



## 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."

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Reference: [http://www.thinkkaleidoscope.com/pdf/casestudy/63244\\_Brochure\\_PackagingCS10.pdf](http://www.thinkkaleidoscope.com/pdf/casestudy/63244_Brochure_PackagingCS10.pdf)

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### Credits:

**Country:** USA

**Agency:** Think Kaleidoscope

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