

EARBUDEEZ



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.

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

Credits:

Country: United States of America

Year: 2009

Agency: JDA

Award: PentAward Gold "Other Markets Electronic", 2009

Other images:

