U HYDRATION

Properties list:
end-user packaging
range of products
new product
sport and energy drinks
tube
flacon
contemporary
smooth
women
identity by illustration
identity by system of colour
plastics

From Moxie Sozo website: "Nuun is the leading manufacturer of electrolyte sports drink tablets. After establishing a strong reputation with endurance athletes, the company hired Moxie Sozo to launch a new product targeting the health-conscious women?s lifestyle ma rket. The agency, through research and focus groups, identified competitive challenges and opportunities for the new brand. Using a graphic architecture centered around a dynamic female form, contemporary styling and a fresh color scheme, ?U? capitalized on key emot ional drivers of the target audience, while maintaining taste appeal and a strong shelf presence. The packaging has won several awards, been featured in numerous books and received praise for its effectiveness."

Reference: http://www.moxiesozo.com/index.php?t=feature&id=36

Credits:

Year: 2008
Agency: Moixe Sozo

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