

# EARBUDEEZ

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**Properties list:**  
end-user packaging  
range of products  
new product  
electronics  
box  
plastics  
playful  
ironic  
contemporary  
transparent  
identity by illustration  
identity by system of colour  
identity by shape

The ME (Mobility Expanded) brand was a sub-brand of Jensen, which wanted to give ME its own identity for the earbud and headphone market. The project aimed at re-inventing the ME brand to make it more appealing to a younger audience. In this project each earbuds package becomes a character with its own personality. Earbuds themselves are used as the eyes of the various characters: Bodie, Emo, Jay D., Jill, Skull Rojo and Zoie Jane.

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**Reference:** <http://www.jdainc.com/news/noteworthy/?noteworthy=mar09.html>

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**Credits:**

**Country:** United States of America

**Year:** 2009

**Agency:** JDA

**Award:** PentAward Gold "Other Markets Electronic", 2009

Other images:

