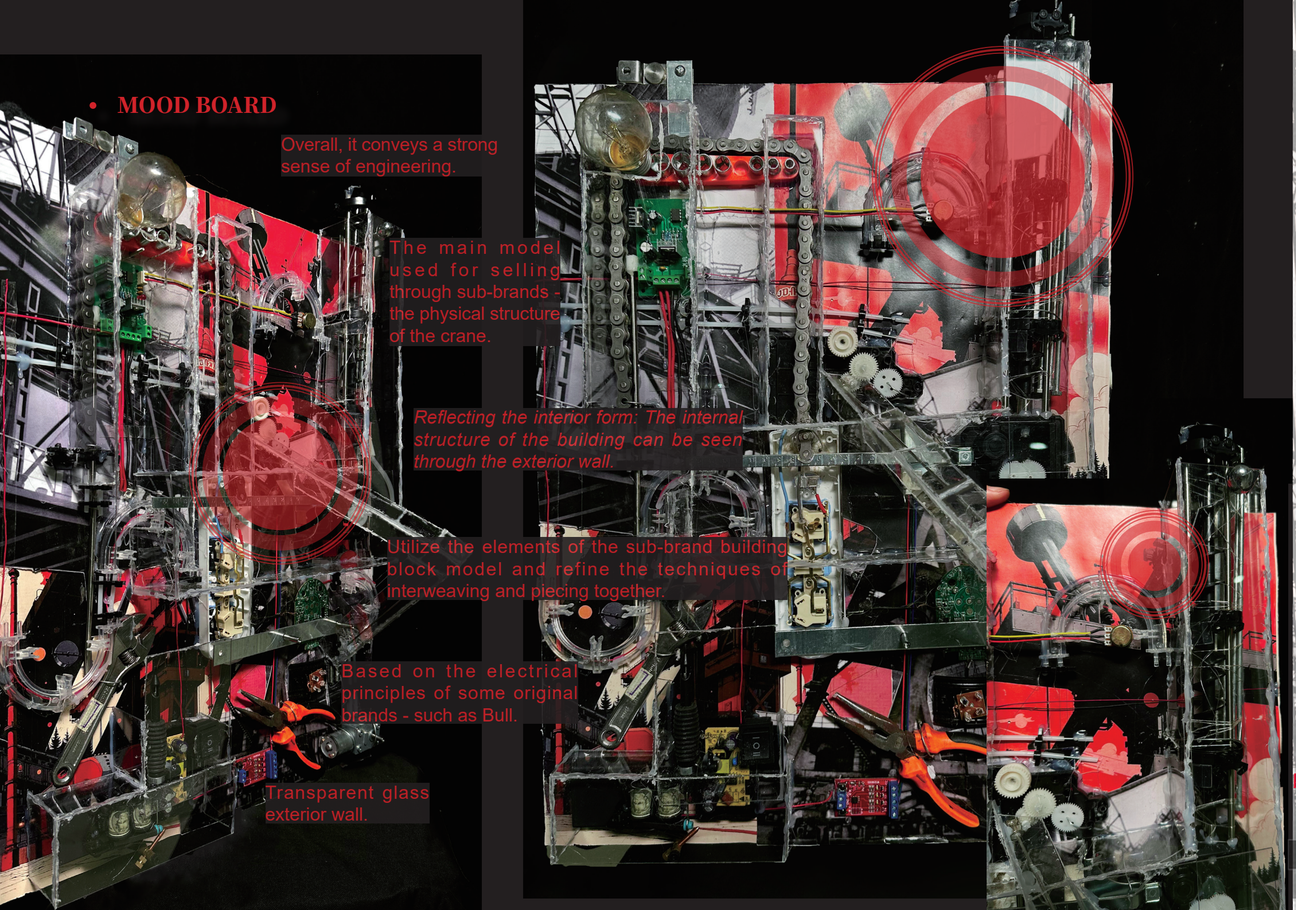
The main model used for selling through sub-brands - the physical structure of the crane.

Reflecting the interior form: The internal structure of the building can be seen through the exterior wall.

Utilize the elements of the sub-brand building block model and refine the techniques of interweaving and piecing together.

Based on the electrical principles of some original brands - such as Bull.

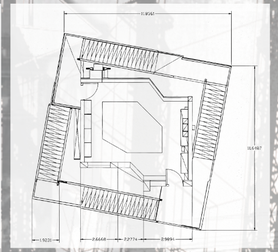
Transparent glass exterior wall.



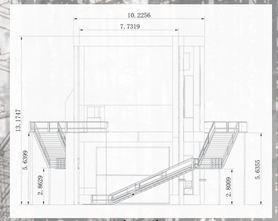
• DRAWING MODEL



First floor floor plan



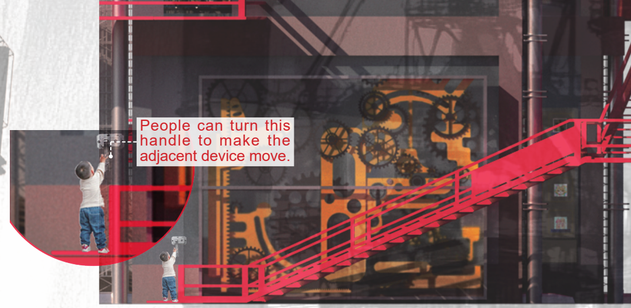
Second floor floor plan

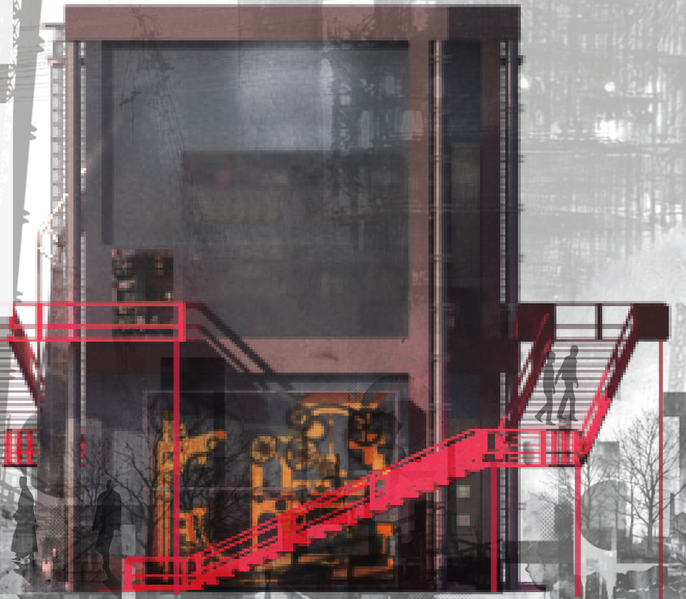


elevation

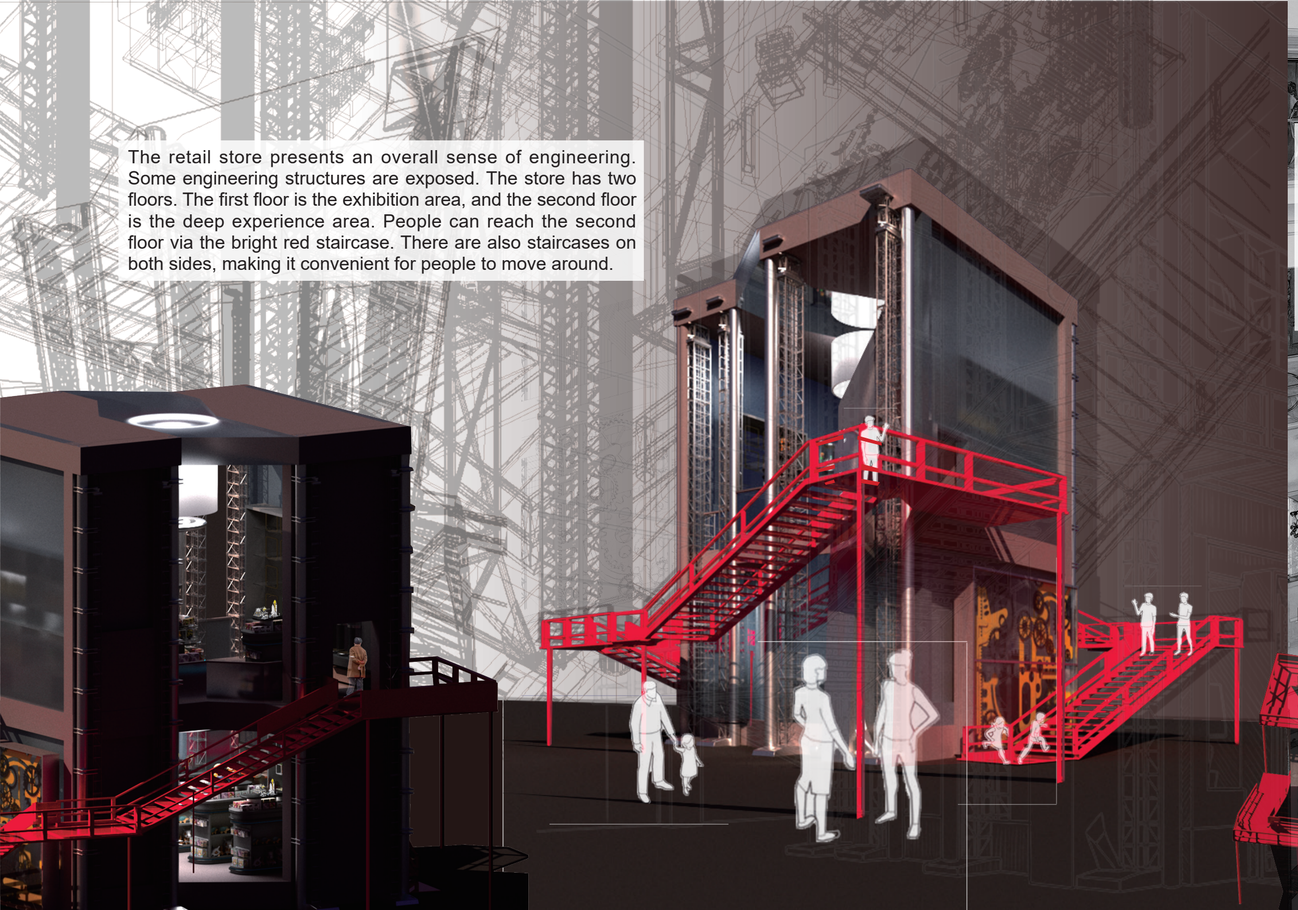
Based on the keywords such as "bull brand engineering", "circuit", "module" etc., the main body is designed using basic geometric blocks and the shape of interface areas, and is linked with the circuit. A red staircase is used to simulate the stairs.







The retail store presents an overall sense of engineering. Some engineering structures are exposed. The store has two floors. The first floor is the exhibition area, and the second floor is the deep experience area. People can reach the second floor via the bright red staircase. There are also staircases on both sides, making it convenient for people to move around.



When people use the adjacent escalator to go up and down, they will notice that the bright red stairs present different shapes when viewed from different heights. At the top, they will find that the originally scattered red stairs form a square shape.

