



Properties list:

- range of products
- new product
- soft drinks
- bottle
- metals
- identity by system of colour
- end-user packaging
- identity by illustration
- contemporary

From [Think Kaleidoscope](#) (a design agency) website:

"The Challenge

To develop a strategy for a wholly new grape drink experience targeted to health craving urbanites.

The Insight

Research revealed that red wine grape concentrates contain the optimum blend of active micronutrients required to achieve the highest-levels of antioxidant benefit. In an overly saturated energy beverage marketplace, Kaleidoscope saw this an opportunity to rethink the wine experience within a concept developed around health-energy. The

Solution

Embodi's stance is unique, representing the perfect partnership of energy and nature. Through convenient packaging and accessible visual equities, Embodi leverages the vineyard experience as a emotional brand driver. Attracting younger health-seeking consumers looking for instant health gratification.

The Result

Introduced in 6 flavors, the striking design truly delivered a wholly new experience and an exciting category opportunity. Embodi achieved national distribution with Whole Foods and other leading retailers."

Reference: http://www.thinkkaleidoscope.com/pdf/casestudy/63244_Brochure_PackagingCS10.pdf

Credits:

Country: USA

Agency: Think Kaleidoscope

Other images: