

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 market. 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 emotional 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.moxieso.com/index.php?t=feature&id=36>

Credits:

Year: 2008

Agency: Moixe Sozo

Other images:

